



REVIEW OF RESEARCH



FUNCTIONAL AND BEHAVIOURAL CHARACTERISTICS OF TOURIST IN MAHALAXMI TEMPLE OF KOLHAPUR DISTRICT (MS)

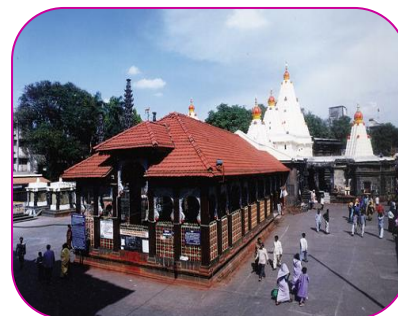
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ABSTRACT :

The development of Tourism basically depends upon infrastructural facilities. It is an integral component of tourism development. It comprises of accommodation, transportation, telecommunications, water, power, entertainment and way side amenities like auto-service center, petrol pumps, food malls, public toilets etc. Kolhapur Municipal Corporation and Government of Maharashtra have been providing such infrastructural facilities.

The purpose of this study is to examine facilities available for tourist and to highlight the functional and behavioural characteristics of the tourist. For this study 550 tourist were examined with the help of questionnaire specially designed for finding types and satisfaction of tourist.



KEYWORDS : *Infrastructure, Religious, Socioeconomic, characteristics.*

INTRODUCTION :

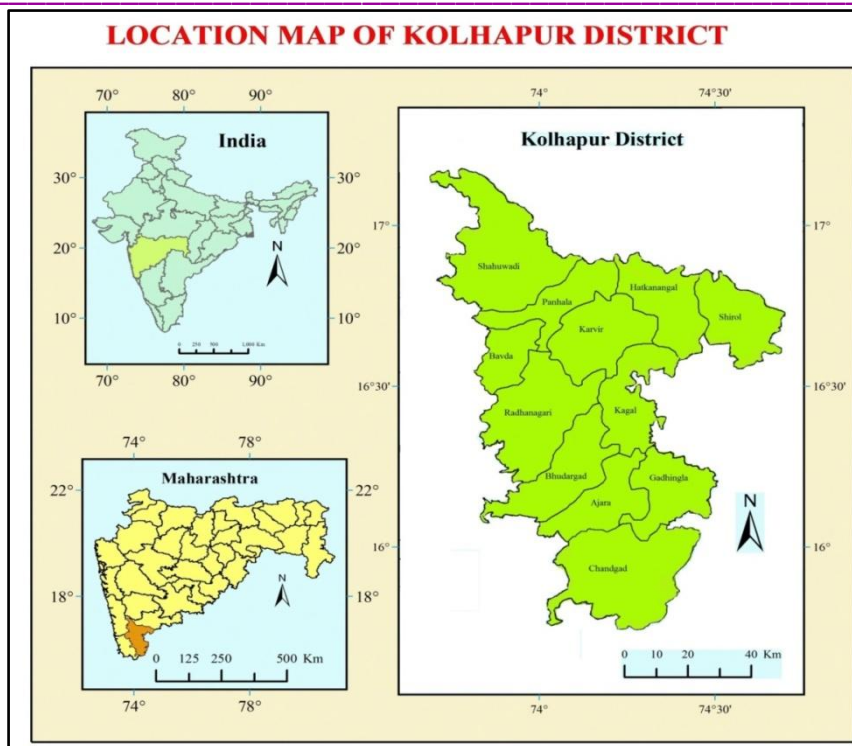
Tourism is one of the important industries which promote country's economy. Its contribution is a major part of foreign exchange, employment, taxation and other sources. Kolhapur district is an important district in Maharashtra state. It has various resources, physiographic divisions, specific history, culture and tradition. It includes a number of religious, historical, cultural and natural tourism places.

Religious tourism is considered to be the most powerful tool which has caused a number of people to travel as religious places in all parts of the world. The many places are famous to the religious point of view not only in India but also in the world. These religious places are being developed as tourist center.

Kolhapur is one of the famous and an important center from the religious point of view. It is nationally and internationally well-known for its ancient temples.

STUDY AREA:

The city is located in the south-west part of Maharashtra. The geographical intersections are 16°42' N latitude & 74°14' E longitude. It is settled on right bank of the river Panchaganga. The height of Kolhapur is 550 meters above the mean sea level. It has occupied about 66.82 sq. kms of land.



HISTORICAL BACKGROUND

Kolhapur is situated on the right bank of the river Panchaganga. It is nationally and internationally well known for its ancient temples and sacredness. It is also known as DakshinKashi. The Mahalaxmi temple is the major religious tourist place in Kolhapur. It is located about 3 kms in the south west of central bus stand and 2 kms from railway station. Tourist can reach by private vehicles, cars, jeeps, auto rickshaws and city buses from various places.

The ancient name of this place was Kollapur, 'Koll' means valley and 'pur' means village, hence Kollapur means village in a valley. Geographically it is correct. In the course of time this village has grown up to the present position.

The Mahalaxmi Temple:

Kolhapur is a famous place from the religious point of view. It is one, out of the three and half important Shaktipithas, named Tuljabhavani Devi (Tuljapur), Mahalaxmi (Kolhapur), Renuka Devi (MahurNanded) and Saptashringi Devi (Vani half Shaktipithas). Kolhapur is an ancient dwelling place of Mahalaxmi. Mahalaxmi Devi is also known as Ambabai. Mahalaxmi is one of the spiritual centers in the study area. The temple of Mahalaxmi has been built in the 7th century by the King Karnadev of Chalukya dynasty and it was embellished over several centuries. The innermost part was reconstructed by Shilahara king, which was later expanded by the king Gandaraditya of the same Dynasty and later by king Singhan of Yadava Dynasty. The outer most portion of the temple was constructed in the Maratha period. The idol of Mahalaxmi is built as a monolithic structure and decorated with various diamonds and stones. The Mahalaxmi idol is 1.22 meters tall and has been placed on a black pedestal stone which is 0.91 meter high. The GarudMandap or SabhaMandap was built from the years 1844 to 1867. The length of the temple is 106.68 meters from the east to west and width is 68.58 meters from the north to south. The total area of the temple is 250.83 sq. meter. The height of the main temple spire is 13.72 meters.

The temple is shaped like a star. It is constructed using local black and large square stones without mortar. Its structure is Hemadpanthi. The main entrance is magnificent. It has a Nagarkhana built over. It has four entrances. The main entrance is towards the west and other three entrances are on the east, north

and south. The northern gate has a large bell, which is rung five times a day, hence it is known as 'GhatiDarwaja'.

The temple of Mahalaxmi is the main attraction for the tourists. The tourists of Maharashtra, Andhra Pradesh, Gujarat and Karnataka have deep faith in Mahalaxmi and visit the temple.

The important fairs and festivals: The important festivals of Mahalaxmi are Navratrotsav, Rathostav, and Kirnotsavetc.

OBJECTIVES:

1. To study the functional and behavioral characteristics of the tourist
2. To study the facilities available for tourist

METHODOLOGY:

The present research paper is based primary and secondary data. The primary data collected through interviews and visit the place to see factual situation. The information regarding to the historical and cultural facts has been collected from the secondary data. The collected data analyzed with simple statistical methods and represent with cartographic techniques in graphs and pie-diagrams.

DISCUSSION:

Functional and behavioral characteristics of the tourists:

Tourist-information regarding their demographic characteristics, mode of transportation, purpose of visit, socio-economic status, opinions about the local people, frequency of visit, tourist expenditure and tourists view about the destination etc. are the important indicators regarding the tourist destination and they also contribute in the development of tourism.

Tourists are interviewed on different occasions at Mahalaxmi temple destinations. The questionnaire were filled in by the tourists at the time of Navratrotsav, Rathostav, Kirnotsav, Diwali, summer season, week end, fool moon, Tuesday, Friday, Sunday and also during off seasons. During the course of interview 640 tourists were contacted and out of them 550 tourists have responded to the questionnaires. Hence the total analysis and results are based on the opinions of 550 tourists.

STATE WISE DISTRIBUTION OF TOURISTS

Table: 1.1 State Wise Classification of Tourists

Sr.No.	State	Number of Tourists	Percentage (%)
1	Maharashtra	467	84.91
2	Karnataka	35	6.36
3	Andhra Pradesh	16	2.91
4	Uttar Pradesh	8	1.45
5	Madhya Pradesh	4	0.73
6	Gujarat	3	0.55
7	Goa	5	0.91
8	Rajasthan	3	0.55
9	Delhi	3	0.55
10	Other Countries	6	1.09
Total		550	100

(Source:-Data compiled by the Researcher)

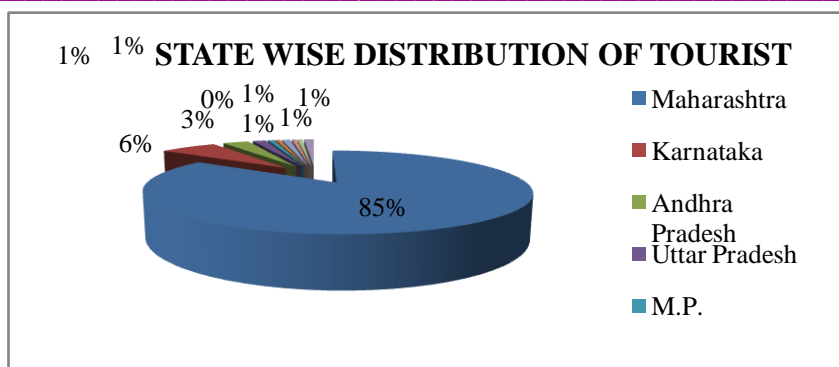


Fig. 1.1 State Wise Distribution of Tourist

Table 1.1 and fig. 1.1 reveals that the tourists visit from Maharashtra, Karnataka, Andhra Pradesh and Uttar Pradesh including other states of India. In fact, about 84.91 % tourists come from Maharashtra, 6.36 % tourists came from Karnataka, about 2.91% from Andhra Pradesh, 1.45% from Uttar Pradesh and only 1.09 % from other countries. Hence it is clear that, most of the tourists are from Maharashtra, Andhra Pradesh and Karnataka. According to tradition, most of the tourists visit Goddess Mahalaxmi in Kolhapur after visiting the Tirupati temple in south India.

DISTRICT WISE FLOW OF TOURISTS

Table 1.2 District Wise Flow of Tourist

Sr. No.	District	No. of Tourists	%	Sr.No	District	No. of Tourist	%
1	Kolhapur	232	42.18	18	Ratnagiri	7	1.27
2	Nagpur	3	0.55	19	Aurangabad	2	0.36
3	Sangli	68	12.91	20	Hingoli	2	0.36
4	Mumbai	13	2.36	21	Sindhudurg	5	0.91
5	Solapur	25	4.55	22	Buldhana	3	0.55
6	A.Nagar	4	0.73	23	Jabalpur	4	0.73
7	Satara	16	2.91	24	Hyderabad	16	2.91
8	Parabhani	1	0.18	25	Belgaum	24	4.36
9	Pune	30	5.45	6	Mysore	7	1.27
10	Nanded	3	0.55	27	Dharwad	4	0.73
11	Beed	7	1.27	28	Lakhanow	8	1.45
12	Raigad	2	0.36	29	Panaji	5	0.91
13	Latur	12	2.18	30	Jaipur	3	0.55
14	Dhule	1	0.18	31	Ahmadabad	3	0.55
15	Thane	11	2.00	32	Delhi	3	0.55
16	Jalgaon	8	1.45	33	Other	6	1.09
17	Nashik	12	2.18		Total	550	100

(Source:-Data compiled by the Researcher)

Table 1.2 shows that most of the tourists from self-districts have visited to Mahalaxmi. There are 42.18 % tourists from Kolhapur district and 12.91 % from Sangli district, 4.55 % from Solapur district, 2.91 % from Satara, 2.36 % from Mumbai, 2 % from Thane district. Below 2 % tourists are from Beed, Jalgaon,

Ratnagiri district, however only 15.1 % tourists are from out of Maharashtra and only 1.09 % tourists visited from other countries. It is observed that majority of tourists are from nearest districts of Kolhapur.

PURPOSE OF TOURISTS

Table 1.3 Purpose of the tourist

Sr. No.	Aim of the visit	No. of Tourists	Percentage %
1	Religious	327	59.45
2	Friends & Relatives	38	6.91
3	Education	11	2
4	Entertainment	104	18.91
5	Employment	32	5.82
6	Business	28	5.09
7	Administrative	10	1.82
Total		550	100

Source:-Data compiled by the Researcher

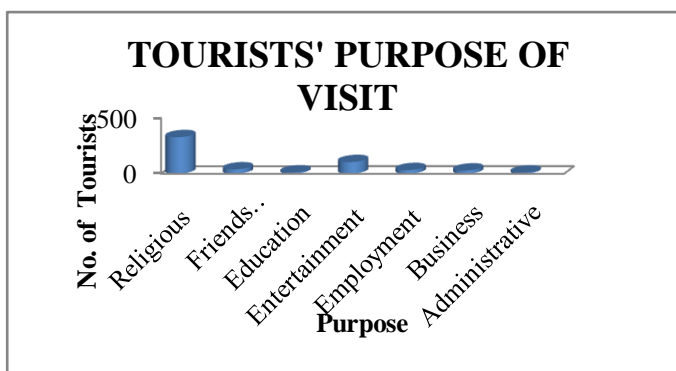


Fig.1.2 Tourist Purpose of Visit

Table 1.3 shows that the tourists visit Kolhapur with different intentions. These intentions are divided into seven categories such as religious, friends and relatives, education, entertainment, employment, business and administrative purpose.

About 59.45 percent tourists visit destination from the religious point of view; 6.91 % tourists travel to meet friends and relatives; 18.91 % tourists visit for the purpose of enjoyment, 5.82 % tourists visit for employment and only 2 % tourist visit for the purpose of education. 5.09 % for business purpose and 1.82 percent tourists visit for administrative purpose.

OCCUPATIONAL STRUCTURE

Table 1.4 Occupation Wise Classification of Tourist-Kolhapur

Sr. No.	Occupation	No. of tourist	Percentage %
1	Employees	192	34.91
2	Business	67	12.18
3	Agriculture	116	21.09
4	Education	84	15.27
5	Professional	32	5.82
6	Other	59	10.73
Total		550	100

source:-Data compiled by the Researcher

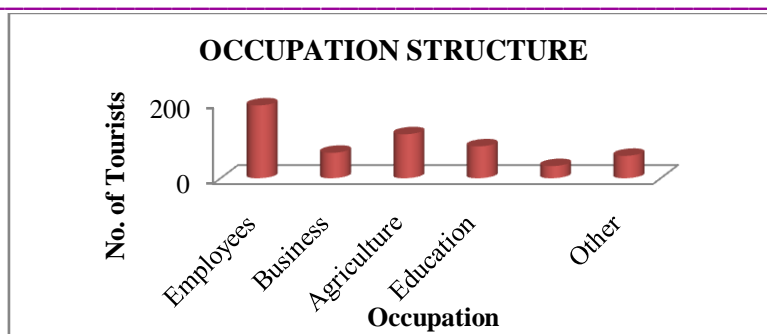


Fig. 1.3 Occupation Structure

Table 1.4 reveal the occupational structure of the tourists observed that the highest i.e. 34.91 percent tourists are engaged in state, central and private service sectors; 21.09 % tourists in agriculture; 15.27 % tourists in educational field like students, teachers, and trainers etc. 12.18% tourists are businessmen, who come from various towns like Kolhapur, Pune, Mumbai, Belgaum, Hyderabad, Jaipur and Panaji etc. 10.73 % tourists are in other occupations e.g. company helper, activities related to transport and other workers. Only 5.82 % tourists belong to the professional categories. The tourists from the service sectors are more tourists from than the other sectors.

RELIGION WISE DISTRIBUTION

Table 1.5 Religion Wise Classification of Tourists-Kolhapur

Sr. No.	Religion	No. of tourists	Percentage %
1	Hindu	487	88.55
2	Muslim	05	0.91
3	Christian	19	3.45
4	Bouddh	12	2.18
5	Jain	27	4.90
Total		550	100

(Source:-Data compiled by the Researcher)

Table 1.5shows the fact that the majority of tourists are visit from Hindu category i.e. 88.55%. The second number is Jain category that is 4.90% and very less 0.91% tourists are from Muslim category. However the table indicates that majority of tourists belong to Hindu category in comparison with other religions.

AGE STRUCTURE

Table 1.6 Age and Sex Wise Classification of Tourist- Kolhapur

Sr.No.	Age in year	No. of Tourists		Percentage of Tourists		Total %
		Male	Female	Male	Female	
1	Under 15	11	4	2	0.73	2.73
2	16 to 30	160	154	29.09	28	57.09
3	31to 45	94	53	17.09	9.64	26.73
4	46 to 60	40	11	7.27	2	9.27
5	above 60	17	6	3.09	1.09	4.18
Total		322	228	58.54	41.46	100

(Source:-Data compiled by the Researcher)

Table 1.6 shows that the highest number i.e. 57.09% of tourist are from 16 to 30 years age group; while the lowest number i.e. 2.73% is from below 15 years age group. The tourists in age group of 31 to 45 years are also more. This is a good indication for tourism development in Kolhapur.

MARITAL STATUS

Table 1.7 Marital Status of Tourist-Kolhapur

Sr.No.	Marital Status	Male	Female	Total	Percentage
1	Married	182	111	293	53.27
2	Unmarried	132	104	236	42.91
3	Widow/Deserted	8	13	21	4.64
Total		322	228	550	100

(Source:-Data compiled by the Researcher)

Table 1.7 & fig. 4.8 reveal that 53.27 % tourists were married, 42.91 % unmarried and 4.64 % were widow class. It means that tourists always visit with their family members, especially newly married couples visit the Mahalaxmi. Unmarried people visit with their family, friends, relatives and also separately. It is clear that marital status also make a great impact on the tourism products at such places.

ECONOMIC STATUS

Table 1.8 Income Wise Classification of Tourists (Annual)-Kolhapur

Sr. No.	Class	Income Group	No. of Tourists	Percentage
1	Low income class	Less than 50000	177	32.18
2	Middle class	50000-100000	294	53.45
3	Higher middle class	100000-150000	54	9.82
4	Higher income class	More than 150000	25	4.55
Total			550	100

(Source:-Data compiled by the Researcher)

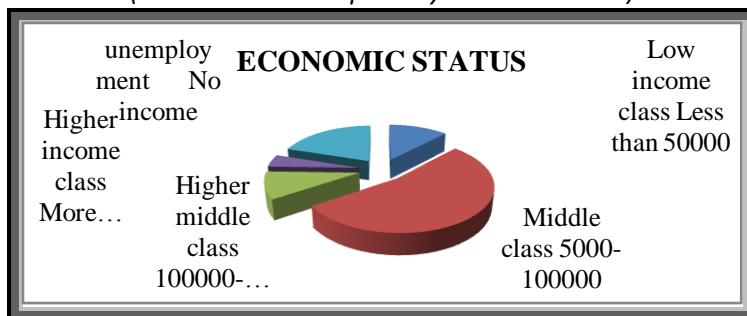


Fig. 1.4 Economic Status

Table 1.8 and fig. 1.4 explain the economic status of tourists which is divided into five categories. It was observed that, maximum tourists belong to middle class and their proportionate rate was 53.45 %. The second largest class of the tourists was low income class group i.e. 32.18 %; whereas 9.82 % tourists were from higher middle class and 4.55 % tourists were from higher income class and about 20 % people from the educated and unemployment categories who visited Kolhapur. It seems that 34.91 % tourists are engaged in service sectors and they visited Kolhapur at the time of weekend.

MODE OF TRANSPORTATION

Table 1.9 Classification of Tourist on the Basis of Mode of Transportation

Sr.No.	Mode of Transport	No.of Tourists	Percentage %
1	MSRTC Service	261	47.45
2	Railway	94	17.09
3	Private vehicle	107	19.45
4	Two wheeler	65	11.82
5	Walking/cycle	23	4.18
Total		550	100

(Source:-Data compiled by the Researcher)

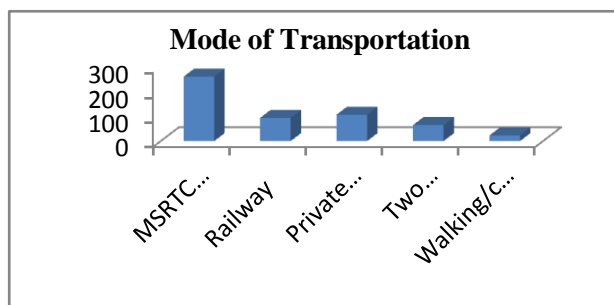


Fig:-1.5 Mode of Transportation

Table 1.9& Fig. 1.5 reveal the data of modeAs per the survey, it was observed that majority of the tourists have used the MSRTC service as the mode of transportation to reach the destination i.e. 47.45 %. It means that the MSRTC service has more opportunity to extend their service at this destination. About 19.45% tourists have used private vehicles (own cars & rental cars) to visit the destination, which is quite easy by road; whereas 17.09 % tourists used the railway as a mode of transportation. 11.82 % tourists used their motor cycles and only 4.18 % tourists who are from nearby areas preferred their two wheeler and cycle to the destination.

HALTING DURATION

Table 1.10 Classification of Tourist According to Halting Duration- Kolhapur

Sr.No.	Halting Duration	No. of Tourists	Percentage %
1	Day Tripper	245	44.55
2	One Day	217	39.45
3	Two Day	72	13.09
4	Three Days	16	2.91
Total		550	100

Source:-Data compiled by the Researcher

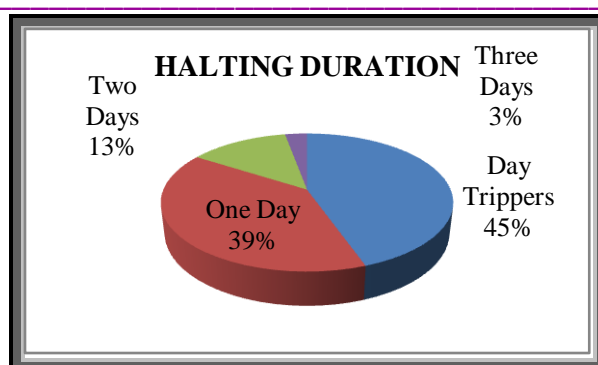


Fig:-1.6 Halting Duration

As per survey it is revealed that 44.55% tourists were day trippers. They went back after having darshan. 39.45% tourists halted for one day whereas 16% tourists halted more than two days. The tourists, who had halted more than two days, were especially attending festivals and religious activities like Navratriustav, Rathotsav and Kirnotsav.

ACCOMMODATION

Table 1.11 Classification of Tourist According to Accommodation Type

Sr.No.	Type of Lodging	No.of Tourists	Percentage %
1	Day Trippers	245	44.55
2	Dharamshala	29	5.27
3	Lodge/Hotel	119	21.64
4	Friends and Relatives	132	24
5	Rest House	25	4.55
Total		550	100

Source:-Data compiled by the Researcher

Classification of tourists according to accommodation type is shown in table No. 1.11 and fig 1.7 about 44.55 % tourists were day trippers who did not stay at destination and they returned to their homes. 21.64% tourists have used hotels & lodges to halt at Kolhapur. Hotel facility is very well developed at the place e.g. three star, two star, one star and other hotels. Hence higher middle class tourists and higher income class tourists were accommodating at these places. 5.27% tourists prefer to stay at Dharamshala; 24 % tourists take shelter in their friends and relatives houses and only 4.55 % tourists' stay in the government rest house.

EXPENDITURE OF TOURIST

Table 1.12 Classification of Tourists on the Basis of Expenditure

Sr.No.	Price in Rs.	No.of Tourists	Percentage %
1	Less than 100	273	49.64
2	100-200	130	23.64
3	200-500	82	14.91
4	500-1000	41	7.45
5	More than 1000	24	4.36
Total		550	100

(Source:-Data compiled by the Researcher)

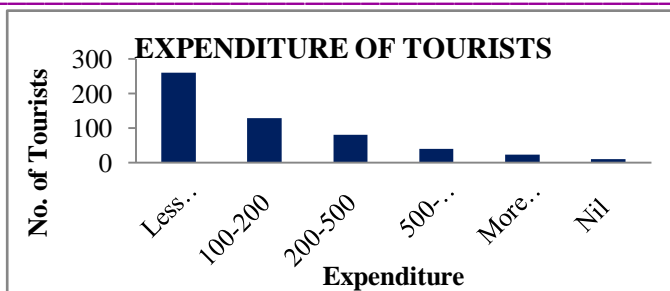


Fig:1.7 Expenditure of Tourists

Table 1.12& fig. 1.7 reveal the classification of tourists on the basis of their expenditure; Purchasing of devotional products like Puja materials and performing Mahapuja and Abhishek are the major religious activities of the devotees, which they do for various purposes. Hence, out of the total percentage of the tourists, 4.36% were spending high amount i.e. more than Rs 1000/-. About 49.64% tourists spent less than Rs 100/-; 23.64% and 14.91% tourists spent in between Rs 100-200/- and 200-500/- respectively. About 7.45% tourists spent Rs 500-1000/-. The Mahapuja is the main religious activity. Devotees spend thousands of rupees on this activity. These tourists purchase turmeric, vermilion, fruit and flowers and coconut to offer to the Goddesses. Even they purchase religious books and photos of Goddess for the worship at their homes.

INFRASTRUCTURAL FACILITIES:

Kolhapur is a well-developed city in Maharashtra. The major facilities are accommodation, transportation, road, water supply, health and education. These facilities are as follows:

Transportation: - Transportation activity is a mean to reach the destination and also the means of movement at the destination. In most cases, tourism is developed in the areas where extensive transportation network is available. Kolhapur is well connected with two National Highway NH-04 and NH-204. It is also connected by the south central railway and by the Kingfisher Airlines.

Kolhapur is connected to Mumbai, Pune, Bengaluru, Hyderabad, Delhi and other major cities of India by road. The MSRTC buses, tourist buses, cars, taxis and city buses are important as a mode of transportation in Kolhapur. It has three MSRTC bus stands namely CBS, Sambhajinagar and Rankala. The total length of road is 491.12 kms in urban area. Out of that 12.29 kms is National Highway, 79.91 kms is State Highway, 178.18 km district road and 220 kms other roads. The internal transportation of city is under the control of KMT.

Accommodation:-Accommodation is also important for the development of tourism. There are 200 hotels, out of those three star hotels are 9, two star hotels are 6 and one star hotels are about 51 in numbers. About 134 hotels are not costly and the average tourist can accommodate there. Other accommodation facilities like Dharamshala, MangalKaryalaya and house of Pujari and government accommodation are also available for the tourists.

Health Facility: Minimum one dispensary and one medical store are essential at the destination. Health, Nutrition Status and the extent of medical facilities determine the wellbeing of the tourists. Kolhapur fulfills near about all the medical facilities. C.P.R. Hospital is biggest hospital in Kolhapur.

Sr.No.	Medical Facilities	Numbers
1	Hospitals	06
2	Dispensaries	26
3	PHC	09
4	PHCs	50
5	Doctors	142
6	Nurses	393
7	No of Beds	1014

(Source: - Govt. of Maharashtra, Socio – economic Abstract of District Kolhapur, -2011.)

Media and Information System: There different dailies are available in Kolhapur i.e. Pudhari, Lokmat, Sakal, Loksatta, Kesari, and Maharashtra Times, Samna, Tarun Bharat and Punyanagari are important. Pudhari is a special daily published in Kolhapur. Times of India and the Indian Express are English newspapers. Telephone and Mobile facilities are also available at the place. Besides, broadcasting of FM Radio Service is available viz. Tomato FM 94.3 MHZ, Radio Mirchi 98.3 MHZ, All India Radio FM 102.7 MHZ. etc.

Other Facilities:-Other facilities are also necessary for the tourists. These facilities are gardens, cultural activities and entertainment, video center and theaters etc. There 17 cinema halls and some video centers, one drama theater available for tourists in Kolhapur.

CONCLUSIONS:

Majority of the tourists had visited the places from the religious point of view, therefore tourists visited from India and abroad. About 85% tourists visited from Maharashtra and neighboring district of Maharashtra. The highest number of tourists belongs to employees' category and the percentage is 35%. Tourist visiting Kolhapur belong to all type of religion but most of them 88.5 percentage belong to Hindu religion. A large number of tourists prefer public transport facilities like Buses and railway. Here tourists are coming from all economic range and all age group. Kolhapur is a very famous spiritual place. It is believed that all the pilgrims visiting Lord Balaji (A.P) must visit Mahalaxmi at Kolhapur to complete salvation circuit. Therefore a history of ShriMahalaxmi should be shown in the form of model on the approach roads. It will help attract to more tourists.

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