

GEOGRAPHICAL ANALYSIS OF TOURISM FOR DROUGHT PRONE AREA DEVELOPMENT – A CASE STUDY OF AKKALKOT TALUKA

Adavitot S.C.*, Arabale V.B.**

* & ** Department of Geography, C. B. Khedagi's B. Science, R. V. Commerce, R.J. Arts College, Akkalkot.

Abstract

Droughts are the natural disaster caused by lack of water in the region. It can be result of less rainfall, which happens mainly due to large scale of deforestation excessive use of water resources like well and tube well etc. lead to water shortage. Drought affected district in the state of Maharashtra set annual rainfall in the range between 600 to 700 mm through SW monsoon. Once in five years deficit rainfall is reported. Akkalkot taluka is one of the drought prone taluka in the Solapur district. It had mainly rainfall less than half of the normal. Tourism is an increasingly wide spread and complex activity. It is a multidimensional industry generating various types of impacts. Akkalkot taluka has number of tourist destination such as Akkalkot, Gaudgaon, Bruhanpur, & Haidra etc. During the XII five year plan Ministry of tourism planning commission has set target by adapting pro-poor tourism approach which contributes significantly to poverty reduction. In drought prone region sever poverty is always hampering the life of the people. The present study examines the impact of tourism on development of tourist destination in such region. Present study is based on secondary and primary data and this data is analyzed with help of statistical and cartographic technique. The study reveals that Akkalkot, Gaudgaon, Bruhanpur, & Haidra etc. and adjoining tourist destinations are attracting lakhs of tourist and it has generated 60 percent employment opportunity directly and indirectly to the population of drought prone region.

Keywords: - Drought Prone, Employment, Economic Development.

Introduction

Droughts are the natural disasters caused by lack of water in the region. This can be result of less rainfall, which happens mainly due to large scale deforestation, excessive use of water resources, like wells, etc lead to water shortage. In India, 28 percent of total cultivable area is drought prone. In 2001, more than eight states suffered the impacts of severe droughts. Analysis of rainfall behavior for the past 100 years reveals that the frequency of occurrence of below-normal rainfall in arid, semiarid, and sub-humid areas is 54 to 57 per cent, while severe and rare droughts occur once every eight to nine years in arid and semi-arid zones. In terms of geographical area and population, drought prone areas account for nearly 19% of the total area of the country and 12% of the population.

Concept of Drought

The India Meteorological Department has defined drought as a situation occurring in a meteorological sub-division in a year when the annual rainfall is less than 75 per cent of the normal. When the deficiency of rainfall is above 50 per cent of the normal it is termed as a 'severe drought'. This definition of drought does not take into account the distribution of rainfall so important from the point of view of agriculture.

According to the National Drought Monitoring Centre (NDMC), USA 'Drought is a temporary aberration and differs from aridity since the latter is restricted to low rainfall regions and is a permanent feature of climate'.

In India policy approaches to drought and drought proneness rely on three aspects: rainfall, soil moisture and irrigation.

Status of Tourism

Tourism is an increasingly widespread and complex activity, which requires sophisticated management to realize its full potential as positive and sustainable economic, environmental, social and cultural forces. According to Musa (2000) tourism is seen as one of the keys to promote a greater understanding of the various cultures and life styles of the multi-ethnic population.' The positive contribution of tourism is significant, but there are a number of challenges to be it the potential for sustainable local development and poverty elimination, through the localization of benefits, is to be realized. These challenges include issues of ownership, economic leakage (from the local economy and through imports), local employment, benefit distribution, social and environmental impacts and dependency. These problems can only be effectively addressed at the destination level with the participation of the local communities. Tourism is now well recognized as a major growth engine. Several countries have transformed their economies by developing their tourism potential. Even after taking to much effort by Government of India still we are not accounted in a list of 20 most visited countries of the world, it was mentioned in United Nations World Tourism Organization report of 2011 (Rosenberg, 2012). Tourism has great capacity to create large-scale employment from the most specialized to the unskilled. The rapid growth in domestic tourism can be attributed to the ever increasing middle class, increase in disposable income improved facilities, stress on urban families, and improved connectivity to tourist destinations. The pilgrim tourists visiting these destinations are multi-Cultured, multi-caste and multi-lingual community (Smith M. 2009).

Tourism is not only a growth engine but also an employment generator. According to the Economic Survey 2011-12, the sector has the capacity to create large scale employment both direct and indirect, for diverse sections in society, from the most specialized to unskilled workforce. It provides 6-7 per cent of the world's total jobs directly and millions more indirectly through the multiplier effect as per the Urn's World Tourism Organization (UNWTO).

The importance of tourism as a creator of job opportunities can be understood from the fact that in India every one million invested in tourism creates 47.5 jobs directly and around 85-90 jobs indirectly. In comparison, agriculture creates only 44.6 jobs and manufacturing a mere 12.6 jobs. Moreover tourism is the third largest foreign exchange earner after gems and jewellery and readymade garments.

Study Region

Akkalkot taluka is situated in southern part of the Maharashtra plateau. Akkalkot taluka is lies between $17^{\circ}17'54''$ to $17^{\circ}44'13''$ north latitude & $75^{\circ}53'42''$ to $76^{\circ}25'43''$ East longitude. According to area the Akkalkot tehsils as a 6Th rank with 1401Sq. Km. & contains 138 villages. Akkalkot tehsil occupies the southeast corner of the district and is bordered by Osmanabad District to the north, Karnataka's Gulbarga and Bijapur districts to the southeast and south respectively and South Solapur Taluka to the west. Akkalkot tehsil is occupied by the Bori, Harana and Seena river basin. The tehsil headquarters is located at Akkalkot, which is also the largest city in the tehsil and a religious center of the area.

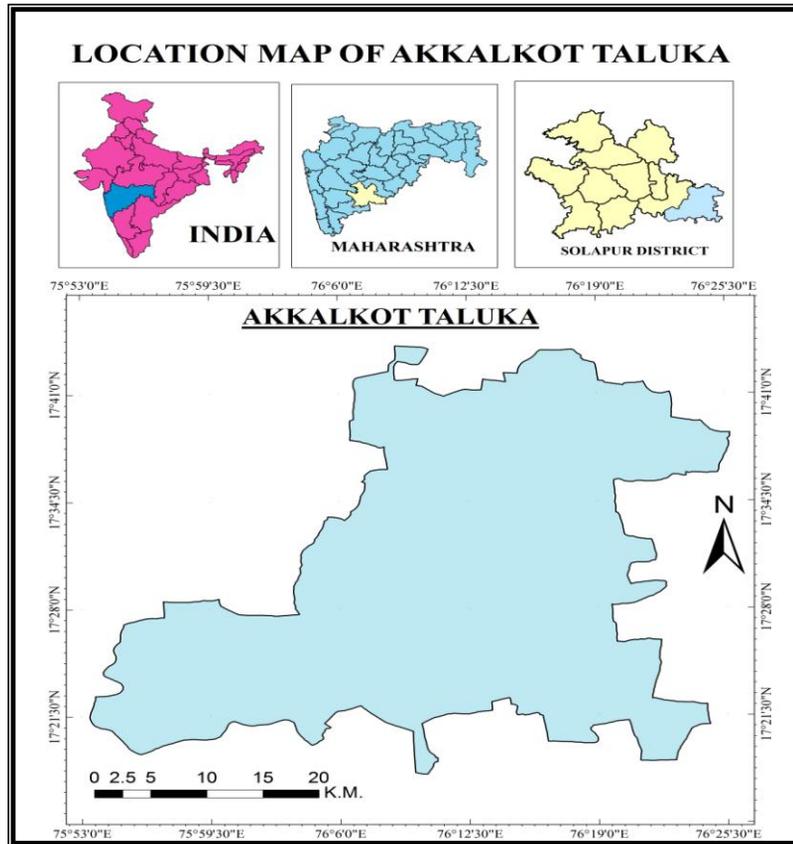


Figure 1. Location Map.

Aims & Objective

Present paper aims to assess direct impact of tourism in the local economy of destinations in drought prone area.

Methodology

For this study purpose using primary data collected from accommodation, transport, General stores, religious commodity trade centers and hotel industry establishments. This study focuses on three major destinations of the more accessible tourism destinations in Akkalkot. To understand how the tourism sector is generating employment and income for local people in the drought prone region of Akkalkot tahsil. The secondary data also collected, processed and represented with the help of maps and charts.

Akkalkot is a temple dedicated to Shri Swami Samarth Maharaj, a form of Dattatreya. The Punyithithi of this saint is celebrated annually at this temple on Chaitra Shukla Trayodashi. There is a banyan tree in this temple which is believed to be the site where the saint used to meditate. The Gurucharitra gives lot of information about him. The holy book of Shri Gurucharitra mentions that the second incarnation of Lord Datta Shri Narasimha Saraswati entered into mahasamadhi in Kardalivana in 1458. After 300 years he emerged from the samadhi when a woodcutter accidentally cut through a tree and hit Shri Narasimha

Saraswati. That divine personality who was awakened there from came to be known as Shri Swami Samarth.

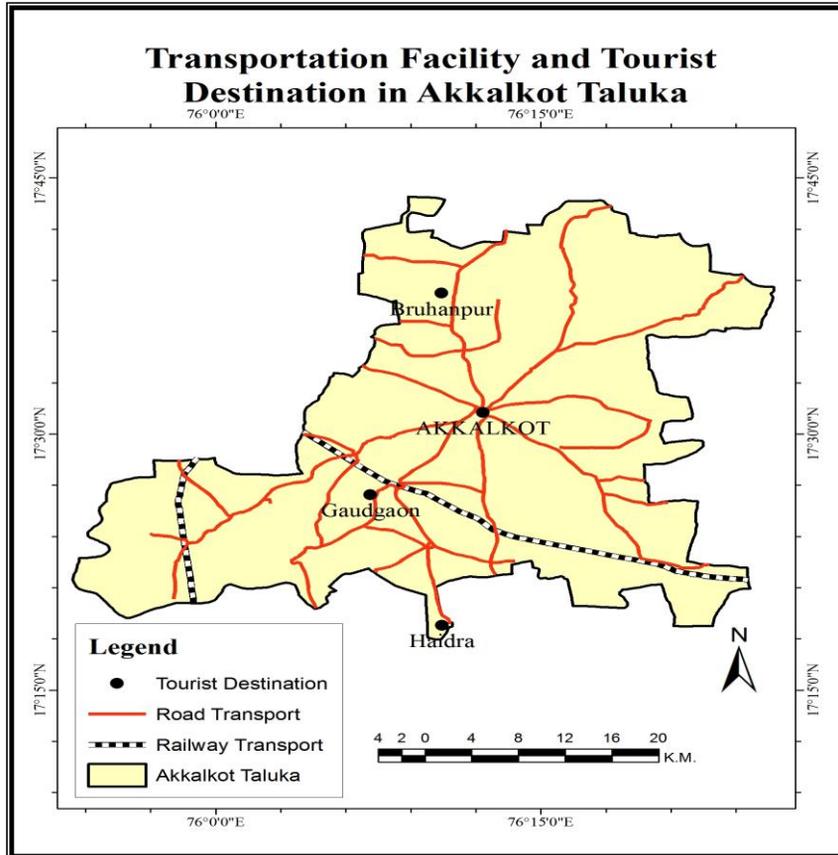


Figure 2. Tourist Center.

Table 1. Akkalkot: Distribution of Tourists

Sr. No.	Month	Domestic Tourist
1.	October- 2011	188567
2.	November 2011	195201
3.	December 2011	224196
4.	January-2012	210753
5.	February-2012	206254
6.	March-2012	207421
	Total	1232392

Source: Ministry of Tourism, Gov. of India (2011&2012)

The table and highlights the growth of tourist to Akkalkot Destination. The maximum number of tourist (224212) visited to Akkalkot was recorded in the month of December-2011, followed by January- 2012 (210474), during the month of February and March 2012 the number of tourists slightly decreases. It was observed that throughout the year on an average 1.8 lakh tourist visited Akkalkot in each month. The importance of Akkalkot Swamiji

is spreading all over the world so in near future the number of Domestic and Foreign tourists arrival will increase in thousands. Considering the flow of pilgrims Government of Maharashtra was declared as a Tirthkeshta centre.

Shivpuri (Akkalkot): A Vedic Science Centre

This centre was established by Shree Gajanan Maharaj of Akkalkot, earlier his ancestors were follower of Shree Swami Samarth, but later on Gajanan Maharaj shifted towards Agnihotra. Today thousands of devotees following this .Along with this Aurvedic Hospital and their products are most popular not only in the country but global level also.

Gaudgaon – A Religious Tourist Destination

Akkalkot Taluka is one of the pilgrimage places. In this taluka Gaudgaon is holly place of god Hanuman. This place is very popular for god Hanuman devotees. It is said about the holly place if any devotee tries to visit every Saturday complete eleven Saturday whatever his wish it will full fill to him. This type of the faith is about the god hanuman. The temple of god Hanuman is Hemadapanthi and southern face. It is said about the established by Samarth Ramadas Swami. Today across India every type of devotees are coming to visit this place. Most of the devotees are coming to the place on the occasion of Amavshya(Full Moon), Poornima(New Moon), Saturdy and Tuesday. A trustee of Jagruth Hanuman Mandir has been providing MahaPrasad every Saturday. Trustee also provided accommodation facility with minimum charges. Total 12 rooms are available for stay of tourists.

Haidra – A Religious Tourist Destination

Haidra is located in border place of Akkalkot taluka in Solapur district of Maharashtra. Haidra is famous for ancient pilgrimage destination of Muslim community but in this place all Religion people came together for worships. In this place one Durgaha and Sufi Saint Hajarat Khawaja Haji Saiful- Muluk Chisti. The huge rush is observed every Amavas (Full Moon) and Thursday about 20 to 25 thousand pilgrims visit to Haidra. The annual Urus (festival/ Fair) is held during the Muslim month of Moharam and more than five lakh people visit to this place from Karnataka and Maharashtra.

Bruhanpur – A Religious Tourist Destination With National Integration

Bruhanpur is located about 18 km from Akkalkot taluka place towards north. The village located at the 510 meter from mean sea level. The total area of village is 734 hectors and 7 sq. km. There was ancient temple around 12th century. This destination was religious evidence of Hindu and Muslim Community. Siddayappa Saint was one of the idol people during 12th century. There is only one God of Allah who should be prayed in Islam that is Maqdoom Allauddin Chishti is the one who blessed by such Great God. There are various miracles by God in Dargah. This miracle is significantly believed by Muslims and Non-Muslims. All Muslims as well as non Muslims are taken advantage from this miracle knowledge in a positive way for society from 606 years ago, even this positive way their generation is going up to day.

Results and Discussion

Tourism Industry and Employment Generation for Economic Development:

Today, tourism is one of the largest and dynamically developing sectors of external economic activities. Its high growth and development rates, considerable volumes of foreign currency inflows, infrastructure development, and introduction of new management and

educational experience actively affect various sectors of economy, which positively contribute to the social and economic development of the country as a whole. It has created jobs in both large and small communities and is a major industry in many places. It is the dominant economic activity in some communities.

Religious Commodities Trade Center & Employment:

Hinduism is the world's oldest religion, often referred to as the mother of all religions. It has branched off into myriad local variants and many sects, creeds and castes- along with their respective customs, traditions, mythologies, cultures and modes of worship. For these very reasons, Hinduism has the rare distinction of having more festivals and auspicious days than any other religion. Every celebration centre on the rituals of Prayer, Seeking, and blessing, exchanging goodwill, decorating houses, wearing new cloths, music, and dance. (Ministry of Tourism, Government of India 1999). Today, each city, town or village has one or more temples that form the hub of social, religious and cultural activities, especially as regards the celebration of festivals, varying in proportion with available resources of money and manpower. Fairs and festivals in India are colorful commemorations of religious or historical events or celebrations of the change of seasons. Rural fairs not only facilitate economic transactions, but also bring about a flow of ideas. People of different villages come to a fair with goods and news. (Bnowmik K.L. 1972)

Table 2. Akkalkot: Religious Commodities Trade Centers & Employment

Sr. No.	Tourist Destination	No. of Centers	Percentage of Centers	Engaged Population in Center	Total Population of Village
1.	Akkalkot	104	43.88	312	40,103
2.	Gaudgaon	50	21.09	150	3399
3.	Haidra	60	25.31	180	3118
4.	Bruhanpur	23	9.70	69	2737
5.	Total	237	100	711	49357

(Source: Field Work -2014)

Table indicates that the religious commodity trade centers at tourist destination. In study region every tourist destination has many numbers religious commodity trade centers. It provides all types of spiritual product for God purpose and own purpose. The table reveals that Akkalkot is leading position in number of this center that is 43.88 percent and these center provided job for 312 people, followed by Haidra 25.31 percent religious product trade center, generate about 180 employment, Gaudgaon (21.09 percent trade center) and its provide jobs for 150 people and least employment opportunity created by Bruhanpur i.e. 9.70 percent centers provided job for 69 persons. It conclude that all religious commodity product trade center provided job opportunity earning sources, and its helpful to economic development of study regions.

Transportation System and Employment

Maharashtra Road Transport Corporation buses and commercial vehicles are provides employment and earnings to two categories of people. The first one is those who are involved in the direct operation of the private vehicles. The second are those who have fleet of vehicles which they rent out for fees per day per vehicles. The more vehicles rented out, the higher their earnings. There are two types of operators; those who work as fulltime commercial vehicles and those who work as part-time operators. The distribution of previous

occupation engaged in shows that due to poverty and inability to acquire vehicles on their own investment about 45.6 percent of the operators use rented vehicles. Only 54.4 percent have vehicles on their own, which are used as owner-operator.

Table 3. Akkalkot: Transportation System & Employment

Sr. No	Tourist Destination	Jeep	Tum-Tum/ Auto	ST Bus	Engaged Population in Transport
1.	Akkalkot	--	30	--	30
2.	Gaudgaon	12	30	04	50
3.	Haidra	20	--	12	44
4.	Bruhanpur	10	22	08	48
	Total	32	82	24	172
	Percentage	22.53	57.74	19.71	100

(Source: Field Work -2014)

Unemployment and Poverty are two of the challenges facing the Akkalkot taluka. Most urban and rural semi skilled and unskilled labor have found in the transport sector. The survey shows that all commercial vehicles were male with average age between 45- 50 years, and state transport sector were female and male with average age of 26 years. The table 1.3 clearly shows that transportation system in study region. i.e. Jeep, Tum-Tum and ST Buses are provided transport facility and it sector generate number of employment. In the selected destination on 32 Jeep (22.53%) 82 Tum-Tum/ Auto (57.74%) and ST buses is 28taht is 19.71% of total provided transport facility. Out of total means of transport 180 populations engaged in this services which provided to tourist. Out of total employment higher employment created by tum-tum and Auto Rikwa i.e. 82 people engaged and followed by ST buses services (56 Person) and by Jeep vehicles services create 32 employments for services create 32 employments for survival of people in the study region. It is conclude that transport sector in tourism development services as a source of employment for jobless unskilled labor for improved earnings.

Accommodation Facility and Employment

Accommodation facilities play an important role in attracting visitors and are also a prime source of employment and income to people (Bista, 2009). Accommodation facility is one of the largest sources of employment in tourism. Tourist needs accommodation at the place of destination when they are far away from their homes. It provides boarding and lodging facilities to the tourist.

Table 4. Akkalkot: Accommodation Facility & Employment

Sr. No	Tourist Destination	Available No. of Rooms	Engaged Population in Accommodation
1.	Akkalkot	226	70
2.	Gaudgaon	12	07
3.	Haidra	-	-
4.	Bruhanpur	-	-
	Total	238	77

(Source: Field Work -2014)

International, National and local hotels and restaurants provide millions of job directly as front office staff, receptionists, Managers, laundries, room boys etc. and thousands indirectly as accountants, Clarks consultant etc. Table 1.4 shows that available accommodation facility in study region. It clear that two destination provided accommodation facility with minimum charges for tourists. The total 238 rooms available at Akkalkot and Gaudgaon for accommodation purpose. Out of these only 12 rooms available at Gaudgaon, and remaining within city of Akkalkot. These tourist destination provided about 77 peoples employment directly by accommodation facility. It is conclude that accommodation facility provide employment opportunity and earning.

Hotel Industry and Employment

Hotels are one of the largest sources of employment in tourism. Trained manpower is an essential for the smooth functioning of hotel industry. Tourism is an income multiplier (Kumar A, 2005). If both domestic and international tourists visit Akkalkot its youths would be employed in hotels, restaurants, bars. Further people can also be employed in those industries that support the tourism industry of the district. There is plentiful opportunity for young, dynamic professionals in the tourism industry. Larger hotels employ chefs and head cooks who create menus, develop recipes, and oversee food preparation operations and personnel. In hotel industry manager, waiters, cleaners, cook man etc are employing in one large hotel. Hotels provided daily local needs of tourists like food, fast food, tea, coffee and other essentials needs etc.

Table 5. Akkalkot: Hotel Industry and Employment.

Sr. No	Tourist Center	Available No. of Hotels	Percentage of Hotels	Engaged Population in Hotel Industry
1.	Akkalkot	22	50	110
2.	Gaudgaon	04	9.09	04
3.	Haidra	12	27.27	24
4.	Bruhanpur	06	13.63	12
	Total	44	100	156

(Source: Field Work -2014)

The table 1.5 shows that number of hotels and engaged population in hotel industry. In study region at selected destination total 44 hotels noted and provided hostelling facility to tourist. Out of total 55% of hotels established at Akkalkot and it generate employment for 110 persons. Followed by Haidra generate employment for 24 persons that is 27.27 % hotels in Haidra. The third position occupied by Bruhanpur tourist destination it create 12 persons job in this sector and represent 13.63% of hotels and least % of hotels found in Gaudgaon and it generate job for 8 persons because of Gaudgaon is emerging tourist destination. So selected tourist destinations provided job opportunity and earning source for local people by hotel industry.

General Stores and Employment

An economic growth on a monumental scale is offered by the Indian retail sector, equally in the national and international market which in turn will generate a huge source of employment and a variety of options for the consumers. The present employment in the retail business is nearly 4 corers depend on this sector.

Table 6. Akkalkot: General Stores and Employment

Sr. No	Tourist Center	No. of General Stores	Percentage of Stores	Engaged Population in General Stores
1.	Akkalkot	15	42.85	50
2.	Gaudgaon	07	18.91	25
3.	Haidra	10	27.02	34
4.	Bruhanpur	05	13.51	15
	Total	37	100	124

(Source: Field Work -2014)

The table 1.6 Shows that general stores and employment opportunity at destination. Near to tourist destination there are several number of general stores are found for service provider to tourist. Some essential goods and services, daily use materials, and local famous goods porches from general stores. It creates job opportunity and earning source for local people. In study region 42.85% of general store present in Akkalkot destination and this destination generate jobs for 50 local peoples. Followed by Haidra it found 27.02% general stores and a job for 34 peoples, Gaudgaon is represent 18.91% general stores and 25 peoples engaged in this sector. The least position is Bruhanpur in the general store sector that is 13.51% stores and 15 person engaged in same sector. So general stores also play important role in the generation of employment and earning for regional development.

Agricultural Commodity Trade Center

Apart from above generated tourism employment, there are direct and indirect link with job opportunity by agricultural commodity trade center at tourist destination. During the tourism activity the farmer produce agri- commodities their own agri field and sell at the destination eg. Ground nuts, Curds, Mango, Vegetables, Cucumber etc. The Gaudgaon is the best example for market twice in a week. So this destination potential for agricultural product trade purpose. During the Saturday, Tuesday, Amavash(No Moon Day) and Poornima(New Moon Day) the nearly 56 farmers established their own shads and provide services to tourist. It helps to tourism development for local and drought prone region. So here we conclude that overall tourist destination provided job opportunity to local people and it helps to minimum of gap between economic development in rural and urban areas.

Total Employment Generation by Tourism

Table 7. Akkalkot: Total Employment Generation

Destination	By Religious Centers	By Transport	By Accommodation	By Hotel	By General Stores	By Agricultural Product	Total Employ
Akkalkot	312	30	70	110	50	-	572
Gaudgaon	150	50	07	08	25	56	296
Haidra	180	44	-	24	34	-	282
Bruhanpur	69	56	-	12	15	-	152
Total	711	180	77	154	124	56	1302

Table 7 reveals that summary of engaged population in particular sector of various destination. The Akkalkot tourist destination is leading position of for generation of employment opportunity. It is provided jobs for 572 persons in directly then followed by Gaudgaon is emerging destination in drought prone region and provided jobs 296 in directly. The third position is occupied by Haidra it creates 282 jobs directly and least employment

opportunity generated at Bruhanpur i.e. 152 people engaged directly in tourism sector. In the study region at selected destination total 1302 population engaged in tourism sector directly.

Conclusion

Droughts are a natural disaster caused by climatic phenomena. It's phenomena create drought prone region in specific location in worldwide. The drought prone conditions affect on the economy of the region it creates unemployment and low economic status of people. The study region is one of the drought prone regions in the Solapur district. But in study region various tourist destination found and it these destination play an important role for unemployment and regional development of area i.e. Akkalkot Haidra Bruhanpur and emerging tourist destination Gaudgaon etc. These destinations popular across state so most of tourists visit to these destinations. The tourist expenditure at the destination is income for local people. These all tourist destination creates employment and job opportunity for all kinds of unskilled and skilled person of local community. These centers generates jobs in accommodation, transport, hotels, general stores, religious commodity sells center and also income source for local and neighboring farmers etc. Tourism activity helps to directly and indirectly to local economy even in drought prone region of Akkalkot. Akkalkot is provided jobs directly for 572 people, Gaudgaon creates 296 jobs Haidra (282 jobs) and at Bruhanpur 152 people engaged in tourism sector.

The employment opportunity generated by various activities at tourist destination i.e. 711 people engaged in religious commodities center, 180 people in transport sector 77 people in accommodation unite, 154 in hotel industry and 124 people engaged in general stores which directly link with tourist and tourism activity.

Lastly it is conclude that in drought prone region these selected religious tourist destination provided direct jobs and its improved standered of living of people, economic status and improved social status its helps to regional economic development.

Reference

- Simoni S. & Mihai D.**, 2012., "Tourism Organization and Coordination in Australia and the Managerial Strategy for Tourism Development", Journal of Knowledge Management, Economics and Information Technology, Issue 5,
- OECD.**, 1991., "Manual on Tourism Economic Accounts", Paris. United Nation and World Tourism Organization (1993), "Recommendations on Tourism Statistics", Statistical Papers Series M, No. 83, New York.
- World Tourism Organization.**, 1996., "Draft Manual of a Satellite Account for Tourism".
- World Travel and Tourism Council .**, 1995., "Travel & Tourism: A New Economic Perspective", the 1995 WTTC Report - Research Edition.
- Mathieson, A. & Wall, G.**, 1982., "Tourism: economic, physical and social impacts", Longman: Harlow, UK.
- Spanou, E.**, 2007., "The Impact of Tourism on the Sociocultural Structure of Cyprus", Tourismos: an International Multidisciplinary Journal of Tourism, Vol. 2, No. 1, pp. 145-162.
- Pawan K. Shukla¹ & A. A. Ansari.**, 2013., Role of tourism industry in employment generation in gujarat: a geographic assessment, Vol. 1, Issue 2, 1-8, International Journal of Research in Humanities, Arts and Literature (IJRHAL) Impact Journals.