



## A SWOT ANALYSIS OF TOURISM INDUSTRY IN NASHIK DISTRICT, MAHARASHTRA STATE

Sanjay D. Pagar

### Abstract

*The main objective of the present paper is to highlight the potentiality of tourism industry development by using SWOT analysis in Nashik District of Maharashtra State. Therefore an attempt is made in this research paper to analyze the strengths, weaknesses, opportunities and threats of Nashik district with respect to tourism industry so that the same can be utilized to increase tourism development. Only secondary sources of data are used for the study. Nashik district have mythological and historical background. The Nashik district is known for historical places, forts, pilgrimage places, grape wine and geographical diversity.*

*Nashik district has a lot of potential to develop many types of tourism in the study area. Agro-tourism, wine tourism, adventure tourism, eco-tourism, health tourism, water tourism and historical tourism could be developed with help of proper planning. The climate and geographical location of the Nashik district is favorable for tourism industry. Parking, lack of guide, absence of air transportation, less accommodation facilities, data collection about tourist, less publicity about tourist places are major problems observed in the study area with respect to tourist industry development. For improvement the status of tourism industry, Maharashtra Tourism Development Corporation, Travel Agents Association of Nashik (TAAN), Nashik Municipal Corporation (NMC), Winery owners and S.T. (Bus) must do collectively efforts to give encouragement to boost tourism industry in the study region. One important thing that the Government of Maharashtra must give positive support to all development projects and plan for bright future of tourism in this region.*

*Keywords: MIDC, tourist, strength, weakness, opportunity, threats and planning.*

### 2. Introduction:

Recently tourism industry gaining enormous popularity the world over. The role of tourism is an essential in the economic development of a country. In India tourism has emerged as an important commercial activity and the government also give encouragement to develop it. During the last few years, it is also reflected in the state and central government's policy. Last year the Government of Maharashtra declared their Tourism Policy (2016). The main highlights of the policy was to achieve sector growth of 10 % per annum and share of 15 % in GDP through tourism and tourism related activities in the state economy.

The success of any planning always depends on what types of basic and reliable information about that field is available. In this regards, the research work, survey, field work and SWOT analysis about tourist industry of any particular area is very useful. It provides some guidelines for planner to frame future plan and policy to develop its potential with respect to tourism development in that particular region. Many scholars, researchers, planner and even academician also doing research work on the tourism related different issues. It includes local potentials for tourism, available infrastructure, problems and prospects of tourism industry. To analysis the data and basic information about the various tourist places, they apply various methods, among them one method is very useful and that is SWOT analysis of tourist industry. At international, national and state level, many scholars and researchers apply this method for improvement of tourist activity in that particular region or tourist place. The development of this industry also helps to develop other industries like hotel, transport, marketing, communication etc. Tourism is the right vehicle for a developing country like India, which is on the path of modern economic growth through structural transformation of the economy (Dr.

Rupel Patel, 2012).

**3. Objectives:**

The main objectives of the present research paper are as follows.

- i. To highlight the potentiality of tourism industry development by using SWOT analysis in the Nashik district.
- ii. To suggest measures to boost tourism industry in the study.

**4. Study Area:**

Nashik District is located in the western part of India and Northern part of Maharashtra State. It lies between 19° 33' to 20° 53' North latitude and 73° 15' to 75° 16' East longitude. Nashik District has an area of 15,530 Sq.k.m. Nashik District had population 6107187 as per the 2011 census. Location of the study area is shown in Fig. No.1. The district is bounded by Dhule district in the north, Jalgaon to the east, Aurangabad districts in the south-east, Ahemadnager district in the south, and Thane and Palghar districts in the south- west and Dangs district of Gujarat state in the north-west.

The Western Ghats stretches from north to south across the western portion of the district. (Wikipedia, 2017). The Sahyadri mountain range is located in western part of the district. Physiographically, district is divided into three divisions viz. the hilly, Godavari basin and Girna basin. The elevation of the study area is varying between 300 M to 700 M from the sea level with lofty peaks. Salher (1567 M), Dhodap (1472 M), Mangi-Tungi (1331 M), Brahmagiri (1295 M) and Anjaneri (1280 M) are major peaks located in the district.

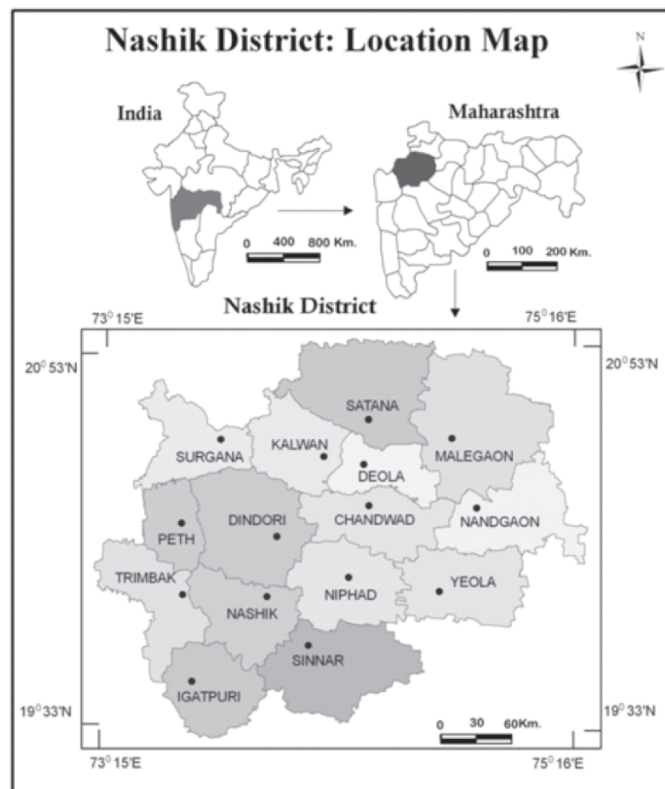


Fig. No.1

The climate of the district is generally dry except during the monsoon season. The average annual

Sanjay D. Pagar

rainfall of the district as a whole is 1034.5mm. The summer season is moderately hot and the temperature varies from 36° c to 40° c. The air is humid during the monsoon season and is generally dry during the rest of the year. The transport in the district is mainly along roads and railway lines. The total length of all roads is 18792 kms and the total length of railway route in the district is 271 k.m. in the study area.

#### **1. Data and Methodology:**

The present study is analytical and exploratory in nature. Therefore the secondary data was collected. It is taken from various sources like socio-economic abstract of Nashik District (2016), e-journals, magazines, websites and newspapers. Some information of study area is obtained from the website of wikipedia. SWOT (analysis) method is applied to analysis to develop the tourism in the study area. Identification of SWOT is important because it informs the later steps in planning to achieve the objective. It is a systematic identification of these factors and the strategy that reflects the best match between them. The logic behind this technique is that an effective strategy maximizes business strength and opportunities on the one hand and minimizes its weaknesses on the other hand.

#### **2. Review of literature :**

Literature of review about the present work is a very important because, it helps to know what has been written about the present research. At national level, various research work done about analysis of tourist industry by using SWOT method. In India, some researchers apply same methods by considering state as a unit for analysis. There is also some studies conducted by researchers same study at city level. But at district level this work is not too much carried out by researchers in India. Therefore, here attempt has been made to apply SWOT analysis for district level. For this purpose Nashik district of Maharashtra State is selected. Some important research work related to present topic is given here.

Rai A.K. & Baredar (2012) have studied the need of SOWT analysis for tourism industrial development in India. They concluded that Indian tourism industry needs enhancement in terms of behaviour, honesty, foremost influential factor like politeness, humility, willingness to help and accept people has promoted their tourism. Bhatia Archana (2013) had examined tourism potential of India. For that purpose she used the SWOT analysis method. Ruchi Singh (2013) stated that domestic tourism is accorded as the base for international tourism and has bigger share and more potential than international tourism in terms of volume and receipts but being the neglected sector has remained disorganized. Maini Vandana (2013) has opined that medical tourism sector in India is still in a nascent stage. The medical tourism industry offers high potential for India primarily because of its inherent advantages in terms of cost and quality. Agrawal V. (2016) highlighted the important things about Indian tourism that we have lagged behind in marketing India as a destination.

Some researchers have carried out research work of few areas of the study region, which is directly or indirectly support to present topic. Gangurde (2017) published an important online research paper about the challenges in tourism industry in Nashik District. He suggests some remedies to develop tourism in the district. Especially Advertisement and financial helps will be useful to promote tourism in the study area. Sunil Thakare, Jyotiram More (2014), Borse Nitin (2017) focused on the need of development of heritage tourism in the study region and he explained the case study of Ankai Fort. N.U. Rathod and V.R. Rathod (2016) in their study highlighted the tourism development and planning in the Nashik city. Gadakh, Jaybhaye and Nalawade (2015), Sunil Thakare, Jyotiram More (2016) in their study evaluated the tourist potential of Nashik city and concluded that good accessibility, health facilities, road, infrastructure facilities, other entertainment facility etc. attracts large number of tourist towards Nashik city. Both these studies concluded that Nashik city has very good potential for tourism.

Subhash Nikam (2012) also published an important research paper on tourism development at

Sanjay D. Pagar

Nandur Madhmeshwar and study concluded that this bird sanctuary has virtually all kinds of resources to create the taste and performance of tourist especially for nature lovers Rakesh Patil (2012) assessed the ecotourism potential of Salher fort, Nashik district and concluded that this site has a good biodiversity to attract the tourists.

But there is no any research works, in which whole Nashik district considered as a unit for analysis with respect to tourist industrial potential. Therefore in present work priority is given to highlight the potentiality of tourism development by using SWOT analysis in Nashik District of Maharashtra State.

### **3. Results and Discussion:**

SWOT is an acronym for the internal strength and weaknesses of a business and business opportunities and threats facing that business. SWOT analysis helps to establish a reliable diagnosis of the internal potential about tourism destination. SWOT analysis is one of the most frequently used methods in planning related to tourism development. Here, SWOT analysis is apply to highlight the potentiality of tourism development and suggest the measures to boost tourism in the study area. The best time to visit Nashik district is between October and February.

#### **Strengths:**

Strength means favorable situation (factors), it shows the characteristics of tourism industry in Nashik district that give it an advantages over others tourist places of Maharashtra State. Nashik district is blessed with combination of heritage, culture, great historical back ground & beautiful landscape. One regional office of Maharashtra Tourism Development Corporation (MTDC) also located in Nashik city, which provide a lot of information of tourist places to the tourists. There is also one Travel Agents Association of Nashik (TAAN), which support to boost the tourism activities in the study area. Nashik Municipal Corporation (NMC) and Winery owners also supporting to conduct various activities and projects, which are directly or indirectly supporting to tourism development in the Nashik District. The Government of Maharashtra also encourage to all these for boost the tourism activity.

Nashik district have mythological and historical background. The Nashik district is known for historical places, forts, pilgrimage places, grape wine and geographical diversity. There are 66 destination places graded by MTDC in Nashik District. In these places, 5 places graded as B and rest 61 places are graded as C. Out of 66 tourist places, 19 places have cultural heritage. Near about 58 forts are located in the district. For the security purpose, the police tourist van also jointly launched by the Nashik city police and MTDC to help tourists in their problems or distress. All major cities of districts are well connected by the rail and road with major cities of India. Shortly it will be also connect by airways (Ozar Mig Air Port) with major cities of Maharashtra. There are 13 dams are available in the district, which are useful for tourism. This year Government of Maharashtra sanctioned Rs. 1.40 crore for development of Kapildhara (Kavnai) and Durga temple (Deola). All tourist places are close to each other. They are within 80 to 90 kms from each other's, therefore within short time, tourists will visited to them. Wine Park is established at Vinchur by the Government of Maharashtra. Boating facilities are available at Gangapur dam, Someshwar and Ramkunda. There are 40 wineries and 10 agrotourism centres are located in the study area. Accommodation and shopping facilities are well developed in the city. Railway booking and even online booking of various services also available in Nashik.

Strengths of Nashik district reflects in tourist places, which are located in the study area. Short information about few tourist places is given here.

1. Nashik city: Nashik city situated on the bank of Godavari River and it is holy place for Hindu. It is famous for Kumbhamela. Ramkunda, Tapovan, Godaghat, Kalaram Temple, Sita Ghumpha, etc. are other places, which attracts a lot of pilgrims. Therefore thousands of tourist visited every day to these places. It is also a wine capital of India, because nearly forty wineries are located here.

Sanjay D. Pagar

2. Money (Coin) Museum: It is situated in the peaceful surrounding near Anjaneri village on the Nashik Trimbakeshwar road, about 20 Kms from the main city. It is famous in all Asian countries. Every years many educational tours and researchers visits to this place.
3. Nandur-Madhameshwar Bird Sanctuary: It is 53 kms away from Nashik city, which is spread over a projected area of about 10012 hectares. It is also known as Bharatpur of Maharashtra. Every year's more than 30000 birds migrate from various part of the India and the world. Flamingo is main attraction of the tourist.
4. Mamdapur Blackbuck Conservation Reserve (Rajapur); It is situated 25 kms from Yeola city. Many blackbuck are available here, which is the main attraction of this place. Good time to visit this place is between 6 am to 10am and 4 pm to 6 pm.
5. Trimbakeshwar: It is one of the 12 Jyotirlingas in India and situated 25 kms away from Nashik city. This place is famous due to Kumbhamela, source of Godavari River and natural beauty of Brahmagiri peak.
6. Dhammagiri (Igatpuri); It is one of the world's famous Vipassana Meditation Centre, which is situated 40 kms from Nashik city and 145 kms from the Mumbai. Many foreign tourist usually visits to this place though out the year.
7. Museum of Mineral (Gargoti, Sinner): The world famous, museum of mineral, which is situated on Nashik –Pune Road at Sinner. It is 26 kms away from main Nashik city. The entire museum is air conditioned and craft work done inside the museum. The real beauty of the world, tourist can see here.
8. Saptashrungi Temple (Nanduri): It is 60 kms away from Nashik city and known as a three and half Shakti peethsas in Maharashtra. Every year thousands of tourists, devotees visited this place.
9. Pandav Leni (Near Ambad) and Chamber Leni (Mishrul Caves):-Pandav leni is a location of the caves and a holy Buddhist site. It is situated about 8 km south of Nashik city. There are 24 caves tourist can be see here. Chamber cave is situated 8 kms form the city. These cave of Jains, which are built in 11th century.
10. Anjaneri: As per epic story, it is birth place of Shri Hanumanji therefore it is famous place of worship and devotion for the devotees. This place also famous for its natural biodiversity, which is available on the top of the mountain.
11. Other important tourist places in the study area: Bhavali dam, Ozarkhed dam, Ramshej fort, Hatgad, Paithani Park of Yeola, Someshwr waterfall, Dadasaheb Falake (Near Pandav Leni) Smarak, Savarkar Memorial (Bhagur), Eklahare Thermal Power Station (near Odha railway station), Regiment of artillery museum (Deolali Camp), MERI, Maharashtra Health University, Mangi-Tungi (Near Taharabad), Shri. Gondeswar Temple (Sinner), Satimata Temple (Vadangali), Nastanapur (Near Nandgaon), Ankai-Tankai forts (Near Manmad), Sarvtirth Taked and Kavnai (Near Igatpuri) etc. places also very important attractions for tourists to visit throughout the year.

**Weakness:**

Weakness means limitations, which are related to tourism industry in the study region. There are some weakness, which are very important to discuss. There is a poor accommodation facilities at many tourist places. For example at Nashik only 16 rooms are available from MTDC and at Nandurmadhmeshwar only two rest house and few tends area available. Otherwise not too much attention towards accommodation is given by MTDC or local authority. Parking place is not sufficient at many tourist places for four wheeler and other vehicles. During peak period of tourism, there is always problem of parking. The intensity of parking problems is more at Trimbakeshwar, Tapovan, Panchavati, Nastanapur, Nadurdi and Chandwad. ATM facility in the most part of outside area of Nashik city is not too good. The repairing of road in rural area also not good. During the rainy season it is very difficult to drive vehicles at Nandurmadhmeshwar, Igatpuri and Tarahabad region of the study

Sanjay D. Pagar

area.

Wine Park is ready at Vinchur but here wine tourism is not too much developed like Sula winery. Due to less publicity tourist are unaware about agrotourism centres and forts. One important point that there is no any system to collect regular data of visited tourists, which is very important for future planning. Begging and cheating problems also observed at various religious places. A very important weakness in case of Nashik tourism industry is a lack of proper trained guide, who could explained proper authentic information about tourist places to tourists. Rope way is required at Saptashruni (Nanduri) and Brahmagiri (Trimabkeshwar) but still it in not prepared. There is no any good general museum in Nashik city, which is available at Pune, Mumbai and Aurangabad. To develop tourist industry in the district, it is require commercial projects like Anandsagar (Shegaon), Saint Dnyaneshwar Garden (Paithan). At many tourist places primary healthcare centres to provide first aid and amenities to tourist are not available, which is very important. Cleanness is common problems, which is available at every tourist places.

Opportunities:

Opportunity means future scope for development, which is related to its potentials. It true that there are many problems are observed related to tourism industry in the study area. But there is also a lot of scope to minimize their intensity and improve the basic infrastructure, which is badly require for tourism development in the study area. During the last few years some positives efforts are made by MTDC and local authority to develop tourism in the district. It is good sign for tourism industry. The Government of Maharashtra also taking initiative to starts helicopter joy rides to boost Trimbakeshwar tourism. There is an immense scope for various types of tourism development in the study area, which is shown in Table No.1 and Map No.2.

**Table No.1.Nashik District: Potentials for various types of tourism**

Sr. No.	Type of Tourism/Activity	Places with potentials for development of tourism (Tehsil)
1	Agro-Tourism	Chandashi, Gangapur, Girmare, Palase&Lakhalgaon (Nashik), Chandori, Pimpalgaon -B and Nandurmadhmeshwar (Niphad),Vadivhare , Murmbai, & Vaitarna (Igatpuri),Ozarkhed, Janori, Jaualkavani, Khrdgaon, Vani and Dindori (Dindori) Anjeneri, Vadalibhoi (Chandwad)
2	Eco-Tourism	Nandurmadhmeshwar (Niphad), Mamdapur (Yeola) and Anjeneri (Trimbakeshwar)
3	Adventure (Trekking ) Tourism	Anjaneri, Brahmagiri (Trimbakeshwar ) and Ankai fort (Nandgaon)
4	Wine Tourism	Sula Wine (Nashik) & Vinchur Wine Park(Niphad )
5	Health Tourism	Dhamagiri (Igatpuri ) and Nashik city
6	Religious Tourism	Sarvatirtha Taked (Igatpuri), Satimata Temple, Vadangali and Gondeshwar Temple (Sinner) and Mangi-Tungi (Satana)
7	Water Tourism	Backwater of Gangapur Dam (Nashik) Ozarkhed dam (Dindori) and Bhavali dam (Igatpuri)
8	Natural Tourism	Someshwar Waterfall (Nashik)
9	Historical Tourism	Bhagur (Nashik) Ramshej fort (Dindori) Hatgad, Galan fort (Malegaon) and Chamber Leni (Nashik)

**Source: Author, 2017**

If all potential as per given in the Table No.1 is explore steps by step than it defiantly provide many options for tourist. It require strong will and wish form the Government and local authority.



**Map No.2**

**Threats:**

Threats means that things, might be creates problems in development of business (like tourism) in future. There is also some threats that could cause trouble for the tourism development in the study region during initial period of tourism industry. It is true that all tourist places will not receive continues flow of tourists throughout the year. Many tourist places are seasonal or tourists mostly visit during winter holidays and fair (Jatra) periods. But after few years, its intensity will be minimize. Due to tourism activity, natural habitat of birds will be disturb at Nandurmadhmeshwar. The Godavari River becoming more polluted at Ramkunda and Tapovan areas, which is always crowded due to tourist and devotees. At few places there is probability of stone slides, particularly at Saptashrunji temple, so local authority must do take care about it. It may be possible that during next few months, Air transportation will be stats from Ozar Airport to Mumbai, but question is, can it continues forever? Because such effort was done by government few years back, but response from the people and tourist

was not too much and it closed by company immediately. Lack of appropriate training on a quality service to guide is also not available in the study area, which is major problem to provide authentic and comprehensive information to tourist.

**1. Conclusion and Suggestions:**

On the basis of the detail study and observations of the study region, it is observed that there is a lot of scope for tourism industry's development in the Nashik district. There is slowly improvement was during last two decades, but now require infrastructure for this industry is increasing since last three year. Agro-tourism and Religious tourism have more potential due to good supporting factors are well-developed here. Other types of tourism (Table No.1) also develop here just it require purposeful efforts and support from all departments and from the Government. Following suggestions might be give some guidelines to frame proper policy and planning to develop tourism industry in the study area.

1. Tourism is a multi-dimensional activity and a service industry, therefore it is necessary that all wings of governments, private sector (TAAN, Owners of Winery and Agro-tourist Centres etc.) and Local Authority (MTDC regional office, Municipal Corporation, State Transport (Bus), District Irrigation Department etc.) have to take collectively efforts to attain sustainable growth in tourism industry of Nashik district.
2. There are some places in the study area, where some tourist projects like Anandsagar (Shegaon) and Saint Dnyaneshwar Garden (Paithan) can be starte, especially at Chandwad (Renuka Devi) and Tapovan area (Nashik city) have such potential.
3. Nashik district have too much potential for develop agro tourism. There are 19 places (Table No.1) where this tourism can be develop. For this purpose MTDC and local authority can take co-operation and guidance from the Maharashtra State Agriculture and Rural Tourism (MART) and Mr.Pandurang Taware. They also provide good training and guidance for agro-tourism.
4. Food and restaurants are required at tourist places. The restaurants should be able to serve a variety of all tastes and also have local food (Mamacha Mala's Misal, Nashikcha Kondaji Chivada, Maharashtrian Thali etc.). Nashik district grows a large variety of fruits such as grapes, guavas, ber, papayas and mangoes. These fruits can be used to organize food festival in the district. The concept of food chaupatti also support to boost the tourism in the Nashik city. Godaghat or some part of Tapovan can be used for this purpose. Nashik Municipal Corporation can take initiative for this work like Tarangan project. This is proper time to give encouragement to tourism in the district.
5. The Government is planning to starts Grape Park (near Gangapur dam) and Food Park (Vinchur) in the study area. Defiantly it will provide good support to tourism activity. At every weekend many tourists travel towards Lonavala and Malshet from the Mumbai and Pune, they can be divert here. But it require proper planning and publicity.
6. Adequate and hygienic toilet, bathroom and urinal facilities are required at all tourist places with proper maintenance and cleanliness. The responsibility must be handover to local authority like Grampanchayat, corporation, Municipal Corporation or local trust.
7. Every tourist place should have a primary healthcare center to provide first aid and other basic amenities to tourist during their sudden health problems or in disasters. Especially at religious places like Trimbakeshwar, Ramkunda, Nadurdi, Chandwad etc. places during various fairs and tourism season, it is require.
8. At most tourist places near main cities have ATM facilities but in rural area still this facilities yet not developed. Therefore at least one to two ATM as per tourist requirement should be made available. If any place don't have regular customers than during peak periods moving



- ATM can be installed. During Kumbhamela at Nashik some bank done it very well. Same can be do at other places during their peak period of tourism activity.
9. By using e-booking, MTDC can plan to attract both domestic & international tourists and promote Nashik district tourism globally. Especially at Sula wine and Dhamagiri (Near Igatpuri), many international tourist are visits throughout the year therefore such services will be useful in this regards.
  10. Furnishing impactful web advertisements has the affinity to fascinate tourists to different destinations. Effective web advertisements will be a good source of attracts touriststowards study area.
  11. Tourist booth is very important source to provide a quick information to tourists about the various tourist places. Here one thing is important that trained staff must be there, which provide proper information to tourists. Such booths to be set up at major railway station (Nashik Road,Manmad, Igatpuri and Nandgaon), S.T.bus stands (CBS, Nimani and at each Main S. T. Bus Stands). Staff must able to communicate with tourist in major Indian languages and English language for foreign tourists.
  12. For providing detail information to tourist, trained guide is very important, but there is not any training center in the city. But, in city, there are three (KTHM, HPT and Panchawati) colleges, which run Travel & Tourism related courses, they could help toward this solution. So TAAN and MTDC should take leads in this regards to organize training short term courses for guides.
  13. There is a lot of scope in the study area to organize regular activities like bike riding, cycling, tracking, food festival, Nashik festival (like Pune festival), Kite festival, film festival etc. recreational exertions. These activities attracts a lottourists, which also boost the tourism, therefore it is need to organize such activities regularly in the district.
  14. Nandurmadmhmeshwar have only two rest houses (Khangaon Thadi), but during the peak periods, numbers of tourist increase and there is always problems to accommodation. Therefore at least more three to four new rest houses are requires. For that purpose, MTDC and Executive Engineer, Irrigation Dept. Nashik District can do combined efforts in this work.
  15. There is a need of display big wall map about the location and rout network related to all tourist places at major railway station (Nashik Road, Manmad, Nandgaon and Igatpuri), each main Bus Stop, MTDC regional office and also at major tourist places. It willgive proper guidelines for tourist to make their tour plan, as per their available time. For this purpose MTDC must come forward to prepare and display such maps with help of Survey of India department.
  16. To search and verify the potential for tourism development in the study area, there is urgent need to conduct a comprehensive survey about all these places with help of experts committee. For this purpose MTDC can take lead to conduct this survey.

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**\*Dr. Sanjay D. Pagar**

Assistant Professor,

Department of Geography,

MVP Samaj's K.T.H.M.College Nashik-2,

Maharashtra State

Affiliated to Savitribai Phule Pune University, Pune