1. INTRODUCTION

Tourism is considered as one of the world’s largest industry. It is also considered as foreign exchange earning industry. The idea of tourism began in the 18th century with the industrial development and urbanization. This activity helps to increase the national income of the country. In tourism without exchanging commodities, there is exchange of money, ideas, thoughts and services among people which leads to the development of tourism.

1.1 Tourism Development in India

India’s tourism potentials are immense and are of a large variety ranging from world’s renowned historical monuments to wildlife sanctuaries of exquisite floral and faunal wealth. Besides, there are cool hill stations, stretches of sunny beaches and varied cultural heritage, which form the unique tourism resource of India. But the Department of Tourism in India has been unable to develop the tourism industry regionally. Therefore, many of the areas in the country, which having lot of potential for tourism development are not developed. This is due to lack of information provided to the department of tourism about the potential sites of touristic resources through proper agencies. Hence India’s share in world tourism industry is very meager. It has increased from 0.06% (1950) to 0.09% during 2000. If compared to smaller countries in the South Asia, the development is not up to mark in our country. Hence, this study plays a significant role with respect to tourism development.

1.2 Relationship between Geography and Tourism

Geography is a wide-ranging discipline and Geography of Tourism is an important branch of human geography so it is natural that tourism is directly related to geography since it is a function of geography. Tourism is totally based on appreciation and enjoyment of nature, climate, landscape and the concomitant infrastructural facilities. However, geographers define the discipline of modern geography cannot be refuse the nature of environment, the location phenomena like as site and situation of settlement and spatial
distributions and its relationship. Tourism is also very much related with spatial conditions such as the location of tourist interest places and movement of tourists from one place to another. Hence, geography plays a fundamental role in studying the tourism demands at various tourist interest places.

The geographical environment provides a greater scope for tourism potential. For instance, mountains, rivers, waterfalls, forests and wild life etc. act as centers of tourist attraction. The term ‘potential’ broadly means something existing but not yet fully exploited. The potential for tourism development in any area largely depends on the availability of recreational resources such as mountain peak, river, lake, waterfall, water reservoirs, forest, wildlife, historical monument, an object of art, fair or festival in addition to factors like climate, accessibility, attitude of local people towards the nature and the extent of tourism development.

1.3 Tourism in Nashik

Nashik being the pilgrimage capital of India has tremendous potential for development for tourism. It has great mythological and historical significance. Lord Rama is believed to have lived in Nashik during the 14 year exile period. In 1930, the Nashik Satyagraha was launched under the leadership of Dr. Babasaheb Ambedkar for the entry of Dalits in Kalaram temple. Apart from the Kumbh mela, pilgrimage places like Trimbakeshwar, Nausha Ganpati, Kalaram Mandir, Sita Gumpha are popular pilgrimage spots. Being part of the Golden triangle (Mumbai-Nashik-Pune), Nashik is the next destination for industries, and educational institutes. Nashik has earned the nick name of Napa Valley for its established wine brand Sula and Zama which has international recognition. Apart from this Nashik has the state’s only Museum of Numismatics and a Bird sanctuary “Nandur-Madhyameshwar”.

According to the survey report or Ministry of tourism, Government of India, 3366045 domestic and 5063 foreign visitors visited Nashik during the period 2009-10. Trimbakeshwar in Nashik stood at 11th position in the state with respect to the number of visitors.