



SWOT ANALYSIS OF TOURIST PLACES IN AHMEDNAGAR DISTRICT OF MAHARASHTRA

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Abstract

The SWOT analysis is widely used for evaluation employed in business and planning, including tourism planning, but there is little documentation on SWOT analysis in the academic tourism or geography literature. In this study SWOT analysis is applied more systematically in these areas, and rules for using it are suggested. The objective of this research is to show how SWOT analysis can be made more attractive, useful and accurate in research. This paper examines the current status and the potential of tourist places in Ahmednagar district of Maharashtra state. The evaluation was conducted at the national, regional, and local levels using SWOT analysis. Data was gathered through field observation and secondary source of data from Indian Tourism Corporation and Maharashtra Tourism Development Corporation Official website. The findings relate to both the use of the SWOT technique as a research method and an evaluation concerning the tourism potential of the district. A simple diagram of the components of an enhanced SWOT analysis framework was developed, presented and used.

Keywords: Strength; Weakness; Opportunities; Threats; Tourist attractions; SWOT analysis.

INTRODUCTION

India, a tourism hotspot in the world, has a large bouquet of tourist attractions to boast of. Its widespread diversity has always attracted both foreigners as well as its own citizens alike, to explore its mirth and gaiety that it has to offer the world. Various types of tourism such as adventure tourism, pilgrimage tourism, heritage tourism, medical tourism, eco tourism, wild life tourism, rural tourism and the like have grown in India in view of its unique geographical advantage and rich cultural heritage. This has boosted the Indian economy. That it continues to grow efforts must be taken by the Indian government, so that the tourism sector can contribute more substantially to the nation's GDP. Maharashtra abounds in numerous tourist attractions ranging from ancient cave temples, unspoiled beaches, ancient forts and monuments, forests and wildlife, unique hill stations, pilgrimage centre, and a rich tradition of festivals, art and culture.

The district of Ahmednagar is one of the famous destinations for the tourist in state of Maharashtra, both domestic and foreign. Ahmednagar is famous for its rich pilgrims, history, art, festivals and natural beauty. The various tourist locations attract the tourists because of different reasons. The historical movement, heritage, natural and geographical locations, pilgrim centers and mixture art and culture which is so brilliant that no one can avoid the district, from tourist point of view. The diversity of geographical tourist destination of the same district is the competitive advantage which Ahmednagar district enjoys.

OPPORTUNITIES

An opportunity is a major favorable situation in the firm's environment. Opportunity of a firm could represent improved buyer or supplier relationships, identification of a previously overlooked market segment, technological changes, changes in regulatory framework and changes in competitive circumstances, etc.

THREATS

Unfavorable situation in the firm's environment is a major threat to the organization. Major elements that could represent threats to the organization may be entrance of a new competitor slow market growth, increased bargaining power of key buyers or suppliers, technological changes and changing regulations, etc. Understanding the key opportunities and threats facing a firm helps managers in identifying realistic options from which they can make an appropriate strategy.

STRENGTH

Strength is a comparative advantage or edges our competitors. The skill, available resources, goodwill, market leadership and buyer/seller relationships are the examples of strength of an organization.

WEAKNESS

A weakness is a limitation or deficiency in resources, skills and capabilities that impede effective information. Facilities, financial resources, management capabilities, marketing skills and brand image could be the causes of weakness

OBJECTIVES

- To study the domestic and foreign tourism in Ahmednagar district
- To study the internal strengths and weaknesses tourist places in the district
- To explore the external opportunities and threats of district.

RESEARCH METHODOLOGY

The present study SWOT Analysis of Tourist places in Ahmednagar district is based on field observation and secondary data. The data has been obtained from the related articles, research papers, reports, policies and plan documents of Government of India and Maharashtra state. The data has also been

obtained from websites of Govt. of India and Govt. of Maharashtra, MTDC as well as Ministry of Environment. Visits to some site have been undertaken to know the environmental status.

LOCATION OF STUDY AREA

The District of Ahmednagar lying between 18°2' and 19°9' north latitudes and 73°9' and 75°5' east longitudes is situated partly in the upper Godavari basin and partly in the Bhima basin, the interfluvies in between forming the extensive Ahmदनagar plateau. The geography of Ahmednagar district comprises various land forms. There are hilly off-shoots of the Sahyadris in the western part of the district.

FIGURE I

LOCATION OF STUDY AREA TOURISM POTENTIAL IN AHMEDNAGAR DISTRICT

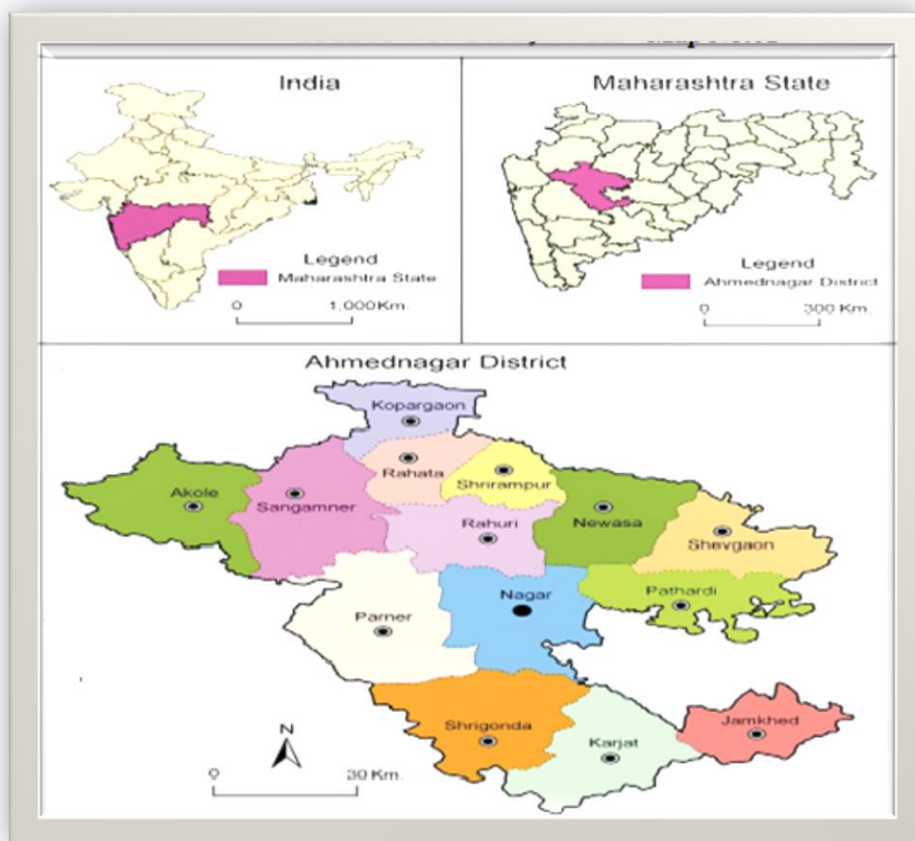
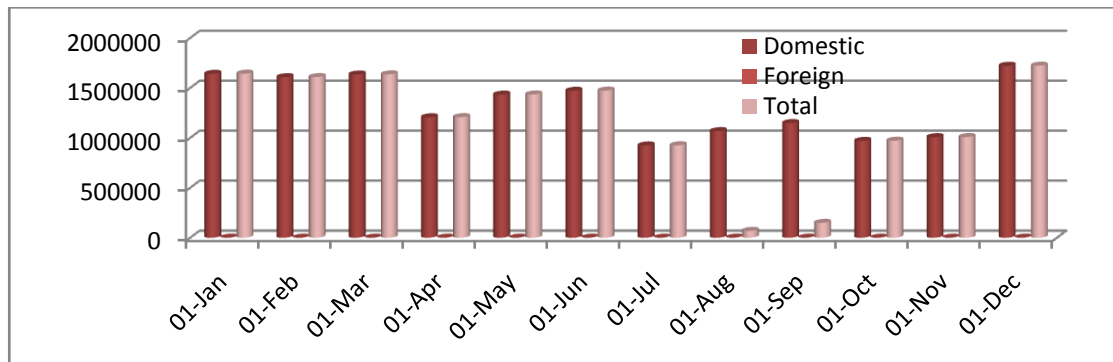


TABLE 1
CLASSIFICATION OF TOURIST PLACES IN AHMEDNAGAR DISTRICT PROFILING OF TOURIST VISITING IN AHMEDNAGAR DISTRICT

Taluka	Geographical Tourism	Historical tourism	Religious tourism	Educational tourism
Ahmednagar	Pimpalgao Talav Dongargan	Ahmednagar Fort Chandbibimahal Alamagir Bagroja Farahbag	Vishal Ganpati Temple DamadiMajjit Meharabad	Nagar city
Akole	Harishchandragarh Mount Kalsubai Randhafall Umbrella Falls Bhandardara Adhala dam Sandan Kokankada Fofsandi	Ratangadh Pattagad	Harishchandragarh Amritheshwar Temple	
Jamkhed	Rameshwar fall	Chaundi Kharda	Jategaon	
Karjat	Rehakuri	Pedgaon	SiddhatekRashin	
Kopergaon		Raghobadadawada	Tapobhumi Kokamthan Ashram	Gautamnagar
Newasa	Pravarasangm Ladmod Tekai		Deogarh Dnyaneshwar Temple Warkhed Shanishinganapur Sonai	Sonai
Parner	Nighoj Dokeshwar Caves Vadgaondarya Ralegan Siddhi Mandohal	Supa	Takali Palshi Korthan	Ralegansiddhi Hiwarebajar
Pathardi	Karanjighat	Tisgaon	Mohata Devi Madhi Bhagwangad	
Rahata			Dwarkamai, Shirdi Puntamba Bhagwatipur	Pravaranagar
Rahuri	Mula Dam		Taharabad	Krishi Vidypeeth (MPKV)
Sangamner	OzarBandhara Pot holes Pemgiri	Pemgiri TrimbakjiDengale's Wada Jorve culture	Nizarneshwar Khandgaon Devgad	Ghulewadi
Shevgaon	Bird Sanctuary	Mungi		
Shrigonda	Visapur tank	Mandavgan		

Shrirampur	Shinde Wade
	HaregaonKeshavg
	ovind Saralabet

FIGURE 2
TOURIST VISITING IN AHMEDNAGAR DISTRICT



The above table and graph shows the no. of Domestic and Foreign tourists from various state, countries traveling to Ahmednagar District from various state and also various countries. As the ratio for Domestic tourists is highest because of Indian peoples are religious background and Ahmednagar district have very famous religion places like; Shirdi,

Shanishinganapur and Siddhatek, which implies visitors are mostly from various state from India. Foreign Tourists are very small no. of arrivals because of accommodation, infrastructural facility and inadequate transportation facility. Meharababa and Ahmednagar port area are main destination of foreign tourist in the district.

TABLE 2
DESTINATION WISE LEISURE VISITS IN THE 2011-12

Destination	October 2011			November 2011			December 2011		
	Domestic Visits	Foreign Visits	Total Visits	Domestic Visits	Foreign Visits	Total Visits	Domestic Visits	Foreign Visits	Total Visits
Shirdi	645638	1024	646662	661473	985	662458	1355169	1254	1356423
Shanishinganapur	456865	983	457848	484667	956	485623	844773	1022	845795
Siddhatek	23424	00	23424	25896	00	25896	26542	00	26542
Ahmednagar Fort	260	00	260	263	00	260	270	00	270
Newasa	186348	00	186348	190245	00	190245	198542	00	198542
Kalsubai and Harishchandagarh	34536	00	34536	35895	00	35895	42652	00	42652
Bhandardara	2256	00	2256	2354	00	2354	2874	00	2874
Rehakuri	354	00	354	348	00	348	370	00	370

Destination	January 2012			February 2012			March 2012		
	Domestic Visits	Foreign Visits	Total Visits	Domestic Visits	Foreign Visits	Total Visits	Domestic Visits	Foreign Visits	Total Visits
Shirdi	1274940	1276	1276216	1246661	1248	1247909	1278609	1152	1279761
Shanishinganapur	795211	796	796007	777275	856	778131	794957	1035	795992
Siddhatek	24950	00	24950	24418	00	24418	23489	00	23489
Ahmednagar Fort	254	00	254	248	00	248	238	00	238
Newasa	186629	00	186629	182658	00	182658	175709	00	175709
Kalsubai and Harishchandagarh	40093	00	40093	41239	00	41239	37747	00	37747

Bhandardara	2302	00	2302	3644	00	3644	2543	00	2543
Rehakuri	348	00	348	340	00	340	327	00	327

Source: MTDC Tourism Statistic 2011-12

The above table shows the domestic and foreign tourist arrival in various tourist places of Ahmednagar district of Maharashtra state. Shirdi and Shanishinganapur religious tourist places have highest no. of Domestic tourists arrival in the month of October, November, December, January, February and March. The highest number of domestic tourist's arrivals in the month of January 2012. Foreign tourists visited only place of Shirdi and Shanishinganapur.

S-STRENGTH

- Ahmednagar district has a very good geographical position and religious background
- In the district tourism sites are close to each
- Ahmednagar district has attractive Tourism products
- Diversity in the Tourist destinations like Geographical, Religious, Agri-base, Adventure, and Historical
- There are various untouched tourist places for tourism development strategies e.g. Ozar Bandhara (Sangemner), Sandan (Akole), Pемgiri (Sangemner)

W -WEAKNESSES

- Bad Tourist experience
- Poor quality services standards
- Lack of safety and security of tourists
- Lack of Tourism Courses and training programme
- Lack of Trained Tourist Guides
- Lack of use of different languages in the tourist literature

O - OPPORTUNITY

- New Tourism Products and Innovations
- Promotion and Marketing Strategy
- Agri-base and Medical Tourism
- Create huge employment opportunities
- Ideally poised as Education, Health, Business and Rural tourism destination

T-THREATS

- Poor and inadequate infrastructure and amenities at the tourist site
- Not proper adequate maintenance
- Lack of promotion and marketing
- Political Instability
- Undeveloped Infrastructure
- Centralization of decision making in governmental power structures often
- Creates a barrier for the cooperation with the private sector.

- Lack of appropriate training on a quality service cannot established

CONCLUSION

Ahmednagar now provides a great holiday mix for visitors. Ancient culture, Pilgrim centers and architecture will always remain as the prime attractions of Ahmednagar district in Maharashtra State. There are many opportunities for outdoor holiday in Ahmednagar such as Shirdi, Shani Shingnapur, and Deogad for two or three days, the visit Harishchandragad, and Kalubai for hiking, trekking or plain idling vacations. An adventure like river-rafting is possible on Ahmednagar's great rivers, like Pravara and Godawari. The district offers great variety of shopping, especially jeweler and handicrafts. Ahmednagar district certainly has the potential of being a leading tourist destination of the country provided the infrastructure is improved and national and domestic transportation is upgraded.

Shirdi-This place is very famous in India and in world also. People from all over India and abroad visit this place. People of all castes, religious and classes visit this holy place. Mostly people arrive by railway, ST buses, private jeeps, taxi and stay here for two or three days. About 60 percents visitors of Shirdi also visit the nearest places like Shani Shinganapur, Belhekarwadi, Devgad and Newasa. The life style of the people in the surrounding area of Shirdi has also changed as they got various jobs and self employment in catering the needs of tourists. All fundamental and public facilities are available here.

Shanishinganapur-The tourists have attraction to visit and witness the holy place where the houses are without doors. The villagers strongly believe that the God Shanidev protect their valuables. All fundamental and public facilities are available here. Better economic condition also changed the standard of living of local people.

Siddhatek-This place is famous as 'Siddhi Vinayak'. Shiddhivinayak is the one of Ashtavinayak Ganpati. Most of the devotees come here every year because of deep faith in the God of shtavinayak. This is developing tourist center.

Ahmednagar Fort-The Ahmednagar fort and Tank museum are opened to public only on national holiday i.e. 15th August and 26th January. Nearly 150000 people visit the Fort at this time. Mostly the visitor's are students and servicemen visit historical museum, fort, Chandbibi Mahal, Tank museum.

Kalsubai Peak-Mainly the visitors of this place are from Mumbai, Nashik, Thane, Pune, and Ahmednagar districts. In the text of geography of Standard 3rd the information of Kalsubai peak is given. It has become a famous tourist spot in the state Maharashtra. This has given boost to the students and teachers to pay visit to

this place. Tourists rush here during the period of Navaratra to Vijayadashmi.

Harishchandragad-This is a natural potential tourist centre; selected tourists such as mountain climbers, archaeologists, natural researcher, students of geography and student studying ancient history visit this place. The route is mountainous and hilly and only cattle route or footpath is available and thus it is difficult route

Newasa-Devotees from Ahmednagar, Marathwada, Nashik, Jalgaon, Mumbai, Thane, Solapur visit this holy place. Devotees from different religious faith visit this place. Main attraction of Newasa is 'Pillar of Paiss'. By touching the pillar, the mind is tranquillized.

Bhandardara Dam- is situated in the south-western part of Akole taluka and is surrounded by hills. It is naturally a very beautiful spot and many tourists visit this place around the year. The main place is garden which is near the Dam. This place is also the attraction of film shooting. Many famous films are shot in this natural background. Most of the tourist visits this place regularly as there are facilities such as big hotels and guest houses.

SUGGESTIONS

1. A transportation service in all tourist centers in Ahmednagar district is very good except Harishchandragad, Ratangad, Pempiri, Kalsubai peak and Harishchandragad. These tourist centers need good roads and facilities of state transport service, so they can develop in good manner
2. Post, courier and carrier, telephone, mobile Communication facilities are the these services are not available at Kalsubai peak, Ratangar, Harishchandragad, Harihareshwar mandir, Bhagwangad and Vrudheshwar. Most of tourist expects range of mobile towers to communicate with their relatives and friends.
3. Lodging and Boarding facility is the most important for tourist. There are 50 % of the tourist centers has not good facility in Ahmednagar district.
4. Natural and historical tourist centers have needed this facility.

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