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## THE ROLE OF RELIGIOUS TOURIST CENTER IN REGIONAL DEVELOPMENT- WITH SPECIAL REFERENCE TO LENYADRI

U. G. Jagdale  
 S.B. Gawali

A. J. Dushing  
 G. S. Jadhav

### Abstract

*Tourism plays very crucial role in the regional development, thorough creating employment opportunities for local people. The Lord Girijatmak Ganpati of Lenyadri is one of the famous among Ashtavinayaka Ganpati in Maharashtra. The Lenyadri is located in Junnar tahsil of Pune district, which is 3 km away from Junnar city to the north.*

*There are so many facilities available for tourists at Lenyadri. The economic development of the surrounding area of Lenyadri has been improving because of tourism activities. The Lenyadri Trust has been trying to provide maximum facilities to the tourists even though there are some problems which tourists have to face.*

*The pilgrim tourists are visu to Lenyadri from different parts of the Maharashtra state as well as country. The Lodging, boarding, hotels, and stalls of Puja Sahitya these facilities creates employment opportunities for the local people, which is helpful to the economic development of the region.*

### Introduction:-

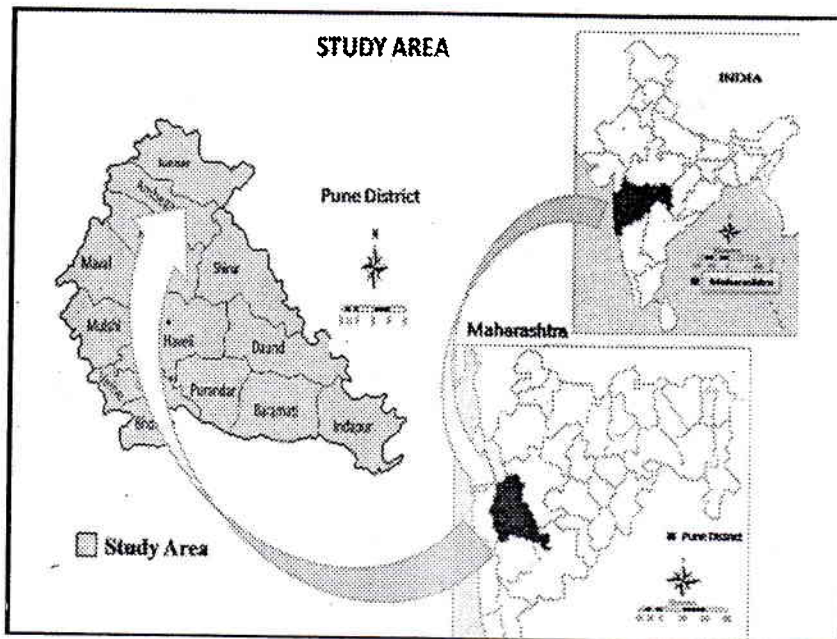
Now a day's tourism is one of the fastest growing industry in the world. Tourism represents the largest segment of international trade and earning. The development of tourism started from the last 50 years. The Social, Cultural, Educational, Historical, Geographical factors are affecting the tourism all over the world. India is the paradise of tourism. Tourism has demonstrated its potential by creating jobs and encouraging income-generating activities to benefit local communities in the particular areas. Tourism plays very crucial role in the regional development, thorough creating employment opportunities for local people. Tourism can increasingly be regarded as a main instrument for regional development, as it comprises a complex set of interlinked activities, such as travel, accommodation, catering, shopping and so on; it supports the local economies activities and stimulates new ones. Tourism generates local employment, both in the tourism sector and in the various support and resource management sectors, with the creation of full-time and part-time jobs. It stimulates profitable domestic industries such as hotels, restaurants, transport systems, souvenirs and handicrafts. The Lord Girijatmak Ganpati of Lenyadri is one of the famous among Ashtavinayaka Ganpati in Maharashtra. The Lenyadri is located in Junnar tahsil of Pune district, which is 3 km away from Junnar city to the north.

### Study Area:-

Junnar tahsil is located in the northern zone of the Pune district. It occurs in the zone of steep isohyetal gradient having rainfall between 50 to 250 cm. The atmosphere of the tahsil is very pleasant and it is favorable for tourism. The latitudinal extent of the Tahsil is 19° 00' to 19° 24' north and longitudinal extent is 73° 40' to 74° 18' east. The area of the Tahsil is 1579.84 Sq.km. Junnar is mainly rural in character as 183 villages are there, according to 2001 census. Junnar Tahsil has the human population as about 3, 44,897, the rural population of the Tahsil is 98%, While the urban population is 2% according to 2001 census.



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There are two Lord Ganpati temples of “Ashtavinayak” in Junnar Tahsil. Girijatmak which is situated at Lenyadri and Vighnahar is situated at Ozar. The Lord Girijatmak Ganpati of Lenyadri is one of the famous among Ashtavinayaka Ganpati in Maharashtra. The Lenyadri is located in Junnar tahsil of Pune district, which is 3 km away from Junnar city to the north.

**Objectives:-**

This research paper mainly focuses on the important tourist centres of Junnar Tahsil as well as their effects on regional development. This paper is mainly based on following objectives.

1. To study tourist centre's in Junnar Tahsil.
2. To study the impact of Lenyadri tourist centre on economic development of region.
3. To study the facilities provided by Lenyadri Trust.

**Methodology: -**

The primary and secondary data have been used for the research paper. The questionnaire has been prepared to collect the data. The statistical method has been used for calculation. The cartographic technique has been also used to represent the data.

**Primary Data –**

The primary data has been collected from tourist by filling up the questionnaires. By random sample method, One hundred and twenty one tourists have been selected for filling up the questionnaire. The data has been collected on “Chaturthi” as many tourists visit to Lenyadri on that day.

**Secondary Data –**

Secondary data which is necessary is collected from Lenyadri Trust Golegaon, Archeological Survey of India Sub-Circle Junnar, Magazines and other related books are also referred to get secondary information.

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Junnar Tahsil is most important for tourism point of view. There are so many centers which are attracted tourist from all over the world. There are following tourist centers.

1- Natural Centers :

- A) Darya Ghat-
- B) Malshej Ghat

2- Religious Centers :

- A) Lenyadri & Girijatmak Ganapati
- B) Ozar and Vignhar Ganapati
- C) Vadaj - Khandaray Mandir
- D) Parunde & Bramhanath Mandir
- E) Otur – Kapardikeswar Mandir
- F) Kukadeswar and Hemadpanthi Shiv Mandir

3- Historical Centers :

- A) Shivnery Fort
- B) Chavand Fort
- C) Hadsar Fort
- D) Harishchandra Gad
- E) Nane Ghat

4- Technically Important Centers

- A) Khodad – GMRT Centre (Giant Meter wave Radio Telescope Centre)

5- Agro Tourism –

- A) Rajur
- B) Golegaon
- C) Lenyadri
- D) Manikdoh

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Table No. 1

Tourists Visited at Lenyadri from different parts of India

Sr.No .	State	District	Tourist	Percentage
1	Maharashtra	Pune	59	48
2	Maharashtra	Mumbai	06	05
3	Maharashtra	Latur	03	02
4	Maharashtra	Satara	01	01
5	Maharashtra	Thane	14	11
6	Maharashtra	Dhule	01	01
7	Maharashtra	Wardha	02	02
8	Maharashtra	Ahmednagar	11	09
9	Maharashtra	Nasik	07	06
10	Maharashtra	Raigad	05	04
11	Maharashtra	Nandurbar	01	01
12	Maharashtra	Aurangabad	01	01
13	Maharashtra	Akola	04	03
14	Maharashtra	Buldhana	01	01
15	Maharashtra	Beed	01	01
16	Maharashtra	Jalna	01	01
17	Gujarat	Badodra	01	01
18	Madhya Pradesh	Indor	02	02
Total			121	100

Source- Writer

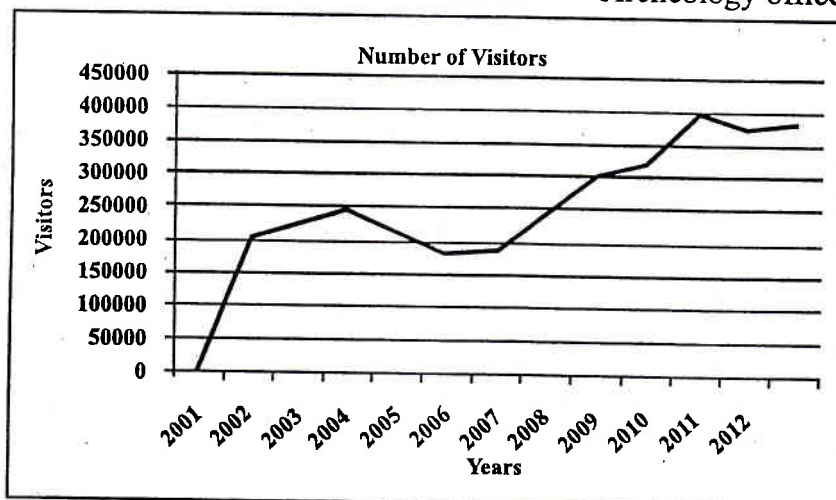
From the above table , it is observed that the 53 % tourists visited from Pune and Mumbai region . Mumbai and Pune are near to Junnar Tahsil, this attracts large number of tourists towards Lenyadri. From Thane district 11 % of tourists are visited to this pilgrim centre, while 9% tourists are coming from Ahmadnagar district. Many tourists from Maharashtra and also from all over the India visited Lenyadri. This table clearly shows that the tourists are visited from all over Maharashtra as well as other parts of India.

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**Table No. 2**  
**Total Number of Visitors Visited to Lenyadri**

Sr. No.	Year	Total Visitors
1	2001	2,04,728
2	2002	2,16,701
3	2003	2,36,474
4	2004	2,08,193
5	2005	1,82,360
6	2006	1,88,459
7	2007	2,54,064
8	2008	3,02,793
9	2009	3,23,893
10	2010	3,96,246
11	2011	3,77,022
12	2012	3,82,716
7	2007	2,54,064
8	2008	3,02,793
9	2009	3,23,893
10	2010	3,96,246
11	2011	3,77,022
12	2012	3,82,716

Source – Archeology office, Junnar





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In 1984-85 the Lenyadri trust was established, and from this year the development of the surrounding area has been started. Due to the availability of lodging and boarding facilities, the number of visitors is increased day by day. The above table and graph shows the increasing trend of visitors. The Indian tourist as well as the Foreigner tourist is also visiting this centre. The visit of foreign tourist is one of the important factors, which is favorable to the regional development.

**Table No. 3**  
**Employment from various sources.**

Sr.No.	Available Facilities	Availability of employment	Per person per month salary	Total salary Rs
1	Bhakt Bhavan No.1	02	5,000	10,000
2	Bhakt Bhavan No.2	03	5,000	15,000
3	Temple	02	5,000	10,000
4	Mahaprasad	02	5,000	10,000
5	Building Cleaning	04	4,000	16,000
6	Trust office	03	5,000	15,000
7	Toll Plaza	02	5,000	10,000
8	Private Stall	20	3,000	60,000
9	Trust Shops	56	6,000	3,36,000
0	Trusts Hotel - 2	20	6,000	12,000
1	Worshiping articles and Prasad	03	5,000	15,000
2	Doli	30	3,000	90,000
3	Other Hotels (05)	41	3,000	1,23,000
14	Total	187	60,000	7,40,000

Source- Writer

Above table shows the employment created by the tourist center Lenyadri. According to the table 187 persons are engaged in the various activities concern with the Pilgrim Center of Lenyadri. According to 2001 census the population of village is 2764. Due to this Pilgrim Center out of total population, 7 percent population has got employment opportunities. The per capita income of these people is Rs. 3957 per month. This shows that this Pilgrim Center is not only has religious important but it also affects upon the economic development of the region.

**Table No. 4**  
**Income from Tourist to the Trust**

Sr. No.	Year	Income from Lodging	Income From Group Marriage	Income from Shopping Rent, Abhishek, Mahaprasad
1	2001	3 00 000	10 00 000	3 00 000
2	2002	3,11 ,000	10 ,50 ,000	3,21 ,000
3	2003	3 24 000	10 60 000	3 31 000
4	2004	3 27 000	11 00 000	3 33 000
5	2005	3,20,000	11 ,20 ,,000	3,40 ,000
6	2006	3,35 ,000	11 ,30 ,000	3,50 ,000
7	2007	3,40 ,000	11 ,50 ,000	4,11 ,000
8	2008	3,50 ,000	12 ,20 ,000	4,50 ,000
9	2009	3,61 ,000	12 ,50 ,000	4,70 ,000
10	2010	3,71 ,000	13 ,00 ,000	7,00 ,000
11	2011	6,00 ,000	13 ,50 ,000	7,50 ,000
12	2012	7,00 ,000	15 ,00 ,000	10,00 ,000

Source- Lenyadri Trust Office

The above table shows that in 2001 the income from the lodging, Group Marriage, rent of shopping, Abhishek and Mahaprasad of the trust is about Rs. 16,00,000, while in 2012, it is Rs. 32,00,000. This shows that the income of the Trust is increasing day by day, which is affecting upon the economic development of the region. The Trust also gets donation from various worshipers near about Rs 25,00,000 every year. This is also helpful to the development of the surrounding area.

**Conclusion –**

Lenyadri is one of the important tourist centers in the Junnar Tahsil which assists to the economic development of the region. It is observed that the most of tourists visited from Pune and Mumbai. The Mumbai and Pune are two cities near to Junnar Tahsil. This attracts more and more tourists towards Lenyadri. The visit of Foreigner tourist is one of the important factors, which is favorable to the regional development. The income of the Trust is increasing day by day, which is help to improve the economic development of the region. The Trust has also gets donation from various worshipers every year. This is also helpful to the development of the surrounding area. According to 2001 census the population of village is 2764. Due to this Pilgrim Center out of total population, 7 Percent population has got employment opportunities.

The Trust has been providing Bhaktniwas and also AC type of lodging to the tourists. But these facilities cannot fulfill the needs of tourists. There is also problem of good quality food and language to other state tourists.



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**\*Dr. U. G. Jagdale**  
Associate Professor,  
S.S.C. College, Junnar,  
Dist. Pune

**\*\*Prof. A. J. Dushing**  
Assistant Professor,  
S.S.C. College, Junnar,  
Dist. Pune

**\*\*\*Prof. S.B. Gawali,**  
Assistant Professor,  
S.S.C. College, Junnar,  
Dist. Pune

**\*\*\*\*Prof. G. S. Jadhav**  
Assistant Professor,  
S.S.C. College, Junnar,  
Dist. Pune

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