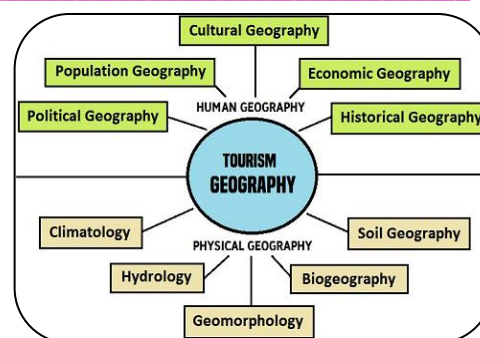# HISTORICITY RESEARCH JOURNAL

GEOGRAPHICAL ANALYSIS OF POTENTIAL TOURISM CENTERS IN KAVATHE MAHANKAL TEHSIL: A CASE STUDY OF RAYWADI (HARANESHWAR)

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ABSTRACT :

Raywadi, village is located in Kavathe Mahankal Tahsil of Sangli district in Maharashtra. Emphasizing its natural beauty, historical significance, and cultural heritage. It analyzes geographical factors that contribute to its viability as a tourist destination, along with an assessment of existing infrastructure and areas for improvement. The research highlights the economic benefits of tourism development and proposes strategies for sustainable tourism promotion. By offering insights for planners and stakeholders, this study aims to enhance Raywadi's appeal as a key tourism center in the region.

KEYWORDS : *Religious, Potential, SWOT, Socio-economic.*

I) INTRODUCTION:

Tourism Geography is a branch of geography that studies the spatial aspects of tourism, including the movement of people, the development of tourist destinations, and the impact of tourism on different regions. It examines the relationship between geography and tourism by analyzing physical, cultural, economic, and environmental factors that influence travel patterns.

Tourism plays a crucial role in economic, social, and cultural development at both **local** and **national** levels. It contributes to **economic growth, job creation, infrastructure development, and cultural exchange,** it also promoting sustainability and regional identity. Both **local and national tourism** are essential for **economic resilience, cultural heritage, and sustainable development**, making tourism a key sector in many countries in the world.

Raywadi, in **Kavathe Mahankal Tehsil, Sangli district, of Maharashtra** is a developing tourist destination known for its **natural beauty, historical significance, and cultural heritage**. Key attractions include the **Haraneshwar Temple,** scenic landscapes, and vibrant religious festivals. The region holds great **tourism potential**, with opportunities for **infrastructure development, economic growth,** and **sustainable tourism initiatives**. Enhancing facilities and promoting eco-tourism can help Raywadi emerge as a significant tourism hub while preserving its rich heritage.

The study analyses geographical factors that make Raywadi a promising tourist destination. It also examines existing tourism infrastructure and areas for improvement. The researcher has intended to highlight the benefits of tourism development for the local economy. Suggestions for promoting sustainable tourism in Raywadi are also discussed. This study aims to help planners and stakeholders enhance tourism in the region.

II) STUDY AREA:

Raywadi village is located in Kavathe Mahankal tehsil of Sangli district, Maharashtra. It is situated at approximately 611 meters above the mean sea level with an extent about 17.06° N latitude and 74.70° E longitude. It is 54 km. towards east from district head quarter Sangli. The village lies in a semi-arid region with moderate to low rainfall. The terrain consists of small hills, open fields, and patches of forested land. Windmills and the famous 72-foot Harneshwar Shiva statue are key landmarks in the area. Raywadi's geographical setup makes it suitable for eco-tourism, religious tourism, and adventure activities.
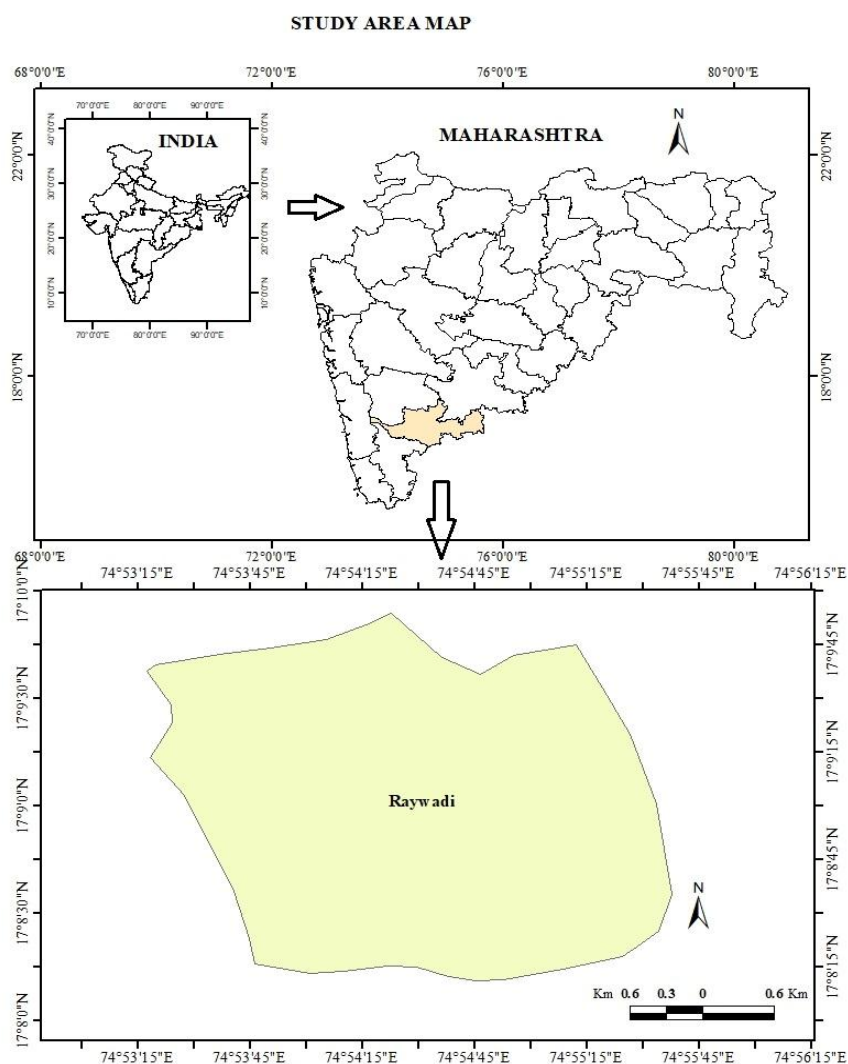
STUDY AREA MAP

III) OBJECTIVES:

The following objectives are framed to understand the potential tourism in Raywadi village, i.e.:
1. To analyze the classification of tourists visitors in the study area.
2. To study the potentiality and infrastructure facilities in the Raywadi.
3. To Study the SWOT analysis of the tourism centre in Raywadi.

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IV) METHODOLOGY:

The present study is based on both primary and secondary sources of data. Historical, cultural facts were collected from Government reports, research papers, news articles are referred to as secondary sources while questionnaire and empirical evidence are used as primary sources of data for the present study. Simple random sampling methods were used to collect responses from tourist for the present study. Total 126 tourists were contacted for this study while 110 tourists were responded to give back filled questionnaire at the fair time.

SWOT analysis, a strategic planning tool used to identify and understand the strengths, weaknesses, opportunities and threats related to tourism center in the study area. Primary and secondary collected data is further processed and synthesized to represent in table, percentage, phi charts and graphs. To represent the location map of the study area ArcGIS 10.2 were used.

V) DISCUSSION:

i) About Raywadi:

Raywadi is a religious tourist place. It is also known as Shrikshetra Harneshwar (Lord Shiva). This temple is sacred and legendary area located just four kilometers west of Nagaj phata on Ratnagiri-Nagpur highway and three kilometers from Raywadi phata in Nagaj ghat. The Harneshwar temple is situated in a hillock and in a scenic environment. There are three water tanks near the temple. The special thing is that the water never decreases all over year. The fair celebrated two times on the last Monday of the month of Shravan and on the occasion of Mahashivratri. Besides it there is 72 feet Harneshwar Shiva statue is prime attraction for the tourist. This place has natural landscapes, historical sites and religious place as an attraction that can boost local tourism.


Template: 1 A Raywadi Mahadev   B Shivling

ii) Classification of Tourist:

Tourist visiting Raywadi are classified on the basis of their residential place, age group, religion, occupation, and literacy etc.

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Table- 1.1 District wise Classification of Tourists

Index	District	Numbers	%
1	Sangli	64	58.18
2	Solapur	31	28.18
3	Satara	05	04.55
4	Vijapur	07	6.36
5	Belgaon	03	2.72
	Total	110	100
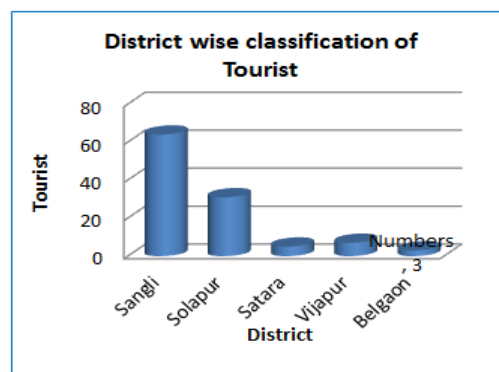
(Source- Data compiled by Researcher

According to table -1.1, Tourist visiting is from Maharashtra and Karnataka. Maximum tourists are from Sangli and Solapur district. Only 2.72 percent touristis from Belgaon. These tourists have interviewed at the time of Mahashivratri and month of Shravan. As per surveying proportionate of the other visitors from Satara and Vijapur is less as compared to Sangli district.

Table 1.2: Religion-wise classification of Tourists-Raywadi

| Index	Religion	No. of Tourists	%
1	Hindu	93	84.54
2	Muslim	4	3.64
3	Buddha	13	11.82
	Total	**110**	**100**
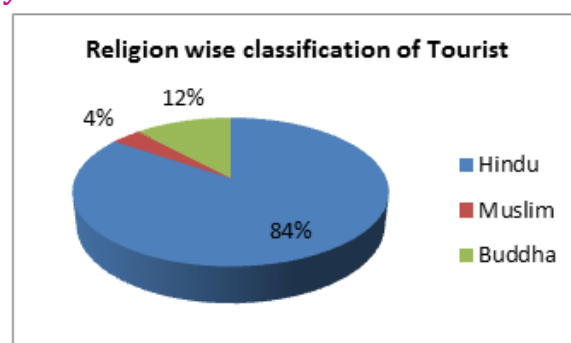
(Source- Data compiled by Researcher)

Table1.2, Shows that, Tourists of Hindu, Muslim and Boudh categories tourist are visiting this place. But percentage of Hindu people is high i.e. 84.54 % of total tourist. Then Buddha and Muslim 11.82 and 3.64 percentages respectively visited at Raywadi.

Table 1.3 Age and Sex wise classification of Tourists- Raywadi

Index	Age in Years	No. of Tourists			Total
		M	**F**	**Total**	**%**
1	Under 15	07	04	11	10
2	15 to 30	22	19	41	37.27
3	30 to 45	20	10	30	27.27
4	45 to 60	16	3	19	17.27
5	Above 60	5	4	09	8.18
Total		**70**	40		**100%**

(Source- Data compiled by Researcher)

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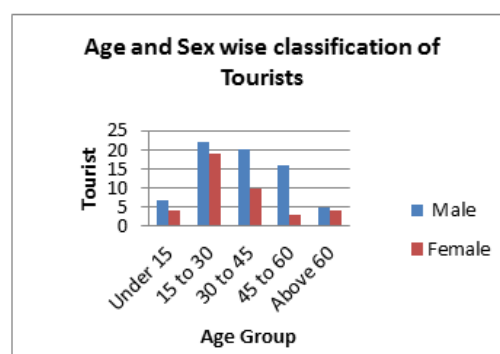
Age and Sex wise classification is given table No.1.3, about 37.27% tourists belong to 15-30 age group; which is major age group of the visitors at Raywadi. Second highest visitors are from the age group of 30 to 45years and their proportion is 27.27 %. More than 64% tourists are from 15 to 45 age group. Only 8.18 % tourists are from above 60 years.

Table 1,4: Literacy wise classification of Tourists- Raywadi

| Index	Education	Male	Female	Total	%
1	Illiterate	6	9	15	13.64
2	Primary/ Secondary	41	33	74	67.27
3	Graduate and more	14	07	21	19.09
Total				**110**	**100%**
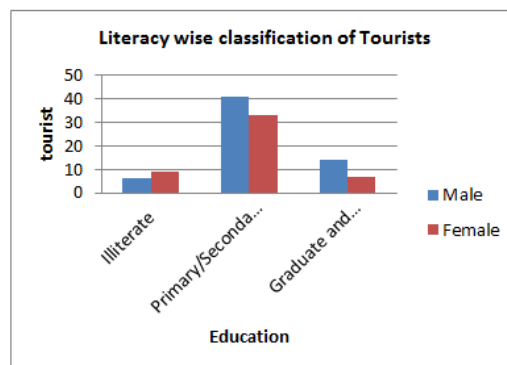
(Source- Data compiled by Researcher)

The above table shows that, most of the tourists visit Raywadi in religious point of view & out of these more than 86 percentages literate. This indicates that they have faith on God and cultural factors effect on the human life. There are only 13.64 % tourists illiterate.

Table 1.5: Occupation-wise Classification of the tourists- Raywadi

Index	Occupation	No. of Tourists	%
1	Employees	07	06.36
2	Agriculture	71	64.55
3	Business	11	10
4	Education	10	09.09
5	Professionals	02	01.80
6	Others	10	09.09
Total		**110**	**100**
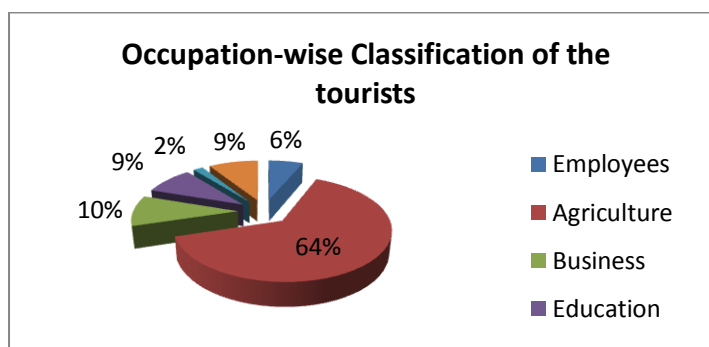
(Source- Data compiled by Researcher)

The occupation wise classification of the tourists above table shows that 64.55% and 10% .are from farmers and business category respectively and 9.9 % tourist from student and others categories. Employs and professional are 8.16 percent.

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Table 1.6: Income wise classification of the Tourists (Yearly Income) –Raywadi

| Index	Class	Income Group (Rs.)	No	%
1	Low-income class	Less than – 50,000	82	74.55
2	Middle class	50.000-10,0000	22	20
3	Higher middle class	10,0000-1,50,000	05	04.55
4	Higher income class	More than 1,50,000	01	0.90
Total			**110**	**100%**

Source- Data compiled by Researcher

Income wise classification of the tourists shows that (table 1.6) Maximum tourists are from low-income class and their proportion is 74.55%. Second largest class of the tourists is middle income class group i.e. 20%, where 4.55% tourists, from higher middle-class families and 0.90% tourists, are from higher income class group.

iv) The facilities available for tourist:

Tourists visiting Raywadi are studied on the basis of transportation, accommodation, water supply, education and other facilities.

Table: 2.1 Mode of Transportation- Raywadi

Index	Mode of Transport	No.	%
1	M.S.R.T.C. Service	15	13.63
2	Railway	12	10.91
2	Private Vehicle	63	57.27
3	Walking/Cycle	20	18.18
Total		**110**	**100%**
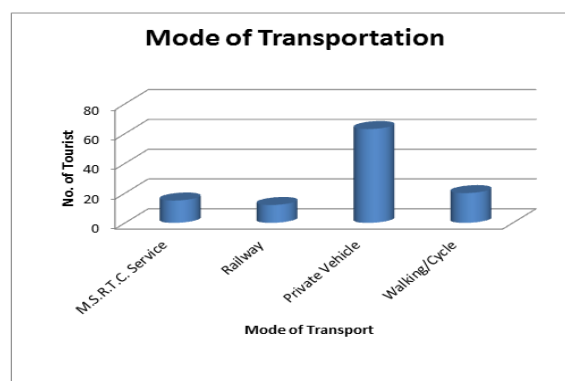
(Source- Data compiled by Researcher)

The accessibility is not good at Raywadi. MSRTC buses provide daily service to Nagaj Phata. Nagaj Phata to Raywadi tourist uses other private vehicles or Rickshaws. Private and haired cars, jeeps can also be used to reach that place from any part of Maharashtra and India.

Table 2.1 reveals that there are 57.27 % tourists have used private vehicles to visit the destination. 18.18 % tourists have used one bicycle or two-wheeler. 13.63 % tourist use MSRTC service as mode of transportation to reach the destination.10.91 % percent tourists have used railway facilities as mode of transport

a) Accommodation facilities –Raywadi is a small village, no any accommodation facility for the tourist. Therefore, the entire tourists are day tripper. Some tourists were accommodated at Kavathe Mahankal and Sangli.

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b) Water supply-Raywadi- This place is about three kilometers away from Raywadi village. Therefore, pure drinking water is not available for the tourist. There three water tanks and one water stream flowing near the temple but it is not drinking.

c) other facilities-There are parks, Garden facilities, and other entertainment facility absent.

v) SWOT Analysis- SWOT Analysis of Raywadi as a Potential Tourist Center in Kavathe Mahankal Tehsil Raywadi has the potential to become a tourism center in Kavathe Mahankal Tehsil.
Here's a SWOT analysis to assess its strengths, weaknesses, opportunities, and threats:

a) Strengths (Internal Positive Factors)
1. Natural Attractions – Raywadi has a small stream and hills, therefore number of tourists attract towards Raywadi.
2. Cultural & Historical Value – There are a temple, historical sites, or traditional Heritage.
3. Religious Significance – Pilgrimage tourism can be developed,
4. Local Handicrafts & Traditions – Unique local crafts that is Ghongadi making occupation is available near this place. Therefore, it can enhance tourism appeal.
5. Connectivity – Raywadi is accessible by road and public transport, it increases tourism potential.

b) Weaknesses (Internal Negative Factors)
1. Limited Infrastructure – Lack of hotels, eateries, and transport options can hinder tourism growth.
2. Low Awareness & Promotion – The people don't know about Raywadi, it is neglected tourist place.
3. Insufficient Government & Private Investment – Lack of funding for development of this place.
4. Seasonal Tourisms – This is a seasonal tourist place. The annual fair and festival is celebrated in Mahashivratri and Shravan.
5. Waste Management & Cleanliness – Unmanaged tourism can lead to pollution and environmental degradation.

c) Opportunities (External Positive Factors)
1. Eco-Tourism– Religion and nature trails can be developed.
2. Government Tourism Schemes – Government support for rural and eco-tourism can boost growth.
3. Social media & Digital Promotion – Online marketing, travel blogs, and influencers can bring attention.
4. Festival & Cultural Tourism – Organizing local festivals or fairs can attract seasonal tourists.
5. Employment Generation – Tourism can create jobs in hotels, restaurants, handicrafts, and transport.
6. Partnership with Travel Agencies – Collaboration with tourism companies can improve visitor inflow.

d) Threats (External Negative Factors)
1. Environmental Impact – Unregulated tourism can harm natural resources.
2. Competition from Nearby Destinations – Well-established tourist spots may draw visitors away.
3. Unpredictable Weather & Climate Change – Extreme weather could affect accessibility and visitor numbers.
4. Safety & Security Concerns – Issues like theft, lack of medical facilities, or accidents
5. Local Resistance – local communities are not involved in planning, there may be opposition to tourism development.
6. Economic & Health Crises – Factors like inflation, pandemics, or financial downturns

VI) CONCLUSION:
Raywadi has strong potential to become a well-known tourist destination, but infrastructure, marketing, and sustainability efforts are crucial. With proper investment and eco-friendly tourism strategies, it can attract a steady flow of visitors and benefit the local economy.

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Following are the conclusions drawn after study:

1. tourist visiting Raywadi from Maharashtra and Karnataka also
2. Maximum tourists visiting are from Sangli, Solapur and surrounding area.
3. Tourist visiting Raywadi belong to all type of religion but most of them i.e. 84.54% belong to Hindu religion
4. The highest number of tourists belongs to farmer, business and education category; their percentage is 64.55, 10 and 09.09 respectively.
5. A large number of tourists visiting are primary and secondary education group i.e. 67.27%
6. Maximum tourists (57.27%) prefer private vehicles Like jeep, car and rickshaws and 13.63% tourist prefer public transport facilities like state transport buses
7. The entertainment or recreational facilitates are absent.

SUGGESTIONS:

The tourist visits Raywadi at the time of the month of Shravan Monday and Mahashivratri and Holidays. The following suggestions should consider for solving problems;
1. Private sector should be inspired to build Hotel, Lodge, and Guesthouse which can accommodate 50-100 tourists.
2. Security guards are needed for the safety of the devotees.
3. Park and Gardens should develop near the temple.
4. Toilet facilities should be constructed in Raywadi near this tourist place.
5. It can be developed River bath spot.

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