



“Impact of Tourism on the Socio-Economic structure of selected Tourism Centres in Nashik District.”

Dr. Aher Vikrant Vijay^{1*}, Mrs. Disha Rao Bhatambrekar², Mohadkar Anup Dattatray³, Dr Sourabh Ambewadikar⁴

^{1*}Assistant Professor, Matoshri College of Management and Research Centre, Savitribai Phule Pune University, Eklahare, Nashik

²Assistant Professor, B.Y.K College of Commerce, Savitribai Phule Pune University, Nashik

³Assistant Professor and Research Scholar, JDC Bytco Institute of Management Studies and Research, Savitribai Phule Pune University, Nashik

⁴Asst. Professor, Navjeevan Institute of Management, Savitribai Phule Pune University, Nashik

***Corresponding Author:** Dr. Aher Vikrant Vijay

* Assistant Professor, Matoshri College of Management and Research Centre, Savitribai Phule Pune University, Eklahare, Nashik

Citation: Dr. Aher Vikrant Vijay, et.al (2024) “Impact of Tourism on the Socio-Economic structure of selected Tourism Centres in Nashik District.”, *Educational Administration: Theory and Practice*, 30(3) 3392-3396

Doi: 10.53555/kuey.v30i3.10474

ARTICLE INFO

ABSTRACT

This paper presents a systematic review of Impact of Tourism on the Socio-Economic structure. Here comprehensive review of the several literature including empirical studies, theoretical frameworks and research papers were included. Research paper has started with part of introduction which comprises background information followed by scope of the study, current situation about the topic, current research gap, rationale for the study, significance of the study, relevance of the research. There were two objectives of the study and simple random sampling method is used for collecting the primary data. The literature review part focuses on specification of secondary information. Contribution and practical implications for organizations, conclusion and suggestion part includes few practical ways and different approaches to enhance the ways for tourism marketing. Proper references are mentioned at the end.

Keywords: Socio-Economic structure, practical ways, simple random sampling, Tourism marketing

Introduction:

Tourism has emerged as a significant economic driver in Maharashtra. Nashik District is known for many things such as pilgrimage sites, including Trimbakeshwar Temple and the historic Panchavati and many more. Now a days it is known for wine tourism industry in regions like Sula and York wineries. This transformation has created philosophical effects across the socio-economic landscape of the region, influencing employment patterns, income distribution, infrastructure development, and cultural dynamics within local communities. Local communities have experienced both opportunities and challenges as tourism development has brought increased economic activities while simultaneously placing pressure on existing social systems and environmental resources. The district's strategic location along major transportation corridors and it can connect easily with metropolitan centers like Mumbai and Pune. Tourism marketing refers to "the act of marketing and promoting tourism by making people aware of the new attractions and services. Modern tourism marketing requires integrated approaches combining traditional and digital channels to reach diverse target markets. Sustainability has become increasingly important, with destinations needing to balance promotional efforts with environmental and social responsibility. The discipline draws from established marketing principles while adapting to the unique characteristics of tourism products and services.

Scope of the study:

This research focuses on examining the socio-economic transformations in three major tourism centres within Nashik District: Trimbakeshwar (religious tourism), Nashik city centre (cultural and historical tourism), and the Nashik wine region (Agro-tourism and wine tourism). The study encompasses the last two decades (2005-2025) to capture the evolution of tourism's impact on local communities, employment patterns, income levels,

and social structures. The investigation will evaluate revenue generation, job creation, and infrastructure development, and indirect social impacts including changes in lifestyle, cultural practices, and community dynamics among residents.

Current situation about the topic:

Nashik, is situated on the bank of Godavari River and it is a city rich in history, mythology, and cultural heritage. It is famous for host the grand Kumbh Mela, a Hindu festival occurring every twelve years. Department of Tourism Maharashtra District Nashik has a dignified place in terms of Tourism and various tourist. The Maharashtra Tourism Policy 2024 has been implemented to boost the tourism sector across the state, including Nashik District. In 2024, all B2B Tourism Partners are invited to register on Maharashtra's booking portal Tourism Policy of Maharashtra, 2024. Nashik has significant tourism potential with more than 25 hill forts but there is lacking of systematic tourism. It is the fourth largest city in Maharashtra in terms of population after Mumbai, Pune, and Nagpur. The district has a diverse economic base with development (PDF) Tourism Development in Nashik District majority of part with agriculture. In 2024, Travel & Tourism contributed 10% of the world's economy to reach \$10.9TN.

Current Research Gap:

A notable research study from 2017 highlighted that tourism development is considered as a poverty reduction strategy in many parts of the world. But more targeted socio-economic impact studies specific to Nashik District. Tourism has emerged as one of the fastest-growing economic sectors globally, contributing significantly to regional development, employment generation, and cultural exchange.

Rationale for the Study:

Nashik District, with its rich historical heritage, religious significance, and natural beauty, has witnessed substantial growth in tourist arrivals over the past decade. The district's diverse tourism offerings, including pilgrimage sites like Trimbakeshwar and Shirdi, wine tourism in the Nashik-Igatpuri belt, and historical forts, have positioned it as a prominent destination in Maharashtra's tourism landscape.

Despite this growth, there remains a critical gap in understanding the comprehensive socio-economic implications of tourism development on local communities in Nashik District. While tourism brings economic opportunities, it also triggers complex social transformations that affect traditional livelihood patterns, community structures, and cultural practices. The absence of systematic research examining these multifaceted impacts has created a knowledge void that this study aims to address. The study becomes particularly relevant in the context of India's tourism policy initiatives and the Maharashtra government's efforts to promote sustainable tourism development.

Significance of the Study:

This study will contribute to the existing body of knowledge in tourism geography, development studies, and socio-economic research by providing region-specific insights into tourism's impact on local communities.

Relevance of the research:

The research offers valuable insights for government agencies, tourism boards, and local authorities in Maharashtra for policy planning and planning. The study can reveal how tourism revenue flows through different sectors from hospitality and transportation to agriculture and handicrafts providing a comprehensive picture of economic transformation. The research addresses critical questions about how tourism affects local communities, traditional practices, and social structures. This includes examining changes in lifestyle patterns, educational aspirations, migration trends, and cultural preservation efforts. Such insights are essential for sustainable tourism development that respects local values while promoting economic growth.

This finding can inform strategies that balance tourism growth with environmental protection and social equity. The research enables comparative analysis between different types out. The research provides actionable insights for various stakeholders including local entrepreneurs, tourism operators, community leaders, and NGOs. Understanding socio-economic impacts helps these groups make informed decisions about tourism-related investments and community development initiatives.

Research Methodology:

This paper presents a comprehensive review of the literature on the relationship between socio-economic effect on tourist, travel agent, Hotel owners and tourist operators. By synthesizing existing research findings, this paper aims to provide insights into the socioeconomic work. Simple random sampling method is used for primary data collection and sample size is considered differently for the work. The research will utilize primary data collection through surveys and interviews with local stakeholders including tourism operators, government officials, and community members, complemented by secondary data from tourism boards, census records, and economic surveys. The articles analysed are all listed in the section 'References'.

Objectives of the study:

- a) To study the concept of Tourism Marketing.
- b) To study the impact of Tourism on the Socio-Economic structure of selected Tourism Centers in Nashik District.

Literature review:

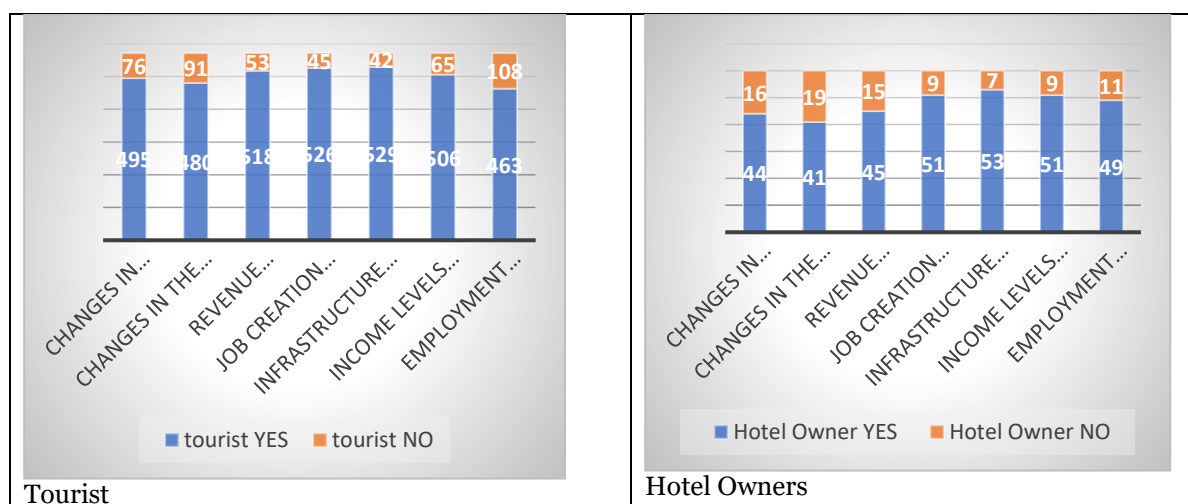
Tourism has emerged as a significant economic sector in India, contributing substantially to the nation's GDP and employment generation. The socio-economic impacts of tourism development have been extensively studied by Indian scholars, who have examined both the positive and negative consequences of tourism on local communities, urban development, and regional economies. This literature review synthesizes the contributions of Indian authors to understanding tourism's multifaceted impact on socio-economic structures. Indian researchers have consistently highlighted tourism's role as a catalyst for employment generation across various sectors. The multiplier effect of tourism creates direct employment in hospitality, transportation, and guiding services, while indirect employment emerges in agriculture, handicrafts, and retail sectors. Studies have shown that tourism-dependent regions experience improved income levels, though the distribution of economic benefits often remains uneven across different socio-economic groups. Recent systematic reviews by Indian scholars have examined how tourism acts as a catalyst for urban development in Indian cities. The environmental consequences of tourism development have been analysed by Indian researchers, particularly in ecologically sensitive areas. Studies have analysed the effectiveness of various tourism promotion schemes and the need for better coordination between different levels of government and stakeholders.

Contribution and practical implications for organizations:

Entrepreneurs, investors, and business organizations can use the research findings to make informed decisions about tourism-related investments and business ventures in the region. The study will facilitate better dialogue between various stakeholders, including government agencies, tourism operators, local communities, and NGOs, by providing a common understanding of tourism's socio-economic implications.

The study will provide insights into how tourism contributes to local economic development, including employment generation, income distribution, and poverty alleviation. By examining tourism's impact on different economic sectors, the research will help identify opportunities for diversification and value chain development. The findings will assist in financial planning and investment strategies for tourism-related projects and infrastructure development.

The research will provide insights into tourism's role in regional development and spatial inequality patterns within Nashik District. The study will also contribute to the broader discourse on sustainable tourism development, community-based tourism, and responsible travel practices. By providing empirical evidence from an Indian context, it will add valuable perspectives to international tourism research and policy discussions. Furthermore, the research will support the achievement of several Sustainable Development Goals (SDGs), particularly those related to poverty alleviation, decent work and economic growth, sustainable communities, and cultural preservation.



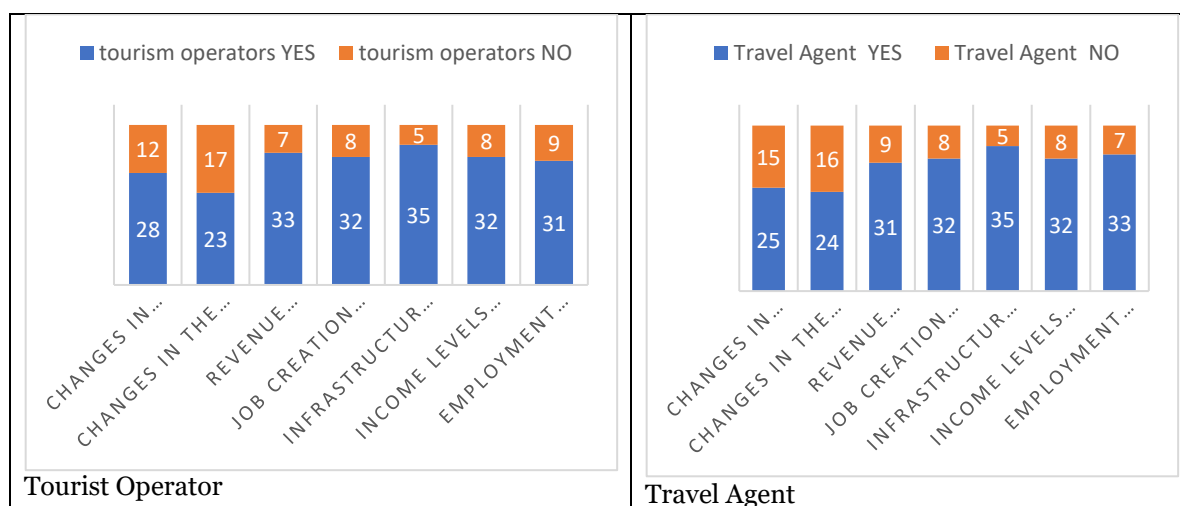


Fig. Socioeconomic Development aspects of 4 agents

Conclusion:

Tourism Marketing is based on theoretical and descriptive data and few information has been collected with help of primary information. Hotel business is depending on the period of the year, as tourist prefer holidays and winter season so this question has been supported by 84% hotel and resort. Hotel business is depended upon tourist and their preference is month of March to May as this is holiday for school and colleges. During winter season tourist prefer to travel most [December to February]. Hotel and resort industry mentioned that Tourism Status is good and excellent in Nashik. Climate, Culture, Infrastructure, Cuisine, Scenic Beauty and Commerce/Trade are 7 different attributes. As per 571 tourist maximum Tourists belong to the age group of 18 to 30 years (144/571)72% and (127/571) 22.24% tourists belong to the age group of 31 to 50 years and remaining (33/571)5.8% tourists belong to the age group of above 50 years of age. Gender related data shows that 57% traveller are male and 43%are female. 29.95 % tourists are spending more than Rs. 15000 and above. Spending on a tour is directly link with income of family. Rs. 15000 to Rs. 25000 and Above Rs. 25000 spending count are almost. Frequency of travelling data shows that highest number of tourists travelled once in a year (49.21%). As per opinion 35.38% tourist preferred to travel from December to February i.e. winter season and on the second position comes (29.95%) March to May as this summer vacations. Leisure, Agro, Wine, Historical and Religious tours are arranged in different season like in winter season all type of tours are arranged. Tourists' data shows that highest number of tourists prefer 3-5 days trip. Historical Tourism, Religious Tourism and Wine Tourism concept has been used by hotels. Family members or small 1-2 days' vacation preferred car. Solo trips are arranged by youngsters. Researcher has collected the data from 100 hotels situated in and around Nashik and the result is maximum number of hotels (78%) are situated near tourist attraction.

Data collected from destination owners, vistors and common people about the impact of Tourism on the Socio-Economic structure and its benefits. It reveals that the mall, small vendors near the tourist destinations get better income due to the marketing efforts taken each other. People living near the winery get benefits in terms of employment or contract farming, which elevates their economic and social status. Agro. tourism destinations it is observed that, most of the farmers choose this type of tourism to get added income source. By way of proving stay arrangements, authentic local food, and recreation through local art, exploring the cultural diversities, various type of rides, tent stay, camp fire, adventure games and many more. It directly adds to the economic boost and fund generation to the all-involved entities. Thus, the Tourism destinations have positive impact on the Socio-Economic structure of Tourism Centres in Nashik District. Advertising media is another way to attract the tourists by way of Agro. tourism considered as a fulltime business. 25 Tourism Operators from Nashik region mentioned that there are sole proprietorship, partnership, cooperative sector and partnership and cooperative tourism services.

Researcher mentioned that purpose of this is Entertainment, Agri Education and Agri Horticulture and Animal Husbandry are the count given by tourism operator. All this helps for socio economic development of local area. At the same tourism operator are selling Food, Handicrafts & Bi-products these things are essentials and allied things for income source.

Conclusion:

The rationale and significance of this study lie in its potential to bridge the knowledge gap between tourism development and its socio-economic impacts in the specific context of Nashik District. By providing comprehensive insights into these relationships, the research will contribute to more informed, sustainable, and equitable tourism development strategies that benefit both visitors and local communities. The multifaceted significance of this study spanning academic, policy, practical, and social domains underscores its

importance in the contemporary context of tourism research and development practice. Systematic development and comprehensive socio-economic impact assessment. The district's unique position as a religious, cultural, and emerging wine tourism destination, combined with its strong agricultural base, presents opportunities for studying tourism's multifaceted impact on local communities and economic structures.

Suggestions:

- 1) Tour agent can prepare attractive website with help of destination owners, so that more tourists can be attracted for all four types of tourism and also helpful for ecotourism, educational tours.
- 2) The tourist prefers Tourism Information Centre, the facility of guides, brochures and posters for getting the information of the site. Wine industry needs to reach the targeted consumers through effective networking.
- 3) Famous pilgrim destinations in Nashik should try to give online services like online aartis on the similar grounds of Shirdi Saibaba Sansthan.
- 4) Agro Tourism centers have become more successful in creating more employment as compared to agriculture sector in Nashik.
- 5) Religious Tourism places in Nashik are surrounded with commercial constructions and tiny businesses; so, the original charms of these temples get deprived.
- 6) Cleanliness needs to be maintained to attract more visitors from higher society.

References:

1. Academic sources from Tourism Management, Journal of Travel Research, and MDPI Encyclopedia of Tourism Management and Marketing (2020-2024).
2. Babu, K.S. (2020). "Socio-economic impacts of tourism development in rural India." *Journal of Rural Development*.
3. Chowdhary, N. (2016). "Cultural impacts of tourism: A literature review in Indian perspective." *Tourism Management*.
4. Cultural Tourism and Sustainable Digitalization (2021). "A study on envisioning Indian tourism – Through cultural tourism and sustainable digitalization." *Taylor & Francis Online*.
5. Kotler, P., Bowen, J. T., Makens, J. C., & Baloglu, S. (2022). *Marketing for Hospitality and Tourism*. Pearson.
6. Morrison, A. M. (2023). *Marketing and Managing Tourism Destinations* (3rd ed.). Routledge.
7. Nanthakumar, L., & Ibrahim, Y. (2017). "The relationship between tourism, financial development and economic growth in India." *Future Business Journal*, 3(1), 1-10. ScienceDirect.
8. Pahlevan-Sharif, S., Mura, P., & Wijesinghe, S. (2019). "50 years of tourism research in India: past trends and future directions." *International Hospitality Review*, Emerald Publishing.
9. Pandey, K., Mahadevan, K., & Joshi, S. (2024). Indian Tourism Industry and COVID-19: A Sustainable Recovery Framework in a Post-Pandemic Era. *Journal of Sustainable Tourism Development*.
10. Reviving Indian Tourism amid Covid-19 (2022). "Challenges and workable solutions." *PMC - National Center for Biotechnology Information*.
11. Sharma, R. & Kumar, A. (2023). "Sustainable tourism development in India: Challenges and opportunities." *Environmental Management*.
12. Singh, L.K. (2022). "Community-based tourism in India: A pathway to sustainable development." *International Journal of Tourism Research*.
13. Socio-Economic Factors and Tourism Impact Analysis (2023). "Impact Analysis using Indicator Approach." *ResearchGate Publications*.
14. Systematic Literature Review on Impacts of Tourism on Development of Urban Areas in Indian Cities (2023). *Journal of Environmental Management and Tourism*.
15. The Socio-Cultural Impact of Rural Tourism in India: A Regional Analysis with Special Reference to Kerala (2024). *Journal of Lifestyle and SDGs Review*.
16. Tourism Impact on Indian Economy (2017). "Impact of Tourism on Indian Economy." *ResearchGate Publications*.