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## PUNE AS A TOURIST PARADISE

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**Introduction:** Tourism today is not only an entertainment activity, but is also being recognized as an industry. Tourism also is an activity that promotes goodwill and fellowship around the world and is a great educational asset. It is no less an economic activity and its industry ranking is the second in the world, next to oil industry. Tourism is an inseparable combination of economic and social cultural issues. It has a tremendous potential for earning foreign exchange, generating employment, increasing tax revenue and promoting business activities like transport, fruit production, agriculture, crafts, hotel industry, entertainment and productive services.<sup>1</sup>

**Tourism in India:** The development of tourism in India is a fascinating subject. What makes it fascinating is its history. Tourism thrives on history of the country. In fact, tourism cannot be isolated from history much less in a country like India whose cultural heritage has a wealth of attractions. India's glorious traditions and rich cultural heritage are closely linked with the development of tourism. Its magnificent monuments attract a large number of visitors from all over the world. The wealth of cultural traditions extending over thousands of years, the natural surroundings, the architectural masterpieces, the music, dance, paintings, customs and languages-all these go to make India a tourist paradise. Few countries in the world provide such varied interests to a visitor.<sup>2</sup>

**Tourism in Maharashtra:** The present state of Maharashtra was formed on 1<sup>st</sup> May 1960 when the Marathi and Gujarati linguistic areas of the former Bombay state were separated. One of the most developed states of the country, Maharashtra consists of two major relief divisions, namely, Deccan table and Konkan coastal strip. The state situated on the western coast of the country is also home to some of the world famous tourist destinations.<sup>3</sup> Maharashtra offers vast opportunities to visit diverse destinations and tourist places. The land is famous for beaches, breath-taking monuments, inaccessible villages, temples and some-of-the-art heritage sites that are worth exploring.

**Pune Maharashtra's Cultural Capital:** The cultural capital of Maharashtra, it had remained the centre of Maratha power for nearly a century and half. Although the place has ancient lineage, it came to prominence when Shivaji Bhosale bequeathed it in Jahagir to his young son, Shivaji in early 16<sup>th</sup> century, Jijabai, his mother, made Shivaji to clear with a golden hoe the town of Pune which was devastated by marauders. Since then it has been the centre of political activities in Maharashtra. It gained in importance when Bajirao, the first Brahmin prime minister appointed by Shivaji's heir, made Pune its capital in 1726. After the British annexed the Peshwa kingdom in 1818, the Governor of the Deccan made Pune his seat for a long time.

Situated at the confluence of rivers Mula and Mutha, Pune's salubrious climate has made the city a centre of vigorous educational, political and cultural activities from the early English rule. After the formation of Maharashtra state, industries began appearing in the city and around with great speed and today Pune happens to be a major and commercial city next only to Mumbai. It is also the main educational centre of Maharashtra. Being a historic place, there are many monuments within and

<sup>1</sup> P.B.Patil, *Tourism Development problems and prospects*, Current publications, Agra, 2006, p.1.

<sup>2</sup> A.K.Bhatia, *Tourism Development principles and practices*, Sterling publishers Private Ltd, New Delhi, 2003, pp333-335.

<sup>3</sup> Laveesh Bhandari and Sumita Kale (ed), *Maharashtra performance, facts and figures*, Pearson Delhi, 2009. pp.21-25.

without. The city has acquired an intellectual aura chiefly because of a long chain of great men associated with it-Shivaji, the Peshwa, Justice Ranade, Phule, Bhandarkar, Tilak, Agarkar, Gokhale etc. It is the seat of the Deccan College, one of the most respected institute of Indology, Deccan Education Society's Fergusson College founded by Tilak and Agarkar. Bharat Itihas Samshodhan Mandal and Bhandarkar institute contributed to research. Not that Pune is bereft of grand monuments. There is Shaniwarwada of the Peshwa. Its stark plain stone walls alone remain without any noticeable ornamentation, a reminder of the Maratha frugality. There are typical Wadas from the Peshwa period with carved wooden doors, arches and murals. The lofty Sinhgad fort forms an impressive backdrop for Pune reminding the Puneites of the fighting and rebellions spirit of Shivaji. There is a peculiar museum, modest and yet grand in content, life time collection of one man. The Raja Kelkar Museum is named after him. It displays artefacts, pieces of art, furniture, jewellery, textiles, utensils and equipment of everyday household use which represent the quintessential art of Maharashtra.<sup>4</sup> Pune has since then moved gracefully from the past into the present. The Film and Television of India. Ritzy hotels, Fashion Malls. All these have added glamour to this Pune.<sup>5</sup>

**Pune as a Tourist place:** Cultural tourism in India is extremely popular owing to its rich cultural heritage. The diversity and vastness of Indian culture comes from the time it has taken to develop and ingredients it has received in reaching this level.<sup>6</sup> Pune is regarded as the cultural capital of Maharashtra and is located in the Sahyadri Hills. Pune also known as "Queen of the Deccan".<sup>7</sup>

#### **Places of Interest:**

**Karla and Bhaja Caves:** Pune can also boast of important places of historical and archaeological interests. Among these are Karla and Bhaja Caves which are a fine examples of Buddhist architecture of the 2<sup>nd</sup> century B.C. The earliest example of a rock-cut shrine occurs at Bhaja. Executed c. second century B.C., it reveals an integration of architectural and sculptural concepts.<sup>8</sup> In the realm of Buddhist rock-cut architecture, Karle is indeed the finest Buddhist cathedral cave in India.<sup>9</sup>

**Ashtavinayaka :** Ashtavinayaka or eight Ganeshas is located in Maharashtra state of India. The various names of Lord Ganesh are Moreshwar, Mahaganpati, Chintamani, Girijatmak, Vighneshwar, Siddhivinayak, Ballaleshwar and Varad Vinayak. These Temples are situated at Morgaon, Ranjangaon, Theur, Lenyadri, Ojhar, Siddhatek, Pali and Mahad. These places are at Pune, Ahamadnagar and Raigad district. Of the 8 vinayakas, 6 are in Pune district area and 2 in Raigad district but still comparatively nearer to the Pune areas.<sup>10</sup>

**Along above Ganesh, the Pune's Daggadusheth Ganesh attracts the tourist every year.**

**Shivaneri Fort:** Shivaneri Fort is famous for being the birth place of Shivaji. Shivaji was the famous ruler of Maharashtra.<sup>11</sup> Shivaneri Fort in Pune is a well known historical military fortification.

**Lal Mahal :** A monument of immense historical significance in Pune the Lal Mahal was established way back in 1634. A treat for historians the Lal Mahal is home to a marvelous collection of pictures that show Shivaji in different forms.

<sup>4</sup> Arun Sadhu, Maharashtra, National Book Trust, India, 2007, pp.254-255.

<sup>5</sup> India Holiday Guide 98, Lalit Art Media, New Delhi, 1998, p.116.

<sup>6</sup> Romila Chawla, Cultural Tourism and Development, Sonali publications, New Delhi, 2004, p.6.

<sup>7</sup> Jaymala Diddie & Samita Gupta, Pune Queen of the Deccan.

<sup>8</sup> See for detail Saryu Doshi, Maharashtra, Marg publications, 1985, pp210-211

<sup>9</sup> Ibid, p.214.

<sup>10</sup> See for detail .www.maharashtratourism.com.

<sup>11</sup> Many language sources focus on Shivajis life sketch for detail reference V.K.Rajwade, G.S.Sardesai, Jadunath Sarkar, A.R.Kulkarni books etc.

**Sinhgad :** Sinhgad is associated with Shivaji's general, Tanaji Malasure.<sup>12</sup> Sinhgad fort is a popular tourist destination for those who wish to experience the grandiose architecture of Maratha and the scenic beauty of the Sahyadris.

**Tulapur and Vadhu:** Both Tulapur and Vadhu hold their own importance in the history of Maharashtra. Chhatrapati Sambhaji who was the son of Chhatrapati Shivaji was killed in Tulapur and his cenotaph was built in Vadhu. It's an earnest attempt to bring these places to the notice of the tourists from all over the world.

**Vishrambaug Wada - keeping Pune's Peshwa legacy alive :** It tells the tale of Pune long lost in history books. Once a house to relax for Pune's Peshwa royalty, the building is now primarily a collection of government offices, though conservation efforts are on to keep its history alive.

**Parvati Hill:** 108 steps lead to this historical temple where from one can get a panoramic view of the city. The palace was burned down in 1828 A.D. where it once stood, there are pleasant gardens now.

**Shaniwarwada:** Once the palace of Peshwa rulers now only the fortified walls remain. Shaniwar Wada is a royal residence built by the second Peshwa, Bajirao-I Shaniwar Wada, which is located in Pune.

**Shinde's Chattri:** A memorial to Majadji Shinde.

**Omkareshwar temple:** The Omkareshwar temple of Pune was constructed on the banks of Mutha river during the tenure of Sadashiv Bhau. The temple dates back 250 years from now, and provides an exotic view with its columns and architectural design.

**Kasturba Samadhi in the Agha Khan's palace:** A marble memorial of Kasturba who died when she and Mahatma Gandhi were imprisoned here.

**Raja Kelkar Museum:** It is a private Museum, the fruit of one man's passion for collecting the unusual, the antique and the artistic. There are collection of the 17<sup>th</sup> century miniatures, of musical instruments, antique pottery and unusual betel-nut-cutters and brass padlocks.

**Pataleshwar Temple:** In the centre of the town is an 18<sup>th</sup> century rock-cut temple and on a hill nearby is one of the most popular temples dedicated to Goddess Parvati.<sup>13</sup>

**Phule Wada :** Pune boasts of the rich history and the legacy of culture. Phule wada gives information about Mahatma Phule.<sup>14</sup>

**Kesari Wada-**previously known as Gaikwad Wada- has become a historical monument in Pune hallowed by a long stay there of the Father of Indian Unrest and a great leader Lokmanya Bal Gangadhar Tilak. The site has witnessed many important events in the Indian Freedom Struggle and hence boasts of history and culture.<sup>15</sup>

**Chaturshringi Temple:** Chaturshringi temple is a Hindu temple located on the Slope of a hill on the Senapati Bapat road. Goddess Chaturshringi is said to be the reigning goddess of Pune because of which this is a major tourist hub in the city.

**Osho Ashram:** Osho Ashram, also known as the Osho Communal Centre is located at the greenery area of 17 Koregoan Park of the city. Osho Ashram attracts a number of devotees each year including a large number of them from the western countries.

**Socio-economic and cultural Impact of Tourism on Pune city:**

- Employment generation and Poverty alleviation.

<sup>12</sup> For more detail Jadunath Sarkar, Shivaji and His Times, Orient Longman, 1992, pp.21 &129.

<sup>13</sup> Aruna Deshpande, India A Travel Guide, Crest publishing house, New Delhi, 2000, pp.375-376.

<sup>14</sup> Y.D. Phadke, Mahatma Phule Samagra Vagmay, Maharashtra Rajya Sahitya and Samskriti Mandal, Mumbai, 1969. Pp.20-25.

<sup>15</sup> Thonas Pantham and Kenneth L Deutsch (ed), Political Thought in Modern India, Sage publications, New Delhi, 1986, pp.111-115.

- Foreign exchange earnings.
- Development of infrastructure, communications and commerce.
- Public investments and growth of the hotel services.
- Rabid urbanization and Migration
- Preserving culture and monuments.
- More integrated promotion of the wonderful cultural, heritage and countryside tourist's attractions to enable visitors to have a pleasurable experience.
- Many theatres can survive only because of the influx of tourists.
- In other areas, festivals are produced for tourists by community which is thus encouraged to keep its culture alive.
- Pune attract Indian and foreign tourist in the same way, which bring cultural fusion in India.

**Conclusion:** For centuries, Pune has been the cultural capital of Maharashtra. And at the one time the centre of political activity. Temples to museums, the city has a lot to offer to travellers and saints alike. So every tourist must visit the historical and cultural city Pune and bring its glory back to in this 21<sup>st</sup> century.

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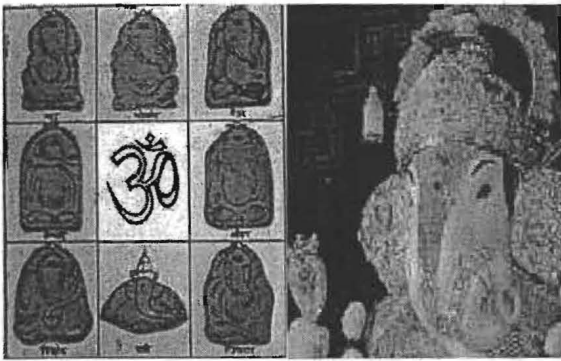
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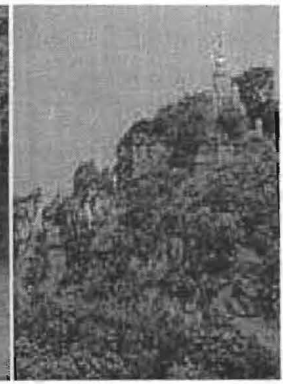
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##### Pune Tourist places



Ashtavinayaka

Dagadusheth GaneshPataleshwar temple



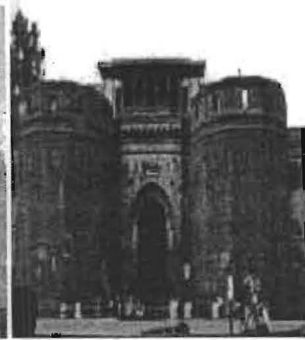
Parvati hill temple



Shivneri fort



Lal Mahal Sinhgad Fort



Shaniwarwada



Vishrambagwada



Shinde Chattri



Aghakhan Palace



Kesariwada



**Kelkar Museum**



**Phule Wada**



**Khadakwasala Dam**



**Osho Ashram**



**Tulapur**



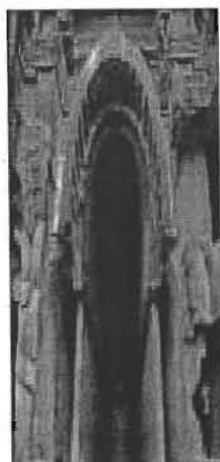
**Vadhu**



**Karla caves**



**Chhaturshruti Mandir**



**Bhaja caves**



**Bharat Itihas Samshodhan Mandal**



**Bhandar Institute**

**Deccan College Pune**