

## **A study of facilities offered by various Aqua Tourism Destinations in Nagpur City**

### **Authors**

1. Prof. Sanket Khode(BHMCT)

Assistant Professor

Tuli College of Hotel Management

Email Id: [khode\\_sanket@yahoo.com](mailto:khode_sanket@yahoo.com)

2. Prof. Nitu B. Jaiswal (MHM, BHMCT)

Assistant Professor

Shri BalasahebTirpude College of Hotel Management and Catering Technology

Civil lines, Sadar, Nagpur

Email. Id: [jaiswal.b.nitu@gmail.com](mailto:jaiswal.b.nitu@gmail.com)

### **Abstract:**

Nagpur is also popularly called the Orange City; it is the second largest city in Maharashtra. Aqua tourism destinations in Nagpur are one that features water play areas, such as swimming pools, water slides, splash pads, spray grounds (water playgrounds), lazy rivers, or other recreational bathing, swimming, and bare footing environments. Their demand has increased due to facilities that offer indoor/outdoor attractions and amusements. Visitors to a water park will travel up to 25% of the time they plan to spend at the water park. The young and pre-teen age groups are the target market for water parks.

The study has been conducted through observation method concerning directly with the objective of the study which was a unique experience of sailing or cruising to explore destinations of water tourism in Nagpur city.

This descriptive research is done through SWOT analysis that is analysing and determining their Strength, Weakness, Opportunities and Treats. The conclusion of the study the key success of the aqua tourism destinations are its safety and security appeal for a family vacation. These destinations may also need to be

equipped with some type of artificial surfing or boarding environment such as a wave pool flow rider. It is a facility for enjoying a pool and related water features, and it is sometimes referred to as a leisure space with various recreational facilities. This growth might bring the First, they offer a relatively high level of safety and security that appeal to guests for aquatic recreation. Second, take advantage of their primary appeal to children and teens. Water parks are increasing their appeal to the aging baby-boomer generation by not only providing entertainment options for children and grandchildren, but by providing older adults with access to hydrotherapy, aquatic fitness, and spa services. The key success of the aqua tourism destinations are its safety and security appeal for a family vacation.

**Keywords:**

Tourism, Aqua-Tourism Destination, SWOT-Analysis, Water park, Boarding environment, Recreational facilities.

**Introduction:**

Tourism is travel for recreational, leisure, or business purposes, usually of a limited duration. Tourism is commonly associated with trans-national travel, but may also refer to travel to another location within the same country. The World Tourism Organisation defines tourists as people “travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure business and other purposes”. [1]

Water or aqua adventure sport is available at seashores, gushing waterfalls, spring, glacial lakes, and manmade water parks. Diving is the most popular water adventure sport especially in areas with coral reefs like the Andaman and Nicobar Islands and at Lakshadweep. Scuba diving and snorkelling are popular underwater sport to observe the beautiful creature of the water world on the ocean floor. Deep-sea diving is also gaining popularity. Parasailing and water scooter are available at almost all beaches as a tourist attraction for the less adventures' tourist. [1]

Flat water adventure sport, such as water skiing and wind surfing and white-water rafting and canoeing though rapid are some of the popular water adventure sports.

Vidharbha is located almost in the geographical centre of India and occupies the eastern part of Maharashtra with the foot hills of the Saat-puda range in the north, undulating topography, dense forest, abundant wildlife, perennial rivers, mineral wealth, tribal population, varied flora and fauna and fertile soil, with four national parks, 13 wildlife sanctuaries, several historical, geological and religious sites, forts,

waterfalls, hot spring, water-bodies and a hill station, Vidharbha is a tourist's delight. Given below is a short list of the different tourist sites of Vidharbha in all the core directions, beginning with Nagpur city, its main city, as the centre. [2]

Nagpur, popularly called the orange city is also said to be the second- greenest city in India and the 10th largest in India. city is a sprawling, seemingly infinite metropolis and is India's primary transport hub with all the nation's main highways intersecting there. And at the very centre of this national centre is Zero Mile; marked by the stone obelisk that the British placed there, on whose surface is an engraved list of cities (spelt the old-fashioned way) with distances to each of them. This city of wide, lush gardens and religious sites is culturally alive, and regularly hosts handicrafts exhibitions, tribal dances, and folk-art programmes [2]

### **Significant of Study:**

The study highlights the inter-relationship between aqua tourism management and tourist which improve the overall system of the tourism industry through SWOT analysis by observation and makes the industry better by the determining their Strength to exploit the opportunities by overcoming the weakness and reducing the treats. A unique experience of sailing or cruising to explore destinations of water tourism in Nagpur city.

### **Objectives:**

- To determine the various aqua tourisms destinations in Nagpur Districts.
- To identify the various facilities offered by these destinations to attract the general public.
- To identify the Strength, opportunity, weakness and treat through the SWOT Analysis

### **Research Methodology**

Descriptive and analytical research design had been used for the study. The data was collected through secondary method and observation, followed by SWOT Analysis.

#### 1. Fun n Food Village

Location: 35 km on Amravati Road,

Area: The Company purchased 235 acres of land of which 60 acres has been developed a fully operational Amusement and Water park with a capacity to cater to 10000 visitors per day.

Ticket Price: Adults (₹1116); Child (₹677)

Timings: 10 AM to 6 PM

SWOT Analysis of Fun N Food Village, Nagpur:

Strengths:

- The accessibility and proximity to key areas in Nagpur.
- The unique and popular attractions within the park.
- The reputation and brand image of Fun N Food Village in Nagpur.
- The current customer base and loyalty.

Weakness

- The maintenance and condition of infrastructure and attractions.
- Lack promotional activities that may affect attendance.

Opportunities:

- Opportunities for expanding attractions or introducing new experiences.
- The possibility of partnering with other entertainment or tourism-related businesses.

Threats:

- Fluctuations in the economy.
- Identification of season for the business and how weather conditions might impact attendance.
- Consider any changes in local regulations or permits that may affect the operation of the park.
- The impact of health and safety concerns, especially in the context of pandemics or other health crises.

2. Highland Park:

Location: Nagpur-Amravati Road, Waddhamna

Area: 31.81km per Square

Ticket Price: Rs 360 (Adults), Rs 240 (Children)

Timings: 9 AM – 6 PM (Monday – Sunday)

SWOT Analysis of Highland Park:

**Strengths:**

- If Highland Park is strategically located, it could be a significant strength, especially if it is in proximity to essential amenities, business centers, or transportation hubs.
- If Highland Park offers excellent amenities such as parks, recreational spaces, and community facilities, it can attract residents and visitors.
- A strong sense of community and active resident engagement can contribute to a positive living experience.

**Weaknesses:**

- If there are safety issues in the area, it could be a significant weakness, deterring potential residents or visitors.
- If Highland Park lacks convenient and reliable public transportation options, it may limit accessibility.

**Opportunities:**

- If there is room for further development, Highland Park can capitalize on opportunities to expand and enhance its offerings.
- Encouraging the growth of local businesses can contribute to the economic development of Highland Park.
- Embracing environmentally friendly practices and promoting green spaces can contribute to the overall attractiveness of Highland Park.

**Threats:**

- If there are other similar developments or neighbourhoods in Nagpur that offer better amenities or services, Highland Park may face competition.
- Natural disasters or environmental issues could pose threats to the safety and infrastructure of Highland Park.

**3. Dwarka Water Park**

Location: Saoner Road, Patansongi, Near Waki Darbar

Area: 220 acres

Ticket Price: Rs 700 (Adults); Rs 500 (Child)

Timings: 10 AM to 6 PM

SWOT Analysis of Dwarka Park, Nagpur:

Strengths:

- The park's location and its accessibility to the public.
- The amenities and features available within the park.
- If there are events, programs, or community involvement initiatives, these can be strengths.

Weaknesses:

- The park's maintenance and cleanliness.
- Address any safety issues, such as poorly lit areas or potential hazards.
- If there are insufficient facilities or amenities, it can be considered a weakness.

Opportunities:

- Consideration of partnerships with local businesses or organizations for park improvement.
- Development of educational programs or workshops within the park.

Threats:

- The impact of nearby urban development on the park.
- If there are other parks in the vicinity, consider how Dwarka Park compares in terms of offerings.

4. WaghVille:

Location: Umari Wagh, (Valani), Hingna

Area: 54+ Acre

Ticket Price: Rs700

Timings: 10 AM to 6 PM

SWOT Analysis of Waghville:

Strengths:

- The quality of water rides, pools, and other facilities.
- The pricing structure and provision for value for money.

- The effectiveness of marketing efforts in attracting visitors.
- Any partnerships with local businesses or events.

Weaknesses:

- Maintenance or infrastructure issues that may affect the visitor experience.
- A diverse range of attractions or if it lacks variety.
- If applicable, consider how the park is affected by seasonal changes in weather.
- The competitiveness of the water park in comparison to others in the region.

Opportunities:

- Exploration of opportunities for adding new attractions or expanding the park's facilities.
- Hosting special events or promotions to attract more visitors.

Threats:

- The competitive landscape and identify potential threats from other water parks or entertainment options.
- Consideration of weather conditions, such as extreme heat or rain, may affect visitor turnout.
- An eye on any changes in regulations that may impact the operation of the water park.
- The impact of economic downturns on consumer spending and travel.

5. Fun Planet :

Location: NH47, Patansaongi, Maharashtra 441113

Area: Spread in 22 acres of serene surroundings with Water Park, Amusement Park, Adventure Park, Weekend Villas, Celebration Hall, 50 AC Rooms, AC Dormitory, Club House and a huge open lawn area, Fun Planet is surely a must visit destination for all and any social function needs.

Ticket Price: Rs 895/-

Timings: open 24 hours

SWOT Analysis of Fun Planet:

Strengths:

- Fun Planet offers a wide variety of attractions, including roller coasters, water rides, and family-friendly activities, catering to a broad audience.

- The brand of Fun Planet is well-established, known for providing fun and excitement, which can attract repeat visitors.
- Incorporating cutting-edge technology in rides and entertainment can set Fun Planet apart from competitors.
- A focus on creating a safe and enjoyable environment for families can attract a larger customer base.

**Weaknesses:**

- Outdoor attractions may be affected by adverse weather conditions, limiting the park's operations and revenue during certain seasons.
- Maintaining and operating rides and facilities can be expensive, impacting overall profitability.
- The entertainment industry often experiences seasonal fluctuations, with peak times during holidays and weekends. Off-peak seasons may lead to lower attendance.

**Opportunities:**

- Hosting special events, concerts, or festivals within the park can attract new visitors and generate additional revenue.
- Digital platforms for marketing can help Fun Planet reach a broader audience and engage with customers.

**Threats:**

- Shifts in consumer preferences and trends may impact the popularity of certain attractions, requiring constant adaptation.
- Compliance with safety regulations, environmental standards, and other legal requirements can pose challenges and potentially lead to operational disruptions.

**6. LightHouse ,Ramtek:**

Location: NH 44, Nagpur, Mansar, Maharashtra 441401

Area: Spread over more than 10 acres -Stay, splash , play and have a fantastic getaway with your dear ones on high energy slides , thrill pool, family pool, water play station, lazy pool, and rainbow dance for a whole new 'Aqua Venture' filled with thrill and joy.

Ticket Price: Rs 600

Timings: 10 AM to 6 PM

SWOT Analysis of Lighthouse, Ramtek

Strengths:

- If Lighthouse Water Park has distinctive attractions or features, it can set itself apart from competitors.
- A strategic or scenic location can be a significant strength for a water park.
- High-quality facilities, such as well-maintained pools, slides, and recreational areas, can attract visitors.

Weaknesses:

- Weather conditions can impact attendance, especially if the park is only open seasonally.
- Weaknesses in marketing strategies may affect the park's ability to attract visitors.

Opportunities:

- Expansion of facilities or adding new attractions to attract a wider audience.
- Hosting special events or promotions during specific seasons can drive attendance.
- Identifying and catering to specific target area can open up new markets.

Threats:

- Economic downfall can impact consumer spending on recreational activities.
- Changes in local regulations or safety standards may require costly adjustments.
- As it is on Highway, Negative incidents, accidents, or poor reviews can harm the park's reputation.

7. Tuli Tiger Resort Water Park | Wild Water Adventure:

Major Highlights. Water park with multiple slides and pools, as well as a restaurant.

Timings. Open daily from 10:00 am to 6:00 pm.

Entry Fee. INR 500 per person

SWOT Analysis of Tuli Tiger Resort Water Park

Strengths:

- The combination of a tiger resort and water park provides a unique and diverse experience, appealing to a broader audience.
- Being situated in a tiger resort offers a beautiful and natural setting, potentially attracting nature enthusiasts and wildlife lovers.
- The inclusion of a water park adds a recreational aspect, making it a destination for families and those seeking both adventure and relaxation.

**Weaknesses:**

- The water park aspect might be heavily dependent on weather conditions, affecting visitor turnout during adverse weather.
- Running a water park requires ongoing maintenance, and failure in this aspect can lead to closures or safety concerns.
- Combining a tiger resort with a water park might limit the target audience, as some visitors may be interested in one aspect more than the other.
- If there are other similar destinations in the region, the resort may face tough competition, requiring effective marketing strategies.

**Opportunities:**

- If there's a growing trend in eco-tourism or adventure tourism, the resort can capitalize on this by promoting its unique offerings.
- Introducing seasonal events or promotions can attract visitors during specific times, compensating for seasonal challenges.

**Threats:**

- Changes in regulations related to wildlife conservation or water safety can pose challenges to the operation of the resort.
- Economic downfall, travel and tourism are often the first areas where people cut their spending, affecting visitor numbers

**8. Shivtirth**

Location: Survey No 400, 416, 421, 399 Umari(bha.),Teh.Saoner, Dist, Umari, Maharashtra 431807

Area:0.11 Acres

Ticket Price: Rs. 1100/-

Timing: 09:00 Am to 06:00Pm

SWOT Analysis of Shivtirth

Strengths:

- Internal factors that give it an advantage over others.
- Strong reputation in the community.
- Unique products or services.
- Skilled and motivated workforce.

Weaknesses:

- Internal factors that may hinder its performance.
- Limited financial resources.
- Lack of brand recognition.
- Operational inefficiencies.

Opportunities:

- External factors that could positively affect it.
- Growing market demand for its products or services.
- Potential for expansion or diversification.
- Emerging trends in the industry.

Threats:

- External factors that could pose challenges.
- Intense competition.
- Economic downfall.
- Regulatory changes affecting operations.

9. Khindsi Lake:

Location: Khindsi Lake Nagpur Address: Ramtek, Nagpur, Maharashtra, 441106, India

Area: Max. length 6.54 km (4.06 mi), Max. width 3.15 km (1.96 mi)

Ticket Price: 25 per person

## Boat Ride Cost

100 per person for Motor Boat

75 per person for Paddle Boat

Timings: 10 AM to 6:30 PM

## SWOT Analysis of Khindsi Lake

### Strengths:

- Khindsi Lake is known for its picturesque surroundings and natural beauty, making it a popular destination for tourists and locals alike.
- The lake offers various recreational activities such as boating, fishing, and camping, which attract visitors and contribute to the local economy.

### Weaknesses:

- Poor maintenance of facilities, walkways, or boating equipment could deter visitors and impact the overall experience.
- If the water quality of the lake is compromised, it can negatively affect aquatic life and dissuade tourists from engaging in water activities.
- If the lake's attractiveness is highly dependent on specific seasons, it may face challenges during off-seasons.

### Opportunities:

- Promoting Khindsi Lake as an ecotourism destination can attract nature lovers and those seeking environmentally friendly travel experiences.
- Introducing adventure activities like trekking, bird watching, or other outdoor pursuits can diversify the tourist offerings.

### Threats:

- Pollution, deforestation, or other environmental threats can harm the lake's ecosystem, affecting its appeal to tourists.
- Events like floods or droughts can adversely affect the lake and its surroundings, disrupting tourism activities.

- Changes in environmental regulations or government policies can impact the lake's accessibility and operations.

#### 10. CHANDPUR LAKE:

Location: GR8C+2QM, Chandpur, Maharashtra 441907, India.

Area: 76 km<sup>2</sup> (29 sq mi)

Ticket Price: Rs. 70 for adults & Rs.30 per child

Timings: 10 AM to 6:00 PM

SWOT Analysis of Chandpur

Strengths:

- Abundance of natural resources like fisheries, agriculture, and potentially forestry, contributing to the local economy.
- Well-developed infrastructure, including roads, bridges, and utilities, supporting economic activities.

Weaknesses:

- Lack of diversification in the local economy, limiting opportunities for growth.
- Societal challenges, such as poverty, education gaps, or healthcare issues, impacting overall development.
- Pollution, deforestation, or other environmental issues that may affect the region's sustainability.

Opportunities:

- Exploiting cultural heritage and natural beauty for tourism development.
- Promoting modern and sustainable agricultural practices.
- Opportunities for investment in infrastructure projects to address weaknesses.

Threats:

- Risk of natural disasters like floods or cyclones affecting the region.
- Political uncertainties that can impact investment and economic activities.

#### 11. Ghodajhari lake:

Location: Ghorazari Dam, Mul, Maharashtra 441221

Area: Height- 23.55 m (77.3 ft), Length- 731.7 m (2,401 ft)

Ticket Price: Boating charges start from 60 rs and highest is 100 rs.

Parking charges 50 rs for a car and 10 rs for two wheeler.

Entry fees at Ghodazari lake park is 20 rs per person.

Timing: 10 Am to 5 Pm

### SWOT Analysis of Ghodajhari Lake

#### Strengths:

- Ghodajhari Lake is likely to have inherent natural beauty, attracting tourists and locals alike.
- Potential for various recreational activities such as boating, fishing, bird watching, etc.
- The lake could become a tourism hotspot, contributing to the local economy.

#### Weaknesses:

- Pollution, encroachment, or other forms of environmental degradation could harm the lake's ecosystem.
- It can lead to health concerns for both the ecosystem and those who visit.
- Difficulty in reaching the lake due to poor roads or lack of transportation options could limit its potential.

#### Opportunities:

- Properly developing the lake area for tourism can boost the local economy and create job opportunities.

#### Threats:

- Industrial, agricultural, or domestic pollution can pose a significant threat to the lake's ecosystem.
- Changes in climate patterns can affect the water levels and overall health of the lake.
- Unregulated tourism or excessive fishing can lead to over-exploitation of the lake's resources.

#### 12. Bodhalkasa:

Location: Village in Tirora Taluka in Gondia District of Maharashtra State

Area: 6.450 km<sup>2</sup> (2.490 sq mi)

Ticket Price: Boating charges start from 60 rs and highest is 100 rs.

Timing: 10 Am to 5 Pm.

SWOT Analysis of Bodhalkasa:

Strengths:

- Unique Selling Proposition.
- A good reputation in the market can be a significant strength.

Weaknesses:

- Constraints on budget, manpower, or technology.
- Bodhalkasa is struggling to establish its brand in the market.

Opportunities:

- Changes in the market that Bodhalkasa can capitalize on.
- Adopting new technologies enhance products or services.
- There are untapped markets or area Bodhalkasa can target.

Threats:

- Intense competition from other companies.
- Changes in laws or regulations that could affect operations.
- Economic downfalls affecting consumer spending.

13. Ambazari lake:

Location: 27, Ambazari Rd, Ambazari, Nagpur, Maharashtra, 440033, India

Area: 60 acres

Ticket Price: Rs.10

Timing: 10:00 am – 6:30 pm

SWOT Analysis of Ambazari Lake

Strengths:

- Ambazari Lake is known for its picturesque surroundings and natural beauty, attracting tourists and locals.
- Biodiversity: The lake may support diverse flora and fauna, providing an opportunity for environmental education and conservation efforts.
- If applicable, any cultural or historical importance can be a strength, contributing to the overall appeal of the lake.

**Weaknesses:**

- Pollution and water quality issues may be a significant weakness affecting the ecosystem and the lake's overall health.
- Inadequate facilities, poor maintenance, or outdated infrastructure can detract from the overall experience for visitors.
- If the lake lacks additional attractions or amenities, it may not be able to compete with other tourist destinations.

**Opportunities:**

- There may be opportunities to further develop the tourism potential of Ambazari Lake through infrastructure improvements, marketing, and event planning.
- Organizing cultural events or festivals around the lake can attract a diverse audience and promote the area's cultural significance.

**Threats:**

- Ongoing pollution and environmental degradation pose significant threats to the health of the lake and its ecosystem.
- Nearby attractions or alternative leisure destinations may pose competition, diverting visitors and tourism revenue.
- Climate-related impacts, such as extreme weather events, can adversely affect the lake's ecosystem and surrounding areas.
- Changes in environmental regulations or land-use policies may impact the lake's management and conservation efforts.

**14. Futala lake:**

Location: Vayusena Nagar, Nagpur, Maharashtra 440021

Area: 60 acres

Ticket Price: Rs.100/-

Timing: 7:00 pm – 9:00 pm

### SWOT Analysis of Futala Lake

#### Strengths:

- Futala Lake is known for its picturesque surroundings and serene environment, making it a popular destination for locals and tourists alike.
- The lake provides opportunities for various recreational activities such as boating, picnics, and leisurely walks along the promenade, contributing to its appeal.
- If the lake has any cultural or historical significance, it can be considered a strength, attracting visitors interested in the local heritage.

#### Weaknesses:

- If there are issues related to water quality, pollution, or environmental degradation, these could be considered weaknesses that might deter visitors and impact the overall experience.
- Insufficient infrastructure such as lack of proper facilities, maintenance, or amenities could be a drawback for visitors.

#### Opportunities:

- Collaborating with local tourism boards and actively promoting Futala Lake as a tourist destination can attract more visitors and contribute to the local economy.
- Investing in better infrastructure, facilities, and maintenance can enhance the overall experience for visitors and encourage repeat visits.

#### Threats:

- If there are other competing tourist attractions in the vicinity, Futala Lake may face challenges in attracting and retaining visitors.
- The lake may be susceptible to natural disasters such as floods or earthquakes, posing a threat to its infrastructure and overall appeal.

## Summary and Conclusion

Water provides tangible and intangible wealth to human beings and that its value from a tourism perspective has the potential to drive new strategies for development that are capable of encouraging economic innovation, environmental sustainability, and social wellbeing for both tourists and local communities hence, Aqua tourism is a golden opportunity to enjoy the picturesque beauty of nature thus knowing their Strength and weakness can aid to exploit the future opportunities and minimize the treats.

## Suggestions & Recommendations

- The awareness about Aqua Tourism Destination should be increased by Advertisements and Promotion.
- It also has impact on flora and fauna of their location hence detail environmental study can be done to provide protection from over tourism.
- The government should lay the various guidelines for recycling of water and efficient waste managements in this destination.
- Government should develop the ecofriendly tourist spot with in city so that it can attract the attention of MICE Travellers, especially for Incentive Programmes in this destination.
- Regulating authority of these destination should maintain the standards of Facilities and Services to get continuous business from consumers including appropriate in-housemedical emergency facilities and option for foreign exchange.

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