



The Case Study of Phaltan

The need for promoting and developing offbeat locales with latent and/or unexplored tourism potential has been a long felt need in the Indian hospitality industry. I received the above-mentioned potential and the need more acutely during my short stays at Jakson Inns Phaltan.

Here I describe a mention that Jakson Inns Phaltan is a classy four-star property, featuring 69 deluxe rooms of 290 sq. ft. and 4 suites of 560 sq. ft. The environment-friendly hotel has a multi-cuisine restaurant named Green Bean, where one can savour authentic Maharashtrian cuisine among many other delectable options, a bar named Fullon, a swimming pool, a therapy room named Kundalini and a well-equipped gym named Bum. The hotel has both indoor & outdoor recreation facilities suited for families, some of which include table tennis, chess, cycling, single ring basket ball among others.

Besides catering to the leisure tourists, the hotel is very well suited for the MICE travellers. The property hosts a fully equipped 15 person board room with video conferencing facilities. Also available is a banquet facility which can seat between 70 to 150 people in various styles for occasions such as conferences and meetings. In addition, the outdoor lawns are ideal for weddings and large events and can accommodate up to 1000 persons at one go. The hotel has an organic garden spruced with fresh farm produce among its several

green initiatives.

The Religious Resonance

Coming back to Phaltan, it is a tiny obscure peaceful town in Maharashtra, located just 120 km from Pune. It houses many 'latent charms' in and around it. Phaltan can be an ideal weekend break from the hectic cities and fast-paced lifestyle of Mumbai. This writer has had the opportunity to visit the sleepy town located in the midst of Maharashtra's prosperous sugarcane belt, twice.

Phaltan, an ancient town, which happens to be the birthplace of Shivaji's first wife

Sabal, and a town whose list of rulers dates back to 1284 AD, is dotted with many ancient Jain temples. Besides these, the town has a temple of Lord Shiva, known as Jabreshwar Mandir, which is adorned with beautiful stone carvings. The 800-year-old Jabreshwar Mandir, which is regarded as the oldest temple in Phaltan, is located only 11 km from the hotel. Situated at a distance of 8 km from Jakson Inns Phaltan, there is an old temple of Shri Ram, who is said to be Gram Dalpat of the city.

There are many other beautiful temples in and near the town, which are worth exploring. The temple trail in Phaltan

deserves to be further promoted by the Maharashtra government as well by the hospitality industry.

Moreover, Pandharpur Yatra, the famous annual pilgrimage trail to the town of Pandharpur in Maharashtra, which gathers religious fervour among Maharashtrians across all socio-economic strata, does pass through Phaltan, and classy hotels like Jakson Inns Phaltan can act as ideal brief stopover for the pilgrims during their journey. Pandharpur is the seat of the Hindu God Vitthoba and the annual yatra or pilgrimage is in honour of the deity. Pandharpur is barely 115 km from Jakson Inns Phaltan.

Ruins and Art

The lovers of history would also find something interesting to explore around Phaltan. Ajinkyatara Fort, a 16th century mighty fort presently in partial state of ruin, perched on 3300 ft. high Ajinkyatara mountain, is worth visiting. Ajinkyatara mountain is one of the seven mountains surrounding Satara.

Satara, a town whose list of rulers dates back to 1284 AD, is dotted with many ancient Jain temples. Besides these, the town has a temple of Lord Shiva, known as Jabreshwar Mandir, which is adorned with beautiful stone carvings. The 800-year-old Jabreshwar Mandir, which is regarded as the oldest temple in Phaltan, is located only 11 km from the hotel. Situated at a distance of 8 km from Jakson Inns Phaltan, there is an old temple of Shri Ram, who is said to be Gram Dalpat of the city.



Sandeep J. Tolaulcar

is a nearby town from Phaltan.

The fort is located 66 km from Jakson Inns Phaltan. The fort still manages to whisper the romance of the bygone era from its every stone. While walking through the mighty rock structure one feels like getting transported to the age of the Marathi warriors... if one can feel enough.

Shri Bhawan Museum in Aundh, which is 48 km from the Satara town, can also be of great interest to the lovers of art and history, and also to the laymen. The museum

has 500 miniature paintings from almost all major Indian art schools - Jaipur, Kangra, Mughal, Punjab, Gajpur, Pahari and Maratha - ranging from the period between 15th to 19th century. Built by the Raja of Aundh, late Bhawanrao Pantpratinidhi in 1938, it is now looked after by the state government of Maharashtra.

Cascades and Flowers

For the lovers of natural beauty, a visit to Phaltan should be extended to a visit to the Theseghar Waterfalls. The scenic spot is only 88 km from Jakson Inns Phaltan. Especially during the monsoon season, the innate natural charm of this destination gets heightened. The milky white cascades pierce their way from the green hills. The cloudy sky, the calmness of the environment, and the light incessant drizzle managed together to bring the long lost poet within me. I began to feel sheer joy and pensiveness at the same time...

"If you are travelling to Maharashtra during monsoons, then we would highly recommend that you do not miss the Theseghar Waterfalls near Satara in Maharashtra," opined Soraya Rebello, Vice

President, Strategic Operations, Jakson Hospitality (P) Ltd. Here it deserves a mention that Jakson Inns Phaltan is the maiden hotel project under the aegis of Jakson Hospitality Pvt. Ltd.

Kaas Plateau or Kaas Plateau is another tourism attraction to explore from Phaltan, which is located just 80 km from the hotel. Situated in Western Ghats, it shouldn't be missed by lovers of nature traveling to this region during end August-September. During end August-September, the plateau gets carpeted with myriad wild flowers of varied hues. The plateau lights up with colours! One can find more than 150 types of flowers, shrubs and grasses at Kaas Plateau during end August-September.

The plateau, which spreads across 1000 hectares, became a part of a UNESCO World Natural Heritage Site in 2012. On the south of Kaas Plateau is the scenic Kaas Lake, surrounded by dark and deep woods. Kaas Lake is a picturesque picnic spot.

Talking of picnic spots, there are many such options near Phaltan, where one can have a great outing with the majestic beauty of Western Ghats and slow moving windmills overlooking our little joys. They afford the opportunity for wonderful photographs for memories to cherish.

Promoting Rural Tourism

Jakson Hospitality Pvt. Ltd. is making praiseworthy endeavours to promote Phaltan's and its nearby places' tourism appeal. "The company is promoting countryside & agro-tourism through uncommon ways. We take you through sugarcane farms where one can taste a



Soraya Rebello

freshly chopped sugarcane stick or stroll through maize & sugarcane farms. We also provide you tour of pomegranate farms. The locality has some large pomegranate orchards where guests can experience pomegranate picking. The pomegranates are then brought to the hotel where the juice is freshly extracted & served to the guests. Guests also have an option to choose a farm-fresh pomegranate based salad or dessert," explained a smiling Soraya.

She also talked about cycling trails organised by the hotel which can give guests exposure to organic gardens and animal farms. Bullock cart ride and tractor rides are other popular agro-tourism options initiated by the hotel. These leisurely fresh air rustic experiences are likely to appeal to many of the city-bred minds, who are confined to living in concrete jungles amidst fast-paced tension filled routines.

"That is not all. "Riverside breakfasts or a meal at a farmer's house, where the guests can experience an authentic Maharashtrian meal made by a housewife & enjoy hot bhakar made on a chulla, or a picnic by the windside are some other unique experiences provided by the hotel." Soraya disclosed. Suncats at the windside with Sayhadri mountain ranges overlooking you can be a memorable experience. Trips & picnics to Kaas Plateau, commonly known as the Valley of Flowers, are also organised by the hotel.

Packaged with Potential

"The tourist attractions around Phaltan can create wonderful memories for religious tourists, nature lovers, and also for the lovers of history and culture. Phaltan also has enjoyable options for those who want to explore the offbeat rural tourism, far removed from the day-to-day city life experiences," opined Sandeep J. Tolaulcar, the Managing Director of Jakson Hospitality Pvt. Ltd.

He also talked about the ongoing Monsoon Magic Package which is valid during July-September and the Independence Day package. "These initiatives have indeed helped increase footfalls to the hotel as the package have been designed keeping monsoon tourism in mind," Tolaulcar conveyed.

The Monsoon Magic Package, which is valid from 1st July to 30th September of this year (except during 12th-15th August), offers 1 night and two days for Rs.6250 plus taxes on double occupancy, and 2 nights and 3 days for Rs.12,000 plus taxes on double occupancy. The package includes welcome drink, accommodation on DBL, sharing basic daily breakfast for two at the Green Bean, the multi-cuisine restaurant at the hotel, buffet lunch and dinner, complimentary use of hotel's recreation room, swimming pool and the gym, and free complimentary Wi-Fi among others.

It seems the creative promotion of the sights and sounds in and around the destination by Jakson Hospitality Pvt. Ltd. is already bearing fruits. According to Tolaulcar, "Phaltan, with its rich religious resonance, with its historic legacy, with the majestic beauty of Western Ghats in the vicinity, and with its huge potential for eco-tourism, is already emerging as a fresh alternative for a weekend getaway for a sizeable section of holidaying crowd from Mumbai and Pune, who are now tired of Lonavala, Panchgani and Khandola." And the best time to visit Phaltan? It is monsoon, of course.

2 Venues. 1 Mega Show.



24 - 27 April 2018

Singapore Expo | Suntec Singapore

Asia's most comprehensive international food and hospitality trade event

119,500 sqm of exhibition area

6 specialised exhibitions

4,000 exhibitors from over 70 countries / regions

68 international group pavilions

78,000 trade attendees from 100 countries / regions

Tens of thousands of products and solutions from across the globe

Over 20 related competitions, activities and workshops that provide an all-encompassing show experience

1 power-packed FHA2018 International Conference

foodnhotelasia.com | hotel-asia.com

Pre-register your visit online now!
foodnhotelasia.com/preregister



Co-located with

Organiser

Endorsed by

Supported by

Held in

Find us on

USA 1284

USA 1284

USA 1284

USA 1284

USA 1284