

1. INTRODUCTION

1.1. Background:

Tourism is an act of travel for the purpose of recreation and the profile of the services for this act (the Wikipedia) and World Tourism Organization (WTO) defines tourist as someone who travels at least 50 miles from home. Tourism has been a major social phenomenon of societies all over the world. The motivations for tourism include religious and business interests along with the desire to know more about different parts of the globe. The progresses in transport facilities and development of tourist facilities have encouraged people to venture beyond the boundaries. The importance of Tourism, as an instrument of economic development and employment generation, particularly in remote and backward areas, has been well recognized the world over. It is a large service industry, globally, in terms of gross revenue as well as foreign exchange earnings. Tourism can play an important and effective role in achieving the Growth with Equity. There is an additional advantage with tourism as it is most environmental friendly and eco-friendly and it does not have any threat of patents, or intellectual property rights. Thus it gives a truly lasting competitive edge to the native country. Tourism sector stimulates other economic sectors like agriculture, horticulture, poultry, handicrafts, transport, construction, etc. through its backward and forward linkages and cross-sectoral synergies. The consumption demand, emanating from tourist expenditure also induces more employment and generates a multiplier effect on the economy.

National Tourism Policy, 2002 has mentioned that tourism is a major engine of economic growth in most part of the world and several countries have transformed their economies using the tourism potential. Tourism has great capacity to create large scale employment of diverse kind-from the specialized to the unskilled and all of us know that generation of massive productive employment opportunity is what India needs the most. Tourism is the most environment and eco-friendly industry. Globally, tourism accounts for about 11% of the Global Gross Domestic Product (GDP) and 8% of the world trade employment. India is a home to a total of 27 World heritage sites, including 22 Cultural sites and 5 natural sites, and of these, the Ajanta and Ellora rock cut cave temples are important, massive – scale cultural heritage sites which are also the first places in India to be registered as World Heritage sites, together with the renowned Taj Mahal and Agra Fort, in 1983. Indian tourism industry accounts for about 8.6% of GDP and 3.7% of direct employment. It is expected that travel and tourism demand will grow by 9.4% in India against 8.9% of China during 2008-2010 which is perhaps the fastest than any other countries. India Travel and Tourism is ranked number 12 in absolute size worldwide, 90th in relative contribution to national economies and 4th in long term (10 years) growth among 181 countries rated by World Tourism and Travel Council (WTTC).

Tourism in India has immense potential for its own population which is the second largest population of the world. The economic benefits of domestic tourism are even more than the international tourism dependent on the foreigners. The estimated number of domestic tourists in 2008 was 562.9 million and which have grown by 6.9% over 2007. India's performance in tourism sector from 2002 to 2009 has been quite impressive as it witnessed an increase in the Foreign Tourist Arrivals (FTAs) from 2.38 million to

5.11 million. Foreign Exchange Earnings (FEEs) from tourism increased from Rs. 15,064 crore in 2002 to Rs. 54,960 crore in 2009.

Foreign Tourists Arrivals and foreign exchange earning from 2000 -2009

Year	No of Foreign Tourists	Foreign Exchange earning (Cr)
2000	26,49,378	15,626
2001	25,37,282	15,083
2002	23,84,364	15,064
2003	27,26,214	20,729
2004	34,57,477	27,944
2005	39,18,610	33,123
2006	44,47,167	39,025
2007	50,81,504	44,360
2008	52,82,603	50,730
2009	51,08,579	54,960

Data from Archaeological Survey of India (ASI), Aurangabad Circle

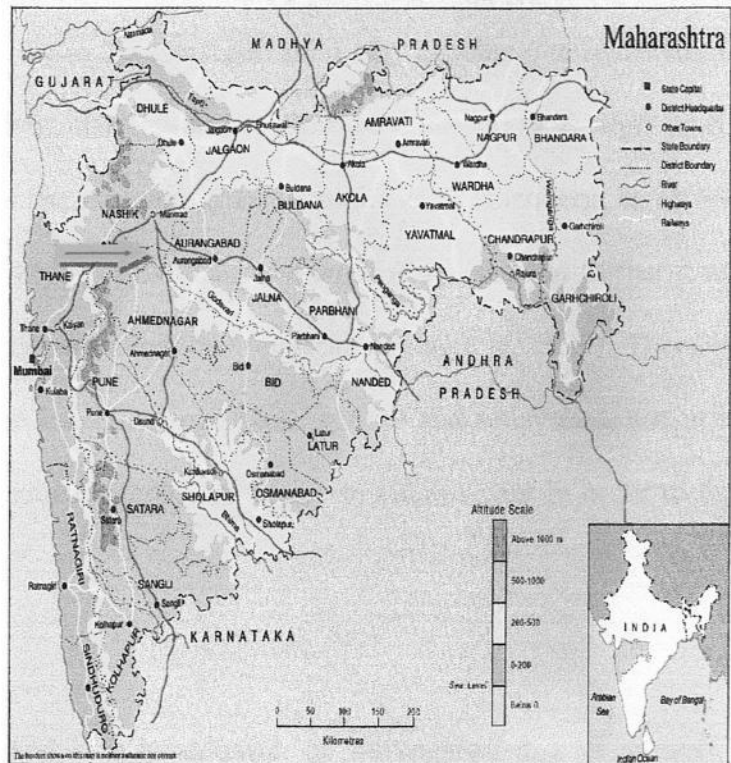
Indian share in world's tourism has increased from 0.38% in 2000 to 0.52% in 2006 with a growth of 13.5%. The world tourist arrival was 686.7million against 2.65 million in India in 2000 and 842 million against 4.45 million in India in 2006(Gupta D.D, 2008). Similarly the tourism receipt share has grown from 0.66% in 2000 to 0.89% in 2006. The world travel receipt was 483.8 million\$ in 2000 and 735 million\$ in 2006 whereas the travel receipt was 3.0 million\$ in 2000 and 6.6 million\$ in 2006 in India. Tourism in India has come into its own as a brand – India Tourism. The creation of niche tourism

products like heliport tourism, medical tourism, wellness tourism, adventure tourism, cruise tourism and caravan tourism has served to widen the net of this sector. A major step by Ministry of Tourism is the issuing of guidelines to State Governments/Union Territory administrations for development of world class tourism infrastructure. The Ministry is also contemplating to evolve Sustainable Tourism Criteria for India (Ministry of Tourism and Culture (MOCT), Annual Report of Tourism 2009-10)

1.2. Maharashtra:

Maharashtra is the third largest State of India, both in area and population. It is located on the West Coast of India with a 720 km long coastline along the lush green

Konkan region. Western Ghats and the Sahyadri mountain range have several hill stations and water reservoirs with semi-evergreen and deciduous forests. The Vidarbha region of Maharashtra, with its dense forests, is home to several wild life sanctuaries and nature parks. Therefore,



Maharashtra offers considerable tourism potential and attractions ranging from ancient cave temples, unspoiled beaches, ancient forts and monuments, forests and wildlife, unique hill stations, pilgrimage centers, a rich tradition of festivals, art and culture. The

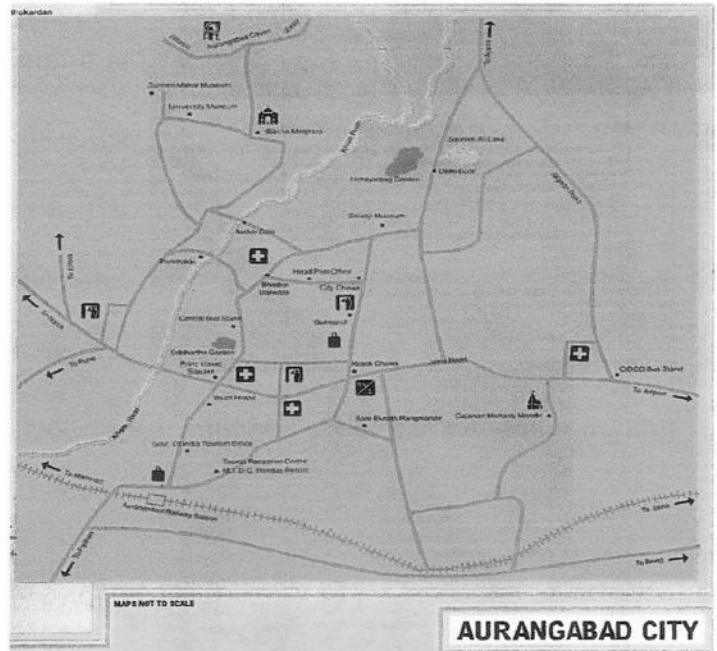
campaign slogan for tourism in Maharashtra as rightly mentioned in the tourism policy of 2006 “MAHARASHTRA UNLIMITED!” The domestic tourists visiting Maharashtra doubled from 41.29 lakh in 1991 to 84.8 lakh in 2001, whereas the number of foreign tourists visiting Mumbai only had increased from 7 million in 1991 to 8 million in 2001. The rapid growth in domestic tourism can be attributed to the ever increasing middle class, increase in disposable income, improved facilities, stress on urban families, improved connectivity to tourist destinations, etc. All foreign tourists visiting Mumbai might have not visited Maharashtra and came to Mumbai as an entry point to India and proceed to various other states. There is need and scope to attract these visitors into Maharashtra to the various tourist destinations.

Ecotourism is also growing rapidly in Maharashtra and it may become one of the sources to generate the revenue. However, the increased inflow of domestic or foreign tourists beyond the carrying capacity of the area may deteriorate the area. (Lindberg, et. al. 997) Ecotourism has every threat to wipe out the plant and wildlife species and further it may lead to replace the entire ecosystem in artificial landscape (Gossling, 1999). There is a need to preserve and protect the fragile natural sites, wildlife and ecosystem, and at the same time there is a need to educate people and to create employment in order to fight poverty and misery (Bill, 2001).

1.3. Aurangabad:

Aurangabad is a historic city and it is headquarter of Aurangabad district as well as Marathwada region of Maharashtra. It lies on the Deccan plateau and has many tourist attractions including world-famous Ajanta and Ellora caves in the vicinity. The district may be called as tourist district owing to its rich heritage monuments. It has witnessed the

rise and fall of many dynasties such as Setavachanas, Vaustokas, Chalukyas, Rastrakutas, Yadavs spanning fifteen centuries till the advent of Muslim ruler at the very end of thirteenth century. The prominent muslim rulers were the Tughlaqs, the Nizam of Ahmednager, the Mughals and the Nizam of Hyderabad. Aurangabad city was founded in 1610 on the site of a village called Khirki by Malik Amber, the Prime Minister of Murtuza Nizam Shah II. The

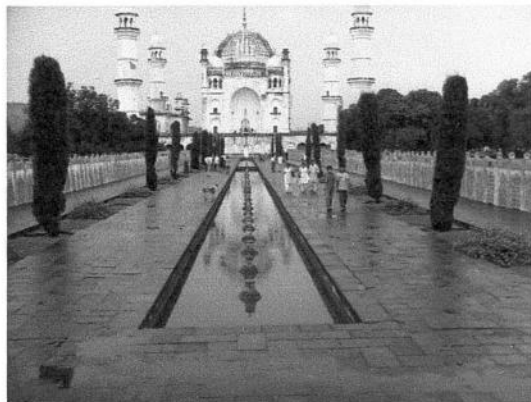


city was renamed Fatehpur after the Nizam's son Fateh Khan succeeded the throne in 1626. Prince Aurangzeb became Viceroy of the Deccan in 1653 and he made the city his capital and re-christened it “Aurangabad”.

The traces of the long artistic and cultural influences of number of dynasties are present everywhere in Aurangabad. The city is also called as “City of Gates” as it has 52 gates each having different historical background. The city area is around 200 sq. km. and the population is around 1.1 million. Marathi and Urdu are the principal language of the city. The city is known for Himroo, the finely blended silk and cotton fabric. The climate of Aurangabad is semi arid type (Koppen Classification of climate) with temperature variation from 9 to 40⁰ C. The places of tourist interest in Aurangabad are:

1.3.1. Bibi-Ka-Makbara: It is called “Mini Taj of Deccan” and was built

by Aurangzeb’s son Azam Shah, in 1660 as a tribute to his mother Dilras Bano Begum. It is a replica of the Taj Mahal of Agra and it is the only piece of Mughal architecture in the Deccan. Bibi Ka Makbara is an architectural wonder with intricate design, carved motifs,



imposing structure and beautifully landscaped Mughal style garden and gurgling fountains.

1.3.2. Aurangabad Caves: These ten hill side caves were carved between the 2nd and the 6th century and these are typically Buddhist in architectural form with remarkably detailed sculptures.

1.3.3. Panchakki: This 17th century water mill exemplifies the engineering

ingenuity and runs on water channelized from a river 6 km away through an earthen pipeline. It was used for grinding food grains for the community kitchen. It is surrounded by a series of fish filled tank and a memorial to Sufi Saint Baba Shah

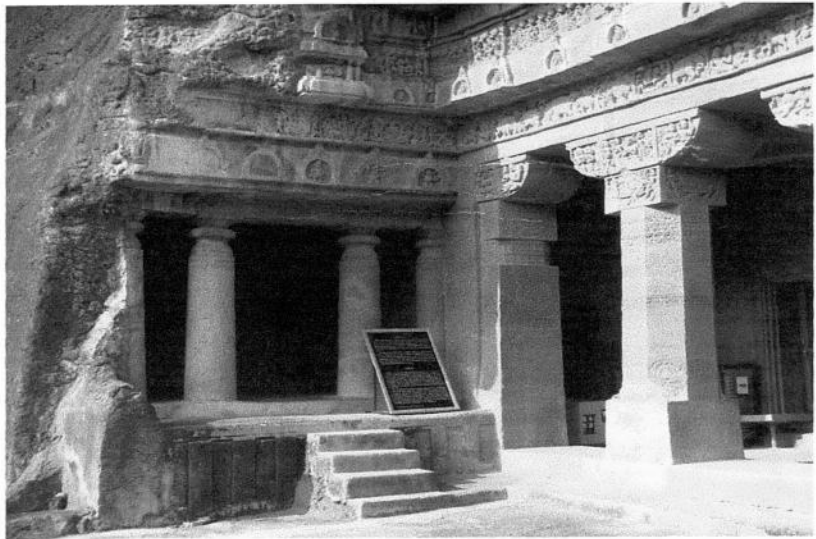


Muzaffar, the spiritual mentor of Aurangzeb.

There are more than 75 others monuments and sites of tourist importance in the city. The main tourist attractions including Ajanta caves and Ellora caves of the city are in the vicinity.

1.3.4. Ajanta caves: These caves are located 107 km from Aurangabad city and were first mentioned in the writing of the Chinese pilgrim Huen Tsang who visited India between A.D. 629 and 645. These caves were excavated in two distinct phases dating from 200 BC and reportedly took more than 800 years to complete. The caves were discovered during the course of military maneuvers in 1819. The caves are located

in a crescent shaped gorge in Inhyadri hills of Sahyadri ranges. The caves comprise of Chaityas (Shrines) dedicated to Lord Buddha, and Viharas (Monasteries) used by



Buddhist monks for meditation. The paintings and sculptures depict incidents from the life of the Buddha and various divinities, the Jataka tales and illustrating stories of Bodhisattva. There are magnificent murals also that attract visitors from all over the world.

1.3.5. Ellora caves: The world renowned Ellora caves are 30 km from Aurangabad city and these caves are known for Buddhist, Jain and Hindu cultural

influences. There are 34 caves containing shrines, monasteries and temples. The Buddhist caves were carved during the period 200 BC to 600 AD followed by the Hindu cave (500-900 AD) and finally the Jain caves (800-1000 AD). The Kailash Temple is dedicated to Lord Shiva and is the biggest monolithic sculpture in the world.

1.3.6. Ghrishneshwar Temple: It is half a kilometer from Ellora and

was built in the 18th century by Queen Ahilyabai Holkar. It is one of the twelve Jyotirlingas. This beautiful temple has 24 exquisitely carved stone columns, which support the main hall.



1.3. 7. Pitalkhora Caves: These are the most ancient of the caves in India.

They were carved at the beginning of a valley in the Satmala range of the Sahyadri Hills. The 13 caves were excavated from the 1st Century BC to the 5th Century AD and contain carvings and paintings. They are



Buddhist Chaityas and Monasteries These caves lie in the midst of Gautala Autramghat Wildlife Sanctuary.

1.3.8. Daulatabad: It is 15 km from Aurangabad enroute to Ellora caves.

Devgiri, the Daulatabad for the later period is one of the world's best preserved medieval hill fort. Devgiri means the Hill of God. This magnificent 12th century fortress was the

capital of the Yadava rulers. It was renamed Daulatabad (City of fortune) in the 14th century by Mohammed Tuglaq, Sultan of Delhi. Chand Minar, the Chini Mahal and the Baradari are the important structure in the fort.

1.3.9. Gautala Autramghat wildlife sanctuary: It is the largest

wildlife sanctuary in Marathwada region of Maharashtra and it is about 65 km from Aurangabad. The sanctuary has the dry deciduous forest, 19 species of mammals and 200 species of the birds. The

sanctuary is not only the store house of bio-diversity but also has famous Buddhist Pitalkhora caves, the 12th century Shiva temple and Chandika Devi temple. The sanctuary was the



abode of Bhaskracharya, the famous mathematician who wrote “Sidhantasiromani” a book on the principles of mathematics in 11th century. Aurangabad has been truly called as the capital of tourism in Maharashtra owing to its tourism values and importance.

1.4. Cultural and Ecotourism:

The cultural and ecotourism is the tourism at places of heritage significance. The heritage is the broad concept and includes natural and cultural environment. It encompasses landscape, historic places, sites and built environments, as well as bio-diversity, collections, past and continuing cultural practices, knowledge and living experiences. The cultural tourism has been defined as “the movement of persons to cultural attraction away

from their normal place of residence, with the intention to gather new information and experiences to satisfy their cultural needs (Cultural tourism-Wikipedia, the free encyclopedia). The cultural tourism includes tourism in urban areas, particularly historic or large cities and their cultural facilities such as monuments, museums and theatres. The term “ecotourism” was coined by Hector Ceballos-Lascurian of Mexico and he defined it as “travelling to relatively undisturbed or uncontaminated natural areas with the specific objectives of studying, admiring and enjoying the scenery and its wild plants and animals as well as any existing cultural manifestations (Butler, 1991). The ecotourism has been defined in Ecotourism Policy and Guidelines, 1998 as “visit for being close to nature to enjoy its creation both biotic and abiotic in a most environmentally manner without any adverse impact on the ecosystem”. Domestic and international tourism is the foremost vehicles for cultural exchange providing personal experience for past and contemporary life and society of others. Tourism can capture the economic characteristics of the heritage and harness these for conservation by generating funding, educating the community and influencing policy. Tourism can be an important factor in development. Tourism has become an increasingly complex phenomenon with varied dimensions i.e. economic, social, cultural, educational, physical, bio-physical, ecological and aesthetic dimensions. The interaction between conflicting expectations and aspirations of visitors and local community present many challenges and opportunities. It requires the involvement and co-operation of locals and their representatives, conservatives, tourism operators, property owners, policy makers and site managers to achieve a sustainable tourism and enhance the protection of heritage resources for future generation. The

objectives of the cultural tourism as elucidated in “International Cultural Tourism Charter are to facilitate and encourage:

1. The managers to make the significance of the heritage accessible to the local community and visitors.
2. The tourism industry to respect and enhance heritage and living culture of the local communities.
3. The interaction between tourism industry and the other stake holders including conservationists and the local communities about the fragile nature of the heritage places and need of sustainable management of tourism.
4. The planners to formulate measurable goals and strategies relating to the presentation and interpretation of the heritage places and cultural activities for their preservation and conservation.

The “National Tourism Policy, 2002” has envisaged the sustainable tourism and its framework at institutional level is Government led, private sector driven and community welfare oriented. Government has to provide legislative framework to regulate tourism industry, ensure safety and security of the tourists and create basic infrastructure and health care facilities. The private sector has to act as a main spring of the activities and impart dynamism and speed to the process of development as well conservation. The main principles and objectives as envisaged in the policy are

1. Effective linkages and close co-ordination between various Govt. and Non-Govt. departments such as Civil Aviation, Environment and Forest, Railways, Police, Tour operators, Hoteliers etc.

2. Tourism sustainability is the guiding principle and it is to be ensured that the tourism acts as smokeless industry and its ecological footprints remain as soft as possible. The carrying capacity of the tourist sites should not be ignored.
3. The greater emphasis on ecotourism. Ecotourism must help in eliminating poverty, in ending un-employment, in creating new skills, in enhancing the status of the women, in preserving cultural heritage, in encouraging tribal and local crafts and in improving overall environment and facilitating growth of a more just and fair social order.
4. Due importance to domestic tourism and particularly the pilgrimage tourism.
5. Yoga, Siddha and Indian cuisine should be encouraged
6. Adoption of voluntary code of ethics and provisions for dealing infringement by Tour and Travel Associations.
7. Special training for section of the State police for tourism purpose to act as tourist police.
8. The seven "S" i.e. Swagat (welcome), Soochana (Information), Suvidha (facilitation), Suraksha(safety), Sahyog (co-opertaion), Samrachna (infrastructure) and Safai(cleanliness) are identified as the key areas for tourism development in India.
9. The tourism policy has emphasized the need for good governance so that the good policies are not shipwrecked in the sea of half hearted implementation.

1.5. Statement of the problem:

The objectives and guiding principles of cultural and ecotourism are laid down in the International Cultural Tourism Charter and National Tourism Policy, 2002. These are the keys to ensure the sustainable tourism in any area. It is desirable that a preliminary study

is to be conducted to have a fair idea of tourism in Aurangabad and to know whether it is akin to these national and international objectives and principles to achieve the cherished goals of tourism. The visitor satisfactions and carrying capacity, the two fundamental principles and objectives of sustainable and successful tourism are to be examined with respect to tourism in Aurangabad.

1.6. Limitation / delimitation:

There are 16 ticketed monuments in and around Aurangabad city. However, for the study only five monuments namely Bibi ka Makbara, Ajanta caves, Ellora caves, Daulatabad fort and Gautala Autramghat wildlife sanctuary have been visited and primary data was collected to assess the visitor satisfaction of their visits, stay and seven “S” of National Tourism Policy, 2002. The secondary data was collected from the web, the various government departments, visiting tourists, guides and govt. officials concerning the heritages in Aurangabad by personal interactions and visits to the extend possible in available limited time.