

2. LITERATURE REVIEW

Wikipedia, the free encyclopedia has been reviewed for the definition of cultural tourism. It defines the cultural tourism 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. 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). Ecotourism Policy and Guidelines, 1998 had also defined eco tourism 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”.

There are many studies conducted in the past by various authors and institutes on the issues concerning the tourism. However, there are very few studies conducted to measure the tourist satisfaction of their visits of the tourist places. National Tourism Policy, 2002 has identified the seven “S” i.e. Swagat (welcome), Soochana (Information), Suvidha (facilitation), Suraksha (safety), Sahyog (co-opertaion), Samrachna (infrastructure) and Safai (cleanliness) as the key areas for tourism development. . The tourist satisfaction of their visits of the tourists places largely depend on these seven “S”. International Cultural Tourism Charter, 1999 has been reviewed to examine the internationally accepted objectives and guiding principles of cultural / heritage / eco-tourism. National Tourism Policy, 2002, has also been reviewed to examine the guiding principles and the

thrust areas of the developing tourism and tourist industry in India. Annual Report, 2009-10 of Ministry of Tourism, Govt. of India has been reviewed to examine the current trends of the foreign and domestic tourists, growth of the tourism and the increase or decrease in the revenue earned. World Travel and Tourism Council report of 2008 has been reviewed to examine the world trend in the growth of tourism and the place of India in overall world tourism industry. Maharashtra Tourism Policy, 2006 and Maharashtra Ecotourism Policy, 2008 have also been examined to know the long term vision and objective of tourism. These policies are largely based on the national tourism policy. Heung, V. and Chenge E., 2000 has assessed tourist satisfaction with shopping in the Hong Kong administrative region of China. Bramwell B and Lane B., 2000 examined the sustainable tourism an evolving Global approach. Bushwell R., 2002 discussed the healthy tourism a new approach for tourism and community development and conservation. There are few studies carried out in the past on different aspects of the cultural and ecotourism in Aurangabad and published in various journals and come out in the form of books also.

The tourist satisfaction has been studied based on the satisfaction of the lodging facilities, the comparison between the facilities offered at the lodges by MTDC vis. a vis. the private hoteliers, the beautification of the sites, the development of the sports / trekking facilities and the co-operation from the staff the at 6 tourist destinations including Aurangabad and Ajanta in 2008 by Dr Shukla, A.V. and Harish B. Badwaik of Sant Gadgebaba Amravati University of Maharashtra. The study based on the feedback from about 400 visitors. The satisfaction level on lodging facility was around 72% at Aurangabad and 76% at Ajanta. The advance reservation facility was not easy for around

62.95% visitors at Aurangabad and 58.61% at Ajanta. Dr Babashaeb Ambedkar Maradwada University, Aurangabad, 2001 carried out the study on the gender issues in Government brochures. Dr Jacob R., 2005 studied the changing trends in the Souvenir Industry in Aurangabad. Dr Sonalkar, V., 2006 worked on opportunities and threats for women in tourism sector. The safety and security hazards at Ajanta were studied by Dr Dulari Qureshi, 2006. The study on socio-cultural impact of tourism development in Ajanta was carried out by Suresh, K.M. et.al.2006. Changing trends in job opportunities for tourism professional: A case study of Aurangabad tourism was studied by Bharadwaj D.S.et.al., 2006. Gupta D.D., 2008 studied marketing intervention for tourism promotion and made recommendation for top tourist sites of India. Environmental Carrying Capacity and Tourism in Maharashtra was studied by Dr Patil, D.Y. and Ms Lata S. Patil. 2008. According to them the carrying capacity of Ajanta and Ellora is around 200 visitors per day. The carrying capacity can be physical, social and economic (Walker, 1995 and Prohaska, 1999). Pantawane N. (2008) carried out a case study on the international, local and social efforts involved in putting Ajanta on the traveler's list of heritage tourism. The other relevant literature including brochures of Maharashtra Tourism Development Corporation (MTDC) available on the internet and procured from different Govt. agencies and departments had also been reviewed during the course of study.