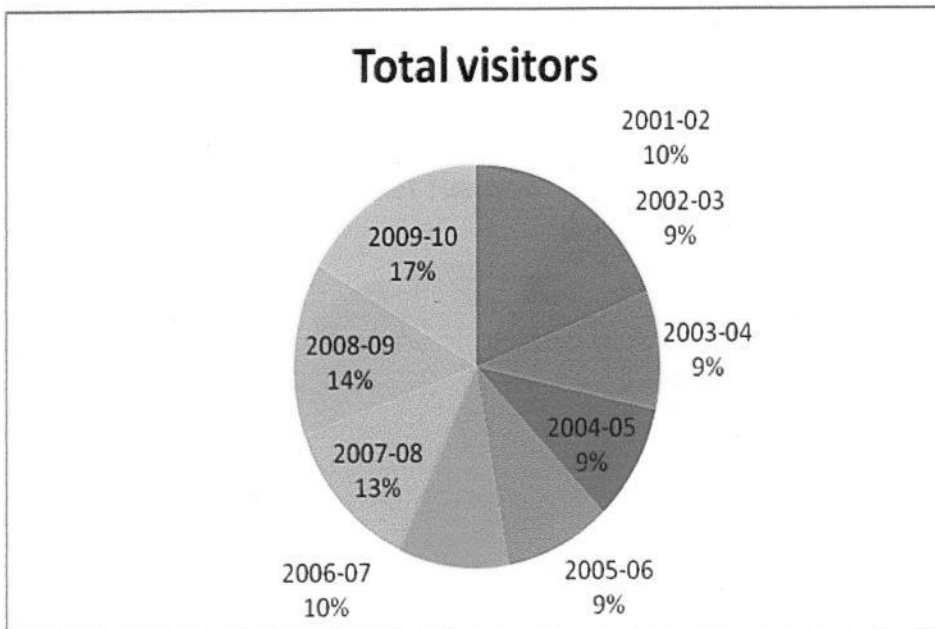


6. CONCLUSION AND RECOMMENDATION

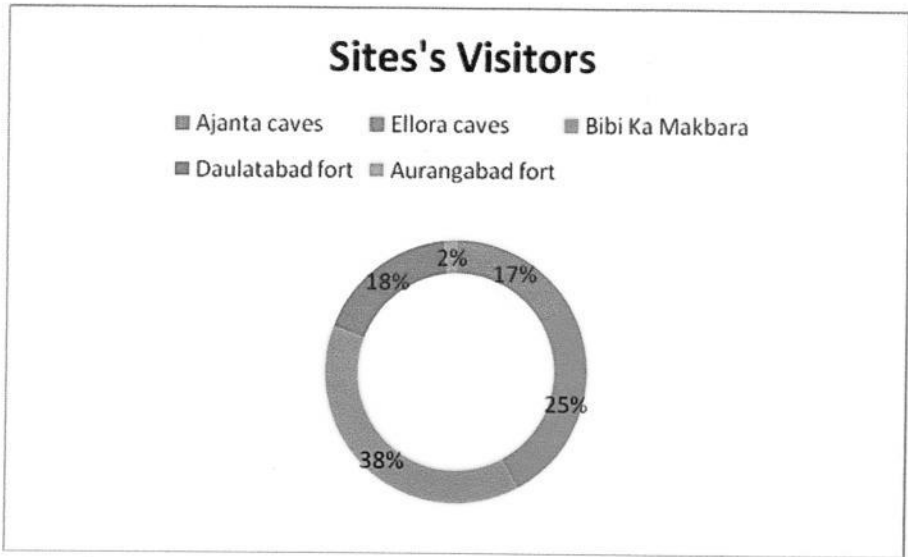
6.1. The visitor inflow and the revenue:

The tourism in India has an impressive growth in India from 2002 to 2009. The number of foreign tourist arrived in India has increased by 114.70% from 2.38 million to 5.11 million during 2002 to 2009. The foreign exchange earning has also gone up by 264.84% from 15,064 Cr to 54,960 Cr during 2002 - 2009 (Annual report 2009-2010, Ministry of Tourism). The visitors inflow at five ticketed sites i.e. Ajanta caves, Ellora caves, Bibi Ka Makbara, Daulatbad Fort and Aurangabad caves has increased from 16,71,527 to 28,77,909 from 2001-02 to 2009-10 though there was a dip in 2005-06 and has the overall increase of 72.17%. Bibi Ka Makbara has attracted maximum visitors followed by Ellora caves, Ajanta caves, Daulatabad fort and Aurangabad caves.

6.1. I. The % contribution of the years to the total visitors

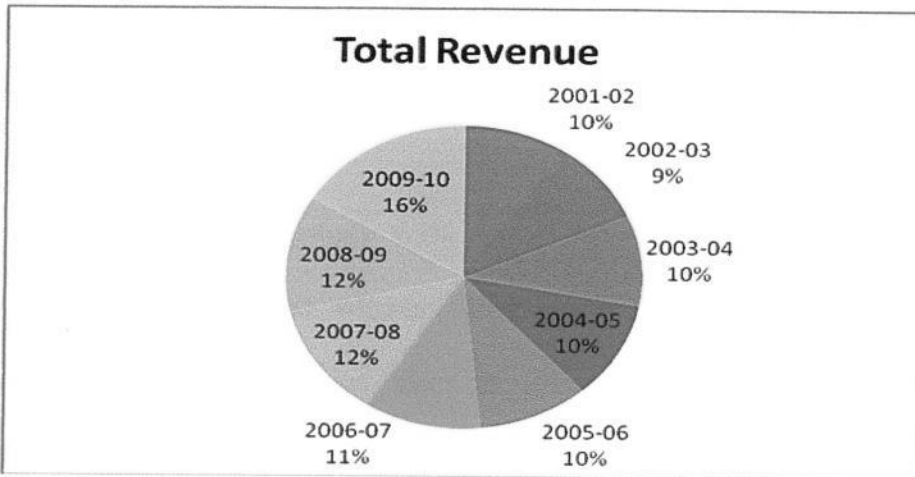


6. 1. II. The % contribution of sites to the total visitors



The revenue earned from the tickets has also increased from Rs 2,14,44,622 to Rs 3,65,18,645 from 2001-02 to 2009-10 and showing the increase of 70.29%. 2007-08, 2008-09 and 2009-10 have been the good year and the` maximum contribution has come from Ajanta caves followed by Ellora, Bibi Ka Makbara, Daulatabad fort and Aurangabad caves.

6.1. II. The % contribution of years to the total revenue



6. 1. IV. The % contribution to the total revenue by five sites



6.2. The visitor feedback on seven “S”:

The visitors feedbacks on the seven “S” i.e. Swagat (Welcome), Soochana (Information), Suvidha (Facilitation), Suraksha (Safety), Sahyyog (Co-operation), Samrachana (Infrastructure development) and Safai (Cleanliness) of National Tourism Policy, 2002 has been different at different sites. The feedbacks have been even different for different parameters on the same sites.

1. Swagat (Reception): 75% of the visitors who gave their feedbacks were Satisfied with the reception they received at sites. However, 25% of the visitors showed their dissatisfaction.
2. Soochana (Information): 65% visitors showed their satisfaction on the information provided whereas 29% visitors showed their dissatisfaction. The dissatisfaction was on higher sides at Ellora caves, Daulatabad fort and Gautala Autramghat wildlife sanctuar

3. Suvidha (Facilitation): 57.29% visitors showed their satisfaction on the facilitation at sites and 40.62% showed the dissatisfaction. The dissatisfaction was more at Daulatabad fort and Gautala Autramhat wildlife Sanctuary.

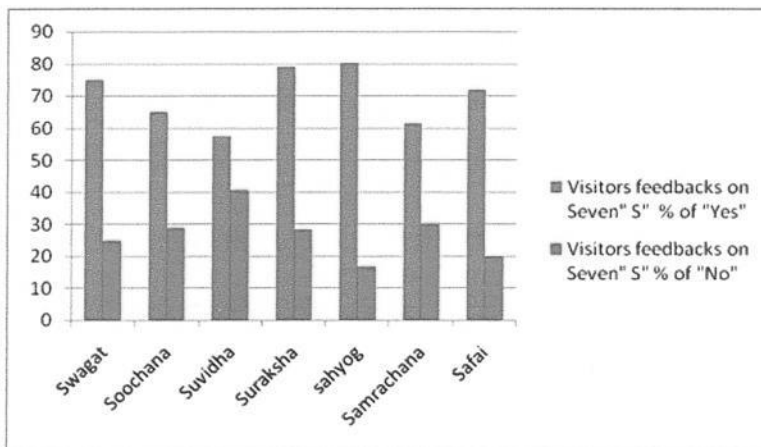
4. Suraksha (Safety): 78.83% visitors showed the satisfaction on the safety of the visitors at sites. 28.12% visitors were not satisfied with safety of the visitors at sites and it was more at Ellora caves and Gautala Autramghat wildlife sanctuary.

5. Sahyog (Co-operation): 80.21% visitors showed their satisfaction on the co-operation received at sites and 16.66% visitors showed the dissatisfaction on the co-operation received.

6. Samrachana (Infrastructure): 61.455 visitors have shown the satisfaction on the infrastructure available at the sites. 30.21% visitors were not satisfied with the infrastructure available at sites.

7. Safai (Cleanliness): 71.87% visitors were satisfied with the cleanliness of the sites whereas 19.79% visitors showed their dissatisfaction. The visitors dissatisfaction was more at Bib ka Makbara and Gautala Autramnhat wildlife sanctuary.

6. 2. II. The % of “Yes / No” of the visitors on seven “s”



There is a need to lower down the dissatisfaction level further by adopting the measure to improve SWAGAT of the visitors and SOOCHANA to the visitors.

SUVIDHA for the visitors, SURAKSHA of the visitors, SAHAYOG with the visitors, SAMRACHANA for the visitors and SAFAI of the sites need to be improved for better satisfaction of the visitors. The level of satisfaction was the highest for SAHAYOG and SURAKSHA. The suraksha or the safety of the tourists was well ensured and was confirmed by the report of offences for last years involving tourists provide by the local police authorities. There was no offence against tourists in the rural areas of Aurangabad in last five years whereas there were only 10 minor offence cases of theft etc. against the tourists in city areas in last five years. The level of dissatisfaction was highest on SUVIDHA and SMRACHANA.



Maharashtra Tourism Development Corporation (MTDC) has arranged various programmes for capacity building of service providers. The department organized training for grass root workers for 2-3 hours duration in MTDC paid stipend around Rs 50 / and Rs 100 /per participant. Bed and Breakfast Scheme (B&B) for budget tourist of MTDC provide the opportunity to the local people who wish to enhance their income and have spare rooms/ flats can registered themselves with MTDC and accommodate the tourists as per the guidelines of MTDC (Best practices of the State, Ministry of Tourism

and Culture, Govt. of India). The scheme can be useful to promote the ecotourism in the area. However, it needs to be simplified and various conditions laid down for registration and registration procedure itself need to be simplified for the common people especially in the rural area. The financial support or the small credit on concessional rate may further boost the chances of the success of the scheme.

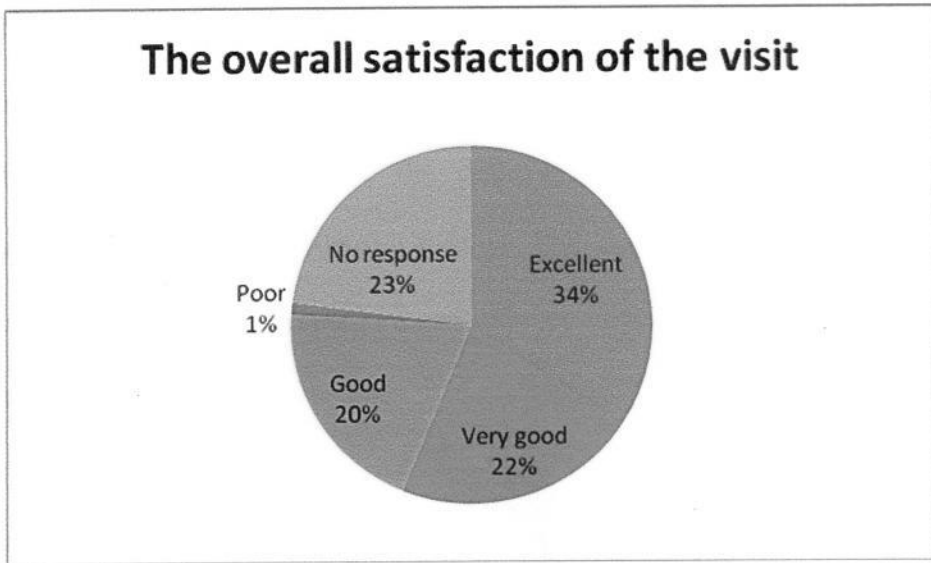
6.3. The overall satisfaction of stay and visit:

The overall satisfaction of the visitors about their stay at Aurangabad and visit of the site has been graded as EXCELLENT, VERY GOOD, GOOD AND POOR. The visitor satisfaction on the stay at Aurangabad was excellent for 28.12% visitors and very good for 17.70%. 22.91% of the visitors had not given any response about their stay at Aurangabad. It is possible that either they did not stay at Aurangabad or they were indecisive about the stay grading.

6. 3. I. The % of the visitors and the satisfaction level about the stay at Aurangabad



6. 3. II. The overall visit satisfaction was excellent for 34.37% visitors and very good for 21.18% visitors. There was no response from 22.91% visitors.



The satisfaction level ought to be excellent or the very good for sustaining the tourism in Aurangabad and nearby areas and hence there is a need to take the appropriate measure to improve the satisfaction level. The indecisive group may be the first target group to improve the satisfaction level.

6.4. Vision 2020 of Tourism in Aurangabad:

The draft report of “Vision 2020 of Aurangabad District (Group no 10) of district authorities envisages a vision of world class visitors experience, the development of the local economy, safety, security and comfort of the visitors and no degradation of the culture, social values and environment because of the tourism in the area. The draft report quoted Pt Jawahar Lal Nehru who said that “Welcome a visitor and send back a friend” while suggesting strategy for the tourism in draft report of Vision 2020.

The draft report also suggests the marketing of feelings, memories and experience and developing 2nd and 3rd tiers tourist destinations along with the international heritage of Ajanta and Ellora caves and national heritage of Aurangabad caves, Bibi Ka Makbara, Daulatabad fort, Pitalkhora caves, Grishneshwar temple and Gautala Autramghat wildlife sanctuary. The draft report emphasizes the prolonging of average tourist stay in Aurangabad which is 1.5 days at present as a strategy. The tourism in Aurangabad district provides direct employment to 8,000 persons and indirect employment to 90,000 persons.

It also suggests the

special interest tours such as Ecotourism.

The draft report also expects the increase

in the number of big, budget and other

hotels by 2020. There are 600 big hotels,



1100 budget hotels and 2000 other hotels in Aurangabad at present and it is expected in draft report that the number would become 1600 for big hotels, 3100 for budget hotels and 4000 for other hotels by 2020. The draft “Vision 2020” tourism document of Aurangabad district is largely based on the National Tourism Policy, 2002 guidelines. However, the achievements of the goals of draft plan “Vision 2020” may largely depend on its finalization and effective implementation.

6.5. Ecotourism:

It involves travelling to relatively undisturbed areas with the specified object of studying, admiring and enjoying the scenery and its wildlife and animals as well as any existing cultural aspects found in the areas. National tourism Policy, 2002 states the ecotourism as the priority tourism and envisages the motivation of the tour operators to promote it. The tourism policy emphasizes that ecotourism should be made a grassroots, community based movement through awareness, education and training of the local community as guide and interpreters. The annual report of 2009-2010 of Ministry of Tourism mentioned that the ecotourism projects are designed to promote responsible tourism with due emphasis on the preservation and enrichment of natural and cultural resources to ensure positive impact on environmental protection and community development. Ministry of Tourism, Govt. of India provides financial assistance to State Governments for development of ecotourism projects and markets the ecotourism products in national and international markets.

The 4 tour circuits have been identified in Aurangabad by Maharashtra Tourism Development Co-operation (MTDC). These tour circuits are 1. Ajanta circuit 2. Ellora circuit 3. The Pitalkhora-Gautala circuit and 4. Aurangabad circuit. The Pitalkhora – Gautala circuit falls in the Gautala Autramghat wildlife sanctuary and this circuit may be developed from ecotourism point view. The involvement of the sanctuary managers and the financial support is important for developing this ecotourism circuit.

The other two circuits also have the component of ecotourism. In Ajanta circuit the bank of the Waghora River and adjoining forest can be developed from ecotourism point of view. Similarly in Ellora circuit the Mahishmal hills may be developed from ecotourism point of view. The co-ordination between Forest Department and Tourism Department is

of utmost importance to develop cultural and ecotourism in Aurangabad. The co-ordination however appears to be missing as Forest



Department Authorities are seldom involved in policy formulation and its implementation as far as the tourism is concerned in Aurangabad region.

6.6. Carrying capacity, gender equality, tourist police and involvement of the local community:

6.6.1 Carrying Capacity:

There are different approaches of carrying capacity. The physical approach defines the carrying capacity as allowing optimum number of tourists to a site, in the environmental approach, the tolerance of tourist to a certain level by site, in the economic approach, accommodating the tourist function without the loss of local activity and socio-cultural approach defines the participation should keep the local social- culture as original. The

estimated tourist capacity per day as perceived by the experts, urban planners and local people at Ajanta and Ellora is around 200 (Patil D.Y. and Patil Lata S., 2008). There are 29 caves at Ajanta, considering the 5 minutes required to see each caves and 8 hrs are available for seeing these caves. We may have 5 groups in an hr keeping the 20 minutes gap in each successive group and 40 groups in a day. One group of 10 to 12 tourists requires about 2 hours to visits these caves. The estimated carrying capacity of Ajanta caves may be around 300 persons per day. However, this may be co-related with the available existing support facilities to the tourists. Therefore, the studies to determine the carrying capacity of the tourist places in and around Aurangabad on similar lines may be undertaken. The transport facility available, the number of caves and other structure and places of cultural and ecotourism values and minimum time required to see them, the number of guides available, the boarding and lodging facilities available at sites etc. may be considered while determining the carrying capacity of the sites. There is a need to determine the carrying capacity of these places of national and international importance and regulate the tourist inflow as per the carrying capacity of the sites.

6.6.2. Gender equality:

National Tourism Policy, 2002 envisages the gender equality in all aspect of the tourism development and growth. The women participation appears to be very limited in the tourism management considering the presence of staff and officials of different govt. departments working at the tourist sites in Aurangabad as the indicator. Similarly out of about 68 approved guides in Aurangabad, one or two are female and the rest are male guides. It is required that all concerned departments are encouraged and motivated to post the female personnel to manage the tourism at the different sites. More and more local

girls and women are encouraged and motivated to be trained as guide. These measures will not only bring the gender equality but also boost the local economy and the confidence of the female tourist visitors.

6.6.3. Involvement of the local community in tourism:

The local community involvement in the tourism appears to be very limited. There is hardly any committee involving all the concerned departments and the local people representative to manage the day to day activities and the plan development and its implementations. Archaeological Survey of India (ASI) has proposed an inter-departmental committee headed by the Divisional Commissioner with representative from municipal body and local Member of Legislative Assembly (MLA) in the draft site management plan for Ellora caves. The local participation is one of the objectives of National Tourism Policy, 2002. Therefore, the local people representation needs to be ensured in the development and growth of the tourism in Aurangabad.

6.7. Recommendations:

1. Interdepartmental Co-ordination Committees at the State and Division level with adequate representations from the local people may be set up at the earliest to plan, implement and monitor the schemes and projects of tourism development and growth in Aurangabad.
2. The gender equality may be taken up by the concerned govt. departments by taking the initiative to post the female personnel on front line posts. It may boost the confidence of the female tourist visitors.

3. The tourist police which has been envisaged in National Tourism Policy,2002 is non starter in Aurangabad though occasional training to the policemen is being provided by the local MTDC manager. It is to be taken up. The tourist police station managed by the tourist police may help in speedy disposal of complains by the visitors.

4. The carrying capacity of the tourist sites may be estimated by undertaking the studies to fix up the estimated maximum number to regulate the visitor inflow at the sites.



5. Ecotourism may be taken up seriously in Aurangabad and efforts are to be made to develop it with the help of Forest Department. The adequate financial support from State govt. and the central govt. may be ensured for the eco tourism development.

6. Infrastructure of the sites and information at the reception offices of the tourist sites and signages needs to be improved to facilitate the visitors. The boarding and lodging facilities, the support facilities including drinking water, toilets etc. are to be provided at every tourist site.

The other site specific recommendations as per the visitor feedbacks are-

A. Ajanta caves:

The considerable improvements works have been done at Ajanta under Japan Bank for International Co Operation (JBIC) assisted Ajanta- Ellora Conservation and Tourism Development Project. The works of monument conservation, Aurangabad airport

development, afforestation, roads, water supply and sewerage, electric power supply and visitor management system have been carried out in phase –I of the above project. The total project cost was Yen 4,406 million (Rs 817.1 million, 1= Yen 5.39) and JBIC provide yen 3,745 (Rs 498.8 million. The other activities of the project are public awareness activities, human resource development and computerization of tourist information. However many things are to be done for the better satisfaction of the visitors.

1. The lighting facilities in the caves at Ajanta may be improved for better appreciation of the paintings in the caves.
2. The soaps are to be provided in the toilets. The western toilets are also to be constructed. The toilets need to be kept clean. The pay and use concept with the involvement of the private partners may be considered.
3. The medical facilities may be provided at the site to deal with any emergency situation.
4. There should be a clock room at the site to keep the valuables.
5. The buses plying between caves and base may be used to orient the visitors and the guides and interpreter and audio visuals services may be utilized to make optimum use of the journey time of the visitors. The transport facilities with more frequencies of the buses and proper boarding and alighting places with support facilities may be taken up by the State transport department
6. Jute mats are to be laid during the hot months to facilitate the bare footed movements of the visitors in and outside the caves.
7. More handrails on steep stairs are to be provided

8. The buses should be petrol / CNG driven instead of diesel as they are now.

B. Ellora caves:

1. The toilets are to be cleaned.
2. The better shopping facilities at the site.
3. The better lighting facilities inside the caves.
4. The drinking water is to be made available.
5. The better regulation of the traffic at the site to save time of the visitors.
6. The bus stand should be kept clean.

C. Daulatabad fort:

1. The better light facilities inside the stairs.
2. The site premises should be kept clean.
3. The monuments should be better protected.
4. The scratches and any writings on the fort wall are to be avoided.
5. The entry gate is over crowded and need to be regulated.

D. Bibi Ka Makbara:

1. The drinking water facility at site
2. The better and clean toilet facilities.
3. The better protection of the monument. No plastering with lime(chunna).
4. The better signages at the site.
5. The over crowding of the publicity boards are to be avoided.
6. The better infrastructure at the site is required.

E. Gautala Autramghat wildlife sanctuary:

1. The guides may be provided in the sanctuary to explain the historical and ecological values
2. The boarding and lodging facilities are to be created and provided to the visitors.
3. The security of the visitors are to be ensured
4. No pollution inside the sanctuary
5. The reception and information facilities are to be improved
6. The common transport facilities are to be started to take a round inside the sanctuary.