

EXECUTIVE SUMMARY

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 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 and it is most environmental friendly and eco-friendly and it does not have any threat of patents, or intellectual property rights. National Tourism Policy, 2002 has mentioned that tourism is a major engine of economic growth and tourism has great capacity to create large scale employment what India needs the most. Globally, tourism accounts for about 11% of the Global GDP and 8% of the world trade employment. Indian tourism industry accounts for about 8.6% of Gross Domestic Product (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 yrs) growth among 181 countries rated by World Tourism and Travel Council (WTTC). Indian share in world tourism has increased from 0.38% in 2000 to 0.52% in 2006 with a growth of 13.5%. Similarly the tourism receipt share has grown from 0.66% in 2000 to 0.89% in 2006.

1. Maharashtra:

Maharashtra is the third largest State of India, both in area and population and offers considerable tourism potential and attractions. It offers ancient caves temples, unspoiled beaches, ancient forts and monuments, forests and wildlife, unique hill stations, pilgrimage centre, a rich tradition of festivals, art and culture. The campaign slogan for tourism in Maharashtra, as rightly mentioned in Maharashtra Tourism Policy, 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. Ecotourism is also growing rapidly in Maharashtra and it may become one of the source to generate the revenue.

2. Aurangabad:

Aurangabad is a historic city and it is headquarter of Aurangabad district and 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. 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 of Ahmednagar. 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 heritage sites in Aurangabad are-

I. 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. **II. 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. **III. 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 is a memorial to Sufi Saint Baba Shah Muzaffar, the spiritual mentor of Aurangzeb. **IV. 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. 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. **V. Ellora caves:** The world renowned Ellora caves are 30 km from Aurangabad city. 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). Kailash Temple is dedicated to Lord Shiva and is the biggest monolithic sculpture in the world. **VI. 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. **VII. Daulatabad**

fort: It is 15 km from Aurangabad en route to Ellora caves. *Devgiri* or 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. **VIII. 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 **IX. 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 Bhaskracharaya, the famous mathematician who wrote "Sidhanthasiromani" 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.

3. Cultural and Ecotourism:

The cultural and eco tourism is the tourism at places of heritage significance. The heritage is the broad concept and includes natural and cultural environment. 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. The objectives of the cultural tourism as elucidated in “International Cultural Tourism Charter” envisage the managers to make the significance of the heritage accessible to the local community and visitors, the tourism industry to respect and enhance heritage and living culture of the local communities, 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 and 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 it’s framework at institutional level is Government led, private sector driven and community welfare oriented. It identifies 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 in India.

4. 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.

5. 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. The study has also utilized the secondary data collected from the web and various Government Departments in Aurangabad along with the interactions with the visiting tourists, guide and govt. officials concerning the heritages.

6. Literature Review:

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 to the tourist places. National Tourism Policy, 2002 has identified the seven "S" i.e. Swagat (welcome), Soochana (Information), Suvidha

(facilitation), Suraksha (safety), Sahyog (co-operation), Samrachna (infrastructure) and Safai (cleanliness) as the key areas for tourism development. International Cultural Tourism Charter, 1999 has been reviewed to examine the internationally accepted objectives and guiding principles of cultural / heritage / eco-tourism. Annual Report, 2009-10 of Ministry of Tourism, Govt. of India and WTTC report of 2008 have 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. Maharashtra Tourism Policy, 2006 and Maharashtra Ecotourism Policy, 2008 have also been examined to know the long term vision and objective of tourism. Heung, V. and Cheng E., 2000 has assessed tourist satisfaction with shopping in the Hong Kong administrative region of China. 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 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.

7. The objectives:

The purpose and objectives of this study envisaged are:

1. To examine the visitors inflow, the existing infrastructure and the overall satisfaction of the visitors of their visits to heritage sites.
2. To study the status of the cultural and ecotourism based on revenue generated by tourism / visitors inflow to the heritage sites in and around Aurangabad
3. To examine the involvement of the local community and women in the management of the heritage sites.
4. To make recommendations on how to achieve sustainable tourism in Aurangabad

8. Rationale / Justification:

Aurangabad has 16 ticketed monuments and it ranks the second most prominent tourist destination next to Agra on the basis of the revenue collected. It is envisaged that the information and data collected, analysis and the inferences thereafter may be useful to know the objectives of cultural and ecotourism in the National and International policies and the status of their achievements. The report may be communicated to the concerned authority to take up the follow up action from management point of view.

9. Research questions:

The two question to be answered after the study were -

1. Whether the tourists are satisfied of their visits to the heritage site?

2. Whether the cultural and ecotourism in Aurangabad is following the broad objectives and principles of International Cultural Tourism Charter and National Tourism Policy or otherwise?

10. Methodology:

The methodology adopted for the proposed research work has many components. The primary data was collected from five monuments namely Bibi ka Makbara, Ajanta caves, Ellora caves, Daulatabad fort and Gautala Autramghat wildlife sanctuary out of the 16 ticketed monuments. The primary data is in the form of response from the visitors on a questionnaire circulating to them. The questionnaire has requested the visitor response on the "Seven S" of National Tourism Policy, 2002 and on their stay and visit in Aurangabad. The number of domestic and foreign tourist visited these five ticketed monuments situated from 2001-2002 to 2009-2010 have been collected from Archaeology Survey of India (ASI). The visitors inflow 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 70.13%. Bibi Ka Makbara has attracted maximum visitors followed by Ellora caves, Ajanta caves, Daulatabad fort and Aurangabad caves. 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.

11. The visitor feedback on seven “S”:

The visitor feedbacks on the seven “S” of National Tourism Policy, 2002 has been different at different sites. The feedbacks have been even different for different parameters on the same sites. 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. Soochana (Information): 65% visitors showed their satisfaction on the information provided whereas 29% visitors showed their dissatisfaction. The dissatisfaction was higher at Ellora caves, Daulatabad fort and Gautala Autramghat wildlife sanctuary. 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 Autramghat wildlife Sanctuary. Suraksha (Safety): 78.83% visitors showed the satisfaction on their safety at sites. 28.12% visitors were not satisfied with their safety at sites and it was more at Ellora caves and Gautala Autramghat wildlife sanctuary.

Sahyog (Co-operation): 80.21 visitors showed their satisfaction on the co-operation received at sites and 16.66% of visitors showed the dissatisfaction on the co-operation received. Samrachana (Infrastructure): 61.455 visitors have shown their satisfaction on the infrastructure available at the sites. 30.21% visitors were not satisfied with the infrastructure available at sites. Safai (Cleanliness): 71.87% visitors were satisfied with the cleanliness of the sites whereas 19.79% visitors showed their dissatisfaction. The visitor dissatisfaction was more at Bib ka Makbara and Gautala Autramghat wildlife sanctuary.

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. 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 case registered involving the 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.

12. 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.

The satisfaction level ought to be excellent or 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.

13. 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. 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. 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.

14. Ecotourism:

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 4 tour circuits have been identified in Aurangabad by Maharashtra Tourism Development Corporation (MTDC). These tour circuits are 1. Ajanta circuit 2. Ellora circuit 3. Pitalkhora-Gautala circuit 4. Aurangabad circuit. 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 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.

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

A. **Carrying Capacity:** There are different approaches of carrying capacity. The physical approach, the environmental approach, the economic approach, and the 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). The studies to determine the carrying capacity of the tourist places in and around

Aurangabad on similar lines may be undertaken. 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.

B. 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. 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.

C. 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 interdepartmental committee headed by the Divisional Commissioner with local municipality representative and local people representative (MLA) in the draft site management plan for Ellora caves.

16. Recommendations:

The few general recommendations are-

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. Tourist police has been envisaged in National Tourism Policy, 2002 however is non-starter in Aurangabad and it needs to be taken up. The 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 visitor's complains.
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 and the Central governments 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, lodging

facilities and the support facilities including drinking water, toilets etc. are to be provided and augmented at every tourist sites

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

A. Ajanta caves:

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

B. Ellora caves:

1. The cleanliness of toilets is the foremost requirements.
2. The better shopping facilities are required 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. 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 needs to be regulated.

D. Bibi ka Makbara:

1. The drinking water facility at site 2. Better and clean toilet facilities 3. Better protection of the monument 4. No plastering with lime (chunna) 5. Better signages at site 6. The over crowding of the publicity boards are to be avoided. 7. The better infrastructure at the site is required. The boarding and lodging facilities along with adequate support facilities such as drinking water, toilets etc. are to be provided at every tourist sites

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 visitor is 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