
The Problems faced by Tourists: A Study of Aurangabad City, Maharashtra

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Abstract:

Tourism industry in Maharashtra has a great potential for growth, given the availability of basic infrastructure and the variety of tourist ideas/adventures offered by various destinations. Maharashtra has a rich historical and cultural heritage, which has been under-explored by the tourism industry. The well-built basic infrastructure availability throughout the state would provide an ideal platform for fresh investments in the development of tourism and in the process of creating many direct and indirect employment opportunities to locals in tourist destinations. The historic city of Aurangabad in Marathwada, on the Deccan plateau, has many tourist attractions as well and could easily stand on its own charm. The traces of the long artistic and cultural influences that a number of dynasties have cast upon it are present everywhere in Aurangabad. The city continues to attract tourists from all over the world who come to discover and old world carved in stone. Despite the efforts made by various agencies, problems are faced by foreign and domestic tourists at tourist places. In this project we have studied the increase in tourists to various monuments, identified such problems and provided the solutions. This will help in the creating the business opportunities' in city and to prove the worthiness of our "Incredible India".

Key Words: Monuments, Tourists Problems, Business Opportunities.

Introduction:

Tourism has witnessed a dramatic transformation into a multifaceted economic and social activity. Travel and tourism have been confined to a privileged few, namely the rich, at the time of independence of India. Tourism is now an industry with many facets and varied activities. It calls for a perfect co-ordination among diverse segments that go to structure this industry. Tourism has now grown to such dimensions and importance that it has become the largest industry in the world. The tourism industry is the third highest foreign exchange earner in India. This remarkable growth is not due to any particular phenomenon but only the result of evolutionary process. This upcoming industry needs focus on many dimensions such as promoting the industry, developing newness in the industry and improving the industry. India is one of few countries in the world, which has a continuous tradition of peopling, since the period of apes, homo sapience and Palaeolithic period to latest cyber age.

The physiological setup of India was always suitable for growth of all types of flora, fauna and people of various races – caste & creeds. When one person travels to different parts of India by surface transportation, he comes across with many places which are very beautiful with unique cultural features. Several places have old temples, forts, palaces, caves and ruins which have a long historical and mythological legacy. All these objects have their local, regional or national significance. These objects are not only tangible such as statues or buildings, but that can be intangible such as literature, folklores, manuscripts, fairs and festivals, rites and rituals etc. Tourism industry in Maharashtra has also a great potential for growth, given the availability of basic infrastructure and the variety of tourist ideas/adventures offered by various destinations. Maharashtra has a rich historical and cultural heritage, which has been under-explored by the tourism industry and the government agencies. The

well-built basic infrastructure availability throughout the state would provide an ideal platform for fresh investments in the development of tourism and in the process of creating many direct and indirect employment opportunities to locals in tourist destinations. Aurangabad in Marathwada region account for the largest number of monuments in the state, including world heritage monuments Ajanta and Ellora, and marketed in the world, especially in Buddhist countries.

It is true that Maharashtra in general and Aurangabad in particular is blessed as a historical region but what disappointed a tourist's are the problems, they are facing while visiting to the historical monuments. Based on the actual experiences of tourist Filth and careless wastage on city streets have now become a real threat for the city's tourist magnets - Ajanta and Ellora with several foreigners writing to the state tourism officials about the unhygienic conditions in Aurangabad city.

Their complaints with the Maharashtra Tourism Development Corporation (MTDC) are mostly about bad roads, poor infrastructure, spilling bins of garbage and unhygienic conditions, making the city unfriendly of the tourists. The tourists, particularly the foreigners, complain of unhygienic atmosphere and have started expressing fear of visiting the city because of poor infrastructure and filth spread everywhere. The state government has been fostering to make Aurangabad the tourism capital of Maharashtra and, at the same time, boost the region's economy. But ironically, the civic body is paying no attention to facilities that would make the tourists feel comfortable and safe in city." "The local body lacks in providing basic amenities to them. Poor infrastructure, pathetic roads, unhygienic conditions and lack of security, bumpy roads and a lack of public transport facility are the most common complaints lodged by the tourists with the MTDC. Solid waste management often cause discomfort and inconvenience to the tourists. Effective measures should be implemented for solid waste management as part of the Union government's 'Clean India Campaign'.

Review of Literature:

Detailed literature survey was carried out during the research process in order to acquire more conceptual clarity and to facilitate problem formulation. Realizing the importance of heritage properties, several writers, scholars and researchers from different parts of India and world have paid due attention on the preservation and proper maintenance. There is a growing awareness for heritage properties and sites. Therefore, it is very common that there are some regular articles appearing in local and national newspapers. Some of them are national importance e.g. Taj Corridor case, Ram Setu (Adam's bridge) case etc. In India, the major form of tourism is cultural tourism.

(Minja Yang) UNESCO Director has rightly said: Spirituality and culture are very significant for whole of South-East Asia and South Asia.

(Pandey Maneesh, 2006) The historical monuments and natural heritage properties are golden evidence of glorious past. Whoever visits India, foreigner or Indian tourist, is directly or indirectly influenced by its combination of natural and cultural heritage e.g. India has high snow capped mountains, deserts, islands, dense forests etc. Such features are available in many parts of the world, but the bonus of India is its cultural heritage. So, tourists can enjoy not only snow capped mountains but Kashmiri and Laddakhi culture in J&K, colourful dress, forts and palaces in desert of Rajasthan and temples and churches in coastal areas. Thus, the combination of natural and cultural heritage makes a destination to be loved by all. That's why the articles related to heritage are common in all journals, reports and newspapers.

(Mahadevan 1998) The glory of Indian heritage has highlighted about the historical aspects of Indian culture.

(Mishra S.K. (2006), Director INTACH, in a presidential lecture on ‘ Heritage challenges’ focused on the problems of heritage sites, pollution, lack of sensitivity to admire beauty of traditional architecture, lack of funds & proper management and plan. Several foreign authors have also shown their concern about heritage and tourism.

(Timothy D.J. & S.W. Boyed) (2003) have focused on Heritage tourism & studied on the heritage tourism supply and demand. They have raised the issues of conservation, management, interpretation and politics of heritage sites.

(McKercher, Bob and Hillary) (2002) have raised interesting issue on ‘The Partnership between Tourism & Cultural Heritage Management’ in which the close association between the two has been established which is beneficial for tourism industry also.

(Richard) (2001) has been done a study on same issue i.e ‘Cultural Attractions and European Tourism’ in which he has emphasized that cultural tourism as one of the most important element of global tourism market. Regarding the importance of heritage in tourism,

(Molesworth, S.R.) (2007) has rightly pointed out that Heritage & Development add value to each other. Heritage adds depth to visitor experience.

(Steinbeck, John) (2007) has asked ‘How will our children know who they are if they don’t know where they came from. Heritage tourism is an important topic in India. It appears in all types of print electronic media. In regional newspapers too, it attracts attention. An article published ‘India must lobby hard to get monuments in World heritage list’ (The Hindu, Nov.19, 1997) the indifference of Archaeological Survey of India was regretted. India failed to feature on the WHS list for the last four years (since 1997) for want of proper and persistent lobbying by our officials. This issue was also raised in another article (Amar Ujala, April 7, 2000) when UNSECO rejected eleven proposals of Government of India except the Himalayan Railway (Darjeeling) due to lack of proper formats with evidences.

(Jagmohan) The minister for tourism and culture therefore, ordered an inquiry to fix responsibility on officials who caused India to lose out on getting Indian sites.

(The Hindu, Parsai, Gargi, 2000) Rajasthan is world famous for its old forts and palaces. This point has been raised in article ‘Rajasthan issues diktat on heritage buildings: The Rajasthan government issued detailed guidelines disallowing any tinkering with old heritage properties while developing them as tourist places.

The tourism department in cooperation with the Director, Archaeology, would review the progress of the project every month. In the article ‘Kerala ; Draft Tourism Policy; Focus on Heritage and Environment’ (The Hindu, Sept. 10, 2001) in which the draft says that the promotion of tourism will be based on the carrying capacity of the destinations and preservation of art, culture and heritage of Kerala will be part of the policy objectives. Another article ‘Encroachment poses threat to monuments’

(The Hindu, 2001) raised a serious universal problem. It is focused on Sanchi, Khajuraho, Gwalior, Mandu, Kundalpur, Chanderi etc. where encroachers had opened shops ,business, establishments, residences etc. which are threat to old monuments . About budgetary allocation and preference of government is shown in the article by Dhawan Himanshi ‘Rs. 830 Crore boost to domestic tourism (TOI, Jan, 2007), the amount will be spent for capacity building and infrastructure development in heritage circuits included Agra- Fatehpur Sikri, Ajanta- Ellora, Chennai Mahabalipuram, Pondicherry and Bodh Gaya- Rajgir- Nalanda. Thus, the tourism ministry has shown its special interest in heritage

sites. A serious issue has been raised by Sethi, Atul in his article ‘Threat from skies; Khajuraho temples developing cracks’.

(Times of India, 123 2007) The vibrations caused by noise pollutions of planes taking off from Khajuraho airport were resulting in cracks in some of the temples, particularly the western group which is the largest and most important temple complex. This could lead to water seeping in and ruining the conservation works done here. A study undertaken by the National Physical Laboratory had confirmed that vibrations from airlines were affecting the temple complex.

The ASI had lodged a formal complaint with the Airport Authority of India (AAI) and the Directorate General of Civil Aviation (DGCA) of India. In an article ‘Monumental Blunders’ the negligence of the Archaeological Survey of India (ASI) has been noticed. There are a large number of instances where the ASI has engaged in conservation work without paying attention to the original design and materials used.

Several times the conservation work has weakened structures which were surviving for centuries. In other words the ASI operates like any other governmental organization. Moles worth, Simon Richard, Former commissioner of Australian Heritage Commission (TOI, Dec 10, 2007) expressed his view at 12th International conference of National Trusts in New Delhi that heritage conservation is intrinsic to sustainable development. It is proven that heritage and development complement and add value to each other. The heritage perspective is often the key balanced growth. Living heritage adds to visitor’s experience. In brief, heritage is such an issue about which there is growing awareness throughout the world. On global level everywhere the people are talking about heritage, consciously or unconsciously.

Objectives:

1. To study the increase in tourist inflow visiting the monuments in Aurangabad City in the last 5 years.
2. To find the problems faced by tourists while visiting to the monuments.
3. To suggest the steps to overcome the situation.
4. To create business opportunities through tourism.

Significance of the study:

A critical evaluation of the current research in this field will be helpful to identify both the problems and advancement in this field, and thereby help to establish a more efficient, effective, and accountable tourism experience for the tourists visiting Aurangabad.

Research methodology

Research paper is based on primary data hence descriptive in nature. Structured questionnaire were distributed to 100 tourists including foreigner and domestic by explaining the purpose behind study. Secondary data also been used. Data collected through different sources i.e. Department of Archaeology, different tourism websites, research journals, research papers of distinguished researchers, news papers and articles.

Data Interpretation:

Year wise inflow of tourists to various tourist destinations in Aurangabad is given in Table.

Table -1: The inflow of the tourist visiting the monuments in Aurangabad City

No	Monuments	2013-14		2014-15		2015- 2016		2016-17		2017-18 (Up to June 2017)	
		Indian	Foreign	Indian	Foreign	Indian	Foreign	Indian	foreign	Indian	Foreign
1.	Ajanta Caves	390801	24008	361541	24339	398291	20159	393985	21062	66956	1840
2.	Ellora Caves	1341482	28832	1320931	28782	1409400	24169	1255581	46778	283742	2541
3.	Bibi Ka Maqbara	1289620	13700	1350687	14711	1326757	12728	1298880	15954	687052	1463
4.	Daulatabad	579869	7163	578016	6488	579480	5319	517360	5753	71943	507
6.	Aurangabad Caves	70230	1797	76535	1997	89666	1013	105093	1427	19212	136
Total		3672002	75500	3687710	76317	3803594	63388	3570899	90974	1128905	6487
		3819529		3842559		3957661		3768393		1154740	

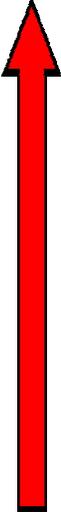
Source: Department of Archaeological Survey

This chart above displays the popularity of Aurangabad monuments amongst travellers i.e Indians and foreigners from different places of the world. There has been a rapid increase in the number of tourists in Aurangabad.

Table- 2 The problems faced by tourists while visiting to the monuments.

Sr. No	Problems Faced By Tourists Visiting Monuments Of Aurangabad	
1	Finding the Monument	Common issues
2	Availability of ATM/BANKS	
3	Ticket management/Booking	
4	Availability of Water	
5	Traffic Management	
6	Garbage Dumping	Foreigner tourist
7	Parking Places Management	
8	Public Interaction	
9	Sign Posting	
10	Skilled Guide	Domestic tourist
11	Restaurants	
12	Transportation	

More



Less

Source: Primary data collection

Suggested Steps to Overcome the Situation:

1. Sign posts must be placed at important places of the city, so that tourists can get exact idea of the location and way to reach to that destination.
2. ATMs to be located in nearby areas.

3. Online ticket booking facility needs to be implemented and should be separate counters for domestic and foreigner visitors, along with the provision of swipe machine at counter.
4. Purified water facility at the monuments.
5. Very basic requirement is adequate security for tourist & control the crowd.
6. More numbers of dustbins should be kept for disposal of garbage.
7. Parking should be provided far from the monuments to avoid pollution and proper management
8. World class infrastructure needs to be developed mainly cleanliness of the roads and garbage disposal.
9. Availability of the skilled guides (with language command, and knowledge of local history) for foreigner tourists
10. Focusing to organize multicultural event in Aurangabad, to increase the stay of tourist in Aurangabad.
11. Availability of multi cuisine restaurants where the tourists can avail food according their choice.
12. Decoration and light and sound shows on various historical monuments of city.
13. World class public transport services for visiting the monuments. (AURANGABAD DARSHAN BUS)
14. Air, Rail and road connectivity needs to upgrade.
15. Awareness about preserving the monuments and cleanliness of the city to be made in the minds of the locals.

State Government:

- 1) ATM Facilities near to monuments.
- 2) Sign boards and Road Maps

Central government

1. Conservation practices needs to be improved.
2. Awareness camps needs to be increased, so local people can understand the importance of the monuments and its preservation.

Business Opportunities:

Business opportunities can be created for more employment and convenience of the tourists through the following:

1. **Home stays:** Home stays give the visitors the feel of home miles away from home. Now a day's visitors are opting for home stays as it gives the opportunity to be as close to the destination as possible.
2. **Airport Shuttle Service:** By establishing the business tie-ups with hotel resorts, tour operators, and travel agencies to get clients people can earn through this business.
3. **Allergy Cards:** People, who travel with allergy issues, often look for allergy cards in the new location where they arrive. Business can be initiated by providing allergy cards in many languages as home based basis.

4. **Ayurveda tourism:** Ayurveda tourism is one of the most trending small business ideas to start with moderate capital investment
5. **Car rental business:** The primary operation would involve scheduling customer reservations and supply rental car.
6. **Coffee shop:** Coffee Shop business is one of the best ways to turn your love for coffee into a profit making business by situating coffee shops near the historical monuments with the consent of the governing body.
7. **Community Tour Guide:** Most of the tourists often facing difficulties to find the guide who is known for foreign language. Personal or community tour guide business is trending now. If the person is having an expertise can also work as a guide.
8. **Corporate Hospitality Event Planning:** This business opportunity is comparatively easy to start, profitable and also enjoying one you have to only tie-up with the hotel industry.
9. **Casino/ Night Clubs:** People want to get socialized with others and they are willing to pay to use a gorgeous venue dedicated for the purpose.
10. **Off-Road Tours:** Off road tours are very popular among young and adventure loving people. Organizing off-roads tour is very profitable business,
11. **Photography:** These photography business ideas are ideal for home-based and part-time operation.
12. **Ticketing & Reservation Service:** Ticketing and reservation service providing is a small area of operation from a full-fledged tour operating business
13. **Travel Agency:** Travel agency business is actually providing services, in making travel arrangements on the behalf of your clients.

Finding:

India's tourism problems could only be resolved through radical reforms. The Government, both at the Centre and the State, should first set their house in order by reorganizing and revamping the tourism departments (and ministries). They should be run by a small, well-trained team of professionals and experts and not by an army of novices and neophytes. Some of them should be sent abroad to places like Hong Kong, Singapore and Dubai, and not Europe or the United States where they normally go, to learn first hand why these places attract more tourists than India. The lessons learnt should then be applied to their respective departments. Most of the other hotels do not come up to the international standards of cleanliness and hygiene. There is an urgent need in India now for reasonably priced "Bed-and-Breakfast" type hotels which are equipped with all basic amenities and extremely clean and tidy. These hotels or hostels should be located within easy reach of the tourist resorts so that the tourists could go and stay as long as they want too. Hotel could also yield good profit to a hotel entrepreneur if properly run.

Improvement of existing facilities at popular tourists' resort is essential and urgent. The minimum facilities required are separate and frequently-cleaned toilets for men and women, playgrounds for children, air-conditioned cafeterias/restaurants where fresh Indian food is sold at reasonable prices (Indian food is as popular abroad as it is in India), English-speaking tourism department approved guides a tourist information centre with free printed information about the resort available in English, Hindi, Urdu, French, German, Italian and Arabic, stalls selling maps and guides and Indian bric-a-

brac. The information centre should also provide information to tourists on transport, hotels and food. None of these facilities was available at the most of the historical places of Aurangabad city. Having scaled several rungs of the development ladder since Independence 55 years ago, India should now turn its attention to develop its colossal tourism potential.

Conclusion:

Aurangabad is the tourism capital of Deccan, with 2 UNESCO sites, which makes the place more prominent for the tourists to visit. The descriptive study shows that the importance of the place is known to everybody but there is negligence from various stakeholders including the citizens about taking care of the city and the monuments. Numerous problems prevail from finding the monuments and reaching there to ticketing. Garbage dumping and restaurant facilities are also a few of the major concerns of the tourists. The Central and State governments need to work collaboratively with the local governing bodies and the citizens to bring about a change in the infrastructure and attitude. Tourism industry of Aurangabad has vast potential for generating employment and providing business opportunities to the locals by the means of home stays, ayurvedic tourism and corporate hospitality. There is a huge prospective for bringing all the facilities under one mobile application and benefiting the domestic and foreign tourists.

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