CHAPTER XII

TOURISM IN AURANGABAD - A RESUME

The preceding eleven Chapters attempted to study the nature of tourist business, trends in world tourism and tourism in India. Chapters numbered from fifth to eleventh examined various aspects of tourism in Aurangabad. The effect had been to some extent piecemeal. It would be pertinent, therefore, to recapitulate the findings of the previous Chapters, coordinate them before we attempt to compare them with the findings of others and also to suggest a plan of action for the future.

The present study aims at an empirical study of tourism in Marathwada. The plan of the thesis, the methodology followed and the limitations of the study were the subject matter of the first Chapter. Since the nature of tourism has changed in recent years and since it now forms an integral part of the life of the citizens of many advanced countries which are characterised by availability of leisure for mass consumption, tourism can no longer be promoted on traditional lines. A detailed scientific study of this business based on empirical research has become a necessity for the rapid development of this business.

In what respects does this business distinguish itself from others, what are its characteristics - It had been observed that tourism may be motivated by the desire to see and enjoy nature/its pure form or by the desire to be away from busy life or desire to meet people
and understand how they live. Tourism involves movement of people. Hence arises the need to lay emphasis on people. The products available for consumption and which attracts tourists are immobile and inelastic in supply.

As regards the consumers it is observed that he is no longer a rich and the adventurist. Tourism is now a commodity of mass consumption and arises the need of changing marketing strategy. Further, the trade is highly seasonal in nature and needs creation of infrastructure. In the promotion of tourism three important factors are transport, accommodation and food. They require a coordinated approach for the solution of problems.

Promotion of tourism has assumed unprecedented importance because of its socio-economic implications. Tourism had been a major contributing factor to growth of national income, in foreign exchange earnings, in creation of employment opportunities, and to rapid economic development. The social dimensions of tourism are equally important. A characteristic of a modern developed society is the availability of leisure, a result of increased efficiency and income and increase in longevity. Unfortunately no conscious effort had been made towards systematic training in utilization of leisure. The future development in tourism would depend upon several factors like levels of income, extent of leisure available, age pattern etc.
The importance of tourism will be appreciated when one studies trends in international tourism. In 1969, the total tourist traffic was of the order of 25 millions. The tourist arrivals in some of the countries like Switzerland, Denmark etc. are larger than their population. The underdeveloped countries have lagged behind the European countries in respect of tourist arrivals.

In monetary terms the total tourist expenditure in 1967 was $114.40 millions out of which 53.4% was contributed by Europe and 33.7% by North America. The expenditure on tourism is increasing at a faster rate than the increase in income. As regards the important countries receiving tourists it is observed that Mexico, Spain, Italy, Austria, Portugal and Netherlands are important.

In the growth of the international tourism what was India's share? During the last fifteen years tourist arrivals in India have no doubt increased substantially but in relation to world trends its performance is not satisfactory. As regards the countrywise tourist arrivals it is observed that the largest number of tourists came from the U.S.A. followed by Britain, France, Germany and other European countries. The share of tourists in total traffic from neighbouring countries is surprisingly very small. Similarly, it receives a very small proportion of the main tourist business generated by important countries like the U.S.A. and European countries. As
regards the seasonality of the tourist traffic it is observed that the maximum number of tourists came during the fourth quarter ending December followed by the third one.

In monetary terms, India received about Rs. 33 crores in 1969. Though it shows an increase over the preceding years, it has not increased to the extent to which number of tourist arrivals have increased. In comparison with the increase in total export earnings, the increase in earnings from tourism are satisfactory.

In view of the large number of tourists visiting India, it would be pertinent to examine their characteristics. Over the years the percentage of tourists belonging to the age group 17-30 years has increased. The largest number of tourists (41%) belonged to the age group 31-50 years. On the whole the number of male tourists was larger than the female tourists, but at the same time it was observed that the percentage of female tourists had also been increased in recent years. Tourists had come to India by air, sea, land. But most of them had come by air (83%), followed by sea (10%) and land (7%) in 1969. During the period 1959-69, travel by air has become more popular. The decade 1959-69 suggests that foreign tourists have visited in increasing number for the purpose of pleasure-cum-tourism. The actual percentage increased from 50 to 75. As regards the occupation of the tourists, it is observed that the
largest number of tourists (23%) were educationists. Among the other occupations, important ones were executives, businessmen, and an average tourists visiting India stayed here for 46 days in 1959 and 24 days in 1969. In other words, the average stay in India has declined during the last ten years. This was mainly on account of a decline in average stay of west-Asians and east-Asians. Tourists visiting India enter this country from different places. Important among them are Bombay, Delhi, Calcutta, and Madras. Over the period 1959-69 the importance of Bombay and Delhi has increased while that of Calcutta has declined.

After reviewing trends in tourism at national and international level we proceeded to study tourism in Marathwada particularly Aurangabad. A region may offer different types of attractions such as cultural, those relating to traditions, scenic, entertainments. Aurangabad mainly provides cultural attractions particularly the historical monuments. Ajantha, Ellora are the two main attractions. Ajantha is known all over the world for the ancient paintings while Ellora is known for the ancient sculpture. Paintings at Ajantha date as back as 200 B.C. Ajantha caves are carved in the deep valley of Indhadri hills of Western ghat. The caves are painted from inside depicting the events relating to the life of Budha and life in general - the founder of the Buddhism. There are
about thirty caves and five of them are Chaityas meant for prayer. The other 25 caves are vihars meant for meditation and rest by the Buddhist monks.

Ellora is known for its sculpture. The caves are spread over a distance of one and a half mile and carved in basalt rocks. Ellora caves belong to three different faiths, namely Buddhism, Jainism and Hinduism. The work of carving was in progress from 400 A.D. to 1300 A.D.

In addition to Ajanta and Ellora caves, the other points of attraction are Bibi-ka-Maqbera, Panchakki and Aurangabad caves at Aurangabad and Daulatbad fort on way to Ellora. Aurangabad is also known for its artistic production of silk goods.

What are the characteristics of tourists visiting Aurangabad? Its knowledge would help us in understanding the working of tourist business, identifying the problems of the business and planning for the future development, the characteristics had been studied in relation to seasonality, age, marital status, profession, average stay in India, per capita income, sources of finance, educational status, and such other factors. In contrast to the All India pattern it has been observed that the tourist arrivals in Aurangabad showed marked and distinct seasonality. About 51% of the tourists arrived during January-March and 18% each during the quarters July-September and October-December. The choice of season was influenced by nationality
by nationality of the tourist, his age and income. As regards agewise distribution of the tourists it is noted on an average a tourist was of 40 years old. About 54% of them belonged to the age group 21 to 40 while 28% belonged to the group 41-60 years. The age distribution of the tourists changed according to nationality, profession and income. The average age of the tourists from the U.S.A. was highest while that from Africa was lowest. Further the average age of tourists was 39 years, while that of estate holders, executives was about 45 years.

Out of 600 tourists interviewed, 316 were married and 244 were unmarried. Generally males exceed females in number in all categories of marital status except those of students and widowed. The average income of unmarried was Rs. 1.81 lakhs, that of the married Rs. 2.09 lakhs, of widowed Rs. 1.96 lakhs and of divorced Rs. 2.29 lakhs.

Tourists belonged to different professions. Important among them in order of relative profession were educators, executives, self-employed, students, businessmen, housewives, and scientists. The average income of estate holder was Rs. 2.91 lakhs and it was the highest among all. The lowest average income was that of students (their parents or own).

The average stay of a tourist is matter of importance from an economic point and it was observed that on an average tourist coming to India stayed here for about 38 days.
The British and the East European tourists stayed for the longest period. The average stay has varied according to age also. Thus the young stayed for about 43 days. The average, however, declined with increase in age. Similarly, businessmen, housewives and self-employed stayed here for a shorter duration while estate holders, educationists, scientists stayed for a longer period.

A trip to India by a tourist involves heavy cost. Most of them (76 %) had made their own arrangements. Another important source was parents, some of the tourists had availed themselves of different types of concessions with a view to reduce the total bill. However, it may be noted that a concession was available to only 22 % of the tourists. About 54 % of the tourists availing concession were students. Most of the foreign tourists are found to be educated. Thus about 54 % of the tourists availing concession were students. Most of the foreign tourists are found to be educated. Thus about 44.0 % were graduates, 18.0 % were post-graduates and 10.17 % held doctorate degree. It is observed that 46 % of them belonged to Arts faculty and 9 % belonged to Science faculty. Engineering, business and law were not very important faculties. The young tourists of the below 20 years were mainly of arts faculty. The importance of arts faculty has generally declined with increase in age.

Family conditions is also of one of the important characteristics of tourists. It is interesting to note that
about 29% were alone, 49% came from a family of a size of 3 persons. Similarly about 53% of them were heads of their families.

From the business point of view the amount spent by the tourists is of much importance. It was revealed that the tourist coming to Aurangabad has spent on an average Rs. 134.69 for trip to India. The average expenditure has varied according to age, profession and income. Out of this amount expenditure for a trip to Aurangabad approximated Rs. 294 per head. In other words the total expenditure by all the tourists visiting Aurangabad was of the order of Rs. 18.52 lakhs. Expenditure on travel to Aurangabad was the largest single item and was of Rs. 130. Shopping consumed about Rs. 583 per head, while transportation to monuments approximated Rs. 35 per person. Expenditure on hotel was Rs. 68 per person. The amount of expenditure has varied according to income, profession age and nationality.

As is observed above, travel and transport was the major item of expenditure. An attempt was made, therefore, to examine in detail the travel arrangements made by the tourists. Tourists had come to India either alone, or with friends or with family members or with group. The most popular mode of travelling was travelling/group, followed by travelling with friends and family. The Americans have come mainly in a group, while the British had come mostly alone. The young tourists preferred to travel in a group.
The old persons have comparatively more preference in favour of travelling with wife/husband. Visit to India is not the only objective of tourists leaving their respective countries. It forms only a part of their longer journey. This was reported by about 75% of the tourists. A large number (38%) of them had proposed to visit East-Asian countries. About 19.5% of them desired to go West-wards. The proposed direction of the extended tour is linked with the nationality of the tourist. The foreign tourists coming to India had in most cases occasion to visit other countries. This was partly influenced by the tourists' nationality. The majority of them had visited West-European countries.

A visit to a distant country like India is possible only if information about India is available from a reliable source. Previous experience, recommendations of friends and relatives, advice of travel agents, travel books were some of the important sources of information tapped by the tourists. Out of these, travel book was the most referred to by the tourists. The second most important source was the recommendations by the relatives and friends.

As regards the choice of air, sea and land routes for visit to India, it was observed that 87% had come by air. Except the British and the Japanese most of the tourists from other countries had come by air. Tourists belonging to the age group of 21-40 had shown some preference for
travel by sea and land. The remaining mostly travelled by air. Number of students had also resorted to land and sea routes, but not the other tourists.

Air India had played a pivotal role in carrying tourists to India. Its share in total tourist traffic was of the order of 39.5%. It was also observed that tourists had generally preferred to travel by the air company of their own country and hence the patronage of Pan America by Americans, of B.O.A.C. by the British etc. In regard to age-wise preference of Air India it was revealed that the preference has generally increased with age. In matter of internal travel, it was observed that more than 60% of the tourists visiting Aurangabad resorted to travel by air. Travel by rail and car was not popular at all. Same was the case of travel to Aurangabad from Bombay. Journey to Ajanta and Ellora was taken by taxi or a tourist bus. About 59% of the tourists used taxi while 31% of them used bus. Generally old people preferred travel by comfortable mode such as taxi. The young tourists and tourists of moderate means used public transport for travel to caves. The two important suggestions which have been made by the tourists were widening of the roads, and availability of air-conditioned and more speedy cars.

Tourists visiting Aurangabad generally proposed to visit other places of interest in India. It becomes necessary therefore, to know the centre of tourist to which he
proposes to proceed. The centres as suggested by the tourists in order of importance were Udaipur, Delhi, Jaipur and Bangalore.

Among the different agencies which play important role in the promotion of tourism, an important one is travel agent. This is evidenced by the fact that about 72% of the tourists are channelised through travel agents. The percentage was still higher for the aged and for the rich. The four important travel agents in order of rank were The Travel Corporation of India, The American Express, The Mercury and SITA. In Aurangabad, the local agents were Aurangabad Transport Syndicate, Tourist Guide Service, India Tourism Development Corporation, Printravel and Tourist Office.

It was observed that the most suitable time for arrival in and departure from Aurangabad was morning. But some of the tourists have suggested that they would prefer to leave Aurangabad in the night also if transport facilities are available.

Another important factor in planning tourist journey was the choice of suitable season for visiting Aurangabad. More than 60% of the tourists choose a particular season for visiting Aurangabad because of suitable climate either at home or in India. The other important guiding factors were holiday and fly-overs.

Both from the social and economic point of view, it is essential that the tourists stay in Aurangabad becomes
comfortable to him. It is imperative, therefore, to know their attitude towards food, accommodation, transport, shopping and leisure. It was general observation that the tourists had a natural desire to taste Indian food which was unfortunately denied to them because of wrong notions regarding hospitality and the likes and dislikes of foreigners. While studying the food habits, it is necessary to study the influence of age, nationality, profession and income.

On an average a tourist stayed in Aurangabad for two days. But this may be extended if facilities are available at Aurangabad. The services and accommodation available at Aurangabad need some improvements. In many cases the tourists are willing to pay even extra amount for the additional facilities that may be provided. They demanded more cleanliness, air-conditioning of the rooms. In regard to food, their demand was provision of hot food, variety of food and of Indian dishes.

The present expenditure on shopping in Aurangabad was very low because of certain difficulties such as lack of interest shown by tourist-guides, non-availability of suitable products, lack of knowledge on the part of tourists. If suitable facilities are made available tourists have expressed desire to spend more amount on shopping. The tourists had shown interest in purchase of gold and silver ornaments, Indian fabrics, cottage industry products and antiques.
One of the ways in which tourists stay could be made comfortable at Aurangabad is that of providing entertainment to the tourists during their leisure time. Tourists had spent their leisure either in relaxing, reading, drinking, shopping and playing. But they are equally interested in Indian music, dance, cinema and also in meeting local people.

What had been the reactions of the foreign tourists at the time of leaving this place, were they satisfied, did they enjoy their stay in Aurangabad? It was observed that most of them did enjoy their stay in Aurangabad and some of them expressed the desire to extend their stay which would give them an opportunity to study monuments at leisure, enjoy pleasant climate and meet people. However, on account of non-availability of spare time and limited accommodation in the city, they could not extend their stay. Many tourists faced several difficulties during their stay in India in general and Aurangabad in particular. The difficulties were in respect of beggars, insanitary conditions, red tapism, problem of language, poor hotel accommodations, rude and unfriendly people. They had many suggestions of implementation of which would make their stay comfortable and promote tourism. The suggestions related to abolition of prohibition, a ropeway connecting viewpoint and caves at Ajantha, convenient air-connections, more effective advertisement abroad, availability of interpreter, provision of
better hotel accommodation, air conditioned coaches and cars, display of map of the caves at the entrance etc.

The main purpose of visiting Aurangabad is seeing Ajanta and Ellora. It is heartening to note that visit to monuments was found rewarding for all most all the tourists and ancient civilization of India as depicted through monuments received whole hearted appreciation. However, the opinion was divided in regard to which of the two sculptures or paintings that made lasting impressions on them. Thus the Americans and the British liked paintings more while others liked sculpture. Further, the Ellora was more appealing to the young while it was less appealing to the old. The rich were impressed more by paintings.