CHAPTER I

INTRODUCTION

The present chapter attempts to introduce the subject matter of this thesis by a reference to the nature and scope of research relating to tourism, the research methodology followed and the plan of the thesis.

Section I.

Tourism Research

The importance of tourism in relation to its social, economic, political, aesthetic and cultural effects is realized and does not need special emphasis. However, the importance of research as a necessary condition of tourism development is still far from being fully appreciated. Tourism is no longer a matter of adventure restricted to a few persons. It has assumed the status of a commodity of mass consumption. A few years ago sun, sea, favourable prices, natural sceneries, hunting facilities were sufficient to attract a flood of tourists. But these are no longer sufficient as the international market for tourism is highly competitive. Since several countries and several places within the country compete among themselves, a systematic study of the tourist industry becomes highly essential and forms an integral part of any development plan of tourism.

The research regarding tourism can be attempted by examining the existing trends in tourism, the factors
determining the demand for and supply of tourism, assessing
the products (attractions) consumed, studying the characte-

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ristics of consumers (the tourist).

The thesis initially discusses the nature and scope of
tourism as a business and its importance in modern world.
It then evaluates recent trends in international tourism
and tourism in India. An attempt is made to identify the
characteristics of tourists visiting India. The main objec-
tive of the present study is that of intensive study of
tourism in Marathwada. Though Marathwada is known for the
numerous ancient places of pilgrimage, the study is confined
to Aurangabad, Ajantha and Ellora as these were the only
places attracting foreign tourists.

Section II

Tourism Research - Plan of the Thesis

The thesis firstly examines the nature of tourism as
an industry and its importance from a country's point of
view as well as from the point of international understanding.
The importance of tourism has been studied through a theore-
tical elucidation as well through an examination of recent
trends in world tourist traffic, tourist expenditure, and
employment.

Tourism is so widely undertaken that it is a commodity
of mass consumption. It is highly essential to study the
marketing of this product, Tourists demand the product which
may be in the form of natural endowments like sun, sea and
mountains or the man made creations like ancient paintings and sculpture, the social and cultural life of the people. An attempt is made to ascertain the characteristics of customers. At the nationals' level the characteristics have been studied in their broader aspects, while at the regional level the characteristics have been studied more intensively. At the regional level, the supply of product is in the form of ancient sculpture and paintings at Ellora and Ajantha. The supply is extremely inelastic. But its supply can be increased by offering the product in more convenient form and through provision of infra structure. The nature of the product to be sold has been studied through a description of the paintings and sculpture. An attempt is made to ascertain how far the product has been received by the consumer and what impression has it left on the minds of the consumers. (Ch.___).

The promotion of tourism largely depends on the efforts made by the elements of distribution channels like the Government, travel agents, hotels, transport companies etc. An attempt is made to evaluate the role of these agencies and their share of the market. Similarly it was thought necessary to ascertain the feelings of the tourists towards the services rendered by these organizations.

It may further be noted that in addition to the presentation of factual information regarding the product, the customer, the size of the market, the distribution
channels, effort is made to analyse the facts and establish where possible causal relationship. The events have been analysed mainly in relation to age, income, nationality and occupation of the tourists. However, depending upon the event, other related variables are also introduced on appropriate occasion.

Lastly, the findings of the present survey are compared with those of the All India Survey. The findings of the survey have provided a basis for formulating the future policy regarding development of tourism in Aurangabad.

Section III

Research Methodology

Tourist trade consists of various elements, such as tourist hotels, transport agents, Government and tourist guides. The tourist appears on the demand side while other agencies work mainly on the supply side of the trade. The commodities available for sale in this 'market' are the sites of paintings and sculptures and incidentally locally produced articles like handloom textiles.

An attempt has been made to collect and analyse information relating to important aspects of this trade. The methodology used in collection and analysis of data differs from the element of the trade to the other. For example in the case of information relating to historical events, like the rate of arrivals of tourists, their seasonality etc., we have relied upon secondary data supplied by the Government
and other agencies. On the other hand, in the case of data relating to tourist guides and foreign tourists, we have collected primary data through questionnaires. The sampling method of enquiry has been used by us.

The sampling plan may be briefly described as follows:

The total number of the tourists covered in the sample amounts to six hundred which forms approximately 9.5% of the total tourist arrivals during the period from 1st October 1970 to 30th September 1971. Arrivals of tourists are spread throughout the year and the previous record suggests a distinct seasonality. On the basis of the percentage of monthwise arrivals to total annual arrivals for the last ten years, the number of questionnaires to be filled in each month was fixed. Further it was also observed that there were variations among the hotels in respect of tourist registration. In the light of the past information, sample size was fixed for each hotel. The author used to visit the hotels each day in the evening and collect information from the tourists by means of personal interview. The response from the foreign tourists has been highly encouraging. This report would not have been completed without their hearty cooperation.

III (1) Limitations of the study:

It will be observed from the above note that an attempt has been made to collect primary data through sample survey. Though efforts were made to be very objective in taking the
sample, it was not possible to remain thoroughly objective. For example, it was not possible to give proper weightage to the different nationalities in this sample. This was mainly because of non-availability of bilingual interpreters for a dialogue with non-English-speaking foreign nationals. In many cases, however, even the non-English-speaking foreign nationals have responded to our enquiry as most of them possessed elementary knowledge of English required for completing the questionnaire. Yet, the enquiry is partly biased in favour of English-speaking foreign nationals.

An attempt was made to obtain objective responses of the tourists to various questions. It was, however, observed that they were not frank enough to comment upon certain difficulties they encountered. For example, they had reservations while commenting upon the services provided by Government or by the hotel in which they lived. Allowance has to be made for their natural restraint while analysing their opinions.

It must be admitted that even with the limitations noted above, the response from foreign nationals was satisfactory. But the response from the Indian nationals accompanying the foreign tourists was not very satisfactory. All the while they appeared to refrain from commenting upon any Government policy because of inherent fear of Government's disapproval.

It was on account of such an unwillingness to respond
to the questionnaire that a survey of domestic tourists initially undertaken had to be abandoned. We attempted to obtain factual information relating to hotels, excursion agents, and travel agents. Unfortunately the response was too inadequate to justify a detailed analysis of their performance. It was necessary, therefore, to obtain the relevant information indirectly.

Another event which hampered our survey was the suspension of flights by the Indian Airlines during the period, November-December, on account of the strike by the pilots. Suspension of flights caused cancellation of visits of several foreign tourists to Aurangabad. This took place particularly at the time of a busy season. The 1972-73 season was also affected by Indo-Pak war. These limitations should, therefore, be taken into account while analysing the figures.

The present study relates to the survey of foreign tourists visiting Aurangabad. It does not comment upon the nature of tourists visiting other places in India. It does not claim to represent the characteristics of all foreign tourists visiting Aurangabad, forms 3% of the total number of tourists visiting India. Though it is not a properly selected random sample from all the tourists visiting India, some of the observations are indicative of broad characteristics of all tourists.

Attempts were made to ascertain the reasons why the
tourists visiting other places in India did not visit Aurangabad. Unfortunately visits to Agra, Jaipur and other places were not very fruitful from this point of view. The number of questionnaires filled in, was inadequate. It was possible to collect only 20 such questionnaires.

III (2) Definitions:

The term 'foreign tourist' is defined as "A person visiting Aurangabad on foreign passport, irrespective of his period of stay and purpose of visit." Nationals of Pakistan, Nepal and Bhutan are excluded from this survey.

Countries have been classified as follows.

(1) U.S.A. (North America)
(2) U.K.
(3) France
(4) Germany
(5) West European Countries (Austria, Italy, Denmark, Switzerland etc.)
(6) East European Countries (Russia, Czechoslovakia etc.)
(7) Africa (Kenya, South Africa, Uganda etc.)
(8) Japan
(9) Others (Australia, Singapore, Malaysia, U.A.R., Canada, Mexico etc.).

III (3) Period Covered:

The survey covers a period of one year from 1st October 1970 to 30th September 1971. This covers both the busy and the slack seasons. The tourist season generally starts from the month of October and ends by March.