Chapter VIII

SUMMARY, CONCLUSIONS AND SUGGESTIONS

8.1 Summary
8.2 Conclusions
8.3 Suggestions and Recommendations
Chapter VIII

SUMMARY, CONCLUSIONS AND SUGGESTIONS

The chapter one highlights the importance of tourism industry. Tourism is one of the largest industries in the world. An attempt has been made to present its significance from the point of view of various economic, social and cultural aspects. It is made up of many sub-industries such as transport, hospitality and entertainment. The turnover figures of tourism are indeed tremendous. In terms of total revenues, investment and employment, tourism is also fastest growing industry.

The meaning and concept of tourism is covered in the earlier part of this chapter. The chapter presents the study of different definitions of tourism. The components of tourism are material which can be consumed as tourism.

The present study reviewed the world history of travel industry connected with countries like India, China, Rome and Europe.

India, former Indian subcontinent set the lead in Asian travel as it was the most developed region in the early times. Indian tourism is as old as its civilization. History of Indian tourism is reviewed through study of Harappan civilization, Greek ruler Alexander, the Great Emperor Ashoka, Mughal and British period.

Various factors which are of great significance are Economic benefits, Foreign exchange earning, Employment generation, Tourism and Gross Domestic Product, Tourism multiplier, Regional development, cultural exchange and international understanding. Today tourism status has been changed and improved to that of the great economic cultural and social force.

Tourism in India has assumed unprecedented importance in recent years both from the socio-economic and political point of view. Its importance is seen through international understanding in rapid economic development of the nation, in earning valuable foreign exchange.
The study throws light on history of Maharashtra which covers various dynasties like Satavahana and the Vakataka which was spread over regions of Maharashtra and Karnataka. The religious activities were patronised by these rulers. The great empires like Chaulkyas and Rastrakutas added further glory to the culture and art of Maharashtra. During the early centuries, Buddhism and Jainism found fertile soil of Maharashtra suitable to sow seeds of these creeds. In the field of architecture and sculptures the caves of Ajanta and Ellora have left lasting impressions on the culture of India.

The recent position of Maharashtra in tourism in India and top ten tourist's states is also covered. It is found that the position of Maharashtra in respect of domestic tourist visits is very low. As compared to Andra Pradesh, Uttar Pradesh, Tamil Nadu, Rajasthan and Madhya Pradesh the percentage is merely 3.7%. Looking to the volume and variety of places of attraction located in Maharashtra the percentage is quite disappointing.

The present study revealed that inspite of having such a unique monument, position of Ellora and Ajanta for tourist visits in Maharashtra is unsatisfactory. While studying the trend of the visitors during the period of the study it was found that average 0.22% domestic tourist visit Ellora and in case of Ajanta it is mere 0.16%.

The foreign tourist visits to Ellora is only 0.09% that is not even 1% of the tourists visiting Mumbai whereas the percentage for Ajanta is around 0.19% only.

It shows status of tourism product is not at all satisfactory in our state and the quantum of efforts required for the promotion of these tourism products should be increased substantially.

The group of caves at Ellora represents most varied and finest examples of the religions, Buddhism, Hinduism and Jainism. The wealth of sculptures in Ellora is both of aesthetic interest as well as of iconographic importance.
Ajanta caves are very famous and attained a very important tourist destination in the world. The caves, famous for its murals, are the finest surviving examples of Indian art, particularly painting. Ellora and Ajanta caves have been recognised as UNESCO World Heritage Site.

Tourism marketing gives emphasis on consumer orientation and satisfaction. The concept of consumer orientation however makes it necessary to understand the components of tourism product from the point of view of consumer. Even though tourism product is composite product as a sum total of tourist’s attraction, transport, accommodation and facilities, the most important among these components is Attraction for consumer satisfaction. Therefore efforts are needed for developing tourism to make people aware about the significance of tourism product regarding cultural, historical and archaeological aspects.

Though the figures are showing increasing trend in foreign tourists to Ellora and Ajanta, the fact is this figure of visitors to Ellora and Ajanta is very low when we see total foreign tourists visiting India. This is quite disappointing and needs special efforts to attract more number of foreign tourists to tourism product –Ellora and Ajanta.

Hence this problem of marketing of Ellora and Ajanta is selected for study of research.

The study highlights the objectives of Marketing of Tourism Products-Ellora and Ajanta with special emphasis on cultural aspects.

This study attempts to find out the extent of awareness among the visitors about different attributes of marketing of tourism product Ellora and Ajanta.

It also points out that the culture is expressed through art and architecture. This mode of expression is visible in carving and painting of Ellora and Ajanta. It is further observed that Ellora and Ajanta sculptures and painting reveal performing arts of India.

Information is collected by referring books, reports and review of the basic literature and research works on tourism products published from...
time to time. The study has also extensively used the data from the internet for the purpose of supporting this information.

The second chapter deals with the concept of marketing of the tourism product. Tourism marketing like commodity marketing is concerned with customer satisfaction, attracting and retaining customers. Tourism marketing is related to process of planning, executing, pricing, promotion and distribution of the product. The product is offered according to the desire and wants of the consumer. In tourism marketing the product is service product. The extra input like co-ordination is needed in various activities as tourism product is composed of various activities.

It was observed that tourism product is combination of different components like attractions accessibility, accommodation, entertainment facilities and other services. Tourism product in the form of destination comprises a core of the facilities, amenities. The special features like intangibility, inseparability, perishability, absence of ownership, diversified need for purchasing, no uniform quality, produced by many producers and dominant role played by intermediaries makes tourism marketing a difficult task. The components of tourism product help in deciding marketing strategy.

The analysis of the concept of marketing mix revealed that for best results in terms of sales, the marketing plan needs to be designed properly. In case of tourism marketing 7P’s plays a major role. If all these P’s namely Product, Price, Place, Promotion People, Process and Physical evidence mixed properly the marketing of the tourism product will achieve the desired result in terms of sales and customer satisfaction and retention.

It was found that sustainable tourism involves locals in tourism development, aims to conserve the resources at the destination and maintain the importance of local and cultural tourism. Sustainable tourism is an industry committed to making a low impact on the environment and local culture, while helping to generate future employment for local people.
Chapter third deals with cultural tourism. India is a country known for its culture all over the world. Culture reflects the attitude of the society. Culture also comprises belief, art, moral, law and custom. Culture has different qualities like it is a continuous process, belongs to whole community, transmitted from generation to generation, is learnt and acquired, found only in human society, it is concerned with group behaviour and it constantly undergo change and adopts changes to suit the environment.

It is observed that Indian culture is one of the oldest cultures in the world. It is different from other culture as it has different qualities like religion oriented spirituality, religious tolerance and adaptability. Indian culture has two distinct categories. Material culture is concerned with technology, art forms, architecture, trade etc and the non material culture is literary traditions, beliefs, myths, and legends and other oral traditions. The material culture is expressed through sculptures, painting and monuments.

It is further pointed out that cultural heritage tourism is beneficial to tourists, residents as well as to the government. It protects monuments, provides opportunity to educate residents, builds closer and stronger communities, instills respect in their residents, strengthens citizenships values and improves quality of life.

Ellora and Ajanta representing cultural aspects have remarkable position in India because of its glorious past and cultural heritage.

It is reviewed that socio-cultural heritage are the reflections of different communities. It is divided into religious, historical, art and architecture, lifestyles, traditions, lores & legends, fairs and festivals and institutions of excellence.

Art and architecture are the vital form of culture in India. The study of evolution of Indian architecture gives us idea of origin of rock-cut architecture.

Investigation of development of cave architecture revealed that Ellora caves are unique because the visitors can see three examples of
religious architecture exhibited at the same place. Buddhist, Hindu and Jain caves at Ellora are famous for superb, delicate and proportionate carving. Ajanta caves are unique in the world because three forms of art are combined – architecture, sculpture and painting. Ajanta painting depicts the life and teaching of Buddha.

The study attempted to find out the reflection of culture in Ellora and Ajanta caves. The culture reflected in Ellora and Ajanta caves is seen through art and architecture, life style, objects used in household, costume and jewellery. Costume and Jewellery are found carved and painted in variety in Ellora and Ajanta. Each and every figure carved and painted are the specimens of reflection of culture. Dwajastambha, Chaitya arch, Gajalaxmi, Ganas with Nandi Gometeshwara panel, paintings of foreigners, three dimensional houses and Hariti’s children to name a few.

The fourth chapter highlights various attributes of Ellora and Ajanta caves as tourism product. Even though tourism product is composite product as sum total of tourist attraction, transport, accommodation and facilities, the most important among these components is attraction for consumer satisfaction. The existence of attraction is of paramount importance. Attractions form key components of tourism product. Hence attraction attributes of tourism product Ellora and Ajanta are focused in this chapter.

Ellora caves are carved in the Charanadri hills of Satmala range of Sahaydri mountain. The carving is done in basalt rock which is the characteristic feature of Western Ghats. The artists and sculptors created life in rock. The sculptures represent the period of one thousand five hundred years back and it is experienced when the tourists enter in the cave. Ellora has largest, finest & varied examples of cave architecture.

The architecture is seen through plan of the cave, pillars, superstructure and other details. The plan in the beginning was simple and final manifestation is the cave 16. Pillars in caves functionally do not support ceiling. They are richly carved and found in different
shapes. Only cave 10,16 and 30 have superstructures. They are in the form of chaitya window design and sub shrines.

Sculptures are national art of India. They are adjunct of architecture. The visitors are struck with wonder after seeing huge, grand, proportionate figure which are skilfully carved in most difficult places with ease and elegance. Ellora is rich in architecture but it is richer in sculpture. The monuments themselves in their excavations are sculptures on a grand scale.

Ellora caves show the gradual evolution of expression through the distinctive styles of architecture, sculptures and mural paintings. Mastery of carving in basalt and a desire for multiplicity of design variation within a unified architectural format naturally gave rise to several adaptations in forms and idiom. It is only in the central phase under the Rastrakutas that we see rich variety in design and spatial treatment on a scale not attempted in rock cut art anywhere else. Three dimensional presentations, both of panel sculptures and wall reliefs like mithunas and vidyadharas, virtually emanating out of the rock in full blooded vigour, were the sequel. At Ellora in some caves the sculpture are the main attraction. In more than one sense Ellora caves are the finest sculpture galleries of early medieval Indian art. The sculptures are powerful and virile; their movement are vigorous and agitated. The Kailasa shrine is the place where tourists witness the stupendous work of rock-cut architecture and sculpture. The other cave which is famous for sculpture and architecture is Indra shabha.

It is found that Ellora caves, in the form of religious monument are an example of harmonious relationship between different religions of the country existing since 5th century A.D.

To elaborate the view of theme of Ellora caves it is observed that all the aspects related to daily life, Gods and goddess, myths and rituals and that too related to the three religions are exhibited in Ellora through architecture and sculptures.
In most of the caves, however, the focal points are centred round the figures of divinities - Buddha, Shiva and Thirthankar. Music, dancing and erotic plays of all the carved and painted creatures turn to the central figures of divinity.

At Ellora esoteric mystic of the festival of love co-mingle with the longings for moksha, nirvana and mukti. The representation of Gods, demigods in the devotional quality explains the visitors the universal concept of moksha, nirvana and mukti.

Selected caves taken for the study are 5, 10, 11, 12, 14, 15, 16, 21, 29, 32, and 33. These are the representative of three different religious caves and contain main sculptures.

Ajanta caves are related to Buddhism only. These caves are famous for painting dating back almost 2000 years. The caves highlight various aspects of Buddhism which is one of the major religions in India and South East Asia.

The development of architecture is seen through two types of caves Chaitya and Vihara. The Chaitya 9, 10, 19 and 26 are well known for rich, delicate carving. The architecture of Chaitya is important. The Stupa, the object of worship in Buddhism shown gradual development in Ajanta caves, from simple to lavishly carved with sculptures. Different types of pillars with various shapes and motifs and some with paintings are seen.

It is observed that Ajanta sculptures reflect quality of compassion and spirituality. The sculptures of Buddha are popular for serenity, charm and great dignity.

It is revealed that the main attraction to visit Ajanta is painting of 2nd B.C. to 1st B.C and 5th A.D to 7th A.D. The painting is unique for the rich beauty, superb expressiveness, colour scheme, balanced and effective composition and fine shading.

By observation it is found that Ajanta painting is intensely religious in nature. As Ajanta is Buddhist caves the subject matter painting revolves round the Buddha, Bodhisattvas and Jataka stories. Every
figure is painted gracefully and masterly drawn and delicately modelled. These paintings deal with themes impregnated with a philosophy of life very different from the various point of view of one present age. The whole mood is one of life and activity and calligraphic lines give a flowing action to the contours of the figures, whose hand positions are most expressive.

The various emotions too depicted in Ajanta painting are sublimity, coarseness, love, hatred, joy, sorrow, triumph and tribulation, compassion and ingratitude, pageantry and poverty, longing and death etc.

Selected caves taken for study are 1, 2, 9, 10, 16, 17, 19 and 26. Out of these 1, 2, 16 and 17 are representative of painting. 9, 10, 19 and 26 are Chaitya of Hinayana and Mahayana period and deal with architecture and sculptures.

The fifth chapter is related to reflection of Performing Arts in Ellora and Ajanta. This chapter is focused on the tradition of performing arts in India since Vedic times. In India performing arts are closely related with religion. Indian mythology along with enduring cultural patterns, uninterrupted tradition spanning several centuries gave strength to performing arts in India.

The observations made in the chapter are as follows:

Performing Arts are classified under three different categories, Dance, Music and Theatre.

The origin of dance is associated with Shiva, the God of Vedic period. Dance as an art came into existence with the growth of human society and civilization.

The theoretical knowledge of music is still preserved in manuscripts and it has been handed down from generation to generations. Knowledge regarding musical instrument is enhanced when we refer it in the plastic representations found in painting, sculptures etc.

Like dance music shows the entire element to express the emotions, anger, love etc.
Theatre is the branch of the performing arts concerned with acting out stories in front of audience. It uses combinations of speech, gesture, music, dance, sound and spectators.

Abhinaya possesses a medium of expression as eloquent as the spoken word. When analysed they seem to spring from four sources like Mudra, mimetic or imitative gestures, gestures in everyday use and gestures deliberately invented.

The performing arts constitute dance, music and drama. All these have rich tradition and origin takes us to the Indian mythology and proved by many examples through the Gods and Goddesses shown in sculptures of Ellora. The famous cave temple Ellora, a world heritage site; highest achievement of cave architecture in the world has plenty of sculptures. These sculptures are of different religion; Buddhism, Hinduism, Jainism. In all we are able to see various icons reflecting various aspects of life. These sculptures portray the social life through various ways.

The cosmic process of creation and destruction, manifestation and non-manifestation, the world evolution and change are fundamental concepts of Hindu theology and Shiva’s dance is the depiction of the same.

Down the ages the theme of dancing divinities has inspired countless artists to sculpt, carve and paint images. The favourite subject in Ellora is Nataraja. His most familiar representation in his Ananda-Tandava attitude which is seen in Hindu caves at Ellora.

The various postures of dances are visible in the iconographical representation of various sculptures like Shiva in tribhanga pose, Vishnu in the form of Narishma, Kalyanasundarmurti – marriage scene of Shiva and Parvati etc.

Music is considered as divine origin. Music is a source of expression of joy, grief, prayer or preys. According to mythological tradition music is gateway to heavens. Like dance it shows the entire element to express the emotions, anger and love. Such glimpses of music are seen in
Buddhist, Hindu and Jain caves. For this purpose panels are selected from cave 10, 21 and 33 giving impressions of music and musical instruments in different events of real life situations.

Ajanta the very name creates an everlasting sensation in the minds of artists, performers, poets, architects, art lovers, critics, students of socio-religious development, costume designers, craftsmen and so on. Ajanta is the manifestation of Indian art in its true sense. One is struck standing in front of these rock-cut architectural marvels, lavishly carved and painted, with elegance in its purity of form and line.

As defined in Natyashatra, every attitude, gesture and facial expression conceals a precise meaning, intended to arouse in the initiated spectator (rasika) a specific emotion or sentiment. The actor or a dancer variously portrays surprise, modesty, fright, resignation, expectation or anger. In a gesture, scowl or the dart of the glance, the rasika immediately recognises the rasa evoked and thus understands the dominant character of the scene being played out before him.

The Buddha in his various avatars and common, royal and celestial beings, the artists use a profusion of yakshas (demons), kinnars (half human-half birds), apsaras (heavenly dancers), gandharvas (divine musicians) and creatures from the animal world to add colour and variety in their friezes. Every character is integrated into a grand scheme, each having its own character and each telling its own story.

The poses of dance are visible in figures painted and carved. They are seen reflecting the poses of samabhanga, abhanga, tribhanga and atibhanga. These aspects are analysed while discussing various panels (cave 1, 16, 17 and 26) which are selected for the study.

**In the sixth chapter** the role of government in the designing suitable tourism policy for development of tourism in India and Maharashtra has been considered.

Tourism is to be organized as an industry segment and trade association. The industry segment of tourism organization is accommodation, marketing and transportation. The trade associations
are identified as travel agent and tour operator or restaurant organizations, entertainment and recreation associations, shops and publicity organizations. All these segments must be properly co-ordinated and a state and national level policy should be framed to provide assistance at the local and regional level centres of tourist attractions.

Therefore proper policy should be evolved by the government in order to develop tourism industry

The review of five years plans revealed that the allocation of funds and resources to tourism is very negligible in relations to the high goals to be achieved in tourism.

The National Tourism Policy-2002 on tourism is focused on the objective of positioning tourism as major engine of economic growth and to harness its direct and multiplier effects for employment and poverty eradication in an environmentally sustainable manner.

The policy document seeks to enhance employment potential within the tourism as well as to foster economic integration through developing linkage with other sectors.

The role of IndiaTourism, ASI and ITDC is also analysed in this chapter.

In India almost every state has its State Tourism Development Corporation under state government. The state has given authority to exercise the policy norms for development of tourism in their jurisdiction. The state government aims at co-ordination and control mechanism for tourism development and promotion. It is the state which must exercise a proactive role.

Maharashtra Tourism Policy-2006 aims at development of tourist destination and gives suitable directions to the organisations engaged in tourism. In this connection it was observed that the Tourism policy emphasises on the emerging amusement park sector by way of financial sops and incentives.

The main role of MTDC as a government body is to acts as the nodal agency for the development of tourism in the state, run holiday resorts,
hotels, motels, restaurants, and produce publicity and promotional material for the tourists. It also organizes festivals at heritage sites and places of historical and tourist attractions in the state such as Pune festival, Ellora Festival with collaboration with other bodies. It also gets support from corporate and other sponsors for such initiatives.

The major role of MTDC in respect of tourism product Ellora and Ajanta is to cooperate and co-ordinate the activities of AEDP project.

The study points out to bring out assistance offered by the government of Japan- Overseas Economic Co-operation Fund (OECF) now Japan Bank for International Cooperation (JBIC) for the implementation of its master plans. The highlights of this project are Caves Development and conservation, Development of Airport, Afforestation, Tourists complexes at Ajanta and Ellora, Water supply scheme, Development of Roads, Computerization of tourist information, Public Awareness Programm etc.

MTDC is performing its role of implementing AEDP project in coordination with ASI, AAI, Dept. of Forest, PWD and MJP.

The chapter seventh is the field survey analysis designed to study of components of tourism product Ellora and Ajanta.

The tourism marketing function includes creating awareness of the tourist attractions nationally and internationally. Hence the field survey is conducted to know attitude, preferences and opinion of domestic and foreign tourists, travel intermediaries, hotels and experts regarding tourism product Ellora and Ajanta.

Information so collected was systematically arranged in the tabular form and statistical tools like averages and percentages are used for the purpose of analysis and interpretation.

The analysis and the interpretation, observations pertaining to them are discussed in this chapter.

Conclusions are drawn on the basis of the answers collected which have direct bearing on development and marketing of tourism product Ellora and Ajanta.
Conclusions

Tourism today is a great economic force. Its status as a major economic activity has been well established by almost all the nations of the world. It is highly labour intensive service industry. Tourism has wider implications encompassing not only economic activity but also social and cultural benefits as well. From the social and cultural point of view, there is enough evidence to support the fact that tourism unquestionably produces an interaction between the cultural customs of the visitor and those of the host population. Cultural tourism is fertile ground for exercising creative talents, developing special kinds of relation between visitors and host population and fostering international understanding.

The following are the findings of the research study

1. The observations made in the chapter- I revealed that Tourism is largest contributor of the economic development. The components of tourism industry play very important role in development of tourism. e.g. transport is essential to reach the destination, accommodation to make the stay comfortable, provision of information through the chain of travel agencies and tour operators for a appropriate product at appropriate places.

2. The job creation is a part of multiplier effect and close observation gives us idea about the potential of tourism in providing jobs and giving opportunity of self employment. As per the planning commission an investment of 10 lakhs creates 78 jobs in the tourism sector while the same generate just 18 jobs in manufacturing and 45 in agriculture sector. Currently tourism being employment intensive provides employment to 53 millions people throughout the country with largest multiplier effect and is the highest generator in the country. The government needs to look at helping out this sector and help spread benefits of prosperity to large section of society.
3. Foreign exchange earning has an important implication for country’s economy and in its balance of payment accounts. It is concerned with the spending done by tourists at the destination. It measures the value of tourism to a particular economy.

Thus it is further observed that in INR terms it is showing increasing trend in general but if we view from percentage change over the previous year the situation is quiet alarming. The figures during the year 1999 (6.6%), 2001(-3.5%) 2002 (-0.1%) show a matter of great concern.

Again it appears that during the year 2003 (37.6%), 2004 (34.8%) the growth rate has increased at higher rate but the percentage change shows the falling trend in subsequent years as 2005(18.5%), 2006(17.8%), 2007(13.7%), and 2008 (14.4%).

Therefore there is greater need at government level and private organisation level engaged in tourism development to strengthen the efforts to increase the activities in this regard to market the tourism product.

It is satisfying to note that there is a steady growth in tourist arrival in India from different parts of the world during the period 1999 to 2008. It is observed that there is increase in number of tourists from tourist generating countries. The tourists are becoming aware about the tourism products and monuments in India. But greater efforts are needed to attract still large number when we find that India’s share in total tourist arrival in world is very negligible i.e.0.58%.

The figure of international tourism receipts and India’s share and rank support the fact as India ranks 23rd with 1.8% growth rate in 2008. This shows more efforts are needed to promote tourism on international level.

It is further observed in the table 1.6 showing international tourist arrivals to India from total of top 15 countries as the tourist generating countries reveal that the visitors are more
(Chapter I, Table 1.6) from USA and U.K as compared to other countries as shown above. If we consider income generated in important currency like dollar from foreign tourists we can include Canada, France, Australia, Italy, Germany and Japan. Since the trend of visitors is increasing. It is necessary to consider this aspect while planning international marketing strategies to these countries.

4 The present study further reveals that there has been a continuous increase in domestic tourist visit, with the compound annual growth rate of domestic tourist visits to all the States/UTs from 1999-2008 being 12.91%. Thus we can say that this may be due to increase in the middle class and higher middle class income group in the recent years. This necessarily helps to get the advantage of multiplier effect which leads to greater amount of economic benefits and social benefits to a large number of sections of Indian community.

The study further observes that development of tourism industry results in various social benefits to the nation in the form of infrastructure development, regional development, cultural exchange international understanding, communal harmony and national integration and such other related benefits.

5 On the state level analysis of domestic and foreign tourist visit to Maharashtra reveals that inspite of having all desirable assets the tourism development in Maharashtra is not remarkable. Though the rank of Maharashtra is 2nd in international tourist arrivals, only 0.018% tourists visit the well-known world heritage site Ellora and Ajanta. This is revealed by the statistics of India Tourism-2008

The percentage share of domestic and international tourist shows the increasing trend but in comparison with the total market it is mere and negligible.

Maharashtra ranks 6th in domestic tourist visits it reveals that the position of Maharashtra in respect of domestic tourists visit is very low as compared to Andra Pradesh, Uttar Pradesh, Tamil
Nadu, Karnataka and Rajasthan. The percentage share is merely 3.7 %. Looking to the volume and variety of places of attraction located in Maharashtra, the visitor’s percentage is quite disappointing.

To overcome this unfavourable situation state level and private organisations should undertake aggressive marketing planning strategies.

6 It is further observed that most of the business travellers coming to Mumbai use it as transit destination and prefer to flying out to Kerala and Goa for quick holiday. Mumbai gets about 40 % of the total international tourists arriving in India. At least 50% of them should visit the interiors of the state. Out of total foreign visit to Maharashtra, there is a greater scope to increase the number of foreign visitors to Ellora and Ajanta . The organisations involved catering to the foreign tourists in Maharashtra can frame suitable strategy for marketing tourism product Ellora and Ajanta.

7 The analysis further reveals that inspite of having such a unique monument and position of Maharashtra in Indian economy , only average 0.22% domestic tourist visit Ellora and in the case of Ajanta it is mere 0.16%.

The foreign tourist visits to Ellora is only 0.09% that is not even 1% of the tourists visiting Mumbai. Whereas the percentage visits for Ajanta is around 0.14 % only in the year 2008.

It shows status of tourism product -Ellora and Ajanta is very meagre in Maharashtra . and the quantum of efforts required for the promotion of these tourism products should be very aggressive and on bigger scale.

8 It is observed that marketing is a process aimed at the customer satisfaction. The different stages of marketing highlights different concepts as it is a continuous process involving planning, execution ,distribution of the product according to the desires and wants of the consumers.
The study of tourism marketing concept revealed that it is complex activity because tourism is a service product which is the outcome of a combination of different tangible and intangible elements.

After the study of these various characteristics of tourism product it is found that the product is produced by different producers. In this process travel intermediaries play a dominant role.

Another finding of the present study is that the image creation of the attraction is a joint task which depends on infrastructure facilities, accessibility, and the environment at the destination, the attitude of the local community and the marketing efforts of the organisation concerned.

For the purpose of successful marketing any organisation should aim at practicing the concept of marketing mix. Here it is stressed that in tourism marketing 7P’s namely People, Physical evidence and Process along with the traditional four P’s play important role.

In case of marketing tourism product Ellora and Ajanta indomestic and international market all 7 P’s should be properly mixed. The marketing strategy should be designed highlighting the importance of individual components and its relation and impact on development of tourism in the region.

Use of technology can enhance the experience at tourist attractions. It should be noted that travel products and services are perfectly suited to online selling because they possesses the necessary characteristics and structure that can function in the electronic environment.

If a destination is planned in sustainable way it will become a popular destination. Thus when sustainable tourism is developed in tune with environment, society and culture it will result into job creation at local level leading economic development of the region.
The study reveals that Indian culture is religion based, has religious tolerance and adopts new trends. Its base lies in every monument and Ellora and Ajanta are no exception to it. Indian monuments reflect culture through sculpture, art and architecture.

There are two unique qualities of Indian culture. It focuses on spirituality and material aspects of life. It has versatile and integral approach to life it also highlights the need of development of music, art, literature and other subjects acquiring the knowledge.

The freedom of thought and expression is reflected in the work of art at Ellora and Ajanta. For example the Ajanta paintings not only expresses the inner feeling of the artist but also the contemporary social life of the period. The artist expressed the feeling freely and the result is seen as if the painting is a book narrating the stories.

All the above mentioned peculiarities of culture are seen in the art works of Ellora and Ajanta in the form of sculptures and paintings. Spirituality, religious tolerance, adaptability, freedom of thought and expression can be experienced through each and every piece of art at Ellora and Ajanta.

It is further observed that art and architecture are the true manifestations of the culture of a period as they reflect the mind and approach of that society. It is here that the ideas and techniques of art find visual expression.

While studying architecture as an attribute of culture it was found that Indian architecture is a rich amalgam of various architecture style, wherein the influences of various regions and dynasties find due expression.

Indian art and architecture are the ceaseless efforts of man to express his social and religious environment. Indian architecture followed the footsteps of the Supreme architect Vishwakarma,
architect of the Universe. The style of architecture is necessary to create meaning of form and repetition and patterns are essential in all forms of art as it is nothing but rhythm. All these dimensions can be tuned to one another to produce visual harmony, proportion, colour and texture plays vital role in architecture.

All the stages of development of cave architecture of different types of caves are seen at the site understudy.

17. It is further observed that the figures of Indian sculptures are forms of experience and realization within human body. They are based primarily on a reality which is not seen but felt. It is further observed though the sculptural panels at Ellora are the religious import, yet they are in fact the idealized version of human being translated through the medium of rock. The sculptures at Ellora reflects not only various forms of the Gods, royal persons but also their ways of life to be like their own. The life is reflected through the dress style too. All the sculpture irrespective of Buddhism, Hinduism and Jainism show variety of costumes.

The Ellora sculptures are the modes used to express the daily life, mythological stories and culture observed at that time.

18. The Ajanta caves are unique in the world because in Ajanta forms of three arts are combined- Architecture, Sculpture and Painting. Ajanta painting depicts life and teaching of Buddha. Ajanta is an epic in stone and colours because at Ajanta the earliest and latest expression of Buddhist art forms are present. The culture that is depicted in the paintings in Ajanta caves is extremely helpful in getting the knowledge of life in ancient India. Ajanta caves reflect culture through each and every figure carved and painted. The cave temples of Ajanta offer amazing range of scenes from daily life. The life of deccan is reflected through types of houses, attitude of the children, variety of
hairstyles, fashion and jewellery, types of dresses, foreign embassy and so on.

The paintings of Ajanta reveal life of spirit and senses depicting wonderful blending of spiritual and material culture.

19 The study highlights various attributes of the tourism product-Ellora and Ajanta are in the form of architecture, sculptures and paintings.

20 Three distinct elements of cave architecture found in Ellora caves are plan, pillar and superstructure.

21 Ellora is rich in architecture but it is richer in sculpture. The monuments themselves in their excavations are sculptures on a grand scale. Their perfect use of unsounded depth of rocks and nebulous world of light and shade for powerful and effective sculptural representations, Modulation of light and shade and the vibrating atmosphere of rock cut shelters render magic touch to the sculptures of Ellora,. Cave 10 is the only Chaitya in Ellora. It is also known as Vishwakarma after the God of Architecture. This shows a great imagination and skill of the architect of the period. The entire atmosphere in this cave is very serene and creates pious impact on the visitor. The unique characteristic feature of this cave is the prominence of the excavation of the music gallery.

Cave 14, 15, 16, 21, and 29 are Hindu caves. They contain sculptures related to Shiva, Dasavatara, Gods and Goddesses, semi gods etc.

It is observed that the themes are related and are centred round the figures of divinities - Buddha, Shiva and Thirthankar. Music, dancing and erotic plays of all the carved and painted creatures turn to the central figures of divinity. These themes are expressed through various sculptures carved on mythological stories which were considered of high values of spirituality, religion and social character which was prevalent at that time.
The cave 16 is unique in cave architecture where in the entire cave temple is separated from the (mother rock) mountain. The rock cut architecture at Ellora reaches its zenith in cave 16. Kailasa temple is the finest example of the most ambitious and most impressive excavation in all South Asia. Cave 16 ‘Kailasa’ which is considered as the eighth wonder itself because it is the world’s largest monolithic sculpture. The cave 16 is the masterpiece and poem in rock. It contains galaxy of God and Goddess. All these sculptures serve different purpose but they all are tuned harmoniously. They appear full of life and ready to start narrating their feeling.

Cave 32 is known as Indra Sabha and it is the best cave of art and architecture among all the Jain caves. A great technical skill much evident in the solid and heavy pillars.

Thus Ellora sculptures are huge, grand and proportionate figure which are skilfully carved in most difficult places with ease and elegance.

The caves are the finest manifestation of highest acme of artisanship. The manifestation of skills, knowledge, beauty, art, architecture etc is full in Ellora sculptures.

22. There are four elements of cave architecture found in Ajanta. They are chaitya, vihara, stupa and pillars.

23. It is observed that Ajanta sculptures are characterised by beautiful figures, a graceful pose and charming expression. Sublime idealism combined with highly developed sense of rhythm and beauty characterises the sculptures at Ajanta. There are vigour in design and execution. The faces of all the sculpture carved are very expressive. The sculptures of Buddha in cave 1 reflect the quality of love, compassion and spirituality. Sculptures are found in cave 1, 2, 16, 17, 19 and 26 understudy.

24. It is observed that the cave 1 contains some of the master pieces of the paintings in the world. The figures of Bodhisattva
Padmapani are the chef-d'auvre of the artists here of large dimension they are yet weightless fully bodied forth in solid rounded plasticity, they are yet melting in karuna and seemingly in motion in the midst of a radiantly moving and rejoining world, they seem to have become stilled into silence before great realisation with eyelids lowered. They withdraw themselves into their own depths.

25. It is revealed that the painting on the ceiling of the cave 2 is in the form of compartment filled with a variety of designs including floral patterns, birds, fruits, flying figures, fantastic and comic figures and geometric and ornamental motifs. The painted bands of concentric circles with spandrels filled in with different motifs, of which the flying figures are exquisitely rendered. The painting on the ceiling of the shine is one of the best specimens of the painter’s art at Ajanta

26. The painting and the figures are well drawn full of life and rich in ornaments. Cave 1, 2, 16 and 17 reached the topmost position in painting and art. The bold outlines, delicate and artistic painting produced women with beautiful bodily features in various poses and moods.

As of architecture and sculpture, paintings in Ajanta demonstrate an appreciable maturity indicating considerable practice behind them and surpass in excellence the contemporary plastic art.

It is revealed that themes of the Ajanta cave painting illustrate the development of Indian Buddhism from the decoration of the earliest Chaityas dedicated to Hinayana theme to the latest in the series entirely devoted to Mahayana ideals.

The subject matter of the painting as of most of the surviving example from Ajanta is the various lives and incarnations of the Buddha and the Jataka tales. It is the vision of the living world that the artists of Ajanta present and hence the painting
constitutes an illustrative documentary on the contemporary life. Though painted for religious purpose the murals of Ajanta bear rather a secular than religious message. The artists of Ajanta have succeeded in capturing this mood and in this they are true to the great art traditions of the period. The ability of catching moods of their subject makes the sculptors and painters of Ajanta so great and it was the time when they reached perfection in figure drawing and figure sculpture. The painting and sculptures at Ajanta is considered to be masterpieces of both Buddhist religious art and of universal pictorial art. The painting in Ajanta is unique for the rich beauty, superb expressiveness, colour scheme, balanced and effective composition and fine shading. In the sculptures as well as paintings of Ajanta, there is the same combination of the physically beautiful with the spiritual nature which is so characteristic of Indian concept of reality

27. The study reveals that the performing art is expressed through music, dance, theatre and arts. It is in this context that the study of dance, music and drama represented in the sculptures forms an important aspect of cultural dynamics of the Ellora caves. All the sculptures studied in the selected Ellora caves are full of life; their postures and gesture highlight the expression and convey the meaning. The sculptures in Ellora are an encyclopaedia of performing Arts.

28. After going through the concepts relating to performing art, dance, music and theatre the sculptures in Ellora caves were studied and accordingly conclusions are drawn and presented below.

a. Panel No.5.2.1 Ravana shaking Kailasa -- A kind of dynamo of magic and Spiritual energy
b. Panel 5.2.1 Vishnu in the form of Narsimha -- A katihasta pose and Chapatdana Mudra.
c. Panel 5.2.3 Mahishsumardini – Heroic and furious sentiments

d. Panel 5.3.4-Kalyansundaramurti-- Parvati as a loving and blushing bride

e. Panel 5.2.5-Gajasura-vadha Murti --- Shiva as Bhairva

f. Panel 5.2.6- Shiva as Mahayogi

g. Panel 5.2.7. Nataraja Shiva -- Dancing Shiva as manifesting the primal cosmic forces of creation and destruction

h. Panel 5.2.8 Depiction of Music in Ellora caves,
   Music Gallery in cave.10 (Panel 5.2.8.1 and 5.2.8.2),
   Panel 5.2.8.3 Shiva and Parvati,
   Panel 5.2.8.4 -Performing art in Jain cave reflects the importance and position of music in ancient Indian society.

29. The concepts relating to performing arts, dance, music and theatre observed in sculptures and paintings at Ajanta caves and accordingly conclusions are drawn and presented below

a. Panel -5.3.1 Boddhisattva Padmapani- The most praised painting in the world

b. Panel -5.3.2 Dark Princess – The consort of Bodhisattva

c. Panel -5.3.3 Dancing Girl – A scene from Mahajanaka Jataka

d. Panel -5.3.4 Dying Princess – A figure of Pathos and sentiments

e. Panel -5.3.5 Indra flying down to taste Vishvantra

f. Panel -5.3.6 Mother and Child –A pious event of Buddha’s life after Enlightenment

g. Panel -5.3.7 Flying Apsara – A poetic view of reality

h. Panel -5.3.8 Black Princess – An art of graceful delineation

i. Panel -5.3.9 Temptation of Mara -- A view of graceful dance of Mara Kanyas

j. Panel -5.3.10 Mahaparinirvana of Buddha – A perfection-A stage of eternal bliss
k. Panel -5.3.11 Depiction of Music in Ajanta caves is seen through

Panel -5.3.11.1 Kinnar with musical Instrument,

Panel 5.3.11.2 Kinnaras with musical instrument carved on pillars

The performing art culture of India is a fusion of the arts. An aesthetic sensibility shared between music, dance, drama and literature.

Indian dance, music, literature, painting and architecture have all been intimately connected with Indian religion and philosophy.

The unique character of Indian culture is the religious connotation, and tolerance. Being a land of many religions, all religions are living together hand in hand. The reflection of religious harmony is seen through various aspects like painting, music, dance etc. This is why Indian art have earned fame all over the world.

30 Government from the local level to national level plays an important role in tourism development. The various benefits like foreign exchange earning, generating employment, income multiplier effects, development of infrastructure, social benefits are gained because of the purposeful efforts and rigorous policy formulation and implementation through different national and state level organisations.

The review of five years plans reveals that the allocation of funds and resources to tourism is very negligible Thus there could not be much headway in tourism development.

India Tourism is the main organization responsible to create positive image of tourist destination. It coordinates with various tourism organizations like MTDC and ASI for the promotion of tourism product. IndiaTourism execute the AEDP project funded by Japan.

National tourism policy 2002 serves as master plans that list the parameters for tourism development and stewardship of tourism resources within the regions.
However the effectiveness of this policy will have to assessed in relation to the objectives and harmony exercised by the state policy.

31. As per the Report submitted during March 2003 on 20 years perspective plan for development of sustainable tourism in Maharashtra, the role of state government in tourism development is stated as the state government will function as catalyst and confine its efforts to infrastructure development, dissemination of information and co-ordination of sectoral activities to create condition for attracting substantial private sector investment in tourism sector.

It is not the job of state agencies to run hotel and tourists buses and gradually the state will withdraw from such operation and hand them over to the professionals in the tourism industry.

32. The main activities of ASI is the maintenance of the monuments, restoration of the monument if required, and creating awareness about such historical Places of attractions. It helps in marketing of the tourism product- Ellora and Ajanta by providing information through websites and disseminating it through brochures at the sites.

33. Regarding the budgetary provisions for tourism development in Maharashtra it was found that budget allocation was inadequate as compared to the potential attractions Maharashtra offers. Even the sanctioned amount was not utilized in full.

In connection with Maharashtra Tourism Policy it is observed that there is need and scope to evolve appropriate policy and take steps for its effective implantation to attract visitors to various tourists destinations in general and Ellora and Ajanta in particular.

34. It was found that MTDC has undertaken various initiatives to promote tourism in the state of Maharashtra and changing its image from a favourable tourist destination to the premier tourist
destination. MTDC conceived the AEDP project on the basis of master plan from TCS. It has received financial assistance from OECF now called as JBIC with the full support of Government of India. The AEPD project is divided into phase I and phase II. It was observed that phase one has good impact on reducing pollution and helped in conservation and management of Ellora and Ajanta. In respect of role played by MTDC it is necessary to widen the scope of co-operation and coordination with concerned organisation for development of attraction, accessibility, amenities and accommodation.

35. There is lack of harmony in the working of India Tourism, MTDC, ASI, local government and support of local community.

36. In case of finding related to survey analysis of components of tourism product Ellora and Ajanta following points were revealed.

a. It is observed that personal source dominated to visit the attraction rather than organisational sources.

b. It is revealed in case of Ellora that domestic tourists give importance to historical and cultural factors where as foreign tourists showed cultural and historical as an influencing factor. In case of Ajanta the most influencing factors for both domestic and foreign tourists are related to culture.

c. In respect of accommodation it was observed that the highest number of tourists like to stay in budget hotel.

d. According to the tourists local transport to reach tourism product Ellora and Ajanta is not very satisfactory.

e. In case of amenities both domestic and foreign tourists have not shown much concern.

f. Regarding M.T.D.C’s efforts in promotion of Ellora and Ajanta 50% of domestic tourists are aware where as foreign tourists are not aware about M.T.D.C and its efforts.
g. MTDC should update information for the interest of the prospective tourist, online services more advertisements in media like newspaper, T.V., Satang in vicinity, tourists help centres and regular buses, improvement of local and public transport, information of the other tourists attractions in the vicinity, improved infrastructure, direct railway connectivity, cleanliness and maintenance, increase PPP etc.

h. In connection with types of problems faced for arranging tour packages, the tour operators, travel agents opined accessibilities and amenities are the major problem.

i. Travel agents and Tour operators opined in favour more concentration on TV and News paper advertisement for market promotion to increase demand for tourism product Ellora and Ajanta at national level.

j. Travel agents and Tour operators opined in favour more concentration on marketing through FAM tours and strengthening network of overseas information outlets to increase demand for tourism product Ellora and Ajanta at international level.

k. This is revealed only 3% respondents offer package tours to Ellora and Ajanta. Thus there is great need to publicise the tourism product by creating awareness in potential tourists and offering incentives to these travel intermediaries to promote the tourism product under study.

l. All the experts have given stress on the Professional education in tourism marketing. Positive attitude, behaviour with the tourists, USP approach, and increase marketing efforts through media are the comments by the experts.

m. Another suggestion was to take steps to get the benefit of modern electronic technology.

n. All most all of them expressed that the local transport facility is inadequate at the base centre, Aurangabad.
o. Efforts must be made to increase the flow of the foreign tourists from Mumbai to the tourism product – Ellora and Ajanta.

p. There is need to develop awareness among the people by adopting wider publicity through school, colleges and masses in this vast country.

q. All experts opined on intensive marketing efforts by Indian and state government to attract tourists from foreign countries

Thus tourism as an instrument for sustainable human development in India has been well recognised. The area includes poverty elimination, environmental regeneration; job creation and advancement of woman and disadvantaged groups. Tourism and human development are co-related. If tourism activity is properly managed, it will be a symbiotic association.

Suggestions and Recommendations

During the decade understudy i.e from the year 1999-2008 it is observed that tourism industry witnessed growth in general. This can be viewed from the point of view of Foreign exchange earning, Employment generation, Revenue earning, GDP and other related factors. All the factors are related with the earning from the tourism.

Inspite of rich heritage of tourism product like Ellora and Ajanta the number of domestic and foreign tourists visits to this market segment in not remarkable. The growth of tourism in this region is completely dependent on the promotional drive at the state level. It demands for increased participation of state government and private sector with local community support. This will boost this segment of domestic and foreign tourist market.

To explore the potential of tourism industry and to strike a balance in its growth pattern in general and promoting the development at speedier rate for tourism product Ellora and Ajanta in particular it is recommended that
Professional Education

1. The success of development of this segment is not only dependent on the outcome of increased number of visitors but also depends largely on effective professional management. This is more serious as tourism product is composite product and requires multidimensional services in its effective function.

Tourism basically being service industry, a developing destination must take necessary steps to build a pool of efficiently trained manpower to fill various jobs that will be created subsequently as a result of tourism developments. A large number of jobs will be created to look after and manage various tourist services. Special attention, therefore will have to be given to need in manpower to be trained and rendered qualified for the various tourism professions.

In marketing human resources development plays very important role. Programmes should be designed to screen and train prospective employees so that they could acquire both attitudinal as well as technical skills. Attitudinal characteristics contribute to an employee’s success in tourism position and include pride, flexibility, adaptability and judgement. Technical skills required include facility and equipment operations and maintenance, financial management, food and beverage production and service.

It is recommended that all the travel trade in general and hotel industry in Aurangabad should employ the staff having industrial background or should design short term training programmes for their employees who will render professional services to the tourists.
Foreign Exchange Earning

2. The Foreign Exchange Earning form tourism in India in terms of percentage change in INR term shows the falling trend as per Table 1.1 and graph 1.1.

Similarly if we consider the share of foreign tourist arrival in India with international tourism arrivals worldwide and by region we find that India’s share is very low. In the year 2008 America’s share is 16.0%, Europe 52.1%, Asia and Pacific 20.0%, Middle-East 6.0% and India only 0.58%.

Further it is observed in this connection that international tourists arrival to India from total of top 15 countries as the tourist generating countries. The visitors are more from USA and U.K (Chapter 1, Table 1.6) as compared to other countries. If we expect income in terms of dollar from foreign tourists we can include Canada, France, Australia, Italy, Germany, Japan and other countries as target market for launching aggressive marketing of tourism product Ellora Ajanta. In order to ensure increasing trend of visitors it is necessary to consider this fact while planning marketing strategies for these countries.

For increasing foreign tourist visits it is recommended that participation in international trade fairs and commercial exhibitions held at various destination at regular intervals will prove an effective way to facilitate marketing tourist destinations.

Therefore it is recommended that IndiaTourism, state level organisation like MTDC should send their trained representatives to foreign countries to participate in trade fairs and exhibitions at regular intervals for promoting Ellora and Ajanta as tourism product.

To increase number of domestic tourists participation in trade fair/ exhibition also plays an important role on tourism marketing. It is place where the tourism organisation gets a chance to
interact with the trade partners along with the numerous potential tourists. Ministry of tourism along with many national and international partners organises trade fairs at tourists generating markets like Mumbai, New Delhi and Pune etc. It is observed that the role and participation of MTDC in the exhibitions like Express Travel World was not encouraging. In case of India International Travel Mart MTDC hardly participates. As a result potential of Maharashtra especially Ellora and Ajanta remains unexplored. It is recommended that this aspects of the trade-fair and travel exhibitions need immediate attention. MTDC should participate in each and every travel exhibitions organised in India to market its tourism product.

**Employment Generation**

3. As per the planning commission an investment of 10 lakhs creates 78 jobs in the tourism sector while the same generate just 18 jobs in manufacturing and 45 in agriculture sector. Currently tourism being employment intensive provides employment to 53 millions people throughout the country with largest multiplier effect and is the highest employment generator in the country. The government needs to look at helping out this sector and help spread benefits of prosperity to large section of society.

Considering this fact it is necessary to take active steps in designing destination planning for tourism product Ellora and Ajanta. Aurangabad is the base to reach the tourism product Ellora and Ajanta by road transport. Four lane road developments is must in order to save time and making travel more convenient and more pleasurable. This will help to create more job opportunities for people living in this sector of tourism product. Further it is suggested that Ellora and Ajanta should be connected through the railways in order to direct the flow of foreign and domestic tourists to the
tourism product. The facilities like ropeways, amusement parks museums and other related tourists facilities should be planned and executed on priority basis. All these activities will result in to creation of more employment opportunities.

**Tourism Infrastructure**

4 As per the findings of this study it is observed that Ellora and Ajanta are located in underdeveloped region of Maharashtra and there are deficiencies in basic infrastructure and it is the cause of serious problems related to the development of tourism.

For getting success in marketing of tourism destination Ellora and Ajanta, it is necessary to provide life support through number of infrastructural facilities and services. Infrastructure elements comprise the system of services and utilities which are necessary to the operation of tourism destination. These requirements will be for both tourists and local residents. Various agencies are responsible for the development of infrastructural services and coordination among them is very essential. Specific areas of infrastructure are power, water, communication, sewage and drainage, roads and highways, parks, recreations etc.

To minimise the physical and mental stress of the tourists, there is a great need of lush green beautiful gardens, flower belts with colourful fountains along with resting places along with pathways in vicinity of the caves.

It is observed that the infrastructure facility in Aurangabad, Ellora and Ajanta area is inadequate. It is suggested that infrastructure facilities of international standards should be made available for the foreign tourists.

**Domestic Tourism**

5 The position of Maharashtra in respect of domestic tourist visits is very low as compared to Andra Pradesh, Uttar
Pradesh, Tamil Nadu, Karnataka and Rajasthan etc. the percentage share is merely 3.7 %. As compared to volume and variety of places of attraction located in Maharashtra, the visitor’s percentage is quite disappointing.

To overcome this unfavourable situation it is recommended that state level and private organisation should undertake aggressive marketing planning strategies.

Regional tourism planning should be aimed primarily at determining the best facilities like, transportation network, tourist information centres hotels, resorts etc.

MTDC and WBTDC have signed MOU for promotion of various tourist destinations of the respective states. It is suggested that MTDC should also approach to Uttar Pradesh, Rajashthan, Gujarat Karnataka, Andra Pradesh.,Madhya Pradesh and Tamil Nadu for signing MOUs for tourism promotion highlighting Ellora and Ajanta.

Tourism in Maharashtra

The number of foreign tourist visits to Ellora and Ajanta and their percentage to the total number of tourist visits in Maharashtra is very low. The foreign tourist visits to Ellora is only 0.09% that is not even 1% of the tourists visiting Mumbai. Whereas the percentage visits for Ajanta is around 0.14 % only in the year 2008.

It shows status of tourism product -Ellora and Ajanta is very meagre in Maharashtra .and the quantum of efforts required for the promotion of these tourism products should be very aggressive and on bigger scale. Most of the business travellers coming to Mumbai use it as transit destination and prefer to flying out to Kerala and Goa for quick holiday. Mumbai gets about 40 % of the total international tourists arriving in India. At least 50% of them should visit the interiors of the state. Out of total foreign visit to Maharashtra, there is a
greater scope to increase the number of foreign visitors to Ellora and Ajanta. It is suggested that the organisations involved catering to the foreign tourists in Maharashtra can frame suitable marketing strategy for tourism product Ellora and Ajanta.

**Image projection.**

7 Image and expectation of the travel experience are closely linked in prospective customer’s mind. Images act as tool to select holiday choice. All destinations and attractions have images. Images are an essential objective of the destination marketing. It is required to sustain, alter or develop appropriate images in order to influence prospective buyer's expectation. Creating proper image becomes an integral part of marketing.

Therefore the image of Ellora and Ajanta should become integral part of aggressive marketing campaign for example the Dhwajastambh, Elephants, Gajalaxmi, Shiva-Parvati, Nataraja, Chaitya caves, Pillars, Yaksha and Yakshini are the symbols that may be extensively used to have permanent imprints on the prospective customers mind. Similarly Padampani, most praised painting in the world, Flying Apsara, Black Princess with pearl necklace, Chaitya arch, Mahaparinirvana of Buddha sculpture and painting on the ceiling filled with decorative motifs and geometrical designs are the best suited painting and sculptures for getting the mind attracted towards the great wonder of the world Ellora and Ajanta.

**Tourism Marketing Mix**

8 People, Physical Evidence and Process along with the traditional four P's are elements of tourism marketing mix. For a successful tourism marketing efforts should be made to use them successfully in designing a marketing strategy.
In case of marketing tourism product Ellora and Ajanta in domestic and international market all the above mentioned P’s should be properly mixed. The state and private organisations should design marketing strategy by highlighting marketing mix concept and its relation and impact on development of tourism in the region.

**Reflection of Culture in Ellora and Ajanta.**

9. Indian culture finds its foundation in religion. The culture is related to Dharma. Truth, non violence and self-control are important elements of the dharma. It is considered as a basis for all social and moral order. Efforts are needed to spread this message through media in the larger public interest of our country. Ellora and Ajanta tourism product is very impressive tool to propagate this social order and morality in the present day situation which is prevalent in our country.

10. Architecture and cultural aspects is the landmark in the world famous caves of Ellora and Ajanta. They are the site displaying religious aspects of three prominent religions-Hinduism, Buddhism and Jainism. In respect of increasing the trend of domestic tourists to this tourism product use of multi-religion attributes of the caves can be given place in an aggressive publicity drive.

Wider publicity campaign at national is necessary to spread the message of cultural exchange, communal harmony and national integration which is indicated through sculptures of Hindu, Buddhist and Jain caves at Ellora and through material culture and spiritual values depicted in paintings of Ajanta. There is a need to develop awareness among the people by adopting publicity drive through schools, colleges and masses in this vast country.

11. To increase the number the tourism offering for this tourism product Ellora and Ajanta promotional efforts should be
increased through regional, national and international publicity as well arranging cultural events and special interest tourism programmes with modern techniques of advertisement.

12. Since tourists come in sizable number from Buddhists countries advertisements in these countries should be intensified.

Attributes of Tourism product

13. The attributes of tourism product Ellora and Ajanta i.e. architecture, sculpture and paintings should get prominence for creating awareness and sustained interest for visiting the caves. All the forms of architecture, sculptures and paintings should be nicely described, with good quality photographs and published in the form of brochures, pamphlets and leaflets. They should be handy and easily available at the airports, railway stations, bus-stops and nearby places of the sites of the tourism product.

The guides who accompany the tourists should be well versed and expert in his field. He should have acquired skills and knowledge regarding architecture, sculptures and paintings. He should narrate different stories and themes aptly and in desirable manner and should try to answer various questions posed by the tourists through demonstrating positive and warm outlook towards the tourists.

The organisation involved should pay serious attention in the transmission of the rational message of the themes used in the tourism product Ellora and Ajanta. Therefore massive programmes should be launched with the use of media within and outside country to attract greater number of tourists.

14. The awareness campaign should be launched at various level and also for general public highlighting rich cultural heritage of Ellora and Ajanta. This will help for image positioning in the mind of potential tourists.
Performing Arts

15. Reflection of performing arts at Ellora and Ajanta gives us understanding that performing art is an integral part of process of living, deriving validity from interaction and communication which alone can lead to renewal and reinterpretation of any tradition. It is revealed in this study that the performing arts culture of India is fusion of arts and aesthetics sensibility shared between dances, music, and drama. Perfect understanding and use of these cardinal principles for quality way of life of human being is taught through different panels of Ellora and Ajanta.

It is suggested that these values should be imbibed in the minds of youth and people of this country from the point of view of total personality to achieve peace and prosperity. These tourism products should be used as powerful tools to convey these teachings of Indian origin.

Tourism in Aurangabad

16. The present status of accommodation in Aurangabad which is the base for visiting Ellora and Ajanta is not as per demands and needs of the tourists. Therefore state should encourage private sector for participation in the form of development of holiday resorts and Yatri niwas with modern amenities.

17. Aurangabad lies on central railway track and is a major junction in Marathwada region. It is recommended that this important junction should be connected to the various cities of tourist interest like Jaipur in the west, Indore in the central and Goa in the western, Chennai and Bangalore in the south and Kolkata in the east. This is required to get more tourists to Ellora and Ajanta. Tourists from these places will get direct access to Aurangabad. There is need to increase in the number of trains to Hydrabad (Secundrabad), Delhi and Mumbai which will result in increase in number of tourists to Ellora and Ajanta.
18. The local transport also plays important role in success of tourism destination. It is a part of development of the tourism destination. As Ellora-Ajanta is concerned, it is observed that local transport means to reach tourism product are inadequate, not upto the mark and lack in international standards.

In connections with the local transport it recommended that there is great need of proper bus stand at Ellora and Ajanta. It is observed in the survey that the tourists waste their time at Ellora waiting for public transport. Though there are other modes of transports, they too are inadequate and carry more passengers than their capacity. All these impressions and experiences the visitors carry home and it is communicated to the potential tourists through word of mouth publicity which adversely affect the image of tourism product.

It is recommended that there should be a Centrally Sponsored Transport Authority through Maharashtra State Tourism Development Corporation to operate and control local transport specially to cater tourists, ensuring quality, convenience, speed and comfort.

The State Tourism Development Corporation should have their own efficient transport mode in the form of fleets of cars, A/c and Non A/c coaches along with varied package tours of different durations. There should be co-ordination among all the departments like MTDC, India Tourism and ASI to ensure seamless promotion of tourism in the city and the region.

19. It is observed that there is unauthorised transport operator at the site of Ellora caves meant for taking the tourists to Jain group of caves which are located at distant place. The tourists who are visiting Ellora by public transport find it difficult to visit these places as the rikshaw charge anything for the distance of mere 1.5 km. So it is recommended that there should be a uniform rate quoted for it or a mini bus should be operated at regular intervals. It should also include services at Grishneshwar temple.
Amenities

20. The condition of food outlets available on the way to Ellora and Ajanta is substandard and there is a great deal of problem of cleanliness and hygiene. Therefore decent built up food outlets should be developed by state government or encouraged through private sector ensuring good hygiene and quality food with international standards of cleanliness.

21. The concerned organisation state and private should give more focus on use of Information Technology to develop tourism in this era of Information technology. This is very useful in different marketing activities including reservation of journey through air, railways, road transport, hotels, banks and money exchange etc.

Field Survey

22. Following recommendations are made for the development of tourism product Ellora and Ajanta based on field survey conducted for the study:

- It is observed that personal source of information dominated to visit attraction rather than organisational efforts. Thus it is recommended that more promotional efforts are required on this aspect at the government and private level organisation the reach to potential tourists market.

Aurangabad, Ellora and Ajanta region have unlimited potential for tourism development. If properly planned, developed and marketed will prove not only to be financially viable but also prove to be immense benefit to the country.

Keeping this in view there is greater need to obtain whole heart co-operation and support of the local community of Ellora and Ajanta while planning and implementing various programmes of development of
tourism in this area. Bus-stops, gardens, health centres, restaurants and other public amenities should be properly developed in order to pass on benefits to local community. They should involved and absorbed in different jobs programmes of infrastructure development.

- Lack of knowledge regarding attractions, sculptures and monuments; inadequacy of local transport facilities, insufficient amenities, non availability of tour packages, lack of hygiene and cleanliness are the main problems faced by the visitors to the tourism product Ellora and Ajanta.

Therefore it is recommended that there is need of looking into these problems with proper perspective and government and private organisation with local community support should frame effective promotional policies for getting benefits of tourism.

- There should be adequate and properly designed information boards and hoarding which should give direction in respect of other important attractions, restaurants, service stations and parking facilities which are available in the vicinity of the tourism product Ellora and Ajanta.

**Role of MTDC**

23. The State Tourism Development Corpoartion (MTDC) should design educational packages for schools and colleges with collaborations with suppliers as part of their promotional drive. It will motivate them to organise tours for the youths to highlight city’s rich and great history. In the off season they should offer discounted price heritage and educational packages. Along with educational part, leisure activities like boating at Salim Ali Lake, amusement parks should be introduced.
Maintenance and preservation

24. Preservation of historic and religious monuments and its cultural values are important as said benefits accrue to tourists and society through the tourism product. Careful cleaning and beautifying ancient monuments, clearing the areas around the monuments and improving them for tourism purpose is essential. These aspect of preservation of world heritage site Ellora and Ajanta if done with dedication it will help to increase tourism.

Co-ordination between different departments

25. The destination / the tourism product Ellora and Ajanta will receive more tourists if these man made assets are conserved and protected to maintain tourist appeal, lack of care and co-ordinated efforts may impair and even ruin these assets upon which tourism industry in the region is founded. Public Works Department, Irrigation department, Electricity Department, Forest Department, Municipal authority, local self Government should work hand in hand with MTDC, IndiaTourism and ASI for conservation and protection of these world famous monuments Ellora and Ajanta.

Tourism and Social Benefits

26. Tourism industry in India now receiving increasing attention from government and from international development agencies. It can generate the much needed foreign exchange for financing other sectors of the economy of the developing country and also for bridging the trade gap. In its broadest sense, tourism can do more to develop understanding among the people, generate employment and raise the living standards than the other economic force known.

27. Tourism product Ellora and Ajanta is well recognised as world famous attraction for international and domestic tourists. Tourism is a major contributor of international goodwill and prime means of developing social and cultural understanding among all the people in the world. The interaction of large number of people with the
local population of the country visited results in making friends between people belonging to different countries, practicing different lifestyles and speaking different languages. There is mingling of cultures which has positive effects. Tourism helps to break down prejudices, barriers and suspicions.

Thus tourism product Ellora and Ajanta can be used as a tool as it helps to develop and foster Economic development, Regional development, Preservation of culture heritage, Communal harmony, National integration and International understanding.