CHAPTER VI
AN OPERATIONAL ASPECTS OF TOURISM FOCUSED ON TOURISTS AND THEIR SATISFACTION

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CHAPTER VI
AN OPERATIONAL ASPECTS OF TOURISM FOCUSED ON TOURISTS AND THEIR SATISFACTION

Introduction

In order to understand the operational aspects of the tourism, tourist opinions, their satisfaction and related matters, an experience survey of the tourists visiting Ellora was conducted. Under this experience survey, the logic of selection of the respondents and the subsequent interviews is as stated already in the chapter No. 1 of this thesis. The information of the Ellora and Aurangabad as tourist centers is given in the chapter II (B)

Collection of Data

Data on various indicators of socio-economic and ecological contribution / impact of tourist industry were collected from the hoteliers and dhabas (eating points) owners, transporters and other people engage in tourism related activities.

In this regard, data on number of visitors, their origin, economic and socio-religious background, type of tourist activity, duration of stay, type of hotels patronized, food habits, purpose of visit, purchase of local goods, mode of transport to the area and local transport, expenditure made during their visit, etc were collected from the tourists and tourist related agencies. For this purpose a Judgment sample of 20 to 100 tourists visiting
Ellora was made use of under the experience survey. The size of sample was kept varying as per requirements but it never exceeded 100 respondents, (see chapter I of the thesis.)

In order to get the perception of local people and the tourists of the development and impact of tourist industry in the selected sites, a pre-tested schedule was used to obtain necessary information from the respondents. Respondents’ views on tourist related activities in the area, its extent and potential were also solicited. Further, information on their willingness to participate in development of tourism in the areas was solicited to estimate their willingness-to-contribute towards, or to be compensated for, preservation / modifications of tourist sites / resources was obtained through survey method.

Related secondary information was obtained from the State Department of Tourism, travel agencies, local clubs, transport association and other such sources.

Tourists Profile & Satisfaction

Tourists are the centre of this study and hence a detailed view of their socio-economic profile was considered proper, so as to better perceive the factors that promote arrival of tourists to the study region. Among the important socio-economic parameters considered in this analysis are the age and education of tourists, their occupational structure, income profile and their main purpose of visit to the area, etc. and their satisfaction from Tourist Product.

Of the total of 50 tourists surveyed by visiting their places of arrivals (Hotels etc.) for the study, 18 were of foreign origin. The analysis
presented in this section, therefore, also takes into consideration the grouping of tourists on the basis of their area of origin along with, of course, the overall picture presented for the total tourists visiting the area.

Age wise distribution of the responded \(N=50\) tourists revealed that all the respondent foreign tourists visiting the area were below 50 years of age. In case of domestic tourists, only 10 percent of respondents were of 50 years of age. Majority of the tourists, both domestic and foreigners, were in the age group of 18-35 years.

Overall, 52 percent of the visitors to the area were in the age of 35-50. This distribution suggests that the study area is more popular amongst the younger generation; may be for reasons of adventure and nature tourism.

**Profile of Tourists**

- An educational level-wise distribution of the respondents. It is evident from the table that majority of foreign tourists \(N=18\) were graduates and about 5 percent of them were having professional degrees. So far as domestic tourists \(N=20\) are concerned, it was noted that more than 40 percent were graduates while 20 percent of total domestic respondents were having professional degrees.

An analysis of the occupational structure of the tourists to the region revealed that majority of the domestic tourists were businessmen, followed by those employed in private and public sectors respectively. A good number of them were students. As far as the foreign tourists are concerned, a high majority (80%) of them were the persons employed in private sector.
This was followed by the tourists who were pursuing their formal education; the proportion of students visiting the region was noted to be as high. One distinguishing feature of the survey results is the absence of any agriculturist of pensioner among the foreign tourists, while agriculturists and pensioners formed small (up to 5 to 7) percent of the total sample domestic tourists. Overall, it was noted that majority of the tourists to the area are businessmen followed by those employed in private sector and the students, respectively.

**Financial position** of a person plays a crucial role in prompting an individual to visit different tourists sites for pleasure trips. On the basis of their incomes, the tourists visiting the study region were grouped into three categories, (i) those with an annual income upto Rs. 5 lakh (ii) those with annual income of Rs. 5-10 lakh and finally, (iii) the ones having annual household income or more than ten lakh rupees. Enquires revealed that the majority of foreign tourists were in the income group of above Rs. 10 lakh per annum. About 20 percent of the domestic tourists were in the income group of more than 5 to 10 Lakhs and the remaining mostly under the Income group below Rs. 5 Lakhs per annum.

As brought out by the discussion so far, the **domestic tourists** play a major role in tourism development of the area. An analysis a regional make-up of domestic tourists reveals that the study region receives tourists from almost all over the country Majority (40%) of the domestic tourists were from Eastern Zone, with a one half share from the state of West Bengal alone. Tourists from north zone formed smallumber while those arriving from western zone constituted sizeable share of the total domestic tourists.
A state-wise look at the arrival of domestic tourists reveals that Gujarat, Delhi and Union territory of Chandigarh respectively follow West Bengal in this regard. This varies mix of tourists visiting the area suggests the national importance of this tourist destination for the people of the country.

A similar disagreed view of the foreign tourists visiting the study region reveals that majority (40 to 50%) of the tourists were Israelis, followed by tourists from Britain, France and Germany with a respective proportion of the total foreign tourists. This also suggests the international importance of the study area as a popular tourist destination.

Table No. 6.1:-Country-wise distribution of sample foreign tourists in the study region at Ellora ( N=20)

<table>
<thead>
<tr>
<th>Country</th>
<th>Frequency</th>
<th>Tourists</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Israel</td>
<td>9</td>
<td>45</td>
<td></td>
</tr>
<tr>
<td>2. Britain</td>
<td>5</td>
<td>25</td>
<td></td>
</tr>
<tr>
<td>3. France</td>
<td>2</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>4. Germany</td>
<td>2</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>5. Australia</td>
<td>1</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>6. South Korea</td>
<td>1</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>20</strong></td>
<td><strong>100</strong></td>
<td></td>
</tr>
</tbody>
</table>

Popularity of a tourist destination depends on its ability to come up to the expectations of the tourists, in fulfilling their desires. Major reasons for which tourists visit Ellora were noted to be the scenic beauty of the region, its peaceful and serene agro-climate and environment, opportunities that the region offers for adventure sports and of course, its socio-cultural and religious heritage.

The sample domestic and foreign tourists were asked to enumerate their major purpose of visiting the area and the summary of their
responses is presented stating the prominent reasons for the visits are, as per importance accorded by the respondents ranked as ahead

1. Scenic beauty/Scripture
2. Peace
3. Climate
4. Adventure sports
5. Social / religious functions
6. Business / official meeting
7. Others

Among the domestic tourists, a sizeable proportion, found the area challenging and appropriate for adventure sports. Among the most favorite adventure sports are the activities like mountaineering, hang gliding, rock climbing and river rafting. Among the foreign tourists, only few of them were visiting for this purpose.

Further, it is evident from the data on the visitors season that majority of the domestic tourists visit Ellora in December to enjoy its pleasant climate and peaceful environment. These characteristics of the region thus attract a sizeable proportion of domestic tourists from the plains; where the climate is relatively harsh and the general environment not that peaceful. The foreign tourists also opined that they had come to Ellora to enjoy its rich socio-cultural heritage and religious ceremonies / functions. It may be mentioned here that the Ellora has religious sites that are common to many faiths practiced in the country. Further, the region has also come on the tourist map of the country for its famous religious base. Thus Ellora is known for Temple of Shankar.

Decision to visit a tourist site is influenced by the information that one has about the site, popularity of the site, experiences as shared by the friends and relatives of a prospective tourist, apart from the socio-
economic factors like family income etc. affecting the decision making. Ellora is now a known hill station of the State. Being a mountainous region, the distance of the area for the people of the neighboring state and that of from other parts of the country, could be an important consideration in decisions regarding the choice of a tourist site.

About the use of means of transport to arrive at tourist places, it is noticed that that about 40 percent of the domestic tourists (especially from the neighboring plain areas) visit the area with own conveyance. A sizeable proportion of them had come by bus, mostly luxury coaches, while some 20 percent of the domestic tourists reach the area by other hired light vehicles. This hiring of vehicles is generally done at their last railway connecting point to the area. So, far as foreign tourists are concerned, majority of them had also come by their own conveyance. A large proportion of foreign tourists than domestic tourists patronized travel-by-air & Road to visit the area.

As pointed out earlier, the first visit to a tourist destination may be based on available information, as acquired from different sources, as well as on the level of expectation of utility associated with the visit to a site. Thus, the first visit to a tourist destination may or may not project the full importance of that destination. Therefore, to judge the repetitive value of a tourist destination, it becomes imperative to analyze the number of visits that a tourist makes to the site

Overall, the analysis suggests that out 50 of the domestic tourists revisiting the area; of them 20 percent were on their second visit, while 10 percent were visiting the area more than second time. Those who were coming twice or more than that were for the religious purpose.
In this regard, a separate view of the number of visits made by foreign tourists reveals that few of the foreign tourists were visiting the area second time and more for the study purpose or escorting their natives. This proportion of re-visitors to the site also amply suggests the tourists holding capacity of Ellora.

**Duration of the stay** of tourists at a given destination also suggests the importance that the tourists attach to a given destination. In the case of Ellora, the majority of the domestic tourists stayed for 3 to 5 days near Ellora i.e. at Aurangabad followed by foreign tourists staying up to two days in Aurangabad.

It is also observed from the data collected for **lodging Boarding pretences** from 50 tourists that the majority of foreign tourists preferred to stay in star hotels in Aurangabad while domestic tourists preferred to stay in private hotels and guesthouses and few of them stayed in the hotels run by the state tourism development corporation (MTDC), since the accommodations were available to them.

The 50 respondents interviewed give an idea as to the tourists' willingness to spend on boarding and lodging facilities. Majority of all the domestic tourists preferred to stay in hotels / guesthouses with daily room tariff up to Rs. 500 or less. A very few sample tourists were spending more than Rs. 1000 for their stay in the area. The trend is different for foreign tourists, who were spending above Rs. 5000 per day for hotel tariff.

A few tourists also preferred to cook their own food. They were mostly the ones staying in guesthouses and this proportion was relatively
higher for foreign tourists than domestic tourists. One of the reasons for tourists’ preference for food at restaurants and *dhabas* could be their desire to enjoy as much as possible the natural and cultural environment of the area. Further, eating at these points allows the tourists more opportunities for interaction with people from different parts of the country, while at the same time they can enjoy a variety of local delicacies as well.

**The purchase of local produce and handicrafts** etc. by the tourists also contributes towards the income and employment generation in the area. Among the traditional tourists related handicrafts of Ellora are the caps’, shawls, woolen coats and blankets, wooden-craft, etc. Similarly, locally produced fresh and dry fruits also contribute significantly towards the income of the local people.

The information collected reveals the frequency of purchases of different items by the sample tourists. Perusal of the data reveals that locally produced shawls (both ladies and gents), traditional caps’ and coats are the major items that attract the tourists. A sizeable proportion of the tourists also purchased different wooden crafts. Considering the price range of different items the proportion of tourists purchasing these souvenirs implies the level of passion of the tourists for the locally produced items.

A tourist’s interest in adventure sports can be perceived from the order of importance given by those (10 out of 50) tourists. They are having interest in the adventure sport as per order of preferences given below:—
| Sports activity :- Order of Importance |
|------------------|---|
| i. Water sports  |
| ii. Mountaineering |
| iii. Paragliding |
| iv. Skiing |
| v. Heliskiing |
| vi. Jeep Safari |

It is evident from the interviews that the majority of the tourists were interested in water sports (river rafting, etc.) This was followed by their interest in mountaineering, paragliding, and skiing. A handful of the tourists were also interested in jeep safari. Preferences for adventurous activities in the region were almost the same among the foreign and interested domestic tourists, with relatively the foreign and interested domestic tourists, with relatively a larger proportion of sample foreign tourists more interested in paragliding, skiing/heliskiing and jeep safari.

Of the total tourists interviewed in the experience survey, the many domestic tourist and few foreign did not show any interest in the adventure sports. They opined that they were there in the region only to enjoy the peaceful, clean natural and cultural environment of the region. The information from the tourist in majority as not interested in adventure sports, implicitly suggests the multifarious attractions of these tourist sites and hence their ability to attract tourists with different tastes.

An estimate of the average expenditure of a tourist for a given visit is roughly ascertained. On an average, the duration of the visit works out of 3.39 days in Aurangabad and it is estimated that an average tourist spends Rs. 3958 per visit in the area. Break up of this expenditure reveals
that bulk of it is accounted for by the expenditure made on accommodation and food and beverages. Local transport accounts for about 10 percent of the total expenditure while shopping of local items as well as entertainment accounts for about 20 per cent and 15 percent of the total expenditure respectively. It has been estimated that, on an average, a tourist spends Rs. 1168 per day while on a visit to the Ellora area and elsewhere in the Aurangabad vicinity includes Ajintha. These figures thus portray the contribution of tourism industry towards the socio-economic upliftment of the area.

Perception of the Tourists

The state government and many private institutions are striving hard to create international standard tourist facilities in the Aurangabad area. Nevertheless, there is always a scope for making continuous improvement in this regard. One of the ways to perceive the areas that need immediate attention of the decision markers is to get consumers’ perceptions about the type and quality of tourists related facilities. Tables 6.2 (a and b) presents the responses of the sample tourists about the hotels and restaurants, quality of food, beverages and the behavior of the hotel and guesthouses staff.

Table 6.2(a)

Perceptions of tourists about hotels / guesthouses tariff (N=100)

<table>
<thead>
<tr>
<th>Number of Persons with perception about</th>
<th>High</th>
<th>Very High</th>
<th>Normal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tariff with existing facilities</td>
<td>26</td>
<td>35</td>
<td>39</td>
</tr>
</tbody>
</table>
Table 6.2(b)
Perceptions of tourists about boarding and lodging facilities in the study area (N=100)

<table>
<thead>
<tr>
<th>Facility / Service</th>
<th>Perception</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Poor</td>
<td>Good</td>
</tr>
<tr>
<td>1. Hotel facilities / arrangement</td>
<td>43</td>
<td>35</td>
</tr>
<tr>
<td>2. Behavior of hotel staff</td>
<td>24</td>
<td>54</td>
</tr>
<tr>
<td>3. Quality of food / beverages</td>
<td>55</td>
<td>20</td>
</tr>
<tr>
<td>4. Cleanliness</td>
<td>22</td>
<td>47</td>
</tr>
</tbody>
</table>

A perusal of the table reveals that a lot still needs to be done with regard to the facilities in the hotels, management of hotels and guesthouses and the quality of food and beverages served to the customers only. Only 54 percent of the sample tourists felt that hotel staff was courteous and 47 percent of them felt that cleanliness standards in the hotels and guesthouses were good. In this regard, it may also be mentioned that 61 percent of the tourists felt that hotel / guesthouses tariffs were on higher side, given the facilities that these hotels and guesthouses were providing. Overall, it may be concluded from these responses that there is an urgent need to take necessary to steps to improve upon the boarding and lodging standards, along with the improvements in management standards.

In the similar stratum, the sample tourists were also requested comment on the level of satisfaction that they obtained vis-à-vis the expectations prior to their visit to the area. In this regard, so far as their expectations of natural scenic beauty, entertainment and climate were
concerned, 79 percent, 67 percent and 47 percent of the tourists respectively felt fully satisfied (Table 6.3. On the other hand, 78 percent of the tourists were not at all satisfied with the parking facilities in the area, while 61 percent felt that the study region is more expensive than they had hoped for. Further, 47 percent of the tourists were not satisfied by the general cleanliness the towns. Majority of the tourist were not forthcoming on different tourism related aspects of the region and felt particularly satisfied in respect of the basic aspects of the basic aspects of tourism industry in the region. A mention needs to be made of a high proportion of tourists, who felt partially satisfied with the accommodation, local road conditions and transportation facilities and the expected tranquility of the area.

These responses along with the responses regarding the perceptions of the tourists about the services, of hotels and guests houses etc., calls for an urgent critical look at our tourism related policies. It would be detrimental to the development of tourism in the area if the tourists' concerns, as pointed out in the above discussion, are not addressed to their satisfaction. For the sake of sustainability of tourist industry, it is important that dedicated efforts are made to generate a feeling of belongingness among the tourists; so as to encourage them to take repeated visits to the area. A positive word of mouth from the tourists in their neighborhood plays a role of active catalyst in popularizing a tourist site. Hence, the need for urgent corrective measures becomes all the more pressing.
Table 6.3
Distribution of tourists according to the level of satisfaction of the tourist related services in the study area

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Fully Satisfied</th>
<th>Partially Satisfied</th>
<th>Not Satisfied</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Accommodation</td>
<td>21</td>
<td>68</td>
<td>11</td>
<td>100</td>
</tr>
<tr>
<td>2. Local transportation</td>
<td>23</td>
<td>51</td>
<td>26</td>
<td>100</td>
</tr>
<tr>
<td>3. Information</td>
<td>39</td>
<td>47</td>
<td>14</td>
<td>100</td>
</tr>
<tr>
<td>4. Climate</td>
<td>47</td>
<td>34</td>
<td>19</td>
<td>100</td>
</tr>
<tr>
<td>5. Road condition</td>
<td>6</td>
<td>65</td>
<td>29</td>
<td>100</td>
</tr>
<tr>
<td>6. Less expensive</td>
<td>21</td>
<td>18</td>
<td>61</td>
<td>100</td>
</tr>
<tr>
<td>7. Entertainment</td>
<td>67</td>
<td>30</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td>8. Scenic beauty</td>
<td>79</td>
<td>17</td>
<td>4</td>
<td>100</td>
</tr>
<tr>
<td>9. Parking Space</td>
<td>3</td>
<td>19</td>
<td>78</td>
<td>100</td>
</tr>
<tr>
<td>10. General cleanliness</td>
<td>11</td>
<td>42</td>
<td>47</td>
<td>100</td>
</tr>
<tr>
<td>11. Peaceful environment</td>
<td>33</td>
<td>49</td>
<td>18</td>
<td>100</td>
</tr>
</tbody>
</table>

The chief concern in developing a region as a tourist destination is to speed up the economic development through tourist industry’s multiple economic impacts on the economy. However, the impact of tourism on the socio-economic and cultural well-being is best perceived by the local people; whose daily routine revolves around the industry and hence gets influenced by the same. Any development initiative including tourism development thus can be best judged by the local people. With this in view the people’s perceptions of the impacts of tourism development were obtained from the sample respondents by using a specially prepared questionnaire for this purpose. The perceptions of the local people have been analyzed by grouping the responses regarding the impact of tourism on (i) environment, (ii) socio-cultural setting and (iii) economic development of the region. Local people, particularly the older people value highly the natural environment and scenic beauty. They
often talked at length of the times when the unique temperate climate and the clean and pleasant natural environment were their prized possessions.

A common feeling among the majority of the population is that as a result of increased construction activity, there has been an adverse impact on the status of forests and the climate. Among the adverse impacts perceived by the local people are the increased rate of forest degradation, increased pollution, destruction of scenic beauty of the towns and their surroundings and the frequent land slides in the area. The responses of the sample respondents in this regard have been presented to compare the current situation with regard to the general natural environment compared to the situation ten years back.

All the survey respondents were of the opinion that the natural environment has certainly degraded compared to the situation a decade back. Their views only differed in terms of the level of deterioration as perceived by different respondents. A majority of the respondents of the study area felt that the scenic beauty of towns has been destroyed by about 50 percent of what it used to be 10 years back. Similarly, a high proportion of these survey respondents felt that there has been an increase of about 50 percent in pollution in the towns and in frequency of land slides and deforestation in the vicinity of the study areas.

Overall, a high majority of the respondents are again of the opinion that the towns have lost considerably so far as the state of their current environment, compared to the situation ten years back, is concerned.

On the socio-cultural front, people’s responses centered around the degradation of socio-cultural environment; because of the increasing
crime rate, migration from villages, breakages of joint family system, increased drug and liquor trade and exploitation of local people, etc. The level of perceived adverse impacts of tourism development on the socio-cultural environment of the region can also be perused from collected information. A very high majority of the respondents felt that there has been a tremendous increase in drug trade in the region, and as a result it was natural for them to fear about the well being of the new generation; which they felt is getting increasingly attracted to the drugs. People were noted to be equally concerned about the increase in consumption of liquor, increase in corruption in different spheres of life, exploitation of local people and the increase westernization. As can be noted from the table, a majority of the people felt that the increase in various adverse impacts on socio-cultural environment has been around 50 percent of the level about a decade back.

Similarly, the above discussion suggests that while local people are highly concerned about the adverse impacts of tourism on their socio-cultural and physical environment, they, at the same time, were also appreciative of the positive contribution of tourism development in the region. About 60 percent of the respondents felt that ecological awareness among the general public has increased as a result of the tourism activities in the region. A very high majority of the people accepted that transportation and communication network has increased tremendously, compared to situation ten years back. Similarly, people felt that educational standards, cultural sharing experiences and income and employment opportunities have increased as a result of fast development of tourism in the region.
One of the surprising, but reassuring, feature of the collected information is the response of about 60 percent of the respondents that the tourism has helped highly to save their cultural traditions and in upkeep of religio-cultural sites and monuments. They felt that increased interest of the religious tourists to the region have brought into focus the importance of traditional fairs and festivals, and religious sites and monuments, etc. People's perception that tourism has opened many income generating opportunities for the local people also implies their acceptance of tourism as an economic option for the people in the region.

**People's Willingness-to-pay**

Sustainability of the 'name-and-fame' of a tourist site is dependent on the sustainability of its desired environmental and socio-cultural features. The continuity of income and employment generation capacity of a tourist site thus crucially depends on the efforts being made for maintaining the desirable standards of various tourist attracting environmental and socio-cultural features of the site. Tourism in Pachgani & Ellora is now a well accepted option for its economic development; because of its contribution towards income and employment generation in the area. However, the tourist industry in the region is under pressure to maintain the physical and environmental standards that have traditionally been associated with the region.

Majority of the respondents of the present study were of the opinion that Ellora region is under a tremendous pressure. They felt that there is an urgent need to take corrective measures to maintain physical and environmental standards that would continue to attract the tourists to the area. In this regard the respondents were asked as to how they could participate in maintaining such standards. Majority of the respondents opined that it is the duty of the public agencies to come forward and to
enforce various legal provisions required to maintain the status of the region as a prime tourist destination of the country. When asked as to what extend they would financially contribute to control environmental pollution in the city, a good majority of them showed their inability to contribute financially to this end.

Overall, more than 40 percent of the respondents showed their inability to financially participate in such a venture (Local people’s willingness to financially contribute to control environmental pollution has been analyzed for respondents belonging to different income classes. It is suggested by the table that a good majority of the respondents are willing to pay something to maintain environmental standards and pollution control in the area.

Their willingness ranged from Rs. 25 percent month to 200 per month. Overall, the table suggests that about 29 percent of the respondents in the income group of upto one lakh were willing to pay upto Rs. 50 per household per month for mitigating environmental pollution. An encouraging feature of the table is that a sizeable proportion of the respondents were willing to financially contribute their might for environmental conservation and pollution control in the area. About 24 percent of the respondents earning more than Rs. 3 lakh/ year were willing to contribute more than 100 rupees per month for the sake of environmental conservation and pollution control. Overall, about 23.61 percent of the respondents earning between two to three lakhs were willing to pay Rs. 50-100 per month for this cause. Among the respondents who did not show interest in the financial participation, in one way or the other, in environmental conservations and pollution control, majority (51.17%) were those earning upto one lakh per annum.
The population of the respondents not willing to contribute for the purpose declined with the increase in income.

With the increasing importance that the Pachgani and Ellora have gained as tourist destinations, the pressure on civic amenities and the local administration has also increased. As a result of increase in population pressure, both permanent and floating, civic amenities are under great pressure. People are feeling the pinch and are concerned about the proper development and upkeep of these amenities Table 5.47 presents the people's WTP for improving the civic amenities and local administrative infrastructure in the area. Again, like in previous cases, the level of WTP was found to increase with the increase in income.

Policy Implications

Tourism has been recognized as an important sector of the global economy, with a contribution of about 90 percent of domestic tourism. Ecotourism is an upcoming activity, especially suited for the mountain areas like the state of Himachal Pradesh. Hector Ceballos-Lascurian defined eco-tourism as “traveling to relatively undisturbed or uncontaminated natural areas with the specific objective of studying, admiring and enjoying the scenery and its wild plants and animals, as well as any existing cultural manifestations” ² In this regard the following implications of the tourism development in the study area need consideration.
1. **Carrying Capacity**

Among the important components of Lascurian’s definition are the terms like undisturbed and uncontaminated natural areas, admiring and enjoying scenery and existing cultural manifestations. Sustainability of these characteristics of tourist site depend on the level and management the sites are used. It is important that ample precautions are taken so as not cross the tourist carrying capacity of the site. The results of the study point out to a disturbing phenomenon of concentration of tourism activities in and around Ellora sites and Aurangabad proper. As a result, there has been a spurt in different types of construction activities; resulting thereby in the loss of “undisturbed or uncontaminated” nature of these tourist sites.

2. **Transportation and Communication Network**

Transportation and communication network of the study area needs immediate attention of the policy makers. An utmost care in lying of road and communication network is required because of the fragile ecosystem of the area. It would be worthwhile, in the long run, if air transport network is planned. This will not only make travel to the area easy but will also minimally disturb the natural ecosystems. The road network must be so planned as to avoid repetitive digging of the road and the feeder roads must similarly be constructed and maintained.

3. **Ownership of Hotels and Guesthouses**

One of the results of the study points out to the pattern of ownership of hotels and guesthouses; with persons from outside the state owning most of the standard hotels and guesthouse. In order that local
people may also avail the fruits of tourism development, it may be
important to consider ways and means to increase their interest in the
hotel business and also to strengthen their investment capacity for this
capital intensive business.

4. **Identifying New Tourist Sites**

Adventure sports have added to the tourism value of Pachgani area. As for example, sites like Pachgani Lake have added to the tourism value of the area. The results of the study, thus, imply a greater need for identifying and popularizing various satellite tourists' sites so as to ease pressure on traditional tourist sites of Pachgani & Ellora in the District.

5. **Pilgrimage Tourism**

Pilgrimage tourism is another upcoming tourist activity in the country and Maharashtra offers a great deal in this regard as well. Given the history of this saint-land, as mentioned in various historical and religious documents, there is a lot of scope for pilgrimage tourism. The Buddhist monasteries, Hindu temples of various gods and goddesses and Sikh shrines are dotted all over the place in Maharashtra which is regularly visited by the devotees. It would add to the potential of pilgrimage tourism if efforts are made on a larger scale to bring this religious to the notice of people at large.

6. **Civic amenities and local administration**

On administrative level, the study revealed that a lot needs to be done in the area for general cleanliness in the towns, provision of basic
civic amenities and gearing up of local administration, to check the malpractices adopted by various travel and tour agencies, tourist guides and other such related agencies.

Similarly, there is need to enforce various provisions of the Tourism Development Registration Act, so that the tourists visiting the study area do not face hardships on account of corrupt practices and thus, can enjoy the most during their visit to the area. This would encourage them to revisit the area and thus, same will increase the tourism importance of these sites.

7. **Handicraft**

One of the important contributors of the tourism activities towards the socio-economic upliftment of ordinary local people is the boost to sale of local handicrafts and other local produce. At present, emphasis in tourism development policies on local fruits and handicrafts seems to lack the rigours that it requires. Similarly, a much still needs to be done to encourage local folk art and culture from the tourism point of view. It would be worthwhile to set up training and cultural centers, for this purpose, at the local level.