CHAPTER - IX

SUMMARY OF FINDINGS AND RECOMMENDATIONS
Chapter – IX

SUMMARY OF FINDINGS AND RECOMMENDATIONS

In Aurangabad Tourism Industry is gaining lot of importance because it fetches foreign exchange, employment opportunities and contributes for the development of the region. It enables contact among local and international people, people of various races creeds and political beliefs. It provides greater scope for understanding between people of different cultures and communities, with its rich cultural world heritage monuments like Ajanta and Ellora, The Taj of Deccan Bibi-ka-Maqbara, Daulatabad Fort and Aurangabad Caves. A survey was conducted in order to understand the expenditure patterns of foreign tourists in Aurangabad tourist sites as well as Jaipur (Rajasthan). Accordingly 100 foreign tourists were contacted with a structured questionnaire the summary of findings are as follows;

- The country wise classification of foreign tourist who were interviewed of the total 100 foreign tourist interviewed about 30% belonged to USA followed by 25% from U.K.. About 13% foreign tourist were from Germany, 12% foreign tourist were from France and 10% belonged to both Canada and Japan respectively.

- Among the respondent in number of visits to Aurangabad 59% foreign tourist visit first time, 23%
visited second time and 18% visited third time to Aurangabad.

- An attempt has been made to as certain about whether they visit regularly. It can be seen that 59% of the respondents said yes and 41% said no.
- 64% foreign tourist visit Aurangabad for sightseeing purpose, only 18% tourist purpose were leisure and relaxation.
- 90% foreign tourist preferred air transport and 5% foreign tourist used rail and road service.
- 30% foreign tourist’s annual income were between Rs. 2.1 to 3 lakhs and another 30% foreign tourist annual income lies between 3.1 to 4 lakhs, 27% foreign tourist having their annual income more than 4.1 lakhs and remaining 13% foreign tourist income was between 1 to 2 lakhs.
- 54% foreign tourist stay in Aurangabad for 2 to 3 days, 41% tourist were stay for a day only and remaining 5% tourist stay for 4 to 5 days and they are from USA and UK countries.
- 75% foreign tourist stay in star hotels, they spend minimum in lodging. But in Jaipur 60% of the total tourist stay in star hotels.
In Aurangabad 16% tourist stay in MTDC hotels and in Jaipur 56% tourist stay in RTDC. In Aurangabad 9% foreign tourist stay in holiday home were as in Jaipur 20% stay in holiday home.

55% foreign tourist have responded negatively that they would not get proper shopping facilities. In case of Jaipur 70% tourist responded positively that they get proper shopping facilities.

In Aurangabad foreign tourist spend very less amount in shopping and transportation comparatively in Jaipur foreign tourist spend more amounts in shopping and entertainment.

In Aurangabad for foreign tourist entertainment facility is not available, but in Jaipur there are so many entertainment facilities are available for foreign tourists.

85% foreign tourist were much impressed after visiting Ajanta 65% foreign tourist were very much impressed when they sow Ellora, 55% foreign tourist very much impressed when they visited Daulatabad Fort, 35% foreign tourists were much impressed by Bibi-ka-Maqbara. Thus we may say that the tourist by and large very much impressed with tourist product of Aurangabad.
• 50% foreign tourist have expressed the image about Aurangabad is excellent, 25% foreign tourist were opinioned of good image, 15% expressed fair image and 10% expressed average image about Aurangabad tourist sites.

• 60% foreign tourist have expressed that the people of Aurangabad are so co-operative and kind. 40% foreign tourist said that the people of Aurangabad are warm and hospitable.

• 64% foreign tourist motivating factor is cultural. 18% foreign tourist visited Aurangabad for physical relaxation purpose and 12% tourist purpose was status and prestige.

• Foreign tourists are very much unhappy about the hygiene condition in Daulatabad Fort, Railway Station and Aurangabad Caves.

• Many a times there are honey combs in these World Heritage Sites and they attack the tourist and leave them injured.

• 75% foreign tourist face communication problems. They were not comfortable with host people.

9.1 RECOMMENDATION

Aurangabad is a major industrial and agricultural city in Maharashtra. It is the fourth major city in Maharashtra after
Mumbai, Nagpur and Pune. From tourism point of view Aurangabad is host of many heritage sculptures and historical buildings. In addition it also offers gardens and eco-tourism city.

I propose to make the following recommendations in this regard:

1. **Local Transport**: There is an immediate need to improve local transport system in Aurangabad. More number of buses must be operated for foreign tourist to take them tourist sties. For the foreign tourist the buses need to be more comfortable and convenient with good facilities.

2. **Accommodation Facilities**: Tourist visiting Ajanta, stay at Fardapur which is about 8 kms away from Ajanta. After the completion of Ajanta – Ellora Development Plan (AEDP) it is likely to attract more over night tourists and would call for new accommodation facility should be provided near Ajanta and Ellora. More budget hotels with clean surrounding for foreign tourists as star category hotels are unaffordable due to taxation and high tariffs.

3. **Security**: Problem in Ajanta and Ellora accommodation is night security. During the day time due to continuous movement of shopkeepers, travelers and tourist it is pretty safe but during night time there is no security. For travelers enough security guards need to be employed.
4. **Special Training Programme**: Special training programmes on needs of foreign tourists. MTDC should conduct training programmes for practicing tour operators, taxi operators, hotel managers, travel agents and other professionals related to tourism industry. Orienting them towards the needs of foreign tourists and to be more sensitive to their needs.

The training programme should include the following:

i) Expectation of foreign tourists in terms of quality of service, timeliness, payment modes, general areas of interest like heritage culture, rural life etc.

ii) Eating habits of various nationals.

iii) Working knowledge of English.

iv) Professionalism in service.

v) Providing information about other places of interest in the vicinity.

vi) Clean and hygienic surroundings.

4. **Trained Guides**: Trained guides must be appointed by Department of Tourism. The guides must be in a position to explain the historical importance of the places in the respective foreign languages.

5. **Tourist Information Center**: MTDC and Department of Tourism must open good number of Tourist Information Centers at railway stations, bus terminus, star hotels,
shopping complexes, commercial complexes. They should be open round the clock.

6. **Shopping Facilities**: Setting up shopping plazas for sale of local handicrafts, folk show, cuisine and souvenirs. The initial investment for such a shopping plaza is envisaged to be made by the government, which can be recovered through lease rentals for shops, tourist ticket and advertisement.

7. **Hygiene and Sanitation**: MTDC, Department of Tourism, Municipal Corporation and local government must take adequate steps to provide hygiene and sanitation facilities at tourists places of Aurangabad.

8. **Display of Information**: For the convenience of foreign tourists information about accommodation in hotels, youth hostel, clubs lodges, resort hotels be displayed at airport, bus stations, railway station with the tariff. This will help foreign tourists to choose accommodation of their choice. And also the information about travel agents, tour operators, rent car services be displayed with tariff.

9. **Cloak Room Facility**: At the airport cloak room facility should be provided for foreign tourist, so that they can keep their baggage at the airport.

10. **Tourism Related Legislation**: In order to prevent tourists being cheated by unscrupulous people, tourism related
legislation should be introduced. Various specific regulations relate to standards, licensing requirements for hotels, tourist restaurants tour and travel agencies, tour guides and control of fares.

11. **Better Infrastructure and Communication Facilities**: There is an urgent need for improving communication facilities for foreign tourists. More number of telephone booths should be opened on the way of tourist sites. Separate counters be opened in banks and post offices to cater the needs of foreign tourists.