

Summary

Introduction

As an impact of LPG, tourism has become a popular global free time activity which is shortly resulted into increasing the contribution in sustainable development, economic upliftment and social benefits, and other across various dimensions. Since the last decade, India has found as a major thrust destination to address the tourism issues, to utilize its wide variety of destination resources and also to optimize the level of financial involvement for developing tourist infrastructure in a constraint economic domain. With increase in income and rapid urbanization, consumers' expectations reached at new heights and now they are ready to spend more money according to product/ service.

Tourism industry has a tremendous potential for growth, with the availability of basic infrastructure and the variety of tourist themes offered by various destinations in Maharashtra. Tourism is developing as an important service industry with steady growth in the number of tourists and also in the average spending per tourist (foreign and domestic). Considering the unique and dynamic strengths and potential of the district, the focus would be on the development and promotion of new tourism products through Backwater Tourism, Monsoon Tourism, Adventure Tourism, Eco-Tourism, Pilgrim Tourism and Ayurveda.

The present study aims to identify various determinants of tourism potential of the Nashik city and the district tourism places. It has been observed that, good accessibility, health facilities, road and infrastructure facilities, other entertainment facility etc. attracts large number of tourist towards Nashik district. Now a day's Nashik has developed potential growth in tourism and economy.

For the entire research work, the secondary data as well as personal visits was conducted from the tourist visited to Nashik district tourist places and information answering the following major questions are shared with the visitors/tourists, tourism industries and tourist agents.-

1. Types of tourism services are provided by tourism industries
2. Perception of customers after enjoying tourism services
3. Current financial support from government and role of local bodies
4. Availability of infrastructure facilities

5. Problems faced by tourism employees, tourists and other related factors
6. Special facilities available for disabled and older clients
7. Benefits to the local persons and local bodies.
8. Overall perception of the clients towards natural, historical and religious tourist places.
9. Overall perception of the clients regarding the available facilities at tourist destinations, and other hospitality.

The present research work entitled “*Dynamics in Tourism Development Planning of Natural, Historical and Religious Tourist Centers in Nashik District of Maharashtra*” is aimed at finding the quality of infrastructure services, its impact on financial position, development of tourism, perception and satisfaction of tourists and of tourism industries and fiscal policy and the role of Government in the development and promotion of the tourism.

Summary of Work Done

Title of this research project is “*Dynamics in Tourism Development Planning of Natural, Historical and Religious Tourist Centers in Nashik District of Maharashtra*” and it is presented in following eight chapters as detailed below:

Chapter first covers the introduction to the topic under study and the theoretical framework of the topic under research. It includes an Introduction focusing on the Dynamic development & planning of tourism. It also includes reviews on related literature, objectives, Hypotheses, Research Methodology, significance of the research topic according to the research area, sources of data collection & analysis of data.

Chapter second contains the theoretical and conceptual aspects related to the research area to examine the geographical aspects of the study region. This chapter included location, Administrative divisions, Physiographic, Climate, Drainage working, Population & its characteristics. Occupation Structure, Water Supply, Transportation and other facility of the study region are studied in brief.

Chapter third deals with the role of Government in the development of tourism on National, State & also district level. It also deals with details the tourist arrivals and foreign exchange earnings from the tourism.

Chapter fourth is devoted to the theoretical information of the research topic related with working of Natural tourist centers in Nashik district for example Panchavati, Gangaghat, Bramhagiri, Gangadwar, Someshwar waterfall, Taharabad, etc.

Chapter fifth is devoted to the theoretical information of the research topic related with working includes to Historical Tourist Spot in Nashik District e.g. Pandav Caves, Chambar Caves, Panchavati, Tapovan, etc.

Chapter sixth is devoted to the theoretical information of the research topic related with working includes Religious Tourist Centers. They are Trimbakeshwar, Saptashrungi Gad, Vipassana International Academy, Kavnai, Taked, etc.

Chapter seventh is devoted to the theoretical information of the research topic related to Tourism Planning in Natural, Historical & Religious tourist centers in Nashik District.

Chapter eighth devoted to findings of the work with reference to objectives set in advance, testing of hypotheses and suggestions with regard to changes needed in the development of tourism industries with its services. The next part of this chapter follows findings on various issues related to the development of tourism including perception, attitude, awareness, problems, remedies and satisfaction of tourists and tourism industries which are discussed in detail. The next part of this chapter also offers a few suggestions for effective development of tourism in the Nashik District.

Findings

The findings of the study are presented below based on the secondary data collected by the researcher.

1. Nashik has huge potential for religious, historical and natural tourism. There are a large number of places which are unutilized and available for tourism development.
2. Publicity offices are fully responsible for promotion of the tourism but in Nashik there is no such office for the promotion of tourism.
3. Tourists have another problem of the absence of the publicity offices who are not working properly. They need training for proper communication with the foreign and domestic tourists.

4. New Tourism Policy of GoI and GoM have positive impact on the tourism industries that increases the number of tourist arrivals in India.
5. The two periods of National Tourism Policies of India indicate positivity with increasing numbers of tourists which is resulted into significant changes in the annual growth rate of the nation.
6. The finance provided for the development and promotion of the tourism industries and tourist places is not sufficient to meet its requirement. Due to financial constraints, modern strategies are unable to implement.
7. There are large numbers of tourism mediators/private agents. They are poorly paid and lack professional qualification. They make hampering on the tourists in many destinations and at religious places also.
8. Tourism is one of the important sources of revenue which provides employment to large number of people.
9. The policies and programme formulated by the Government has certain shortcomings that there is no special package for foreign tourist, for elderly people, and for female tourists.
10. There is lack of coordination among tourism industries/tourists and service providers and other related departments. This creates a lot of problem in carrying out various policies and development programmes.
11. The other area of the district needs to be focused for the development and promotion by the government which will create higher revenues and skillful persons are needed to address that higher officials are usually bureaucrats, who lack professional know-how of the tourism sector. This affects the overall growth and development of tourism.
12. Though new tourism policy is introduced for the development and promotion of the tourism sector, but it has problem of proper implementation of the policy.
13. Financial assistance is also provided by the government but it has also obstacles of proper implementation by the Government authorities and no follow up has been taken as measures.
14. The average numbers of annual foreign tourists are increased in the year 2014-15, and it is flexible during the last 15 years. The growth rate of the foreign tourists is 18.1 percent and it shows an increasing trend except in the year 2009-10.

15. The average numbers of annual domestic tourists are increased in the year 2014-15 and it has a little different in the number of domestic tourists during the last 15 years. The growth rate of the domestic tourists is 1.23 percent, which is less than the year 2012-13
16. It is realized that the number of domestic tourists are comparatively more in the state of Tamilnadu noted 25.6 percent and it is recorded only 2.6 percent in the states of Jharkhand and Rajasthan.
17. FTAs during 2014 were 77.03 lakh with a growth of 10.6% as compared to the FTAs of 69.68 lakh with a growth of 5.9% during 2013 over 2012. The FTA is more in the Tamilnadu state noted 20.6 percent and less with 2.4 percent in Haryana.
18. The average annual growth rate of the foreign exchange earnings from tourism for the last ten years is 25.30 percent and it shows an increasing trend except in the year 2001-02 and 2002-03.
19. In the year 2014-15, the earnings from foreign tourism and the total revenue generated from tourism also show an increasing trend. That is more in winter (1.10 %) and it reaches at 1.04 percent in summer.
20. The natives and tourists support the fact that tourism increases the land value in nearby tourist places and it also utilizes the land excessively in nearby centers.
21. Majority of the natives and tourists are of the view that tourism commercializes the countries culture and there is a tendency on the side of the host community to imitate the bad culture of the tourists.
22. With the increase in domestic tourists during the last five years, there is an increase in the number of service providers. This has resulted in the entry of many unqualified service providers working as tour operators.
23. The tourists have a comparatively lower opinion about the cleanliness and hygiene conditions, safety and security measures and the various facilities available in the in the tourist places.
24. While comparing foreign tourist arrivals and domestic tourist arrivals the growth rate of domestic tourist's arrivals is comparatively high.
25. Overcrowding at tourism destination may create unfortunate incident like stampede, accidents, natural calamities or death due to suffocation or absence of proper information of the place as reported in many places.

26. It is realized that the Tourists are more conscious about safety and security during their traveling because a number of cases have come to light where unfortunate incidents have occurred against the tourists.
27. The visit of tourists to natural resource centers is very low and it is found in large number in rainy season and in winter season (From August to December) only but in other duration the tourist prefer other religious and historical places.
28. Foreign tourists mainly prefer religious and historical places, So such places should be concentrated.
29. Domestic tourists are less interested in visiting the religious and historical centers of the district; they prefer natural centers during the rainy and winter season.
30. Historical places are the most favorite destinations for the tourists. People are often insensible towards historical places and thus tourists make scribble on the walls and making the place look filthy, put their wastage near the places and giving bad impression to the tourists.
31. It is found that the religious places have been commercialized where by devotees have to face a number of problems in performing their worship, as they have to pay for each and every rites.
32. Domestic Tourists prefer private vehicles instead of public transport. Domestic tourists also not prefer airways for travelling that the air traveling is comparatively expensive and also not available at all destinations. Instead air travels; they prefer to use their own vehicles or railways for domestic tourism and air traveling for international tourism. But the foreign tourists prefer for air traveling.
33. Domestic tourists prefer rest house, guest house, dharmashala or any cheap or nearest accommodations, whereas foreign tourists prefer star hotels having high quality services.
34. It realized that fairs and festivals are not properly managed by the particular area of the states and also by the tourism industries.
35. The researcher also realized that the tourists have to pay more than the regular charges and cheated by the persons in shopping and in related transactions also.

36. It is realized that smooth Road facilities with sign boards are also not available which creates traveling problems and obstacles in the traveling.
37. Frequently traveling facilities and conveyance facilities are not adequate for reaching at the tourism centers.
38. Tourists are highly exploited by the hawkers and street vendors at the tourism centers.
39. The hotels and restaurants located near the tourist places are very costly .So the middle and lower income groups can't afford the nearest hotel facilities.3,7
40. Authentic information about the number of tourists who turn to visit the tourist destinations is not available.
41. Majority of the tourist centers have no travelling or food facility and also lack of hotels and accommodation facilities.

Testing of Hypotheses

Sr. No	Hypotheses	Accepted/ Rejected
1.	Socio-environmental factors are responsible for dynamic of Tourism Development.	Positively Accepted
2.	Attractions of tourists made impact on the Tourism Activities.	Positively Accepted
3.	The development & planning of tourism is essential for tourism Development.	Positively Accepted

Suggestions

On the basis of the problems and findings the following suggestions are given:

- Infrastructure development is the main problem for most of the tourists, which include transport and hotel industry, so government must make such plans and policy for the development of the infrastructure facilities in the form of construction of new hotels and roads. While constructing and upgrading the hotels, the requirement of the tourist at different places for accommodation should be considered. The public transport facility should be strengthened so that the tourists can visit the place of their choice at a very cheap rate.
- Finance is one of the main problems of tourism development, so Government must provide adequate finance for development and

promotion of the tourist centers and also for development of infrastructural facilities, GoI should have to construct proper development and promotion plan and should concentrate for its proper implementation.

- The marketing department of the corporation has to increase its efficiency and move out of office to give new direction that fetches fortunes to the corporation. Purpose to this marketing should be to sell their service to the target customer. It is necessary for tourism industries to undertake effective marketing and publicity campaigns both within the country as well as engage in overseas promotion even to maintain its existing market share.
- It is suggested that the catering divisions of the corporation should accept outdoor contracts and generate additional income. The department can organize different dishes from various states by inviting experts and also try to arrange food festivals from time to time.
- The corporation should establish training institute for giving trainings, where professional skills can be imparted to young graduate in order to have trained man power. Special guidance program should be organized such as conferences, seminars, workshops, etc.
- Maharashtra has great mythology of the finest forts and natural factors of the world. Government should encourage the preservation, conservation of such heritage assets. Government also encourages the private investment in developing heritage property.
- Tourist information centers should not only be located at important tourist destinations of the region but also at national and international gateways. So, the tourist particularly foreigners will not be misguided by the tout or other persons and will get the right information about the places. All the information centers should be connected with each other through computerization and should be providing related literature and brochures, booking services for package tours.
- GoI must hire the services of experts of tourism in formulation and execution of new projects for improving the quality of services. Department of tourism must have coordination with the other departments of Government like Forest, Finance, Home, External

affairs and Civil Aviation etc to provide the boom for the tourism industry.

- There is a big gap between five star and lower categories of hotels. The government needs to create separate zones for setting up two and three star hotels.
- The corporation must change its work culture in accordance with the changing circumstances and growing competition and should prepare route maps, pamphlets narrating the importance of the place or tourist destination for wider publicity.
- GoM and Tourism industries should organize fairs and festivals in other state to promote Nashik District as a favorite tourist destination.
- Government should focus on the identification of land and buildings belongings to other departments like irrigation, forest department. Public works department etc with tourism potential and utilize them for tourism by signing Memorandum of Understanding (MoU) with them.
- In tourist areas all beggars, vendors, or any unwanted persons should be barred from entering the tourist spot right from the parking, pick up or drop point of tourists so that there is minimum interaction of tourists with unwanted entities.
- To promote tourism, GoI with the cooperation of Indian Railways has launched many luxurious trains but these are very costly and cater demands of the elite class. In line with these luxurious trains there should make efforts to launch economy class of trains catering to the demands of all class of tourists.
- Corporation must create a separate Tourist Police Body, which would be trained to look into complaints of tourists and check harassment of tourist at various tourist destinations.
- Government must improve the safety and security of the tourists especially of women.
- The allocation made for the development of other sectors like roads, public utilities, civil aviation, urban development, etc. should be invested in such a manner that it helps towards integrated development of infrastructure for growth of tourism.

- Government must appoint the tourism professionals on the high post of the tourism corporation and in Department of Tourism.
- Government must organize the Indian Tourism Service (ITS) exams with the help of Union Public Service Commission (UPSC). This will provide highly skilled personnel to take care of the growth of the tourism sectors.
- Local people should also be motivated as well as involved in the tourism process. The people of the region should come forward help in providing safe and secure atmosphere for the tourists.
- In order to attract more investment in tourism sector, the possibility of offering more incentives and concessions to private sector in the tourism sector should also be considered.
- While making plan and policy for tourism, it must include the overall development of the state and country not only the development of the tourism sector.
- The government should introduce uniform taxation policy across the States.
- Clearly planned, focused tour packages can be introduced which may attract the travelers.
- Wildlife tourism is one of the important parts of Nandur-Madhyameshwar tourism, so steps should be taken regarding the promotion and development of wildlife tourism.
- Provide home stay accommodations offering a clean and comfortable room in a local home along with local cuisine near the beach centers.
- If the tourists, especially foreign tourists have any problem while in traveling or in tourist destinations or in hotels or in restaurants, there are no avenues for them to get redressal. Who should they contact; helpline numbers, etc should be displayed in important locations such as bus terminals, railway stations, hotels and restaurants, beaches, public places, etc.
- Certain locations should be identified to provide various facilities including STD booths for tourists and there should be facilities for handling complaints.
- Conserve environment and protect our culture and social heritage.

- The taxi drivers are the first point of contact for the tourist once they step out of the airports and railway stations and it is the responsibility of the taxi drivers to behave properly with the tourist as it creates an everlasting image about the people. Provide tourism orientation program for the taxi drivers with the concept of *AthidhiDevoBhava*.
- Steps should be taken by airlines and hotel businesses to provide services for travelers on tighter budgets without compromising on quality.
- Four –lane connectivity should be ensured to all tourist destinations in the State and proper signs as per international standards to destinations, airports, bus terminals, railway stations and places of interest should be installed at all crucial points.
- Historical galleries should be installed in each destination featuring its historicity.
- Set up small industrial units in tourist spots based on locally available resources.
- Proper plans and programs should be arranged to sustain tourism sector during off season.

Directions for further researches

The researcher makes the following suggestions for further research:

1. The future researcher will make study with the reference to tourism policy of India having financial and marketing aspects.
2. An analytical study of the problems and prospects of tourism industries and tourists.
3. To study the preference of the tourists towards foreign tours and domestic tours.
4. Managerial and administrative study will be conducted about the fiscal policies of GoI and its implementation for promotion of the tourism.