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&

Maharashtra State Commerce Association

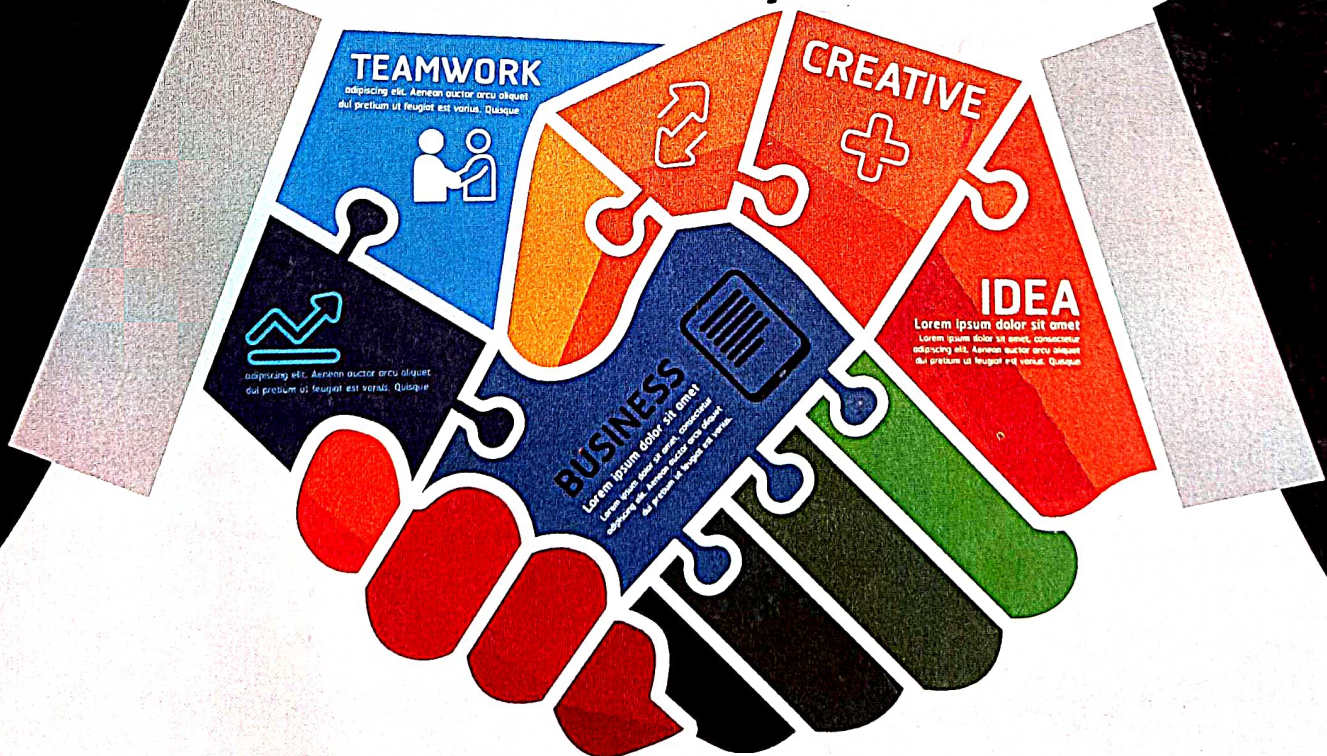
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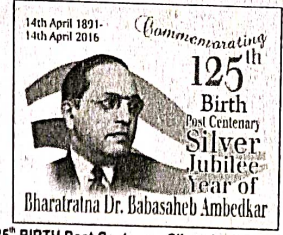
Innovative Trends in Entrepreneurship and Economic Development

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Innovative Trends in Entrepreneurship and
Economic Development

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Tourism and allied Entrepreneurship Development in Aurangabad Region

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Abstract:

Tourism is one of the fastest growing industries in modern world. "ATITHI DEVO BHAVA" is more practiced in India. Maharashtra is cultural destination in both international & domestic tourism. Aurangabad is a historic city located in the state of Maharashtra. It becomes tourist hub because of its historic places and government support also. Tourism helps to generate employments, entrepreneurship, and women empowerment, develop backward class sections, all around nation development. This paper discuss about tourism and industry sector play very vital role in development of Aurangabad district with the help of increasing income, standard of living & economic development of district. But there are lots of problems towards tourism sector and for making solution on problems and development of it tourism department apply various modern & effective infrastructure and technical media, make policies to attract tourists. Especially Ajinta & Ellora caves are introduced to India (Aurangabad) as a tourism sector in the world. Here found need of development of supportive & world class infrastructure, best roads for local travelling, good and clean bus station & railway station.

Introduction:

India's glorious traditions and rich cultural heritage are closely related with the development of tourism. The natural surroundings, the architectural pieces, dance, music, paintings, customs & languages all these go to make India as tourist paradise. Tourism is become main source of income because it become commercial, sector of national and international commerce. Now tourism is a well, we can say an engine of economic growth. Some countries with the help of tourism potential build up their economy. And it also generates employment opportunities in large scale. Countries are competing for foreign tourists by offering a mix of facilities, conveniences, comforts and experiences based on their competency. India is primarily a cultural destination not only in international tourism but in domestic tourism also. Tourism is also growing as an industry in India. In recent years a phenomenal growth in tourism is observed in India; inbound as well as outbound.

Define Tourism:

Tourism worldwide, the best practiced, has transformed economics of regions and countries. The key to large number of visitors to an area is the attitude of the host population towards Tourism. Tourism triggers all round development of a place and brings about a big change in the living standards of the host population especially that of a developing economy.

WTO has taken the concept of 'tourism' beyond a stereo type image of 'holiday making'. The official accepted definition in the report is: "Tourism comprises the activities of persons travelling to and staying in

places outside their usual environment not for leisure, business and other purpose.”

Herman Von Schullard, An American economist, defined it as, “The sum of total operations, mainly of an economic nature which directly relates to the entry, stay and movement of foreigners inside and outside a certain country, city or region.”

Objectives of the Study:

- 1) To study the role of tourism in Aurangabad district.
- 2) To study the reasons of decreasing no. of tourist in Aurangabad district.

Hypothesis Tested:

- 1) Tourism generate employment opportunities in Aurangabad district.
- 2) Tourism promote to development of Aurangabad district.

Research methodology:

From the published information and statistical data from various Five Years Plans by Planning Commission of India, budget reviews, tourism policy of Government of India and Government of Maharashtra were compiled and studied. Relevant published literature, information available on the topic of study in the relevant books, articles, magazines, research papers and websites was all part of literature review.

Scope:

The scope of this study is limited to examine the benefits and role of tourism in the development of Aurangabad district.

Role of tourism in Maharashtra:

Any form of tourism which highlights the rural life, arts, culture, heritage, at rural sites, thereby supporting the Hosts (local) community socially, economically as well as enabling interaction among the Guest (tourist) and the Hosts (local) for more experience & enrichment can be called as rural tourism. This type of tourism takes place in rural sites. Maharashtra is one of the most important states of India given its size and contribution to the nation's income and wealth. Agriculture is the mainstay of the state of Maharashtra. The travel & tourism in India contributes 11% to the total world GDP. It is one of the largest source of earning. The rural tourism in India is being promoted as a joint venture of ministry of tourism and government of India.

Tourism is the best option to peoples, farmers to generate extra incomes with their main business and promote to 'Make in India', 'Incredible India.' Tourism covers both domestic & foreign tourist.

Foreign Tourist Arrivals & Foreign Exchange Earnings during the year 2000-2012

Year	Foreign Tourists Arrivals	% change over previous year	Foreign Exchange Earnings	% change over previous year
2000	26,49,378	6.7	15,626	20.6
2001	25,37,282	-4.2	15,083	-3.5
2002	23,84,364	-6.0	15,064	-0.1
2003	27,26,214	14.3	20,729	37.6
2004	34,57,477	26.0	27,944	34.8
2005	39,18,610	13.3	33,123	18.5
2006	44,47,167	13.5	39,025	17.8
2007	50,81,504	14.3	44,360	13.7
2008	52,82,603	4.0	51,294	15.6
2009	51,67,699	-2.2	53,700*	4.7
2010	57,75,692	11.8	64,889#	20.8
2011	63,09,222	9.2	77,591#	19.6
2012	64,48,318	5.4	94,487#	21.8

(Source: Annual report of tourism department 2012)

Maximum tourist arrival from the universal in India (November 2015)

Country	Percentage
America	15.76
Bangladesh	12.27
England	11.00
Canada	4.52
Australia	4.22
Malaysia	3.43
Rasia	3.42
Germany	3.34
France	2.93
Sri Lanka	2.89
China	2.83
Japan	2.51
Singapore	2.19
Nepal	1.77
Thailand	1.58
Other Country	25.34
Total	100

(Source: Lokmat Newspaper-2014-15)

Tourism Industry in Aurangabad District:

Aurangabad is a historic city in Maharashtra state of India. The city is a tourist hub & growing as a industrial city also. There are some types of tourism like agro-tourism, heritage & cultural tourism, eco-tourism, etc. The city founded in 1610 by Malik Amber, the Prime Minister of Murtaza. Nizam shah of Ahmednagar on the site of a village called Khadki. After his death his son Fateh Khan changed the name of Khadki to Fatehnagar. After that Aurangzeb changed the name of Fatehnagar to Aurangabad.

Tourists attraction in Aurangabad:- In Maharashtra especially in Aurangabad district has lot of pilgrimage destinations, hill stations, Ajinta & Ellora caves ('World Heritage Site' by UNESCO), Bibi ka maqbara, Panchakki, Gates, Naukhanda place, Daulatabad fort, Kultabad fort, national park, Jayakwadi damp, Gautala sanctuary, Himayat bagh, Salim Ali Lake, Bird Sanctuary, Soneri Mahal, etc. now we can say according to Maharashtra tourism minister declared, Aurangabad district is the capital of tourism in the state of Maharashtra.

Maharashtra is known for its abundance of Boddhist caves about 800 of them spread across various districts. But of these, the 32 caves at the world heritage Site of Ajinta stand out distictively and attract tourist in large number because of their architectural splendour, Buddhist legacy and artistic masterpieces, including narratives painted on the walls of 'Chaityas' (prayer halls) and 'Viharas' (residential cells). The caves include paintings and sculptures described by the governments Archaeological survey of India as "the finest surviving examples of Indian art, particularly painting" and these are representative of Buddhist religious art with figures of the Buddhaand depictions of the Jataka tales.

Table No. 1.1

Tourist arrivals in Aurangabad district

Tourist Places	2012-2013		2013-2014		2014-2015	
	Home Tourist	Foreign Tourist	Home Tourist	Foreign Tourist	Home Tourist	Foreign Tourist
Ellora caves	45,07,002	30,844	39,08,001	24,008	35,15,041	21,639
Bibi ka Maqbara	15,26,717	36,085	13,41,482	28,832	13,20,931	28,782
Ajinta caves	13,86,695	16,924	12,89,620	13,700	13,50,687	14,711

From the world lot of no. of tourists comes to Aurangabad, but in few previous year no. of tourist arrivals are decreasing that show above table. Here raise the lots of questions like safety of tourists, facilities, hotels, misbehaviour with tourist, harassments of tourist, crimes, lack of development of tourist places, environment, lack of travelling facilities, etc. Because of this no. of tourist arrivals are decreasing. So here tourism department should solve these all problems and increase the services and facilities provides to tourists. In spite of all type of tourism resources & potentialities in India we are unable to fully explore the tourism products & services to attract assize able number of international tourist. Now it is the right time to identify the right market & right consumer in this era of fierce competition among the tourist generating

countries. So that India can be real Incredible India as a destination in the map of world tourism. The travel & tourism in India contributes 11% to the total world GDP. It is one of the largest sources of earnings. The rural tourism in India is being promoted as a joint venture of ministry of tourism and government of India. Tourism in India can play a leading role to attract foreign tourist to India. Also there are lots of problems financial support & local involvement, need of education & proper understanding, infrastructure & occupation training, absence of supporting industry, knowledge of marketing strategy, quality & complexity of services, promotion of rural tourism destination, legislation problems, trained tourist guide, create entrepreneurial skills & environment, shortage of trained manpower, coordination & support from government, insufficient financial support, Attitude & perception of people towards foreigners, lack of proper physical communications & language communication, traditional products will be replace by modern products, lack of basic business planning skills, peoples may shift from traditional occupation to tourism activity, etc.

Conclusions:

Tourism has become a major and an integral part of economic, social and physical development. It aids to increase job opportunities and support to increase in earning of the local people and its helps development of district.

It provides chance to people to improve local arts and crafts, and also support to local handicraft & cultural activities. Aurangabad is in dire need of having a mass awareness on tourism. Here found lack of safety of tourist, historical places. Lack of safety there happened crimes and it abases the name of the nation. Ajinta & Ellora caves attracted millions of tourists. There is need to recognize tier 2 and tier 3 destinations.

For tourism sector need marketing strategies and innovative practices to develop it. Here found need of development of supportive & world class infrastructure, best road for local travelling, good and clean bus station & railway station.

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