

A GEOGRAPHICAL STUDY OF TOURIST CENTERS IN AURANGABAD DISTRICT- A CASE STUDY OF PITALKHORA CAVE, TALUKA KANNAD DISTRICT AURANGABAD(MS)

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Abstract:

Tourism geography is related to the study of real variation, and economic activities of man. The benefits of tourism activities are national or local income for traveling, shopping, agricultural products, guidance, lodging and boarding etc. maximum role of economic growth and source of national or local resource. India has the potential to become the number one tourist destination. India has been ranked amongst the top tourist destinations, by various countries. No doubt it was branded us 'Incredible India'. India having so many religious historical, cultural and natural tourist places. In this paper study aims on finding whether the Pitalkhoratal, Kannad, Dist. Aurangabad can develop as a tourist center in future by collecting primary data and calculating satisfaction index by the formula: $SI = \frac{\sum MiNi}{N}$.

Key words: Tourism, Pitalkhorata.

1. Introduction:-

Tourism today, is one of the largest industries in the world. The industry has a great potential for growth in the new millennium. As an industry, tourism is a highly complex phenomenon. In world there are progress tourism developments in that India is one of them. Glorious traditions and rich cultural heritage are closely linked with the development of tourism. It magnificent monuments attract a large number of visitors from all over the world. The wealth of cultural tradition extending over thousands of years, the natural surroundings, the architectural masterpieces, themusic,dance,paintings, customs and languages all these go to make India a tourist paradise

The Aurangabad district is one of the prosperous district of Maharashtra

states. The district is famous for its Ajanta, Ellora caves, khultabad and Daultabad. Superb handicrafts, the paithani silk saris and the woven silk himru and mashru are all remarkable pieces of craft. It has several tourist attraction centers. It has lot of tourism potential Aurangabad district is a region of contrast. There is a variety in geographical, industrial, religious and cultural character

1.1 Study area

Pitalkhora is an isolated monastic complex situated away from the Sahyadri clusters of Satmala range, in the north-western part of Aurangabad district, about 70 km west of Ajanta and located at a distance of nearly 25 km west of Kannad, a tehsil headquarters in Aurangabad district and nearly 40 km west of Ellora caves. On the Aurangabad-Chalisgaon road, one has to take a diversion at Kalimath

and travel nearly 4 km to reach the caves. This place was along an ancient trade route that connected the Deccan tableland with the port of Bharuch on the west coast and the ancient city of Ujjain to the north. Its areal extent is 20°18'50.58"N 74°59'33.09"E.

1.2 Historical Background

The Pitalkhora or “Brazen Glen” consisting of 14 Buddhist Caves forms one of the earliest centers of the rock-cut architecture. They are cut in a variety of basalt rock which weathers faster in contrast to other parts in Maharashtra. Out of Caves 14, 4 are chaityagrihas, one housing votive stupas, one apsidal and single cell (5A), and the rest are viharas. All the caves belong to the Hinayan period but the paintings executed in the caves are of Mahayana period. On the basis of similarity of names, this site is identified with Petrigala of Ptolemy and Pitangaly mentioned in a Buddhist text Mahaimayuri as the seat of a Yaksha called Sankarin. The inscriptions found here date from c. 250 B.C. to 3rd – 4th century A.D. Two of the records mention ‘Pathitana’ (Pratishthana, the capital of Imperial Satavahanas, modern Paithan) and one mentions ‘Dhanyakataka’ modern Dharanikota in Guntur district, Andhra Pradesh. So far architectural developments are concerned; Pitalkhora appears to have played a progressive role as innovator. In fact comparative chronological positions of the various rock-cut chaitya halls in Western India indicate that it is probably at Pitalkhora that a first attempt to adorn the facade with

sculptural decoration was made, though unfortunately, not much has remained there now. It is also here that the earliest attempt to introduce the bell and animal capital pillars is to be seen. The sculptural decoration seen on the basement of Cave 4 and also the wealth of loose sculptures found in the forecourt indicate the progressive achievements of this centre.

1.3 Objectives:-

Following are the objectives considered for this work,

1. To study classify the tourists visiting Pitalkhora cave.
2. To study the facilities available for tourist.
3. To study the satisfaction of tourist visiting Pitalkhora cave.
4. To see whether the Pitalkhora cave can develop as tourist center in future.

1.4 Methodology:-

Following methodology was used to complete this paper.

Designed the questionnaire to collect primary data from tourist & visit the place to see factual situation.

Calculate the satisfaction index on the basis of overall view expressed by tourist, about facilities following formula is used

$$S_i = M_i \times N_i / N$$

1.5 Discussion :

Questionnaires with different type of tables were prepared and filling of questionnaires were completed in the field work. Facilities available for tourist were also observed in the field work. Total 250 tourists were contacted. But 80 tourists have not responded due to their busy schedule or they did not want to fill it.. Only 170 tourists have returned the questionnaires. Hence this analysis is based on the views of 170 tourists.

Limitations :As a research paper we know that there are number of limitation in detailed discussion about tourist facilities, views of tourists etc.

1.5.1 Functional Classification of the Tourists - Pitalkhora

The tourists are interviewed on different occasions at Pitalkhora to know their opinions about the tourist place and facilities, which are available at tourist center. The questionnaire was filled by the tourists at the time of off-season.

Table No.1 Country wise classification

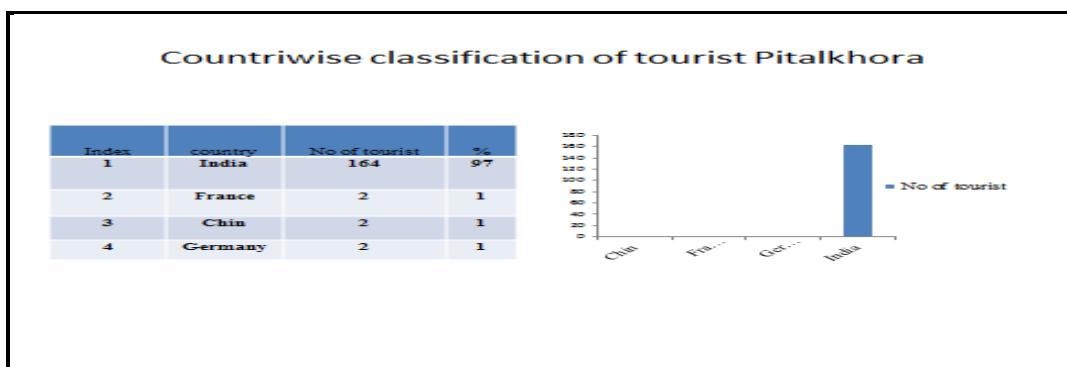
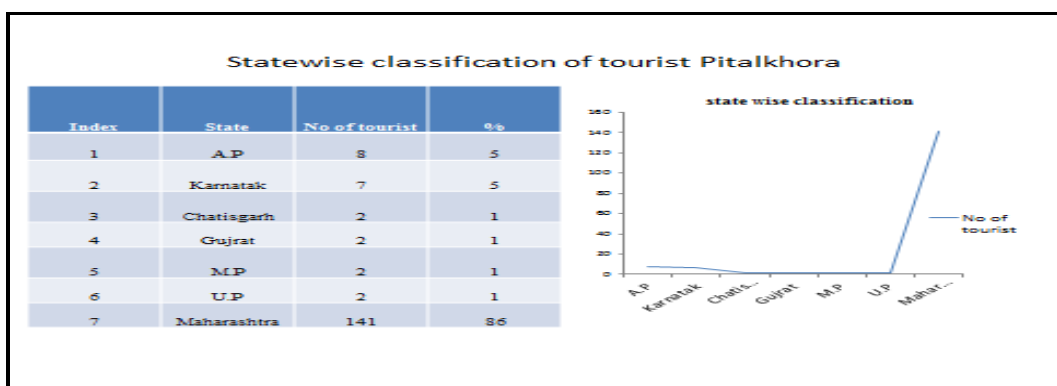


Table No. 1 shows that, Most of tourists belongs to India 164(97%) only 3% of tourists belong to other countries like France Chin & Germany etc. countries..

Table No.2 State wise Classification of Tourist- Pitalkhora



(Source- Data compiled by Researcher)

Table No. 2 shows that most of tourists belongs to Maharashtra(86%) ,A.P(5%),Karnataka(5%) only few states belongs to M.P, Gujarat, U.P& Chhattisgarh etc

Table No.3 Districtwise Classification of Tourists- Pitalkhora

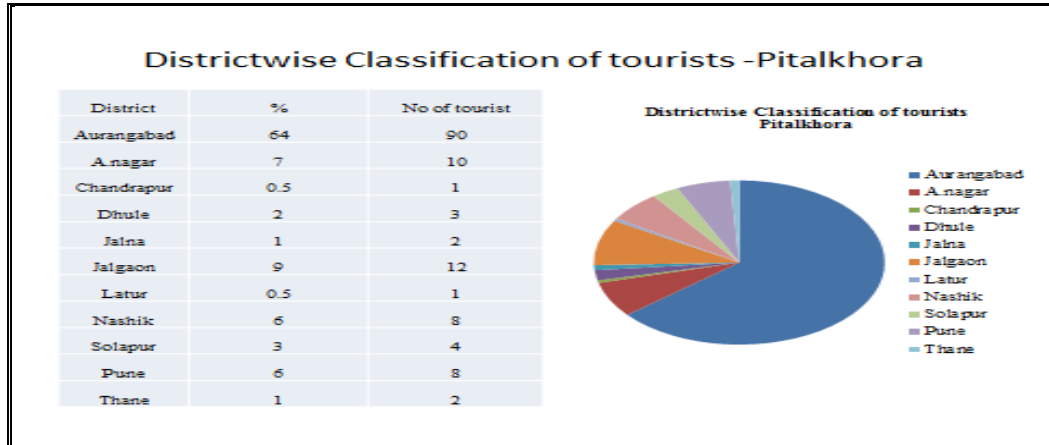


Table No.3 shows that most of tourists visiting this place are from Aurangabad,Pune, Jalna, Solapur, A.nagar, Jalgaon,Nashik,Dhule from Aurangabad district.

Table No.04 Distribution of tourist by purpose of visit

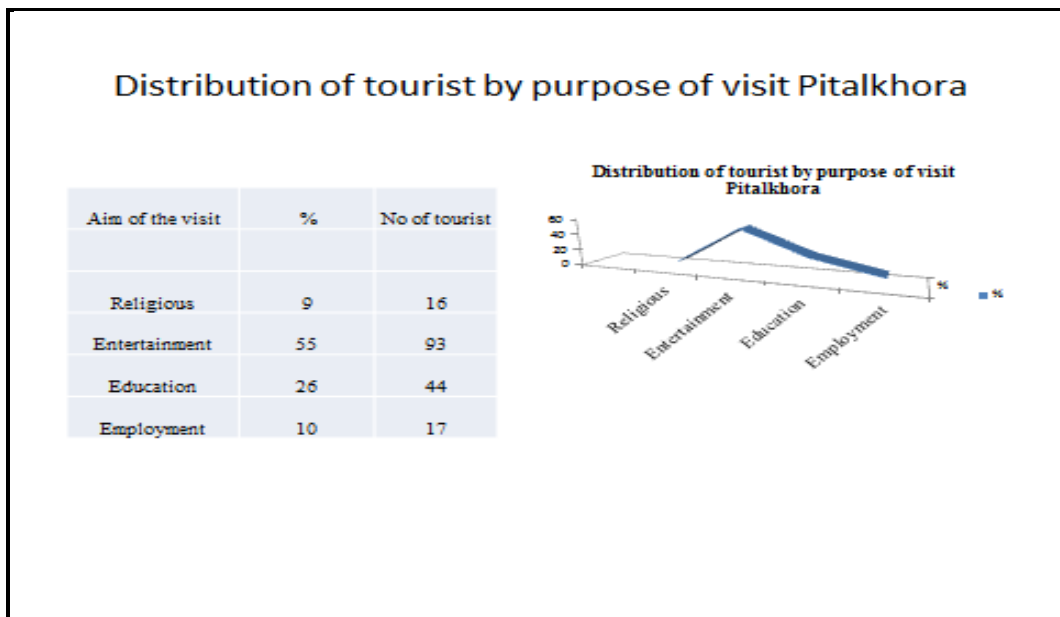


Table No. 4 shows that highest percent(55%) of tourist visit Pitalkhora for entertainment.

Table No.5 Religion-wise classification of Tourists- Pitalkhora

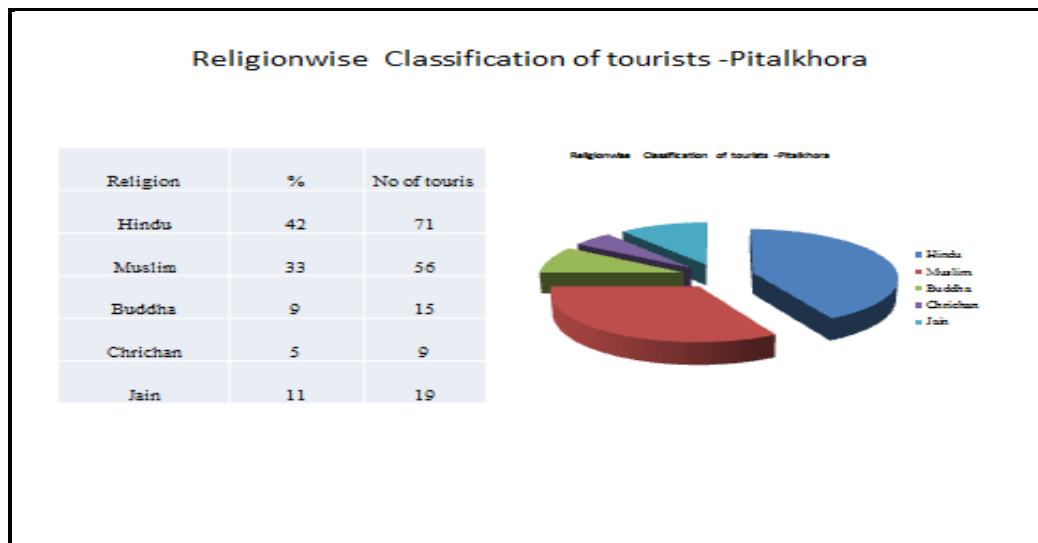
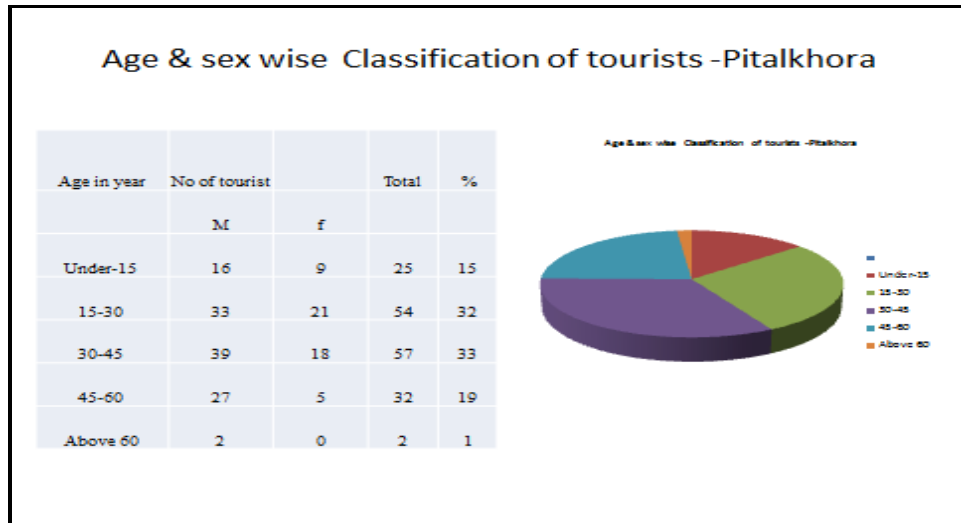


Table No. 5 shows that According to the religious classification Pitalkhora is visited by almost all type of religious tourists. Out of total tourists is highest number is of Hindus (42%) & Muslim (33%).

Table No.6 Age & Sex wise Classification of the Tourists- Pitalkhora



The table No.6 shows that tourists from all age groups are visiting the Pitalkhora. The number of tourist in age group of 15 to30 & 30 to 45 is highest than other age groups.

Table No.7 Marital Classification of the Tourists- pitalkhora

Marrital status	M	F	Total	%
Unmarried	49	17	66	39
Married	65	36	101	59
Widow-Deserted	3	0	3	2

Table No. 7 shows that out of total tourists 59% tourists were married 39% tourist were unmarried and 02% tourists were widow class. i.e highest of tourist belong to Married group.

Table No.08 Literacy wise Classification of the Tourists- Pitalkhora

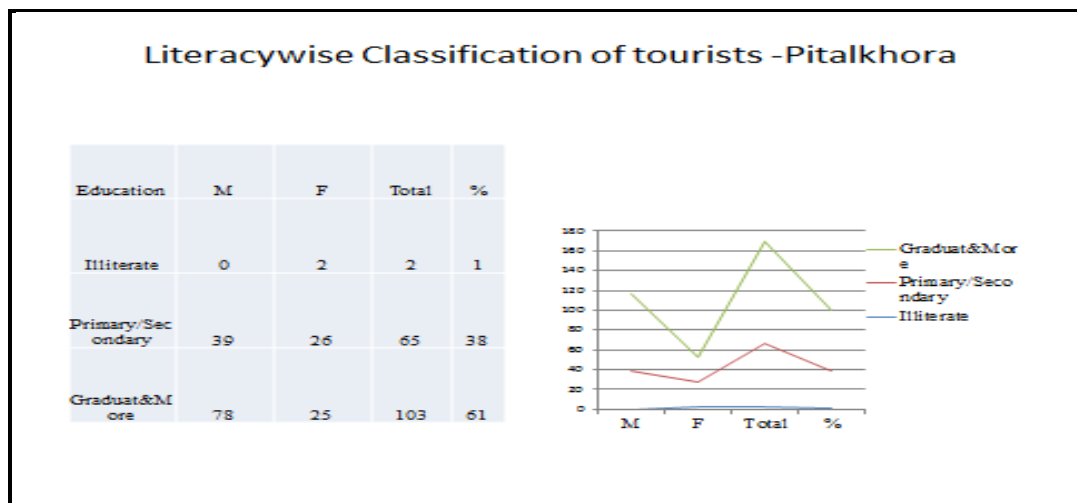


Table No.8 shows that, literacy proportionate shows that maximum tourists were educated. 61% tourists were highly qualified i.e. graduate and postgraduate. Whereas 38% tourists have completed their primary and secondary education and only 01 % tourists were illiterate in total tourists.

Table No.09 Income wise Classification of the Tourists- Pitalkhora

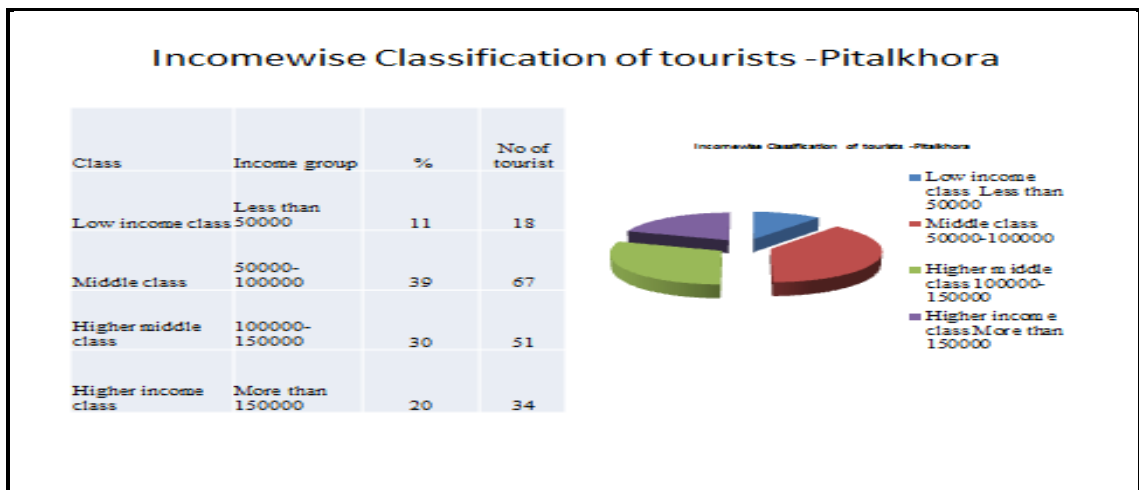


Table No. 9 shows that Out of total tourist some belong to low income(11%),some middle income(39%),some higher middle income(30%) & some higher income(08%). This also shows that highest number of tourists belongs to higher middle income group.

Table No.10 Occupation wise Classification of the Tourists- Pitalkhora

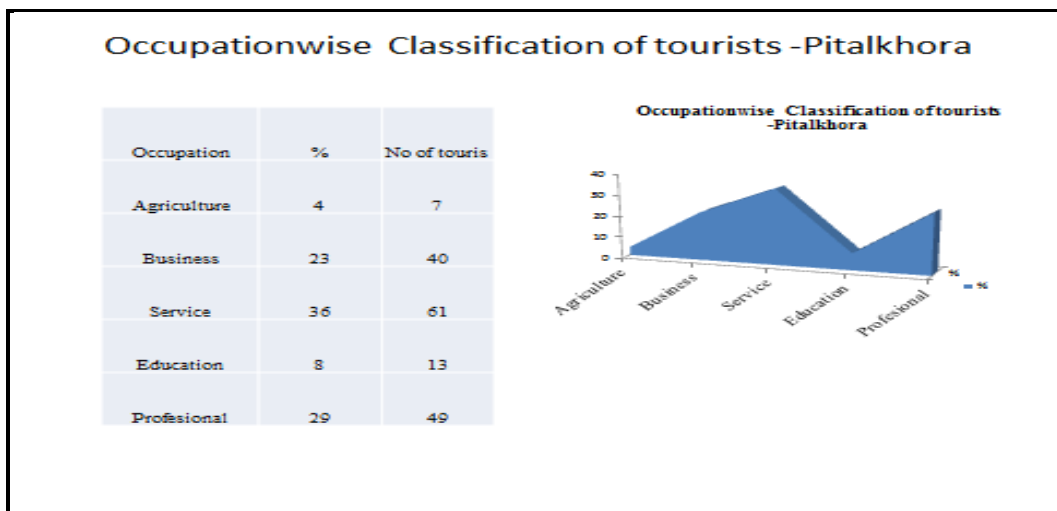


Table No. 10 Most of tourist visiting to this place are engaged in Service (36%), agriculture (04%), Business (23%), Education (08%) and professionals (29%).The number of tourists engaged in Service is highest than others.

Table No.11 Classification of the tourists on the basis of mode of transportation

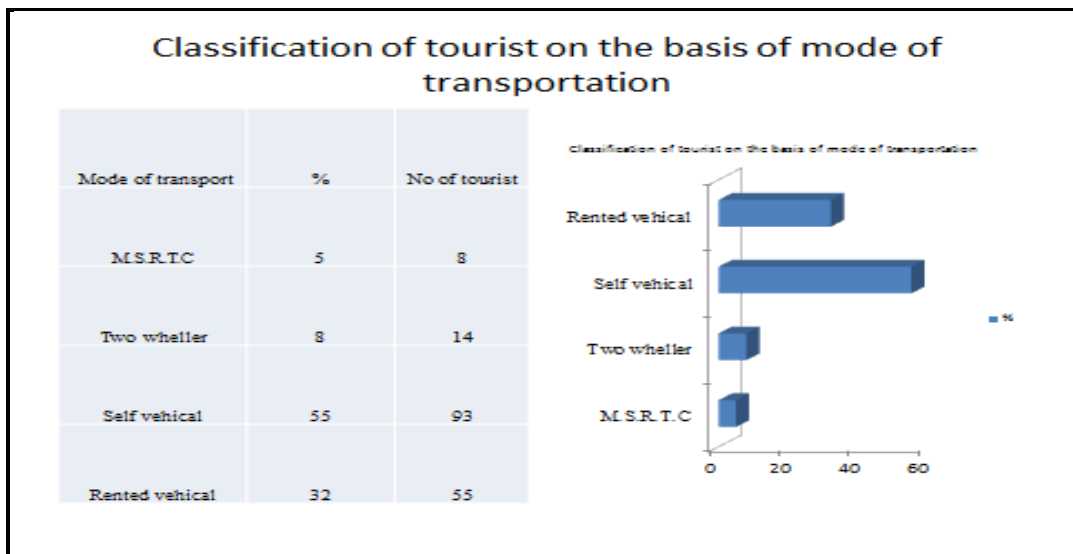


Table no.11 shows that most of tourist’s 55% using Self-vehical ,08% M.S.R.T.C services, 32% rented vehicles to visit the destination and 8% tourist two wheeler to visit the place.

Table No 12: Classification of Tourists According to Halting type- Pitalkhora

Classification of tourist according to halting type- pitalkhora		
type of accomodation	No of tourist	%
Dhamshala	0	0
Bhakat Nivas	0	0
G.Guest house	0	0
Private lodge	0	0
Friends & Relatives	0	0
Day tripper	170	100

(Source- Data compiled by Researcher)

Table No. 12 shows that tourists concerned to type of halting that tourists have preferred to stay at tourist destination. People give to preference to one day tripper because there is no accommodation so they goes to kannadtehsil for live to Private Lodge . Therefore tourist have preferred day tripper (100%).

Table No. 13 : Classification of Tourists purchasing –Pitalkhora

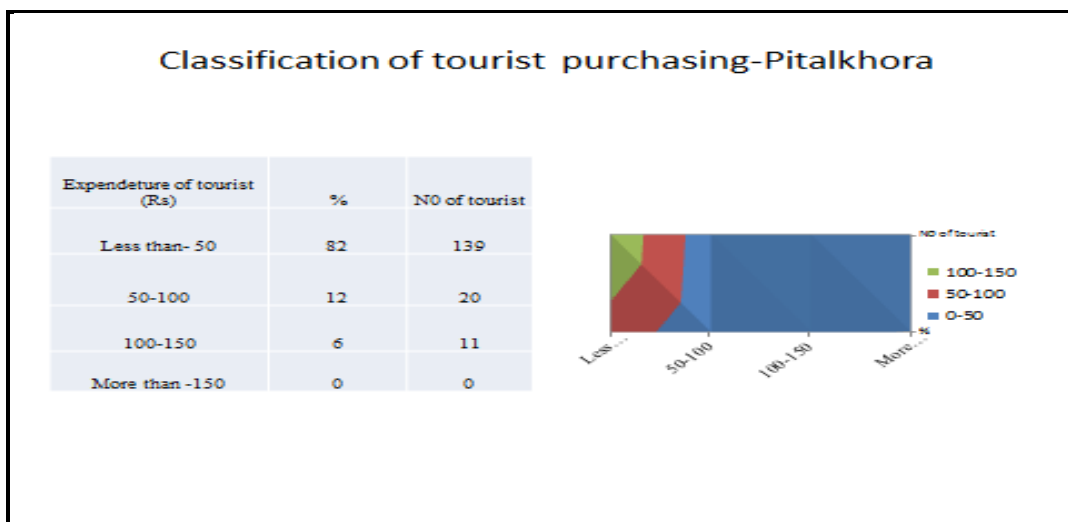


Table no.13 shows that more number of tourists (82%) shows expending less than Rs. 50 on devotional products. 12% and 6% tourist have spend in between Rs. 50 – 100 and 100 – 150 respectively.

1.5.2 Satisfaction of tourists

The factor wise level of satisfaction is calculated and given in the table No.15, which is based upon tourist survey at Pitalkhora.

Table No.14: Factor wise Level of Satisfaction (Mi)

Factor wise Level of Satisfaction (Mi)

Sr. No	Management Factor	Excellent		Good		Satisfactory		Unsatisfactory		Total %
		No.	%	No.	%	No.	%	No.	%	
1	Halt	04	2.35	12	7.05	24	14.11	130	76.47	100
2	Travel	32	18.82	23	13.52	43	25.29	72	42.35	100
3	Food	00	00	11	6.47	19	11.17	140	82.35	100
4	Local people	66	38.82	29	17.05	66	38.82	09	5.29	100
5	Sight seeing	78	45.88	41	24.11	38	22.35	13	7.64	100
6	Other Management	32	18.82	18	10.58	20	11.76	100	58.82	100

The views of tourists have discussed in the table No.14, about the facilities available at Pitalkhora. Nobody has registered their views as excellent for security wall, transport and local people facilities.

Table No 15: Factor wise Average of Satisfaction (Ni)

: Factor wise Average of Satisfaction (Ni)					
Sr. No.	Management factor	Average Satisfaction (%)			
		Excellent	Good	Satisfactory	Un satisfactory
1	Halt	8.75	6.66	4.87	2.14
2	Travel	8.21	7.08	5.23	2.47
3	Food	00	6.72	4.63	2.85
4	Local People	9.27	7.08	4.98	2.22
5	Sight seeing	9.19	7.31	4.89	2.33
6	Other Management	8.68	6.77	4.9	2.15

(Source: Data compiled by researcher)

Total 170 tourists are interviewed at pitalkhora according to that more than 50% tourists were satisfied about Sightscenel, Other management and local people facilities available at Pitalkhora. But there is scope to develop these factors up to the excellent level. Few tourists are yet unsatisfied with the present status of the available management factors at Pitalkhora. It indicates that total satisfaction of all the tourists is not achieved at Pitalkhora. Table no. 15 reveals the average values of satisfaction in respect to tourist factors.

Table No. 16: Factor wise Satisfaction Index with Rank (Sli)

Factor wise Satisfaction Index with Rank (Sli)							
A. By percentage index method				B. Satisfaction Index method			
Sr.No.	Management Factor	Satisfaction Index	Rank	Sr.No.	Management Factor	Satisfaction Index	Rank
1	Halt		5	1	Halt	5.67	5
2	Travel	5.60	4	2	Travel	5.79	4
3	Food	5.74	6	3	Food	3.52	6
4	Local people	3.55	2	4	Local people	5.88	1
5	Sight seeing	5.87	1	5	Sight seeing	5.86	2
6	Other Management	5.90	3	6	Other Management	5.83	3
		5.81					

(Source: Data compiled by researcher)

Compare the percentage index method and satisfaction index method table No. 16 shows tourists have given 1st rank to the Sight seen and Local people respectively. As per survey they are co-operative and their tendency is positive towards the tourism, but still there is scope to improve them to satisfy all tourists and to have

excellent ranking. Food, halting facilities and other management has needed to improve their ranking. These factors are not properly developed to satisfy the tourists as per their views.

Conclusion:

Fowling is conclusion made after the study

1. Pitalkhora is well developed tourist place and day by day it is getting more and more.
2. There are no facilities which are important for tourism like lodging, hoteling etc.
3. It is one day tourist place so the all tourist are one day visitors.
4. Even though, due to large number visitors it can be developed in to good tourist place if the suggestion given bellow will be accepted by concerning authorities or any person or company from private section will take lead to develop it.
5. All tourist are satisfied for Sight seen, local people but halt, food, travel and other management are un satisfaction.
6. The place has potential of becoming got international tourist place in future.

Suggestions:

Following are the suggestions to convert this place into international level tourist place.

1. Minimum four lodges of 10-15 rooms / suites with all facilities should be building at near Kannad tashsil this place.
2. 02-04 hotels providing breakfast and meal should be developed near each tourist site.
3. More than 1-2 sanitary blocks should be developed in the place and near the parking place of each site and all those should be kept clean always.
4. Advertising should be made through news papers, T.V. etc for giving importance at international level.

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