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DEVELOPMENT OF TOURISM IN AURANGABAD DISTRICT: A CASE STUDY OF GAUTALA WILDLIFE SANCTUARY DIST.- AURANGABAD (MS)

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ABSTRACT

Tourism is one of the important activities all over the world which deals with the human beings. Hence the tourist satisfaction is the most relevant factor to tourism development. This method is very important to understand the satisfaction of tourists and transform it in the form of percentage and average index. The present paper aims to examine facilities available for tourist and whether they are satisfied with those facilities at Gautala wildlife sanctuary. Here, the researcher has tried to calculate the satisfaction index in percentage and in average by using the indicator wise level of satisfaction and percentage.



Primary and secondary data is used for the study. Primary data were collected through personal surveys of selected respondents by the random sampling method. The questionnaire was prepared to assess the level of satisfaction of the tourists by taking their views regarding to the various facilities viz. accommodation, transportation, drinking water, personal safety, destination, food and local people. The tourists were contacted at Gautala sanctuary and asked to mention their views about the various facilities by stating excellent, good, satisfactory and unsatisfactory. These views of the tourists are converted into numerical values such as 8 to 10 for excellent, 6 to 8 for good, 4 to 6 for satisfactory and 0 to 4 for unsatisfactory.

KEY WORDS: wildlife sanctuary, Infrastructure, satisfaction index, potential.

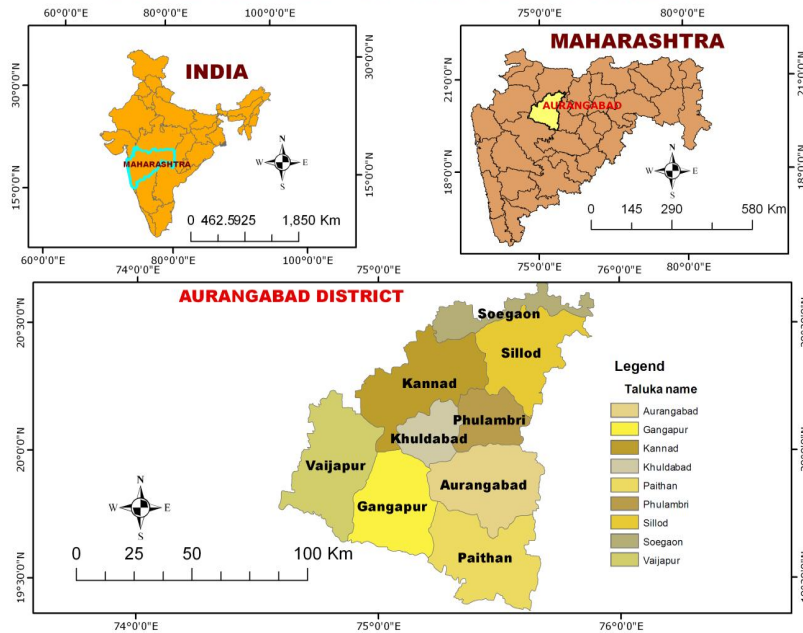
INTRODUCTION

Tourism is the world's largest industry with an enormous potential for further growth. The wildlife is important natural resources. Now a day's large number of species of wildlife are disappeared and number of species disappearing very fast. The establishment of wildlife sanctuaries is useful for the protection of wildlife. Hence attempt is made to assess tourist satisfaction index in Gautala wild life sanctuary.

The Aurangabad district is one of the prosperous districts in Maharashtra states. 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 characters. The district has aqueducts and reservoirs to attract the tourists besides it has strong historical and cultural base to support the development of tourism industry in the district.

STUDY AREA:

The Gautala wildlife sanctuary is 72 km away from the Aurangabad city. It is situated in the Ajanta and Satmala hill ranges of Western Ghats in the proximity of Aurangabad and Chalisgaon. It is on the intersection of 17° 55' N latitude and 75° 51' E longitude. The height of Gautala is 650 meters above the MSL. It covers a total area of 26,061.19 hectares; this bowl shaped hilly terrain has a reserved forest area of 19706 hectares in Aurangabad district and 6355.19 hectares in Jalgaon district.

LOCATION MAP OF THE STUDY AREA**OBJECTIVES:**

1. Study the facilities available for tourist
2. Study the satisfaction of tourist visiting Gautala Sanctuary

METHODOLOGY:

Following methodology was used to complete this paper

1. Designed the questionnaire to collect primary data from tourist and visit the place to see factual situation.
 2. The information regarding to the historical and cultural facts has been collected from the Secondary data.
 3. Calculate the satisfaction index on the basis of overall view expressed by tourist, about Facilities.
- Following formula is used.

$$St_i = M_i \cdot \frac{N_i}{N}$$

Where,

St_i = Satisfaction index for ith factor.

M_i = Numerical values for the particular level of satisfaction for the ith factor.

N_i = Number of respondent deriving the particular level of satisfaction for the ith factor.

N = Total number of respondents for that factor for all level of satisfaction.

$$St_i = \frac{(\text{Excellent} \times \text{Average}) + (\text{Good} \times \text{Average}) + (\text{Satisfactory} \times \text{Average}) + (\text{Unsatisfactory} \times \text{Average})}{N \text{ (Total number of respondents)}}$$

DISCUSSION:

Questionnaires with different type of tables were prepared and filling of questionnaires were completed in the fieldwork. Facilities available for tourist where also observed in the fieldwork. The tourists are interviewed on different occasions at Gautala 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 winter, Diwali and also at the time of off-season. The result of present paper is based on the views of 146 tourists.

GAUTALA WILDLIFE SANCTUARY:-

It is only one wildlife sanctuary in the district. The rich flora and fauna is main attraction of this sanctuary. It is bowl-shaped hilly terrain with sprawling deciduous forests. The Maharashtra Government declared the region as, Autramghat wild life sanctuary. The sanctuary spreads over 260 sq. kms in Kannad and Chalisgaon tehsils of Aurangabad and Jalgaon district.

The diversity of wildlife is very rich and significant in this sanctuary. There are at least 54 species of animals and 240 bird species. About 200 plant species are observed in and around the sanctuary. It is supported by wide variety of animals such as Leopard, Hyena, Wolf, Jackal, Jungle cat, Blue bull, Barking deer, Chinkara, Porcupine, Hares, Monkeys etc. About 10 species of snakes are there in the sanctuary.

The area has dry deciduous forest with stunted tree growth. Major tree species exist in the area are Anjan, Khair, Dhawada, Arjun and Chandan etc.

MAJOR FACILITIES:

Climate-The Gautala experience warm to dry climate throughout the year. Various parameters of climate become the resource of tourist activity. The area is characterized by rainy, winter and summer season which falls in June to October, November to February and March to May respectively. The mean annual temperature of Gautala is 32° C. Month of May is generally hottest month of the year, when maximum temperature reaches up to 38° C. The mean annual rainfall of Gautala wildlife sanctuary is 79cm.

Education – According to 2001 census there are 2 schools of Marathi medium for primary and secondary education.

Accommodation - Accommodation purpose the hotels, restaurants, lodges, etc. facilities are not available. Rest-house for night halt is available for students and tourists near Kannad at Bhambarwadi and Puranwadi. It has only four suits and they can accommodate only eight tourists at a time. But at the time of monsoon and winter season it is difficult to get accommodation because more than hundred tourists visit Gautala. It creates pressure on available accommodation facilities.

Transportation – There are daily MSRTC buses from Aurangabad and Chalisgaon at Gautala. Private and hired taxi, autoRikshawa and jeeps can used to reach Gautala sanctuary. The road from Aurangabad and Chalisgaon are metalled.

Water supply – Drinking Water is supplied to the Gautala by Gram Panchayat by different sources. The wells and tube wells are the sources of drinking water.

SATISFACTION INDEX OF TOURIST:

The factor wise level of satisfaction is calculated and given in tables, which is based upon tourist survey at Gautala. The analysis of the views of total 146 respondents is given in table no. 1, who was interviewed at Gautala.

Table 1: Factor wise Level of Satisfaction (Mi)

Sr. No.	Management Factors	Excellent		Good		Satisfactory		Un Satisfactory		Total %
		No.	%	No.	%	No.	%	No.	%	
1	Halt	07	05	19	13	25	17	95	65	100

2	Travel	10	07	54	37	26	18	56	38	100
3	Food	05	03	23	16	11	08	107	73	100
4	Scenic beauty/ sightseen	42	29	22	15	10	07	72	49	100
5	Local People	39	27	51	35	45	31	11	08	100
6	Other Management	20	14	22	15	21	14	83	57	100

(Source: Data compiled by researcher)

As per views of the respondents quality and availability of scenic beauty is good at Gautala, but halting and food facilities must be improved as well as there is scope to improve the approach i.e. behavior of the local people for the promotion of the tourism. Factor wise average of satisfaction is given in the table no. 2

Table 2: Factor Wise Average of Satisfaction (Ni)

Sr. No.	Management Factor	Average Satisfaction %			
		Excellent	Good	Satisfactory	Unsatisfactory
1	Halt	8.85	7.36	4.8	2.49
2	Travel	8.16	7.05	5.30	2.42
3	Food	8.4	7.00	5.27	2.59
4	Sight seen	9.02	7.13	5.17	2.81
5	Local People	9.04	7.18	5.5	2.18
6	Other Management	9.2	7.09	5.28	2.30

(Source: Data compiled by the researcher)

Table 3: Factor wise Satisfaction Index with Ranks (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	5.88	4	1	Halt	5.87	4
2	Travel	5.84	5	2	Travel	5.84	5
3	Food	5.81	6	3	Food	5.81	6
4	Sight seen	6.01	1	4	Sightseen	6.03	1
5	Local People	5.97	3	5	Local People	5.97	2
6	Other Management	5.98	2	6	Other Management	5.96	3

(Source: Data compiled by researcher)

Compare the percentage index method and satisfaction index method table no.3, reveals that most of the tourists are happy about the scenic beauty. But tourists are not happy about food; therefore they ranked it at lowest stage. It reveals that the other management factor should be improved to attract and to satisfy the tourists, as well as extra attention should be given to improve status of the halt, travel and food. There should be vehicle service stations, hotels, petrol pump and pay parking and safety of tourists must be provided to the tourists on priority basis.

According to the survey, tourists' opinion regarding the tourist place received 1st rank. It means that tourists are more satisfied with their attraction at the destination. Local people of this place receive 2nd rank,

other management receives 3rd rank and an accommodation facility receives 4th rank. Travelling and food facility receives 5th and 6th rank respectively.

CONCLUSION:

The satisfaction index about the destination, attitude of people and other management received high ranks. These factors are important for the tourism development at the destination. Tourist sites are attractive in Gautal wildlife sanctuary. Tourists can frequently visit the destination. In the season number of tourists visit at the destination and create problems of accommodation. Hence, accommodation food, drinking water and transportation facility must be improved at the destination. The MTDC and Forest department should pay more attention and to provide better facilities and services for the tourists.

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