



Role of Government in the Development of World Heritage Ajanta Tourist Place in Maharashtra, India

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Abstract

Tourism is a business that influences of economic and social situation of a country. Many economic changes are seen due to tourism in tourist destinations in the country. Government of India is taking many measures for the growth and development of tourism in India. Although the overall number of tourists has increased due to this initiative of the Indian administration, its share in global tourism is not much. India's Travel and Tourism Competitiveness Index (ITTCI) and World Economic Forum (WEF) report gives a detailed idea of India's tourism have improved and which still need to improvement. Apart from the local benefits, the Ajanta tourist destination also benefits to the country. Ajanta tourism center is very important for the economic progress of the country. In order for the country to benefit economically from tourism, there should be some facilities, infrastructure, concessions, development plans, and government policies at the local and country level, government and administrative level. It is necessary to understand the good and bad effects of government policies and measures regarding Ajanta Tourism Center. Government's role in Ajanta tourism has positive effects. Local people, businesses and tourists are the benefits of the government's role. Overall, this leads to the development of tourism and the country.

Keywords: MTDC; WEF; ITTCI

1 Introduction

When a tourist goes for tourism, tourists enjoy many services like entertainment, food, accommodation and breakfast. There are many difficulties to be faced while working in tourism business. Tourists is motivated to travel only if they have various facilities. Apart from providing various facilities to tourists, they also need discounts. Local tourists are encour-

aged to do tourism, if they get financial incentives. If foreign tourists get concessions in passport, entry permit, foreign currency exchange, tourists are attracted to tourism. For the growth of tourism business, as the tourists are provided with assistance, concessions and facilities. The government also provides some concessions, assistance and facilities to the businessmen working in the tourism center.

Through the efforts of all these tourism businesses grows. Efforts have also been made at the government level to increase Ajanta tourism. For that, the Government of Japan has been invited to develop the Ajanta tourist destination through the Maharashtra Tourism Development Corporation and the Ajanta Tourism Center is being developed by them. ⁽¹⁾

2 Study area

Ajanta tourist place is located at a distance of 15 km from Ajanta village and 101 km in the northern direction of the Aurangabad city and 55 km from Jalgaon. It is also the nearest railway station. Ajanta tourist center is conveniently approached by a road from both Aurangabad and Jalgaon. The geographical location is that Lat. 20°33'12.30"N and Long. 75°42' 01.70" E. The total area of the Ajanta village is around 1148 hectares and Ajanta cave area is about 500 hectares. According to the 2011 the population of the village is 16266 out of them males are 8339 and females are 7927 living in 3116 houses. ⁽²⁾

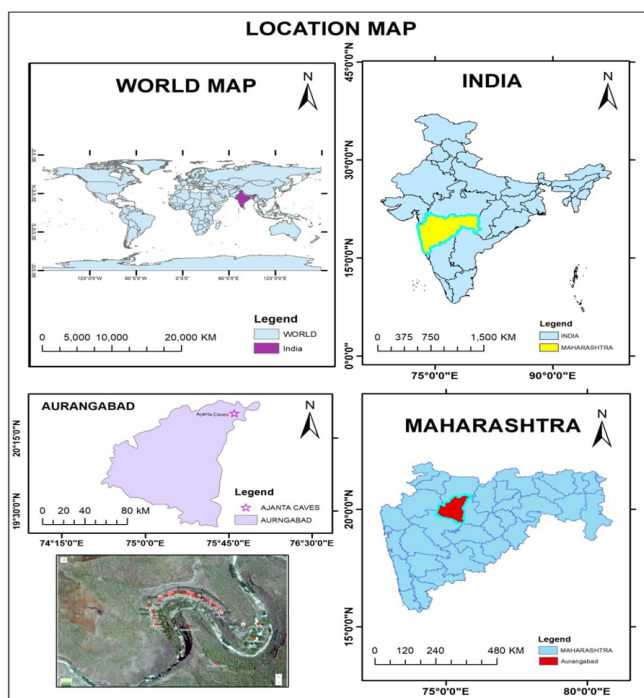


Fig. 1. Location Map

3 Objectives

1. To study the incentives given by Govt. to Ajanta tourism center.
2. To examine the cause effects in tourism activities.
3. To identify the government's policies for economic development of Ajanta.

4 Tools and Methodology

The study has been conducted mainly on the basis of literature survey and secondary data, various reports of research organization, journals, government reports and some periodicals of socio- cultural impacts of tourism have been collected for the purpose of the study. Some social scientist, analyst and expertise person have also been interviewed for the purpose of accumulating facts and information. Government socio-cultural survey regards the tourism industry should also observe in the research paper.

5 Results and discussion

Ajanta caves are one of the most important tourist destinations in Maharashtra, which are the source of economic development of Maharashtra. Local and national tourists as well as foreign tourists visit Ajanta tourist spot every year. When a tourist visits a tourist center, they spend some money. But the tourist is ready for tourism only when they have ease and accessibility to reach the tourist destination. For this purpose, the Ajanta tourist destination is being developed in collaboration with the MTC through an agreement with the Government of Japan. This project is being implemented since March 2002. In this, cave preservation, electrification, roads, water supply, transport facilities, accommodation, as well as special facilities for foreign tourists have been created. ⁽³⁾ At the government level, many measures are being taken such as relaxing the policy of issuing passports, visas and various permits to tourists. The Government of Maharashtra and the Government of Japan have jointly invested in the Ajanta Tourism Center for its conservation and development. Therefore, employment has increased in this place. The policy decision taken for the professionals in Ajanta has given employment to many people. 72 shops have been constructed through this policy and people have got employment from it. Government has seven functions in tourism development: coordination, planning, legislation and regulation, entrepreneurship, stimulation, social tourism, and public interest protection roles. Traditionally, economic concerns were the principal reasons for governments to intervene in tourism. ⁽⁴⁾

5.1 Financial status:

Tourism is a concept related to trade. Trade is related to human economic activities. If a person is capable of economic activities, the financial position having also strong. Tourism contributes a lot to strengthen the human economic condition. The tourist who comes for tourism spends money on tourism. That money is the source of income for the local people. The money of the tourists is more important to uplift the economic status of the local people ⁽⁵⁾. They found that tourism accounted for 0.13 percent to per worker output,

whereas financial development had the largest contributory power of 0.71 percent per every 1 percent increase in the long run. It explored the dynamics of the relationship between ICT and financial development has a long-run effect on output per worker. From these studies it appears that financial development affects tourism and economic growth.

Ajanta is a tourist destination situated in a hilly region. Therefore, the economic condition of the people here depends on nature. But the huge support of the tourism industry is invaluable in uplifting the economic status of the local people. The people of Ajanta, Fardapur and Datta wadi depend on the money received from Ajanta tourism center for raising their financial status.

Table 1. Financial Status

Sr. No	Opinion of people	No. of People	Percentage
1	Strongly agree	338	50.07
2	Agree	276	40.89
3	Neutral	16	2.37
4	Disagree	28	4.15
5	Strongly disagree	17	2.52
Total		675	100

Source: Computed by Researcher, 2021

The Table 1 indicates that, 50.07 percent of the locals strongly agree that Ajanta tourism is responsible for the increase in financial status. Ajanta tourism provides employment to the locals and boosts the local cottage industries. Ajanta tourism gives rise to agriculture, cottage industries, mat making, toy making and sculpture making. 40.89 percent people also agree that Ajanta tourism is responsible for increasing the financial status of the local people due to Ajanta tourism. 2.37 percent of people do not express any opinion. 4.15 percent of people disagree that, Ajanta tourism alone is responsible for the rise in financial status. 2.52 percent people strongly disagree that Ajanta tourism raises the financial status of the locals. 90.96 percent people agree that Ajanta tourism has improved the economic condition of the people in the Ajanta tourism area. Because of Ajanta tourism is an economic industry for the people there. From this, the livelihood of the people of Ajanta area is running. Therefore, Ajanta tourism is cooperating to improve the economy of the local people. However, 6.97 percent of the people disagree that the economic condition of the local people in Ajanta is improved due to Ajanta tourism (Figure 2).

5.2 Preservation of culture:

In addition to generating revenue, tourism also has cultural benefits. It can be a source of pride for local communities and allows them to see their history and cultural heritage and develop their own community identity. It helps the locals to preserve their traditions and culture and displays it to all

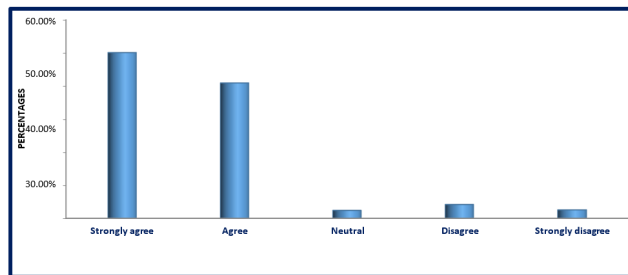


Fig. 2. Financial Status Raised Around Ajantha

visitors.

Ajanta is an international tourist destination; tourists who speak different languages come there. To understand their language, translators are required. International tourists do not know the local language. Therefore, there is a need for a person who can translate the language. Professionals need to understand other languages even if they are more or less educated. Business cannot grow without it. Educated professionals are needed. People in the tourism business need to be highly educated for the growth and development of the tourism business. (6,7)

5.3 Transportation & communication:

New modes of transportation have revolutionized the tourism industry by improving distance-travel capabilities, travel speed, travel time and comfort level. The introduction of railway laid the foundation for modern tourism, followed by the revolution of the automobile, which changed the style of regional and inter-regional tourism. International tourism is made possible soon thereafter by innovations in long-haul air transportation, which allowed for tourism in previously unreachable destinations.

While energy-intensive forms of motorized transportation are preferred for long-haul travel because they save so much time, riding bicycles or walking at the destination can provide tourists with the on-site experiences they desire, such as relaxation or adventure. Sustainable tourism development is facing numerous challenges and barriers, for instance, large energy use and green gas emissions, inappropriate waste management and treatment, loss of biodiversity and habitat destruction, threats to heritage management and cultural integrity, lack of communication channels and information platforms. (8)

Tourism and transportation are complementary, they are also interdependent. Tourism is as important as transportation in the development of a tourist destination. A tourist destination also sees a radical change in transportation. In Ajanta tourism has brought about radical changes in road transport and transportation facilities. Since the development of Ajanta tourism center, MTDC, ITDC, ASI and Government of Japan,



there have been radical changes in transport and transportation in Ajanta.

Table 2. Transportation and Communication

Sr. No	Opinion of People	No. of People	Percentage
1	Strongly agree	377	55.85
2	Agree	230	34.07
3	Neutral	22	3.26
4	Disagree	28	4.15
5	Strongly disagree	18	2.67
Total		675	100

Source: Computed by Researcher, 2021

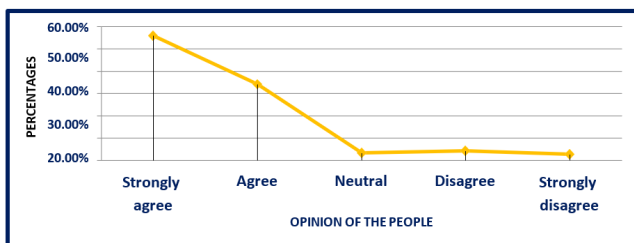


Fig. 3. Radical Changes in Transportation and Communication

The Table 2 and Figure 3 explain that, in Ajanta, 55.85 percent of locals and tourists strongly agree that Ajanta tourism has brought about a radical change in transport and transportation facilities. The frequency of transport between Aurangabad and Jalgaon has increased. It benefits the local people. New and better roads have been built. New means of communication have been established. 34.07 percent people also agree that Ajanta tourism center has greatly improved the transport and communication facilities. 3.26 percent people do not have any opinion about transport and communication facilities in Ajanta. 4.15 percent people disagree that tourism has brought about a radical change in transport and communication facilities. 2.67 percent people strongly disagree that tourism has brought about a radical change in transport and transportation facilities. 89.92 percent locals agree that Ajanta Tourism has developed transportation and communication facilities in and around Ajanta. This is because of tourists from all over the country come to Ajanta for tourism. They have more and more transportation and communication facilities to reach the cities of Aurangabad and Jalgaon, but for the special Ajanta tourism, the best facilities have been created by the government. However, 6.86 percent people disagree that Ajanta tourism has improved the transportation and communication facilities.

5.4 Necessity of facilities:

In the broader sense of region and district, facilities can comprise three distinctive forms: the place facilities, the tourist

facilities, and the tourism experience. The place facilities refer to individual amenities like attractions, accommodation, souvenirs, and restaurants. The tourist facilities consist of five fundamental elements: the substantial plant, hospitality, service, liberty of choice, and involvement. The management of tourist facilities in heritage tourism has been changed in recent decades, and this shift is another concern of this study.⁽⁹⁾

Table 3. Necessity of Facilities at Ajanta

Sr. No	Opinion of People	No. of People	Percentage
1	Strongly agree	332	49.19
2	Agree	231	34.22
3	Neutral	22	3.25
4	Disagree	51	7.56
5	Strongly disagree	39	5.78
Total		675	100

Source: Computed by Researcher, 2021

Tourism is basically done for pleasure. The human mind enjoys seeing entertainment, wonders, historical places, sanctuaries, and scenic spots. Happiness is only useful if it is easy, convenient and pleasurable. Accommodation, catering, leisure and transportation should be a good option for any destination. Only then do tourists come in large numbers. Tourists travel long distances, when they come for tourism, they need comfort, they need accommodation and all the facilities required for that, if these facilities are of high quality, then tourists can enjoy these facilities along with tourism.

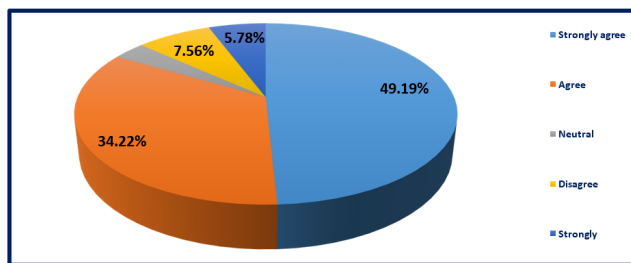


Fig. 4. Necessary Facilities at Ajanta

Out of the total number of tourists visiting at Ajanta and Table 3 indicate that, 49.19 percent strongly agree that more facilities are required for tourism in Ajanta. Because of Ajanta still lacks the necessary facilities to stay, tourists have to rely on cities like Aurangabad or Jalgaon. Star hotels are available in both the cities; so long-distance tourists have to stop at Jalgaon or Aurangabad. 34.22 percent People also agree that tourists need more facilities in Ajanta. 3.25 percent tourists do not express any opinion about this. 7.56 percent of the tourists are those who think that all the facilities in at enough Ajanta. 5.78 percent people strongly disagree that tourists need more facilities in Ajanta. 83.41 percent locals agree that



more facilities are needed for Ajanta tourism. This is because of the ratio of the growing number of tourists to the existing facilities is not enough and therefore the existing facilities are under stress. There is a need to increase the number and quality of transportation, accommodation, recreation and food. However, 13.34 percent people disagree that more facilities are needed at Ajanta (Figure 4).

5.5 Foreign investment:

Several arguments have been advanced to explain the mechanism linking FDI to tourism development and its importance in placing destinations on the tourism map, introducing foreign brands that, improve the image of locations and developing infrastructure such as motorways, airports and hotels⁽¹⁰⁾. In addition, tourist spending is regarded as an alternative form of exports that provides much-needed foreign exchange earnings for an economy that are used to import capital goods to produce goods and services, which in turn may foster economic growth in host countries. Crucially also, many developing countries are overly dependent on the tourism sector as a major source of foreign exchange; even more so since such foreign exchange revenues often serve to contribute towards improving the host countries balance of payments⁽¹¹⁾. Additionally, FDI in the tourism sector can also serve to boost the economic growth of host countries in various ways. For instance, FDI fosters economic growth through an increase in income, a rise in local employment, an increase in foreign exchange and an improvement in income distribution. It also leads to growth by promoting the countries productive capacities including transfer of technology and management practices, spillovers, externalities, stimulation of domestic investment, increases in productivity of domestic firms, increased integration in global markets and decreased cost/increased rates of research and development and innovation.

Table 4. Foreign Investment

Sr. No	Opinion of People	No. of People	Percentage
1	Strongly agree	372	55.11
2	Agree	253	37.48
3	Neutral	11	1.63
4	Disagree	23	3.41
5	Strongly disagree	16	2.37
Total		675	100

Source: Computed by Researcher, 2021

The governments of many developing countries are paying close attention to the tourism sector, as tourism is often recognized as a potential promising source of economic growth and development and indeed, the tourism sector is a major way to promote human development. Through which the country can increase its export revenue, create a large number of jobs, both directly and indirectly creating employment for

the youth of the country. The development of the country's tourism sector has led to economic diversification and more service-oriented economy; And in this context, foreign direct investment in tourism has played an important role in promoting and expanding the tourism sector across the country. The Government of Japan has thus made a direct foreign investment at Ajanta tourism. As a result, many improvements have been made at Ajanta. Due to the Japanese government's investment at Ajanta, along with the development of Ajanta tourism center, its conservation is also being done. The Table 4 and Figure 5 show that, 55.11 percent of locals strongly agree that direct foreign investment has led to the further development of Ajanta tourism center. More facilities, employment has been created in the place of tourism. Improvements have been made in environmental protection, transportation, housing and recreation. 37.48 percent people also agree that the development of Ajanta tourism is the result of direct, foreign investment. 1.63 percent people do not have any opinion on direct foreign investment. 3.41 percent of people disagree that Ajanta tourism has developed due to direct foreign investment. 2.37 percent people also strongly disagree that Ajanta tourism has developed due to direct foreign investment. 92.59 percent people agree that more foreign investment is needed in Ajanta. This is because of the Ajanta tourist center has been built with the help of the Japanese government. However, further development requires foreign investment. 5.78 percent people disagree that foreign investment is needed for tourism development in Ajanta.

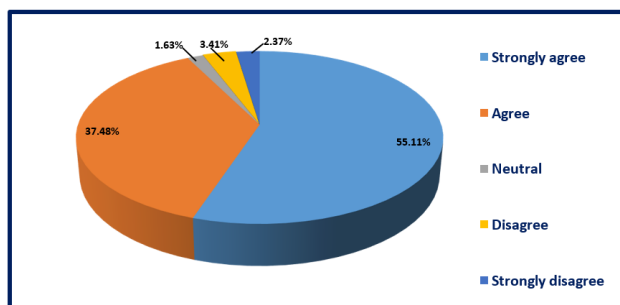


Fig. 5. Foreign Investment of Ajanta Tourist Center

5.6 Infrastructural facilities:

The government also gets extra revenue from the society. This means more money will be available to provide much needed facelifts to these destinations. This means improving infrastructure, building new roads, developing parks, and improving public spaces. More tourists come because of better facilities. The development of tourism infrastructure and recreational facilities are associated with tourism development. In many cases, the state of the urban renewal and local infrastructure indicate the destination position in area life



cycle. Therefore, it is not surprising that tourism destinations depending on their position in TALC have different expectations and requirements regarding tourism infrastructure. According to the life cycle, tourism management should be pro-active, smoothing the fluctuations foreseen by the cycle and favoring a balanced relation between the costs and the benefits originated by tourism. ⁽¹²⁾

Many infrastructures have to be built to make tourism easier. Roads, accommodation, recreation and various recreational facilities have to be built for tourism. In doing so, some elements of nature are harmed. Land has to be dug for construction of buildings. Trees on the land have to be cut down. Nature is degraded for construction of roads. Construction of new roads at Ajanta shows degradation of nature. A number of buildings have been constructed for the construction of tourist accommodation. Shops, gardens to entertain tourists, temporary resting places, hotels, drinking water tanks and etc. arrangements appear to have been created. For all these creations, some part of nature seems to have been affected.

Table 5. Infrastructural Facilities

Sr. No	Opinion of People	Number of people	Percent-age
1	Strongly agree	68	10.07
2	Agree	136	20.15
3	Neutral	143	21.19
4	Disagree	210	31.11
5	Strongly disagree	118	17.48
Total		675	100

Source: Computed by Researcher, 2021

The Table 5 and Figure 6 indicate that, Tourism said there is a need to build infrastructure in the area. For tourism or tourism has to create infrastructure. These include roads, transportation, water supply, and housing. These infrastructures are very important for the development of tourism. Tourism does not develop without it. 10.17 percent locals strongly agree that Ajanta tourism has created infrastructure. 20.15 percent people also agree that infrastructure is being created at Ajanta due to tourism. 21.19 People do not cast any vote. 31.11 percent people disagree that Ajanta tourism is creating infrastructure around caves. Even 17.48 percent people strongly disagree that Ajanta tourism creates infrastructure. Only 30.22 percent people agree that Ajanta has basic amenities. However, 48.59 percent people disagree that Ajanta has basic facilities because of some more basic facilities are needed in Ajanta e.g., Roads, transportation and communication, simple and five-star accommodation, drinking water etc. Even today we have to depend on Jalgaon or Aurangabad for these facilities.

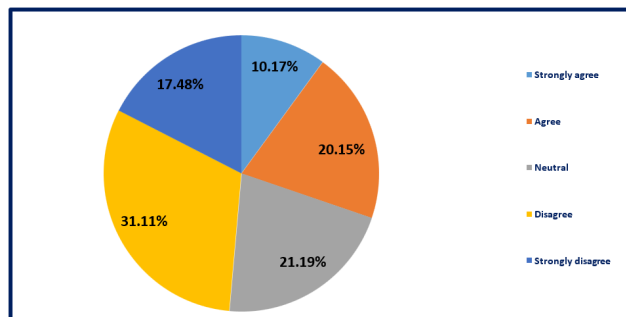


Fig. 6. Infrastructural Facilities

5.7 Expenditure on tourism:

A person’s financial situation determines his standard of living. Tourism provides employment to the people living in the tourist center. Many people’s business depends on tourism. The tourist destinations around the world do not have any other source of income. The money that the incoming tourists spend is their only source of income. The money earned from this is used to support the livelihood of the local people. This leads to more and more expenditure on tourism. The expenses incurred by the tourists are the financial energy of the people doing business in the place of the tourist center. Tourists spend money on travel, accommodation, food, and entertainment, when they come for tourism. This money is used to run the business and livelihood of the people, who depend on tourism. If the tourism industry is doing well, more money will remain in circulation. So, there was overall economic progress. That is why the standard of living of the local people rises. There is a big and positive change in the overall standard of living in the local people. This has provided huge employment to the people of Ajanta and surrounding towns and villages. National and international tourists come here. These tourists buy travel, accommodation, snacks, meals, and entertainment services.

At the same time, they buy a variety of items that are available in tourist places. Forest products from Ajanta are sold here. It contains various fruits and tubers. In the same way, the decorative items are made here. Many items are made from bamboo in this place. The money earned from the sale and purchase of tourist destinations brings about a radical change in the way of life and living of the local people. The markets of South Korea, Argentina, and Indonesia are established at Ajanta. Out bound tourist expenditure in these markets has increased at a growth rate faster than the world average, and from these markets to India has also increased at a faster pace than the growth in total FTAs to India. Past marketing efforts in these markets have bided well for FTAs to India and should continue at a steady pace.



Tourism expenses are expenses incurred by one for one-self and for others. Total consumption cost of goods and services during travel and while staying at destination. It also includes advance or post-trip payments for services received during the trip. Payments for domestic or international passenger transport are also included in the travel expenses. Many tourists come to Ajanta and spend money on tourism at Ajanta. Tourists spend money on travel, food, accommodation and entertainment. Some tourists buy ornaments, idols and local items from Ajanta.

Table 6. Expenditure on Tourism

Sr. No	Opinion of People	Total People	Percentage
1	Strongly agree	321	47.56
2	Agree	259	38.37
3	Neutral	28	4.15
4	Disagree	45	6.67
5	Strongly disagree	22	3.25
Total		675	100

Source: Computed by Researcher, 2021

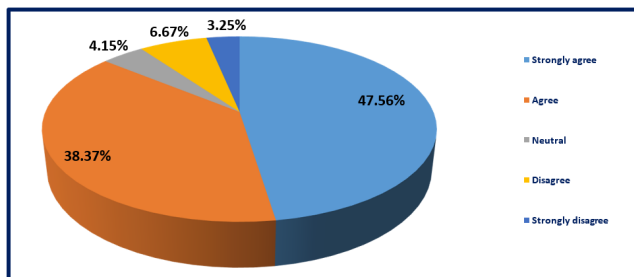


Fig. 7. Expenditure on Tourism

The Table 6 and Figure 7 indicate that, 47.56 percent people strongly agree that tourists visiting Ajanta spend money on entertainment and other facilities. The financial livelihood of the people of Ajanta depends on the spending of tourists. 38.37 percent people also agree that tourists visiting Ajanta spend a lot of money. Tourists spend money on travel, accommodation, food and entertainment till Ajanta. Tourists also spend money to see the caves. Tourists also have to spend money on the need for guides to know the tourist destination. 4.15 percent people do not express any opinion on this issue. As many as 6.67 percent people disagree that tourists do not spend much money on Ajanta tourist destinations. 3.25 percent people are of the firm opinion that tourists do not spend much money at Ajanta. 85.93 percent people agree that Ajanta tourism is spent on all aspects. This is because of tourism in Ajanta is spent on tourism from all levels, government and Japanese government. 9.92 percent people disagree that money is spent on Ajanta tourism as expected.

5.8 Government incentives:

Tourism is an important business. This helps in economic development in underdeveloped countries. That is why recently, along with developed, developing and underdeveloped countries are paying more and more attention to tourism development. There is a need to develop transport facilities, accommodation, hotels and markets by looking at the preferences of tourism. To develop these, tourism is developed by investing a large amount of capital. Tourism development provides job opportunities. In some places handicrafts and cottage industries are developed. Most people find work. So, it helps in economic development of that country or region. At Ajanta, both the Government of India and the Maharashtra have made efforts to develop tourism⁽¹³⁾. It includes an agreement signed by the Japanese government to develop tourism. Various facilities have been provided for the development of tourism. Roads, water and many other facilities required for tourism have been made available by the government. Accommodation, roads, water and hotel arrangements have been enhanced through the ITDC and the MTDC. If such arrangements or facilities are extended by the government, the development of tourism will be seen to be accelerating. This kind of help from the government is necessary for the growth of tourism. It really accelerates the development of tourism. The alternative also contributes to the country's economic situation.

Table 7. Government Incentives

Sr. No	Opinion of Businessmen	No. of Businessmen	Percentage
1	Strongly agree	38	52.78
2	Agree	27	37.50
3	Neutral	3	4.16
4	Disagree	2	2.78
5	Strongly disagree	2	2.78
Total		72	100

Source: Computed by Researcher, 2021

There are various types of assistance received from the government for the tourist center at Ajanta. According to the Table 7 and following Figure 8 shows that, 52.78 percent of the businessmen, Ajanta tourism center gets various concessions and help from the state and central government. Facilities are also created by the government. 37.50 percent of the businessmen are of the same opinion that the development of Ajanta tourism center is being supported by the government in various forms. 4.16 percent of the businessmen are of the opinion that it does not know whether the government helps for Ajanta tourist center or not. 2.78 percent of the businessmen feel that the government does not provide such facilities, while 2.78 percent think that the government does not provide any assistance to the Ajanta tourism center. 90.28 percent people agree that government incentives are given



by the government for Ajanta tourism. Because of the government of India, the government of Maharashtra and the Tourism development corporation provide government incentives for tourism development; the country gets foreign exchange through the development of tourism. However, 5.56 percent people disagree that the development of tourism is encouraged by the government.

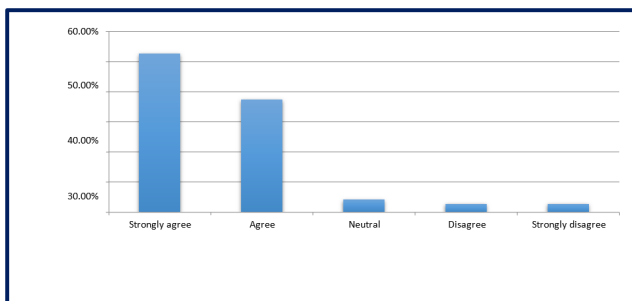


Fig. 8. Government Incentives

5.9 Attractions of non-residents:

Tourism is a third-class economic activity, and various services and facilities are provided to the tourists in return for money. Therefore, domestic and foreign tourists also visit tourist places regularly. Foreign exchange is easily available through such tourism and in fact the economy is strengthened by foreign exchange in the country. The importance of a country through foreign exchange is global. Many underdeveloped and developing countries experience foreign exchange problems. These countries have low exports and high imports. Therefore, as the need for foreign exchange arises, NRIs are allowed to invest in the development of tourist destinations for the development of tourist attractions and tourist attractions. It leads to the development of tourism.

When NRIs invest in the tourism industry, it is in the form of foreign exchange. This money adds to the attraction of the tourist spot. Different types of facilities are created at the place where the tourist spot is developed. From it the tourist center is beautified. Different facilities are created. Tourists are attracted to such developed tourist centers. Alternatively, the tourism business grows. As the tourism business grows, it helps the country's economic situation. At Ajanta also, NRIs should be allowed in the tourism industry or for tourism growth. Economic investment should be allowed. So that Ajanta tourism center will be developed more and more, and the attraction of the tourist center will increase.

The Table 8 and Figure 9 indicate that, 40.89 percent of people at Ajanta feel that NRIs should be allowed to develop and attract Ajanta tourist centers. With the development of Ajanta tourism center with their financial support, more and more tourists will come for tourism. 34.06 percent of

Table 8. Attractions of Non-residents to Develop Tourism

Sr. No	Opinion of People	Number of People	Percent-age
1	Strongly agree	276	40.89
2	Agree	230	34.06
3	Neutral	62	9.19
4	Disagree	45	6.67
5	Strongly disagree	62	9.19
Total		675	100

Source: Computed by Researcher, 2021

the people also feel that NRIs should play a role in the development of the tourist center at Ajanta. 9.19 percent of the people have no opinion on this, and they are confused as to whether NRIs should be involved in the development of Ajanta tourism center or not. 6.67 percent of people think that NRIs are not needed for the development of Ajanta tourism center, while 9.19 percent of people think that NRIs really do not need any help for Ajanta tourism center. 74.95 percent people agree that Ajanta is an attraction for NRIs for tourism development. This is because non-resident Indians are also investing heavily in the development of Ajanta tourism. 15.86 percent people disagree that Ajanta attracts non-resident Indians for tourism development.

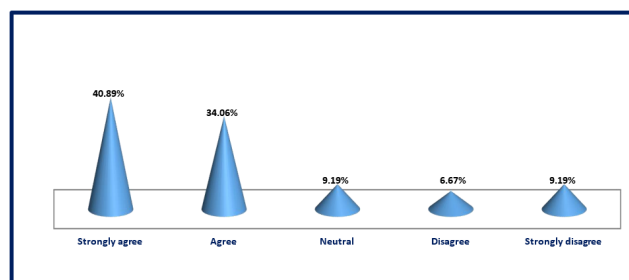


Fig. 9. Non-Residents Should be allowed to Develop Tourism

5.10 Tax on tourists:

Tourism is an economic business. There are direct costs and indirect costs to this business. Actual expenses include transportation, accommodation, meals, purchases and services. The income from tourism is earned by providing goods and services to the tourists. This income has a direct impact on the country's economy. Incoming tourists are from local, national and international level. Ajanta receives a large number of tourists, mainly from Japan and the United States. Expenditure for the development of a tourist destination depends on the expenditure incurred by these tourists. Even so, owning one is still beyond the reach of the average person. This investment is mainly made at the government level. The country's administration spends on this. So, the economic situation of



the country is under stress.

In such cases, a special tax should be levied on tourists. In some tourist destinations, tourist center is levied as entertainment tax. In this, a separate entertainment tax is levied on the local people. International tourists are taxed separately. The income generated from it is used to develop the tourist destination. The more developed the place is, the more tourists visits are there. This means that a developed tourist destination is a tourist attraction and a tourist destination that attracts a large number of tourists. That leads to more and more development of the tourist destination. When tourists come to tourist places, they spend money for services. But it also costs of money to enter the tourist center. This money is taken from tourists as entertainment tax. From this the tourism center gets income and from that the development cost of the tourism center is shared.

Table 9. Tax on Tourists

Sr. No	Opinion of People	Number of People	Percent-age
1	Strongly agree	152	22.52
2	Agree	237	35.11
3	Neutral	62	9.19
4	Disagree	123	18.22
5	Strongly disagree	101	14.96
Total		675	100

Source: Computed by Researcher, 2021

The following are the views of local businessmen on whether a special tax should be levied on tourists visiting at Ajanta. Table 9 and Figure 10 show that, 22.52 percent of people think that a certain type of tax should be levied on incoming tourists. 35.11 percent of people and locals feel that a special tax should be levied on tourists. They can't say whether 9.19 percent of the people should be taxed or not. 18.22 percent people think that if the tax is imposed on tourists, the number of tourists is likely to decrease. So, they are against imposing that tax on tourists. So, 14.96 percent people think that it should not impose any tax on tourists. 57.63 percent people agree that tourism surcharge or tax should be levied on tourists visiting Ajanta. This is because of imposing such surcharge or tax on tourists can provide funds for further development of Ajanta tourism. However, 33.18 percent people disagree that tourism tax should be levied on tourists visiting Ajanta.

5.11 Availability various facilities:

Wherever there is a tourist center, one after the other, and facility is gradually being created. Only then do tourists come to such places. Tourists need access to roads, accommodation, restaurants, and restaurants for meals and snacks. All these facilities and services depend on the number of tourists

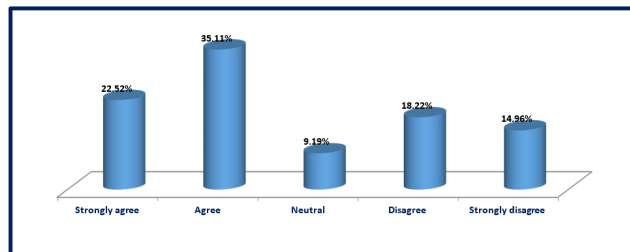


Fig. 10. Tax on Tourists

coming. Facilities are created based on the number of tourists visiting the tourist center. The period, during which tourists come to this tourist spot, facilities are created with that in mind roads and housing are built permanently. If the number of tourists starts increasing, it has to increase as well. The transportation system is extended at that time. Shops, restaurants and hotels are started in tourist places according to the season. Such facilities are set up at tourist centers during yatras, festivals and festivals. Ajanta is a tourist destination that attracts tourists all the time. However, August September and January February are the busiest months. During that time, there is a lot of stress on the facilities at Ajanta. The number of vehicles and round trips are increased from outside parking lot to Ajanta caves.

Table 10. Availability of Various Facilities Due to Tourist

Sr. No	Opinion of People	Total People	Percentage
1	Strongly agree	259	38.37
2	Agree	246	36.44
3	Neutral	41	6.08
4	Disagree	81	12
5	Strongly disagree	48	7.11
Total		675	100

Source: Computed by Researcher, 2021

According to Table 10 and following Figure 11 indicate that, 38.37 percent of businesspeople say that Ajanta tourism center has created facilities. Tourists come to Ajanta. They have to provide transport, roads, lights, drinking water to the tourists. They are also used by the local people. Even 36.44 percent of the people think that all the services have been created due to Ajanta tourism center. 6.08 percent of people do not have any opinion about this. 12 percent and 7.11 percent of people think that there is no connection between tourism and the services created in the area. 74.81 percent tourists agree that facilities have been created for tourism in Ajanta. Because of tourists from all over the world come to Ajanta, they have to create world class facilities. Therefore, various facilities have been created at Ajanta. 19.11 percent people, however, disagree that facilities have been created due to tourism in Ajanta tourist places.



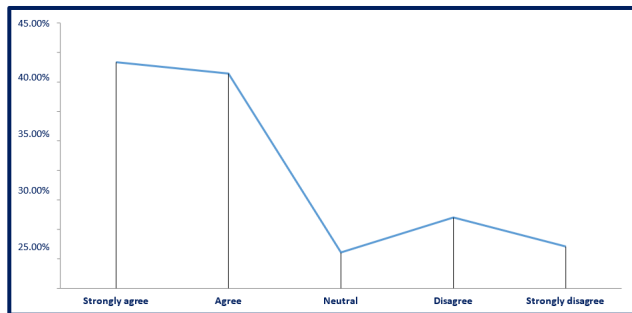


Fig. 11. Availability of Facilities Due to Tourism

5.12 Advanced facilities:

Tourism is a constantly changing business. Its appearance changes with time. In ancient times, tourist destinations are search. Times have changed and the number of tourists has increased. The rate of recurrence increased. As a result, there is a lot of stress on the facilities. Alternatively, new facilities began to be created. Modernization came into being after the Industrial Revolution in India and the world. Modern amenities began to be used in all areas. At the same time, such facilities started being used in the tourism sector as well. In the past, tourists used to travel by bullock cart or other vehicles. Recently, tourists have been able to travel through such modern systems. Modern facilities such as trains, aircrafts and helicopters began to be used in tourism. Similarly, different tools are used to see the tourist spot. In remote areas, electric powered ropeways began to be used. Similarly, drinking water and electrification lighting have been used in tourist places to attract more and more tourists. This also increased the number of tourists. Modern photographers began to be admitted to tourist destinations. At the same time, an interpreter guide was made available to the tourists to get information about the tourist destination.

Similarly, manuscripts, maps and books are made available to get information about the tourist destination in advance. Tourists have already got a lot of information from it. So, tourists pay more attention to the tourist spot and get more information. Such modern facilities have also been made available at Ajanta. The place has good roads, power supply and good vehicles for the tourists. Accommodation is also modern. Tourists come to Ajanta from national and international places. Accommodation and meals are provided to them according to the quality of the tourists. Tourist visitors are provided with interpreter guides in different languages.

Regarding the statement of Ajanta tourism center, and Table 11 indicate that, 30.80 percent people are of the clear opinion that the modern facilities that are available are due to the tourist centers. 36 percent of the people feel that the modern facilities at the site of Ajanta tourism center are due

Table 11. Views Regarding Advanced Facilities at Ajanta

Sr. No	Opinion of Tourists	Number of Tourists	Percentage
1	Strongly agree	231	30.80
2	Agree	270	36.00
3	Neutral	56	7.47
4	Disagree	125	16.67
5	Strongly disagree	68	9.06
Total		750	100

Source: Computed by Researcher, 2021

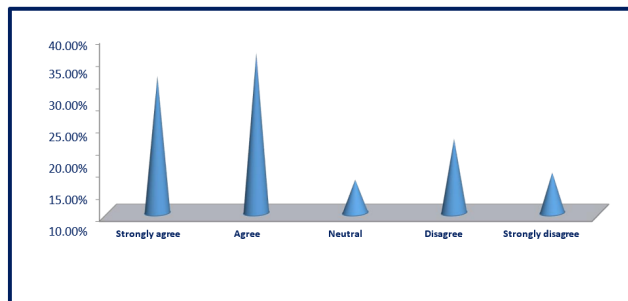


Fig. 12. Advanced Facilities Available at the Tourist Center

to the development of Ajanta tourism center. 7.47 percent of people have no opinion on this. 16.67 percent people think that the Ajanta tourism center and some of the facilities that have been built around it are not due to the tourist center but to the local people. 9.06 percent people think that the tourist center has not created any modern facilities. 66.80 percent of tourists agree that Ajanta needs advanced facilities. Because of Ajanta is visited by international tourists. They do not have access to international standard facilities. Railways and airways are not available in the travel facilities. Similarly, international standard accommodation is not available. 25.73 percent tourists disagree that Ajanta needs advanced facilities (Figure 12).

6 Conclusions

The money spent by the tourist is the only source of the income. They are useful for the livelihood of the local people. This leads to more and more expenditure on tourism. They money earned from the sale and purchase of tourist destinations brings about a radical change in the lives of the locals which is also seen at Ajanta. The economic development for the people around the tourist hub enhances the development of the local people. This improves the economic status, standard of living of the local people. 43 percent of local people at Ajanta have such impacts on their lifestyles. Tourism business provides job opportunities. Governments of India and Maharashtra have made tremendous effects to develop the



tourist place. They provided infrastructural for other. Domestic and foreign tourists visit tourist places. Foreign exchange is easily available. Various facilities, as the necessities of the tourists are provided. So, non-residents, largely attracted generate revenue to develop the tourism. The country's administration spends money on the facilities, transportation, providing goods, service, so special tax system is formed. The special taxes, entertainment tax and other taxes are charged from the tourists. Income is there and the tourists' center is also developed. Tourism is an employment-oriented business. Local people get more job opportunities. Secondary industries at these places also create lot of jobs opportunities. Innovations at the tourist place provide job, to the people who provide construction locks, food and pay, taxi drivers, hawkers, photographers, parties, milk sellers, vegetable sellers, horse-men, guides etc. outsiders also find job opportunities.

The facility of market also attracts tourists. Locals and outsiders get opportunities to do business in the market-places. The businesses like handicrafts, cottage, and embroidery, knitted fabrics, sweaters, shawl, woolen garments etc. flourish as they field place in such markedly. Tourists visit and purchase compulsorily. The same business markets have flourished at Ajanta. Maharashtra tourism Development Corporation and other agencies sell their good here at Ajanta. The large tourist places like Ajanta witness economic turnovers on a large scale. The reason is the visiting of large number of tourists. The tourists pay for the facilities and services provided. The more the tourists, the more the business. At Ajanta, people from national and international fraternities' visits in large number. Statues of Lord Buddha, paintings, caves and the lush green surroundings attract tourists from China and Korea. As tourist begins to visit, facilities automatically take shape gradually. They need access to roads, accommodations, restaurants for meals and snacks; Ajanta is full of facilities nowadays. The number of visiting tourists has increased. Being a constantly changing business, new advanced facilities began to be created. Modern facilities like trains, aircrafts, helicopters, electric powered ropeways, mineral drinking water facility, photography, new types of accommodation facilities are the advanced facilities which are being made an available.

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