

IMPACT OF TOURISM DEVELOPMENT ON LOCAL COMMUNITY: A CASE STUDY OF AJANTA WORLD HERITAGE SITE

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Abstract

The most important purpose of tourism destination development is to create local employment opportunity and tourist comfort and socio-cultural development. Economic benefits are the most important reasons behind the development and promotion of heritage tourism. Provides much needed economic incentives to communities and governments. This article shows that how tourism destination development can impact on local communities. As some benefits may be obtained from development but inappropriate development brings negative effect. Here we have conducted field work by using questionnaires distributed to local people and library research. It's found that local people facing many problems such as temporary employment, lack of tourism education, lack of basic infrastructure and public service such as water, electricity, hospital, school roads etc. it means development should be sustainable and balance in all areas which to gives economical and social benefits. The data was analyzed through the statistical software of SPSS.

Keywords: *Tourism Development, Impact, Negative, Positive, Balance Development, Local Benefit*

INTRODUCTION OF AJANTA

The Ajanta Caves (75°40' N; 20°30' E) are situated at a distance of 107 km north of Aurangabad, the district headquarters. The caves attained the name from a nearby village named Ajanta located about 12 km. These caves were discovered by an Army Officer in the Madras Regiment of the British Army in 1819 during one of his hunting expeditions. Instantly the discovery became very famous and Ajanta attained a very important tourist destination in the world. The caves, famous for its murals, are the finest surviving examples of Indian art, particularly painting. Ajanta Caves is prescribed by the UNESCO as a World Heritage Monument in 1983. Inscription on this list confirms the exceptional universal value of a cultural or natural site which deserves protection for the benefit of all humanity.

Ajanta - Ellora Conservation and Tourism Development Project

MTDC (Maharashtra Tourism Development Corporation) an undertaking of Maharashtra state conceived the Ajanta – Ellora Conservation and tourism development project and prepared in 1991 a master plan from Tata Consultancy Services, on the basis of which the Government of India requested the Government of Japan to consider grant of

financial assistance for the project. The Government of Japan got the plan assessed from the Overseas Economic Cooperation Fund (OECF) now Japan Bank for International Cooperation (JBIC) and offered loan assistance for the implementation of the master plan

Ajanta - Ellora Conservation and Tourism Development Project Phase-I

Phase-I of the project the government went into agreement for the loan in 1992. A Joint Venture of Pacific Consultants International (PCI) and Tata Consultancy Services (TCS) were appointed in November as consultants for planning and overseeing the implementation of the works under the loan. The objectives of the project were:

- To conserve and preserve monuments and natural resources in the Ajanta - Ellora region.
- To improve infrastructure in order to accommodate the increasing number of tourists to the region and enhance their experience by providing improved facilities and services.

The first phase consisted of building up essential infrastructure facilities. The consultants, then as was stipulated in Terms of Reference drafted a proposal for Phase-II. It was presented by the Ministry of Tourism for consideration of OECF in the Inter-ministerial Meeting in 1998.

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Phase-II

The second phase started in 2003. The main aim behind the second phase is to generate additional employment in Ajanta - Ellora region. The work carried out at these places includes structural reinforcement, chemical conservation of the paintings and artifacts, preservation of percolation within the caves, upgrading the environment, training conservation staff and improving visitor management system.

Work under Phase-I	Work under Phase-II
Monument conservation.	Monument conservation
National Airport Authority.	Improvement of Airport
A forestation.	A forestation
Roads.	Roads
Water Supply and sewerage.	Water supply systems
Electric Power Supply.	Tourist complexes at Ajanta - Ellora with interpretation centers and replica caves.
Visitor Management System.	Public Awareness Activities
	Human Resource Development
	State archeological monuments
	Additional sub projects in vicinity of Buddhist caves circuit
	Contingency
	Consulting services
	Interest during construction

REVIEW OF LITERATURE

Tourism development and local awareness is increasing for economic benefit. Tourism activities can reduce the poverty through the increase in national income, employment generation; foreign currency earnings, regional development, promotion of local handicrafts and many more (Mill & Morrison, 1992). Tourism necessities help in creation of infrastructure utilities and amenities, which are not only used by the visitors but become valuable to the local population as well. The economic importance of tourism in national economy can be appreciated with reference to its contribution in infrastructure development (Mathieson & Wall, 1982).

Sawant and Satghare (2014) conducted study of socio-economical impact of tourism development at Aurangabad district. They concluded that improper planning of development is main reason of failure to achieve economic benefit to local community. Further they suggested involving local people in development for socio-economic benefit. Development of tourism contains negative and positive impact. Tourism contributes to employment opportunity of local people in rural areas. Our main goal in stable rural tourism is to minimize the negative effects and to strengthen positive effects (Khania, 2005).

Ghaderi (2004) in his paper concluded that the positive effects of tourism are production of income, occupation and new economic resource for local people, assist to reduce on social unbalanced powers, providing job opportunities for maintaining regional. Sawant (2010, 2012) in this research paper of the Economic impacts of tourism development at Ajanta caves in this paper analysis that local people not aware about job opportunities and government schemes. Due to that the object of Ajanta Ellora development project not achieved. The study suggested Involvement of locals in planning and development increasing economic benefit.

Tourism policy of Maharashtra (2016) Along with this the policy enlists various direct and indirect benefits of tourism for local community. Aim of the policy create 1 million job through tourism. Employment opportunities in tourism and hospitality sector, Development of private enterprise, improved standard of living, Social upliftment and improved quality of life, Better education and training, Sustainable environmental practice, Foreign exchange earnings, The benefits of planned tourism development are manifold. Promotion of tourism would bring many direct and indirect benefits to the people.

National Tourism policy of India [2002] and Tourism policy of Maharashtra state [2006] define tourism as an engine of growth aiming high to achieve maximum sustainable tourism growth in the country. Promotion of tourism would bring many direct benefits (such as employment opportunities in tourism and hospitality sector, development of private enterprise, improved standard of living, social upliftment and improved quality of life, better education and training, sustainable environmental practices, foreign exchange earnings) and indirect benefits (such as infrastructure development – power, water, sanitation, hospitals, roads, etc., market for local produce, economic upliftment due to income multiplier effect) to the people.

OBJECTIVES AND METHODOLOGY

Ajanta is world heritage monument of India due to that rang of visitors (international and domestic) is very high. Government of India and foreign agencies given crores of funds for development of Ajanta tourism destination has taken place in many areas but the local community is not satisfied with the development as they are not getting enough benefit. Therefore, the present study investigates impact of tourism development on local community with the focus on negative and positive impacts. While investigating, local employment opportunity through tourism development assessed. To satisfy the objectives, hypothesis were subjected to test was: Developments of tourism destination leads to creation of employment opportunities.

Sampling: Simple random sampling was used and samples were selected for the area around Ajanta caves. A structured questionnaire was used for the survey of Local Community who lived around the Ajanta tourist destination.

Secondary data is obtained from the sources such as National and State policies, official reports of UNWTO, MTDC, and MoT, Newspaper Articles, official websites, Books and Journals.

RESULTS AND DISCUSSION

The majority of respondents in the sample were male, whereas, respondents found mainly in the age group of 21-40 years. Most respondents happen to hail from Muslim (53%) then Hindu (37%) and the literacy level of respondents is low or up to 12th standard. Specific to major source of income, only tourism was reportedly the only source for more than half of respondents. It can be drawn from Table 1 reveals that the majority of respondents (77%) connected with tourism for occupation from them. About 57% are satisfied with their present occupation there is less support from government to local people for the business.

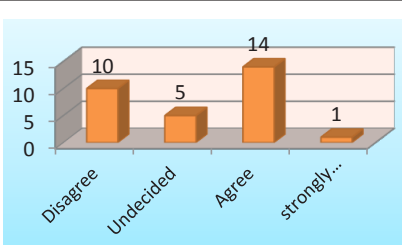
Table 1: Present Occupation, Satisfaction and Government Support

Present Occupation Related to Tourism		Satisfaction with Present Occupation		Support from the Government for Business	
Response	In %	Response	In %	Response	In %
Yes	76.7	Yes	56.7	Yes	30
No	23.3	No	43.3	No	70
Total	100	Total	100	Total	100

Notably, about half of the respondents held that tourism development plays a major role in improving the life of local people (Table 2).

Table- 2: Role of Tourism Development in Improving the Life of Local People

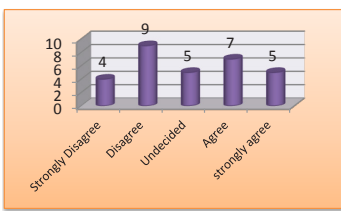
Level of Agreement	In %
Cannot say	16.7
Disagree	33.3
Agree	46.7
Strongly agree	3.3
Total	100



Specific to the role of tourism in helping the development of local industry, the trend emerged suggest that level of agreement was not encouraging either (Table 3).

Table 3: Role of Tourism is Helping Development of Local Industry

Level of Agreement	In %
Strongly Disagree	13.3
Disagree	30
Undecided	16.7
Agree	23.3
strongly agree	16.7
Total	100



Local art/craft/souvenir/handicraft and other small and cottage industry are reportedly benefiting from tourism development. Further, tourism development has helped in development of basic facilities such as drinking water, electricity, hospital, School, and road in the villages around Ajanta caves. The results in general reflect that local community is in agreement on the role of tourism in improving the life of local people. However, contribution tourism in the development of local industry is rated comparatively less. Results of hypothesis testing are discussed below.

The hypothesis on the development of tourism destination to create employment opportunity has been tested. First hypothesis tested was ‘present occupation of the respondents is associated with the tourism’. Chi-Square test provides p-value = 0.006 < 0.05 (i.e. level of significance = 5%) suggesting that present occupation of the respondents is associated with the tourism.

Chi-Square Test Value	df	p-Value
12.609	3	0.006

Second hypothesis was tested whether tourism development offer Job opportunities to the local people and the results were affirmative in nature. p-value = 0.307 provided 5% level of significance to accept this proposition.

Chi-Square Test Value	df	p-Value
10.566	9	0.307

Challenges of Local Communities and Local Employees

Major challenges emerged during the course of investigation have been compiled and provided below.

• *Basic Facilities and Amenities:*

- Lack of water, electricity, Hospital, school, security etc. near the villages;
- Foreign tourists visit the villages but they don’t stay there due to lack of basic facilities.
- Digging of bore-wells within 5 Km radius of caves is prohibited. This restriction adds the vows of drinking water as well as farming.

- *Job Security:*
 - Temporary and seasonal employment; this creates fear among local people especially the daily-wage earners.
 - Tourists invariably spend maximum time at the Caves, leaving very less time for shopping. There is time limit for stopping plaza shopkeepers.
- MTDC acquired land for development of Ajanta tourism destination from local people with a promise on appropriate compensation including permanent jobs but it is yet to be fulfilled.
- *Women Employment:* It is insignificant and on daily-wage basis.
- *Education:* Educational attainment is not encouraging and very few have requisite qualification in tourism for their absorption in the sector. This also restricts them from access to information including the government schemes.

CONCLUSIONS AND SUGGESTIONS

Ajanta is a World Heritage Monument and it attracts both the international and domestic tourists. For last few decades, tourism has been an important source of employment generation and contributing to the development of the areas around Ajanta Caves. Japan Government and Indian Government jointly planned for the development of tourism destination of Ajanta and millions have been invested for development of tourism.

Tourism has created jobs opportunities for the local people but local people. But they also encounter many problems such as lack of proper employment, basic facilities and amenities, education and the like. This suggests that that tourism development has not contributed adequately to improve the quality of life of the people. Pursuing sustainable development goals will benefit the local communities of quality employment opportunities as well as to reduce the negative effects on local community.

One of the major concerns to address head-on is addressing the challenges of basic facilities and amenities including drinking water. Measures are also needed for ensuring the

job security for the local communities. Capacity-building in tourism and related services and creation of proper awareness about the advantages of tourism among the local community are another areas demanding focused attention. Other areas worth pondering are the means to enhance active participation of the local community and promotion of alternative source of income sources such as rural tourism and home-stays. Marketing of 'Destination Ajanta' is crucial since its WHS status to add great values for attracting the tourists from across the world.

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