“TO STUDY THE PERCEPTIONS OF THE TOURIST ABOUT THE FACILITIES PROVIDED AT THE FORTS AND ITS MANAGEMENT FOR TOURISM DEVELOPMENT WITH REFERENCE TO PUNE DISTRICT”

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ABSTRACT:
Looking at the current status of the forts its management regarding facilities for the tourist at the forts. This paper is covered the information about the facilities provided at the forts for the tourist. This leads to the increase in tourist traffic and employment generation. Data has been collected through tourist from various age groups and from various forts of Pune Districts which comes under Archaeological Survey of India (ASI). Male and female both the respondents are considered to collect the data. Respondents have given the ranking for facilities which needs to be provided at the forts and should maintain on regular basis. Tourist would be happier if all the relevant facilities is available on each forts. As per the current scenario the forts are not having the necessary facilities which can fulfil the basic needs of the tourists. This is an attempt made by the author to search and find out the perceptions of the tourist about the facilities which they are getting or which they wanted to have at the forts. This data would definitely helpful for the government bodies, tourist and the other academicians who study the forts as a responsible revenue generation factor. Secondary data has been collected through various research papers and articles of the books and research papers. It is a need to study these kinds of challenges which are faced by the tourist who regularly visit the forts for trekking and to explore the knowledge of the forts. By providing necessary facilities would really affect the satisfaction level of the tourist and would increase the tourist traffic on each fort in Maharashtra.

Keywords: Forts , Management , Perceptions , Tourist , Tourism

I Introduction:
The three words i.e. culture, heritage and tourism are extremely correlated to each other. However culture, heritage and tourism have their own independent identity and existence but at the same time each is dependent on the other as well. Culture cannot exist without heritage and where there is culture and heritage, tourism will have its existence. During the past decade cultural and heritage tourism has undergone tremendous growth and cultural and heritage tourism according to WTO (Richards, 2000) is a very important segment of the tourism demand which represents 37% of international tourism. Boniface and Fowler call tourism the greatest show on the earth (1993, p. 11) whose greatest ingredient is heritage. The glorious past of India has also ensured that the present and subsequent generations have plenty of historical and cultural heritages to be proud of. For centuries, people migrated into rich country. India with her respective culture and
tradition later mixed with the rituals of the Indians has given birth to a new colour of heritage and culture. This amalgamation of cultures has slowly but gradually has enriched the values and faith of the Indians even further with each sunrise and sunset in the sky. The rich heritage of India comes alive with all its fragrance and colour which are still breathing in the heritage palaces, forts, temples and monuments fringed in each and every corner which makes multifaceted country, India. The splendid architecture, minutely carved motifs, embellished facades of the heritage monuments narrates the immense skill of the craftsmen of the country which have been fascinating the world for many centuries. If one start counting may fail to accommodate all the heritage sites of India in fingers which have evolved with the passage of time. UNESCO has come up with the mission to protect these treasures which are finest gifts to world from India so that generations to come feel them as fortunate. The number of important monuments and sites in India is so great that a single tour to discover the multifarious facets of its wonderful heritage is not enough. Nevertheless it will give an admirable glimpse into the Indian History and Heritage. Set with this background this research examines the satisfaction of tourists visiting the heritage sites of Pune District (Shikha Sharma 2014)

**Need of the Study:**
The author had tried to promote the forts as tourism product. Fort has potential to generate more revenue, only when it is maintained properly. Better management will lead to attract the tourist to the forts of Pune District. Now it is a need to conserve and provide regular maintenance to the forts. Tourists are looking forward to get all the facility at the forts so the basic needs would be sorted out. Tourists are really eager to visit all the forts of Pune district when the better management would be provided by the authorised bodies. The need to study this subject is to bring the forts in to the picture of tourism industry.

**Definitions:**

1. **Forts:** -
   A fortified building or strategic position. A fort is a strong building or a place with a wall or fence around it where soldiers can stay and be safe from the enemy (www.collinsdictionary.com)

2. **Management:**-
   Management is the administration of an organization, where it is a business, a not-for-profit organization, or government body, (Wikipedia)
   The process of dealing with or controlling things or people.( English dictionary)

3. **Perceptions:**-
   Perception is the organization, identification, and interpretation of sensory information in order to represent and understand the presented information, or the environment.( Wikipedia).The ability to see, hears, or become aware of something through the senses.( English dictionary)The way in which something is regarded, understood, or interpreted. .( English dictionary)

4. **Tourist:**-
   The person who is supposed to leave his /her hometown in order to visit a different area for the purpose of leaving an experience of shopping, entertainment, visiting
cultural & historical attractive having fun and so on the condition that (subject to) she / he should return to his/her own place, stay no longer than 12 months, make use of a tourist activity and spend his / her on money. (www.tugberkugurlu.com) The person who is supposed to leave his /her hometown( permanent place) on temporary, basis for the purpose of seeking new experiences, having fun & entertaining, doing sports, seeing cultural & historical places, (attractive) etc. On the condition that he /she should stay no less tha 1 day and no longer than 12 months, make use of a tourist facility for accommodation and spend her /his own money through their holiday.

5. Tourism:-

The commercial organization and operation of holidays and visits to places of interest (English dictionary) Tourism is travel for pleasure or business, also the theory and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tours. Tourism may be international, or within the traveller’s country. (Wikipedia)

II) Review of Literature

As per the author described about the potential use of forts as a tourist destination. Which uses for the trekking purpose. The study had been done on the promotion of forts through advertisement. Forts can become the one major factor for the revenue generation and providing employment to the local community. Researchers had explained that there are various types of clientele who visits forts in various seasons as per the types of likes and dislikes. There were various mixed reactions about the forts and its importance amongst the people and tourists. They had said that proper promotion should happen for the betterment of forts and to preserve the culture and heritage of forts. All the respondents told that forts can attract tourist only if certain facility provided and regular advertisement done for the same. (Suryawanshi Manoj 2018) researcher had done the study to know the views about the forts to become the tourist destination for youth. In which author had collected the data from all youth. It had been explained that youth are more interested to visit forts as a trekking on regular basis or on weekend. Young tourists are more attracted to visit forts in every season, to see the beauty of forts, its heritage, construction and culture. It had also earned foreign exchange, through tourist who was willing to see forts. They all the way come from abroad to see forts of India. (Suryawanshi M.2016) in this paper author had studied the views about forts as trekking destination. Author had collected the data from various age groups who all are willing to visit forts in any seasons. Students and salaried people are more interested. Most of the respondents are aware about the various forts in and around Pune which are famous for trekking. Maybe it will be day or night trek. But tourist are not happy the kind of facilities should provide by the management authorities are not properly provided. Tourists are not happy with the one or two facilities which are provided and not maintained. (Suryawanshi M.2016) In this paper the researcher had studied about the evacuation and risk management of Amber Fort of the 17th century. Which was constructed very architecturally? There are various people who stay inside the fort as a resident. As far as their safety is concern then proper
emergency evacuation plans must be ready. There is no. of visitors ,author had done the study about the security system at the forts, role of administrative staff and vendors. There is a need to set some plans which can saves life. Best practices and regulation and plans must be available. These plan helps in avoiding a panic driven incident like stampede and it also helps in reducing the after effects of a disaster. The author had given the model and new plans for the emergency and evacuation of the visitors and residents. (Garima Charan 2017)The researcher had done the study of Gwalior fort. There are various forts that need attention and support for the promotion. Gwalior fort is one of fort among all the forts in India which has rich heritage and culture. Government bodies must work for the betterment of forts. Gwalior fort had a great part in history. Gwalior fort in not in a good condition which needs support and regular observation. It should be viewed as an important tourist destination as it has and it is attracting large number of tourist from different parts of the country but the focus should be to attract more tourists from international market also. It should bring some amendments in the way the present scenario is going on and at the same time challenges and opportunities should be sought out. It is great heritage of the state and it should cater to the tourist need and expectations in the right way. proper steps should be taken to conserve the beautiful piece of fine architecture so that it can help to uplift the states image and be fruitful for the community as well.(Shikha Sharma2014)The author has done the research of water on hill forts. Author had found out the importance of water for the various wars before the 19th century. How water played a very important role during war time. it was a reason to win the battle or loose the battle. What kind of strategies and water storage techniques they had adapted in to that era. How did they find sources to get water on hill forts? Which was very impossible task in that era where there were no any kinds of technology or machines? It was also been studied how enemies used the strategies for controlling the water for the war strategies. They had literally used the water sources to to control the movement of the enemies. This kind of history can be explained to the tourist for the exploration of their knowledge. (JEANDELOCHE2007).The project had been undertaken by the author to promote the Amber fort and the nearby other forts and cultural sites. She had explained the various minute details of the landscaping area of the fort and its surrounding area where regular observation is required to preserve the quality of forts. Maximum revenue is generated through this fort which provides employment. Author has developed the conservation plan for  the Amber fort. Even heritage walks through the hill forts, lakes, palaces and gardens are worth to see its landscaping and cultural aspects. This will enable the visitor to have an immersive experience and the opportunity to create a coherent image of the past, reliving its history. Landscape conservation will contribute to increasing domestic and international tourism to Amber town and serve as a model for conserving other hill forts in Rajasthan. (NEHARAJORA 2013)

III) Objectives:
1. To study the perceptions of tourist towards forts management for tourism development with reference to Pune district.
2. To find out the various facilities provided at the forts.
3. To analyse perceptions about giving facilities at the forts to the tourist.
4. To know the forts tourism can provide employment or not

**Sampling Frame:**
For this study the researcher has collected the information from the tourists who frequently visit forts. Author has collected the information by personally visiting the forts who maintain by Archaeological Survey of India (ASI)

**Sources of Data:**
- **Primary data** collected from the universe mentioned above. Who frequently visit the Forts.
- **Secondary data** collected from published/unpublished literature on the A study of forts management of Pune District. Latest references available from the journals, newspapers, research publications and magazines, and other relevant sources like internet.

**Scope of the Study**
Scope of the study is to consider the role of forts to increase the number of visitors not only in Pune District but all the district and states where forts are located. Tourists role for the maintaining the heritage structure for future generation.

**Public Relations:**
Fort of Maharashtra is very much close to the tourist and visitors of the state. People have a pride about the forts in Maharashtra. Pune district itself is having more than 30 forts. Visiting forts in Pune district helps to promote forts a separate entity for the tourism industry. This provides lots of employment at the forts. It also generates revenue. It helps to build the close association with the forts architecture, its rich history. Traditions and culture of the forts. It explores the knowledge of the tourists and visitors. There is a kind of bonding between forts and tourist.

**IV. Data Analysis and Interpretation:**
**Analysis of respondents as per age**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>No. of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>20 to 30 Age</td>
<td></td>
</tr>
<tr>
<td>31 to 40 Age</td>
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<tr>
<td>41 to 50 Age</td>
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<tr>
<td>51 to 60 Age</td>
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<tr>
<td>61 to 70 Age</td>
<td></td>
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<tr>
<td>71 to 80 Age</td>
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</tbody>
</table>

![Pie Chart: No. of Respondents as per age](chart.png)
Interpretation:-
As far as tourists age is concerned to visit forts. There is no any specific age which found out by the researcher. He found that there are various tourists who visit forts. Their age is ranging from 20 years to above 70 years. Tourists are very much interested to visit forts even they are more in age. It shows that forts are very popular to visit as a destination.

Analysis if respondents as per Gender

Interpretation:-
As per the observation and survey of various forts of Pune district it is found that male tourists are more interested than female tourist to visit forts. They are more in numbers to come frequently to visit Forts.

Q.1) Are you aware about the forts as tourist destinations in and around Pune?

Interpretation:-
Researcher has said that no of respondents about the awareness of forts in Pune district as a tourist destinations are more. Only little chunk of people who are not known about forts in and around Pune district.
Q.2) How often do you visit Forts in and around Pune?

<table>
<thead>
<tr>
<th>No. of Respondents</th>
<th>Regularly</th>
<th>Rarely</th>
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<tbody>
<tr>
<td></td>
<td>67%</td>
<td>33%</td>
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</tbody>
</table>

Interpretation:-
There are maximum numbers of tourist who regularly visit forts for various reasons. Some visit for trekking purpose. Some visit to see the architecture of fort. Some may visit to know the history of forts.

Q. 3) Please rank the following services by assign a rank for each factor (1-18) in ascending degree of importance for a tourist. (Thus a rank 18 say will be least important while the rank 1 will be most important.)

As per the data collected by the tourist. It is known that as per the ranking systems of the facilities who would like to have at the forts. Tourists have said that medical facility is the prime essential thing to be provided at the forts. Followed by parking facility for...
the tourist who all is coming from long distances to see the forts. Emergency services and rescue and guide facility are also important to make the tourist aware and educate about the history and information about the forts in details. Safety and security and access and connectivity round the year play a very vital role to the protection of all kinds of tourist. As and when they need any help in an emergency, some team should be always ready to help them. Trekking accessories on hire and local transport are the very essential factors for the tourist. Who is coming for adventurous tour like trekking at the forts, must get all the necessary things available which they require. A small shop can be opened at the bottom of the forts. Local transport hardly available near the forts. Bus can drop you to a certain point. After than you have to walk some kilometre. If two wheeler is available then problem is sorted however those who are coming first time would get everything available for good accessibility. Good food out, Internet Facility, Souvenirs to sale and Camping Facility are coming in the 8th rank. These are also equally important to stay back at the forts or at the bottom of the forts for some time, it helps to provide employment and generate revenue to the local community as a whole. Accommodation, ATM, Bird Watching, Site-seeing. These are the extra facilities which we may provide to the tourist near to the forts. It may also increase the tourist flow and revenue. Shops for nick-nacks and ropeway have been ranked 10th and 11th. It shows that these facilities are not so important from the tourist point of view.

Q.4) Do you think that on providing the facilities mentioned above, more tourists will visit the forts?

<table>
<thead>
<tr>
<th></th>
<th>No. of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>87%</td>
</tr>
<tr>
<td>No</td>
<td>3%</td>
</tr>
<tr>
<td>Not Sure</td>
<td>10%</td>
</tr>
</tbody>
</table>

Interpretation:-
As per the above mentioned facilities maximum tourists have said that they would be very happy to have such a wonderful facilities nearby forts. It will result to increase the flow of tourists.

Q.5) Which other facilities/services you like to suggest for increasing tourist flow?
Tourist have replied for the other services which are also very essential like Quick Response Teams at different venues in an emergency, maintain the broken fort, railings on edges, Information about fort, history, transport, Safety measures like railings, signage, drinking water, reduce timing for visit like, it should be from 5 am to 9 pm. Accommodation, Food, Public transport, Guides, good security, who respect historical places can visit only. Information about the history would add value; it is a priority, to provide for dustbins and garbage collection. Ladies and Gents Washrooms, Information
to visitors, Good Maps, Direction and Name to roads, No commercialization like hotels and bar, local people should get employment from fort, local people and their habitat, their food should be heighted, adventure games should be developed around forts, education to visitors is most. Information boards, Solar lights, Local people should involve as a guide, Digital rooms to tell history of that place, videos, pictures, Creating awareness about this, Historical monument and the richness of nature on and around fort, Information center, books shop, way to come and go properly on each fort, Importance of history & geographical conditions about that area - publicity issue, True and authentic information to tourist who want to know genuine history and facts, Information about forts, history and historical information like wars involved, strategically information, E-toilets, Solar lights system has to be there.

6) Do you think that the provision of the above mentioned facilities at forts will help to provide employment to the local people?

Interpretation: -
The provision of the above mentioned facilities at forts will definitely help to provide employment to the local people as per the perceptions of the tourist which author has got in the survey.

Findings:
20 age years old to 30th age years old are the maximum tourist who visits forts. 90% male are interested to visit forts on regular basis. 90% are respondents are aware about the forts as a tourist destination and 67% respondents are the regular visitors to the forts. Medical shop is rank 1, parking is rank 2, emergency service rescue a guide facility are the 3rd rank. Safety and security on 4th rank, access and connectivity round the year is coming on 5th rank. Trekking accessories on hire 6th rank and local transport 7th rank, Good food outlets Internet Facility, Souvenirs to sale, Camping Facility are coming on 8th rank. Accommodation ATM, Bird Watching, Site-seeing is the rank 9th. 10th rank is shop for nik-nacks and 11th is ropeway. The facilities are listed as per ranking as per the preference given by the tourists. 87% people responded saying that they would happy if the above mentioned facilities provided near to forts. 90% respondents said that local community would get the employment as and when the such mentioned facilities will provide near the forts.

Recommendations and Suggestions:
There are so many forts in Maharashtra which should come in the list of maintenance and restoration. There are various forts which are famous for one or the other reason.
There has to have a proper facilities which are needed to the tourist. It helps to increase revenue and provide employment. There is a need to maintain the glory and rich heritage and culture through these forts.

**Conclusion:**

As far as tourists age is concerned to visit forts. There is no any specific age which found out by the researcher. He found that there are various tourists who visit forts. Their age is ranging from youth to above senior citizen. Tourists are very much interested to visit forts even they are more in age. It shows that forts are very popular to visit as a destination. As per the observation and survey of various forts of Pune district it is found that male tourists are more interested than female tourist to visit forts. They are more in numbers to come frequently to visit Forts. Researcher has said that no of respondents about the awareness of forts in Pune district as a tourist destinations are more. Only little chunk of people who are not known about forts in and around Pune district. There are maximum numbers of tourist who regularly visit forts for various reasons. Some visit for trekking purpose. Some visit to see the architecture of fort. Some may visit to know the history of forts. As per the data collected by the tourist. It is known that as per the ranking systems of the facilities who would like to have at the forts. Tourists have said that medical facility is the prime essential thing to be provided at the forts. Followed by parking facility for the tourist who all is coming from long distances to see the forts. Emergency services and rescue and guide facility are also important to make the tourist aware and educate about the history and information about the forts in details. Safety and security and access and connectivity round the year play a very vital role to the protection of all kinds of tourist. As and when they need any help in an emergency, some team should be always ready to help them. Trekking accessories on hire and local transport are the very essential factors for the tourist. Who is coming for adventurous tour like trekking at the forts, must get all the necessary things available which they require. A small shop can be opened at the bottom of the forts. Local transport hardly available near the forts. Bus can drop you to a certain point. After than you have to walk some kilometre. If two wheeler is available then problem is sorted however those who are coming first time would get everything available for good accessibility. Good food out, Internet Facility, Souvenirs to sale and Camping Facility are coming in the 8th rank. These are also equally important to stay back at the forts or at the bottom of the forts for some time, it helps to provide employment and generate revenue to the local community as a whole. Accommodation, ATM, Bird Watching, Site-seeing. These are the extra facilities which we may provide to the tourist neat to the forts. It may also increase the tourist flow and revenue. Shops for nick-nacks and ropeway have been ranked 10th and 11th. It shows that these facilities are not so important from the tourist point of view. As per the above mentioned facilities maximum tourists have said that they would be very happy to have such a wonderful facilities nearby forts. It will result to increase the flow of tourists. Tourist have replied for the other services which are also very essential like Quick Response Teams at different venues in an emergency, maintain the broken fort, railings on edges, Information about fort, history, transport, Safety measures like railings, signage, drinking water, reduce timing for visit like, it should be from 5 am to 9 pm.
Accommodation, Food, Public transport, Guides, good security, who respect historical places can visit only. Information about the history would add value; it is a priority, to provide for dustbins and garbage collection. Ladies and Gents Washrooms, Information to visitors, Good Maps, Direction and Name to roads, No commercialization like hotels and bar, local people should get employment from fort, local people and their habitat, their food should be heightened, adventure games should be developed around forts, education to visitors is most. Information boards, Solar lights, Local people should involve as a guide, Digital rooms to tell history of that place, videos, pictures, Creating awareness about this, Historical monument and the richness of nature on and around fort, Information center, books shop, way to come and go properly on each fort, Importance of history & geographical conditions about that area - publicity issue, True and authentic information to tourist who want to know genuine history and facts, Information about forts, history and historical information like wars involved, strategically information, E-toilets, Solar lights system has to be there. The provision of the above mentioned facilities at forts will definitely help to provide employment to the local people as per the perceptions of the tourist which author has got in the survey.

Limitation:
1) The Study is limited to only Pune district.
2) The Data has been collected only from tourists.

References:-
