

ROLE OF TOURISM IN PLANNING THE URBAN AREAS

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Abstract

Tourism is considered as one of the sunrise sectors for India, which can serve as dual purpose of earning more foreign reserves and enhancing the domestic economy on other hand. Considering the linkages of tourists and tourism sites, urban areas are said to be nodes of connectivity. Most of Tourist circuits are created by lining the urban areas, so that they serve the place of residence. In addition, many tourism sites in India are located in urbanized areas. Hence, urban areas have multiplier effects on tourism and vice versa.

Increasing urbanization is providing grounds for degradation of the heritage/tourism sites and affecting the architectural ethos of country and limiting the tourism oriented economy. In addition, lack of infrastructure and service provisions to tourism sites are lowering the tourism potential and reducing the number of tourist visits. Also, this is indirectly affecting to the livelihoods of locals leading to distress in the region.

Ineffective planning, Delayed city planning implementation, lack of policy coherence, social exclusivity, etc. are leading to a haphazard growth of town affecting the growth potential. Planning and Tourism are neither the separate domains nor the substitute of one another, hence inclusive planning with respect to tourism development and tourism induced planning though resembles different but serves the similar goal.

Keywords: Tourism, Urbanization, Heritage, city planning.

1. Introduction

Urbanization in India has triggered after the independence due to many reasons like rising urban population, rural to urban migration, adoption of mixed economy, development of private sector, etc. According to Census of India, this has evident by the rising urban population share from 11.4%, 28.53% and 30% in 1901, 2001 and 2011 as respectively. Along with this many existing cities started expanding while some new came up. Rising urbanization created many problems like lack of infrastructural facilities, increasing slums, destruction of environment, increasing poverty and drift between rich and poor consequently. This Haphazard growth focused of some key aspects while left some aspects unturned like Tourism. Tourism remained an ignored subject, which possess crucial potential in city planning and development.

One of the fastest growing industries, tourism plays a vital role in economic growth of many countries in the world. (Flecha, Fusco, Damiani, & Amaral, 2010) Tourism will serve as activity to transform urban areas. The connection between tourism and urbanity is complex: the city is the physical place where tourist desires and inhabitants needs intersect. In this sense, tourist load on the city can compromise its balance, affecting urban quality of life. Nevertheless, present cities aim to promote themselves as tourist destination to increase their competitiveness, and tourism is seldom studied as an intrusive activity because of its indisputable positive economic effects. (Rocca, December 2014)

Recently, new form of tourism has emerged as Urban Tourism. Urban tourism states for the tourism placed in urban areas mostly attracted by other city urbanites and non-urbanites. According to many, cities become "a perfect destination for a short holiday" (Berg, 1993) where a large number of attractive factors are concentrated. Many ancient, historical and archaeological importance spots in the and around city serves as small engines of local economy. In addition, multiplicity of organizations control over the tourist spots degrades the inclusivity. While planning authority, which provides infrastructural and service facilities, lacks in implementation due to stringent norms of other organizations governing the tourist spots. This leads to cascading of administrative functioning and serves as a suitable example of policy implementation paralysis.

According to Tourism Towards 2030, UNWTO's recently updated report, assessment of future tourism trends, the number of international tourist arrivals worldwide is expected to increase by 3.3% each year on average from 2010 to 2030. This seems to increase the competition among the cities to attract tourist, as to avail the

undeniable benefits arising out of tourism. On other hand cities also need to cope up by providing effective and efficient facilitates, habitable environment and friendly know how.

In an effort to attract visitors, governments and private sector business people often invest in infrastructure improvements that have positive impacts on the economy and on rural communities. South Africa invested US\$2.6 billion in upgrading the Johannesburg, Cape Town, and Durban airports in preparation for an influx of sports tourists for the 2010 FIFA World Cup. (Agence Française de Développement , 2010)

Tourism is a development tool, which provides economic benefits for host communities, including increased employment opportunities, improved socio-economic conditions and greater market stability.(Walpole & Goodwin, 2000) Host and Guest equally benefit economically due to tourism activities, therefore developing countries are concentrating on economic improvement through tourism.

Hence, the paper aims to study and analyse the role of tourism and its effects in planning the urban areas. Simply, prospering the concept of tourism inclusive planning.

2. Research Methodology

Primary as well as Secondary data collection methods are used with some expert's interview as a part of data collection for the cause of study continued with analysis as shown in below schematic diagram.

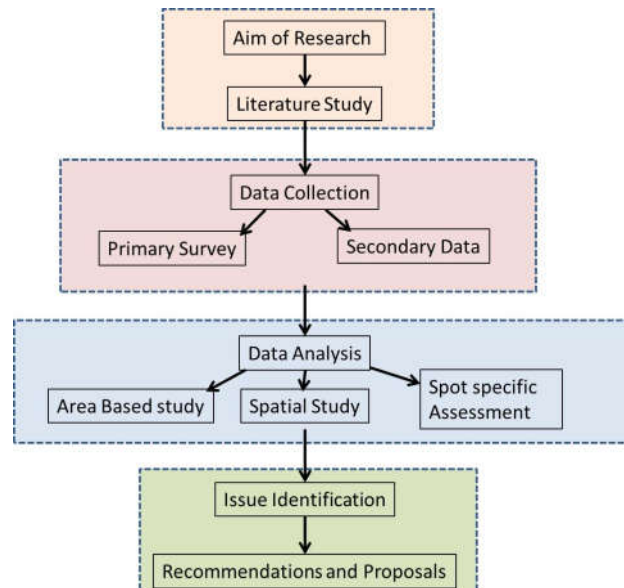


Figure 1 Study Methodology

(Source: Drafted by authors)

3. Case study: Khuldabad Town, Aurangabad.

3.1 Historical Background

Khuldabad is a religious and historical town of Aurangabad district in Maharashtra, India. It is considered as a place where saints (Mullahs and Moulavis) and poets (Sufis) used to propagate the religious teachings of spiritual leader of the Mughal Empire, Moinuddin Chishti. Hence, known as 'Valley of Saints' or the 'Abode of Eternity' Khuldabad is considered as a second home of Mughal emperor Aurangzeb. Hence, many historical and archaeological marvels are found in and around Khuldabad. The town is covered by high-fortified wall having seven gates. It also has many mosques of saints and tomb of Mughal Emperor Aurangzeb and his army general. The town also serves as a place for many abodes whose identities are unknown. Earlier the town was vital place of administration.

3.2 Geographical location and Physiography

Khuldabad is located at 20.05°N longitude and 75.18°E latitude, at an altitude of about 500 feet above the plains and 2,732 feet above the sea level. It is located at a distance of 24kms from the Aurangabad. Khuldabad is bounded by the Dhule-Sholapur National Highway No. 211 on the west and by the Phulambri Road on the

north. The famous Ellora caves are situated at a distance of 3 km while Daulatabad at a distance of 10 km from the town. Mahisamal, a small hill station, is situated at a distance of 10 km from the town.

There is no rail and air connectivity to the town. The nearest railway station is Aurangabad, located on the Secunderabad-Manmad section of the Nanded division of South Central Railway Zone of the Indian Railways. The nearest international airport is at Mumbai while the nearest domestic airport is at Aurangabad.

The city is bounded by hill, Ellora Reserved Forest on the west and the Maheshmal Reserved Forest on the north. The Charanandri Hills of the Ajanta Range form the background for the city of Khuldabad. River Velganga flows on the north of the city near the Ellora caves.

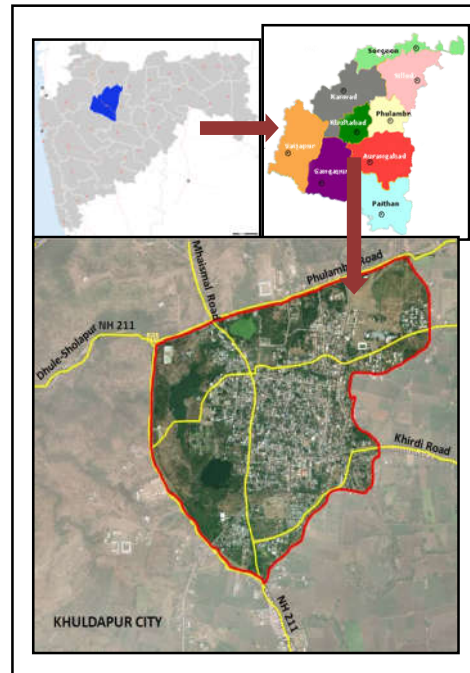


Figure 2 Location of Khuldabad Town in Aurangabad district of Maharashtra state
(Source: Drafted by authors)

Tourism is the important tertiary sector activity, which helps in improving the livelihood opportunities of the town. City encompassing famous heritage and culturally important sites with scenic beauty then those spots of the town serves as tourism or recreational spots. In addition, planning of town should be done accordingly to not delimit the importance and economic potential of town with due presence of tourist spots.

Competition between cities has resulted into more marketing strategies and policies, involving various planning agencies and stakeholders. City Branding acts a tool for selling the City bringing change in the present scenario of the place.(Prabhune, 2014-15)Also mere planning doesn't satisfy the goal of tourism development. Hence according to (Walker, Mitchell, & Wismer, December 2001)Host communities should be involved in planning and decision making, to enhance opportunity for success and allow local people to anticipate, adapt and realize whatever potential there might be to develop altered or new livelihood strategies.

4.1 Spatial growth

The City of Khuldabadis majorly situated between the Aurangabad-Dhulia Road and Aurangabad-Phulambri Road. The goathan of the city is centrally located near the Bani Begum Lake and the HauzKhasBaudi, with Banu Begum Garden as the focal point. The city has spread on the three cardinal directions viz., north, east and south.Presently, the city is growing along the National Highway No. 211 and the along the Aurangabad-Phulambri Road. There are some developments also taking place on the other side of Aurangabad-Phulambri Road.

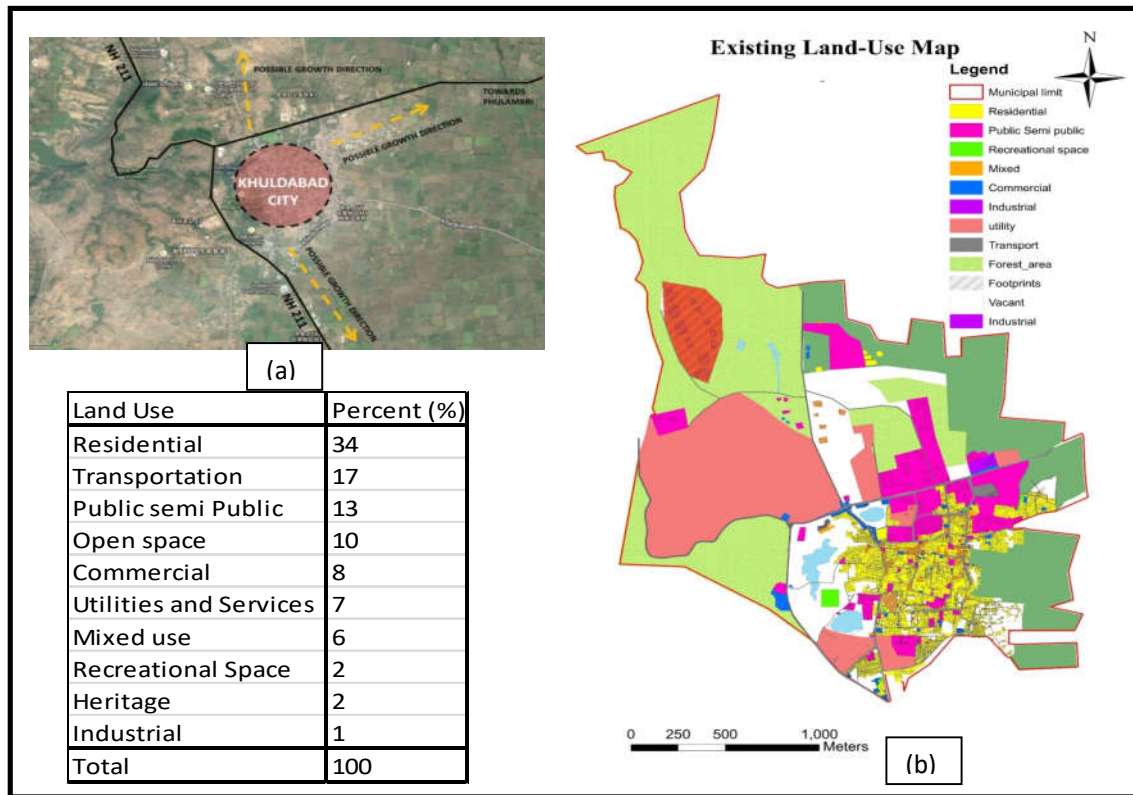


Figure 3a. Spatial Growth of Khuldabad town; 3b. Land use Map of Khuldabad town (2016)
 (Source: Secondary data from Khuldabad Municipal Council.)

According to development plan of Khuldabad (1994-2014, it is observed from the Land Use distribution that vast area of the council is under agriculture and less area under industries. The inner-city of Khuldabad reflects a mixed land use pattern with a congestion of residential, commercial and institutional in a single locality. The roads are not developed as per the road width suggested in development plan, which creates the traffic congestion in the Gaothan area. The citizens are not taking building permission before construction, hence there is the violation of Development control regulations within the city. The percentage of enforcement of development plan is very less in Khuldabad which leads to haphazard development.

5. Analysis

5.1 Tourist sites and their governance

Total nine monuments are present in study area as detailed in fig.4a, out of which Alamgir complex, Malik amber tomb and Ellora caves comes under Archaeological survey of India. Multiplicity of organizations creates problems related to governance, infrastructural and service facilities as well as maintenance and conservation.

To be successful, tourism requires coordination and complementarity of actions within Government and between the Government and the private sector, civil society in general and, in particular, with local communities that are specifically impacted by tourism, where NGOs can facilitate the process. Only a continuing dialogue between the public and private sectors can lead to successful tourism Management. (Crompton & Christie, 2003)

Below fig. 4b, shows the Buffer zones as marked by ASI, in which many not permitted activities are present in prohibited area and need to regulate by planning interventions.

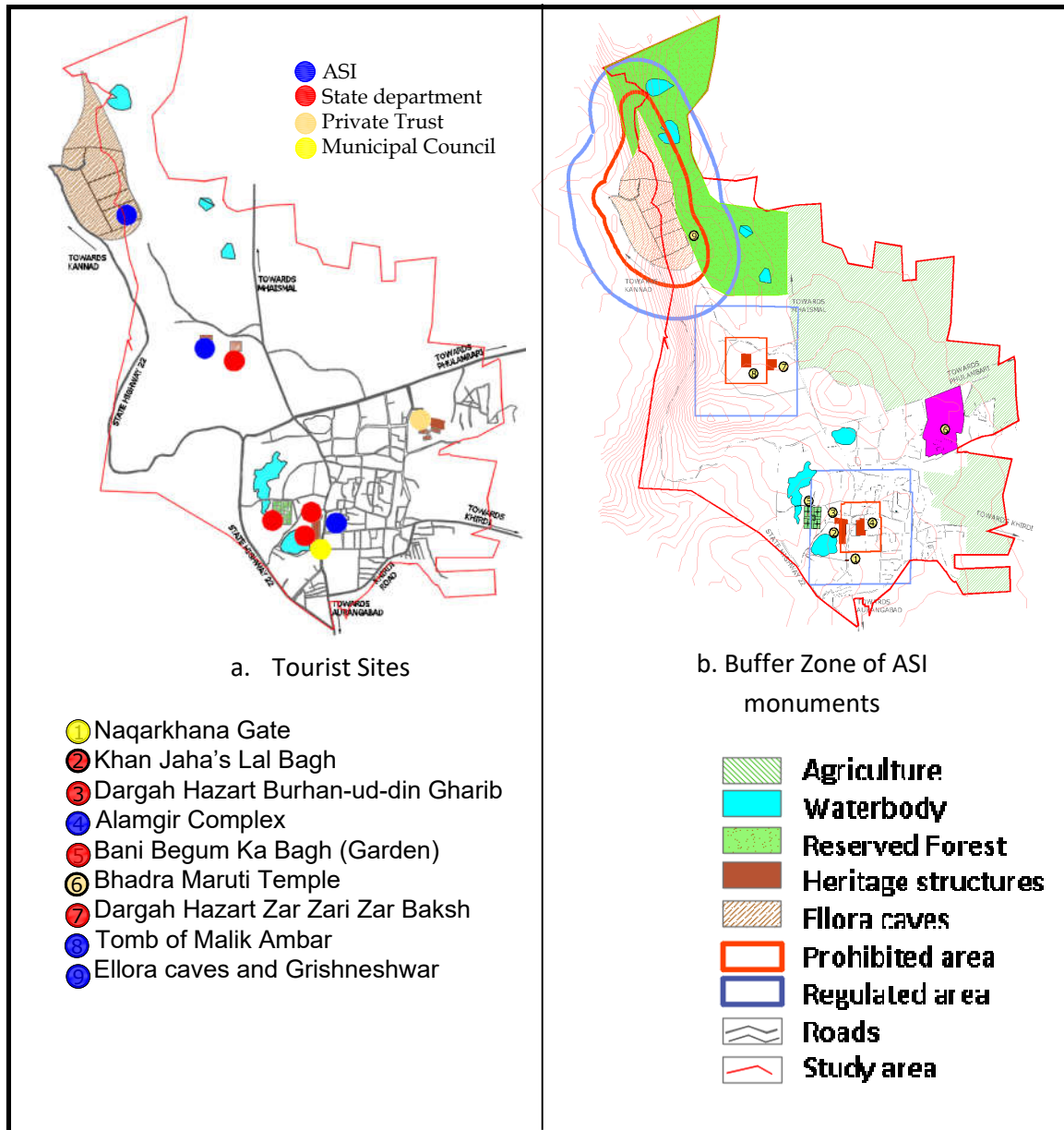


Figure 4a. Tourist spots and governing authorities; 4b. Buffer Zones of Monuments as per ASI
 (Source: Secondary Data from Khuldabad municipal council, ASI, etc. and drafted by authors)

5.2 Assessment of Tourist sites

Table 1 Tourist sites assessment matrix (Source: Analysis by authors)

Sr. Name and erection no/year	Governing authority	Accessibility	Accommodation	Parking facilities	Dining facilities	Drinking water facilities	Public Toilet facilities	Remarks
1 Walled city/ Nagarkhana gate	Municipal Council and State archaeology department.	Available	Not necessary	No parking available	Not Necessary	Not available	Not available	NA
2 Alangir Complex and Durgah Burhan Ud Din Garib (1750-60)	Archaeological Survey of India (ASI)	PT and private cars only allowed due to insufficient width of Nagarkhana road	Private guest houses available within 1-2km radius of tomb and condition is bad	No parking available	Snacks centres, restaurant within 100-200m radius and quality is average	Not available within dargah premises	Not available within dargah premises	Encroachments (hawkers, illegal constructions) observed around the monument premises. Maximum tourists: April (Khulidabad Urs)
3 Bari Begam Bagh	State Archaeology Department	Connectivity from Phulambari road, Dhule-Solapur highway (NH211)- Insufficient width for an arterial road	Not necessary	Available but not delineated	Restaurants not available nearby	Bad quality water available	Bad condition of toilets	Conservation and preservation projects are undertaken by INTACH and State archaeology dept.
4 Dargah Zar Zari Baksh and Malik Amber's tomb	Zar Zari Baksh under State Archaeology Dept. and Malik Amber's tomb under ASI, Aurangabad Circle	Good connectivity from Phulambari road, Dhule-Solapur highway (NH211) Condition of roads= Satisfactory, insufficient width for an arterial road	Not available	Dedicated parking is not available; parking arrangements are done during Khulidabad Urs at 1-1.5 km fro smooth pedestrian movement	Snacks centres, restaurants present within 1-2km radius of temple; Quality= Satisfactory Lunch/Dinner at Bhaktanivas= available on paid basis	Available but in very bad condition. Rarely used.	Available but in very bad condition. Rarely used. Mobile toilets are made available during Urs.	Maximum tourist traffic is seen during Khulidabad Urs. Conservation and preservation of monument is done by Dargah Committee and State archaeology dept.
5 Bhadra Maruti Temple	Bhadra Maruti Temple Trust	Good connectivity from Phulambari road, Dhule-Solapur highway (NH211) Condition of roads= Satisfactory, insufficient width for an arterial road	Bhakta Niwas= 300-400m from temple Condition= needs proper maintenance, cleanliness and hygiene	MSRTC bus terminal at 200m from temple. Parking available for private buses/cars.	Snacks centres, restaurants present within 100-200m radius of temple Quality= Satisfactory	Not available within temple premises	Not available within temple premise Common toilets in Bhaktanivas can be used but are in very bad condition	During peak period, there is a lot of pressure on existing infrastructure. Lack of tourist help centres creates a sort of "lost" feeling among the tourists from outer countries. Lack of signages, improper pathways, beggars and hawkers within the premises are some of the other issues that need to be resolved.
6 Ellora Caves	Archaeological Survey of India (ASI)	Good connectivity from Dhule-Solapur highway (NH211) Condition of roads= Satisfactory, insufficient width for an arterial road	Not available. Construction of MTDC resort in progress	Available for all types of vehicles	Snacks centres, restaurants present within 100-200m radius of temple MTDC restaurant present within monument premises. Quality= Good	Available.	Available and clean.	Conservation and preservation project has been undertaken in collaboration with Japan Bank for International Co-operation and ASI, Aurangabad Circle

5.3 Overall Issues

Table 2 Domain wise Issues (Source: Analysis by authors)

Tourism Issues	Domain	Tourism with respect to planning
Tourist spots near khuldabad like shulibhanjan, pariyanatalab are not well connected (lack of quality road infrastructure).	Accessibility	Lack on inclusivity with city transport planning and tourist circuit planning
Lack of public convenience, clean and hygienic drinking water facilities and parking facilities which are essential to any tourist visiting any destination.	Availability	Lack of inclusivity of city infrastructure planning with infrastructure planning of tourist sites
Khuldabad has many archaeological sites and other tourism products but it presently lacks efforts in the showcasing of these products which results in lack of knowledge about tourism places and its potential.	Adequacy	Lack to consider the circular economy with sustainability planning
Some historic structures are not being maintained/conserved by any authority.	Appropriateness	Lack of coherent efforts due to multiplicity of governing organisations
Low level of awareness among the stakeholders regarding the potential for tourism in Khuldabad	Acceptability	Lack of awareness regarding potential

6. Recommendations and proposals

6.1 Accessibility

6.1.1 Provisioning of Infrastructure and services with respect to tourist sites inclusive with the adjoining areas.

6.1.2 Tourist Recreational routes/ Trail

Unpaved trail towards Ellora

The unpaved trail extends into the forest area from the Malik Amber tomb to Ellora caves. The contour levels show a decreasing trend towards Ellora and hence there is gradual slope towards north-west. The width of the trail varies from 4-6m and stretches upto 1.5km. It is an unexplored trail and hence used only by trekkers and local people

Benefits of Trail

Social Benefits

- a) Dedicated space to interact with friends and family.
- b) Opportunity to develop local events to increase community strengthening and connectedness.

Environmental Benefits

- a) Encourage appreciation of natural environment.
- b) Pollution free form of transport
- c) Minimal impact on the environment due to limited or no use of fuel as part of the overall activity.

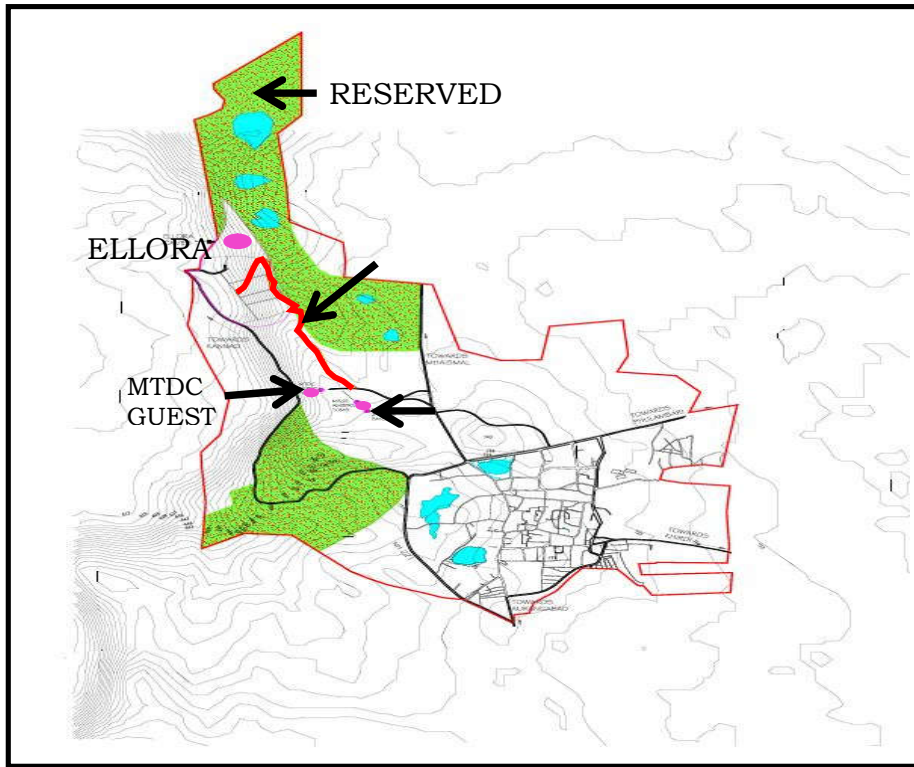


Figure 5 Proposed Tourist Trail
(Source: Proposed ad drafted by authors)

6.2 Availability

6.2.1 Tourism Development Zone committee

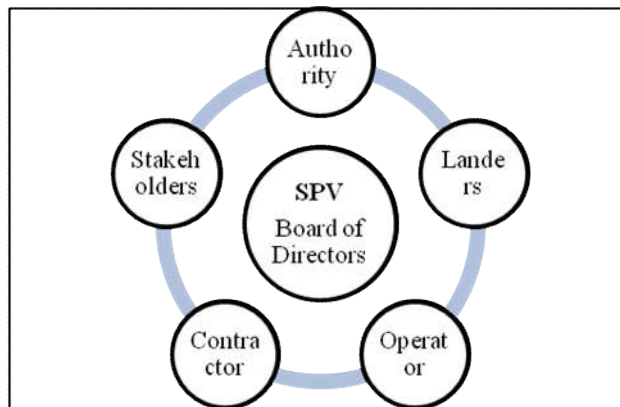


Figure 6 Proposed Special Purpose Vehicle (SPV) model
(Source: Proposed and drafted by authors)

Tourism development zone is delineated taking into consideration the tourism potential of town. It is recommended for the formation of Tourism Development Zone Committee at the Municipal level. This will be an additional wing in the council that will coordinate the functioning of tourism development activities in the town. This committee will be part of the Special Purpose Vehicle formed for the implementation of tourism development proposals.

6.3 Adequacy

6.3.1 Tourism inclusive Fairs and festivals

Existing Ursis held during the month of Rabi-ul-Awal (i.e in May according to the lunar Muslim calendar). The fair lasts for about 10 days and lakhs of people from across the country and abroad such as Saudi Arabia, Iran and Pakistan visit the fair. Such fairs must be kept open for all and inclusive programs should be arranged to involve tourist in such festivals.

6.4 Appropriateness

- 6.4.1. More stringent development control regulations in areas surrounding of Heritage or tourist sites.
- 6.4.2. Provisioning of carrying capacity norms.
- 6.4.3. Convergent Platform for Inclusive tourism development

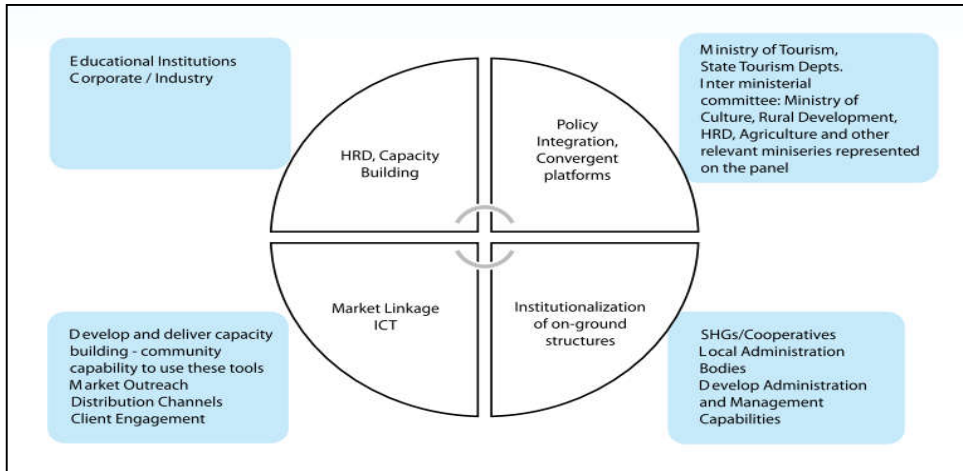


Figure 7 Convergent platform model for inclusive development

(Source: ((PSPM), March 2014))

6.5 Acceptability

There is need to aware the public regarding tourism multiplier effects, so that they will eagerly participate and sustain their livelihoods. This will result in creation of micro level small circular economy at the place.

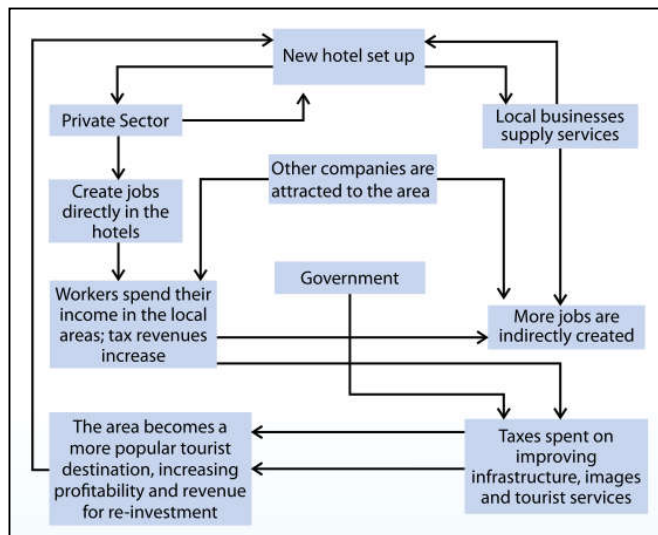


Figure 8 Schematic of Tourism Multiplier effect

(Source: ((PSPM), March 2014))

The concept of 'Inclusive Tourism' aims to incorporate a Collaborative Community approach towards developing tourism. These models not only control the structure and volume of tourist activity to make it more sustainable, but also ensure that the entire destination is promoted in its entirety. Creative Tourism Destination/ product creation and innovative promotion is the need of the hour, and key to sustain in a volatile macroeconomic environment. ((PSPM), March 2014)

7. Conclusion

The increasing urbanization and trending tourism has a common link that eventually enhance the social, economic and environmental sustainability. This paper has put forward that how tourism is becoming a new aspect under city planning. The emerging city planning can be good opportunity to plan holistically for the tourism and related micro economy induced aspects.

Currently, cities are transforming with a great pace and hence it serves need effective coordination among authorities for implementing solutions. Social inclusivity with physical, functional and anthropogenic aspects should play a key role in systematic development of tourism with respect to planning. Simply, the planning of town has wide potential and as rightly said by VikasSwarup, "Mumbai may not be my city. But it is my kind of city", hence there's need to imbibe the presence of city in the mind of every tourist visited to the place by effective and efficient planning to create the tourism sustainable and happening.

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