

Assessing the Influence of Tourism on India: A Case Study of Nagpur

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Abstract: *Tourism is a multi-faceted phenomenon involving movement and staying in destinations outside the normal residence. India is a vast country with rich historical and cultural heritage. In recent years tourism in India has come up at rapid growth. India has succeeded in becoming the most preferred place amongst domestic and international traveler. Tourism economy in India accounts 5.6 per cent of GDP supports 5.8 per cent of the total employment and generates 10.8% of the total exports from the country. The present study is to measure the impact of tourism in India and to analyse the attraction of tourist towards Nagpur and their opinions and suggestions.*

Keywords: Archaeology, Impact, Resource, Sustainable, Tourist.

I. INTRODUCTION

India is a vast country with rich historical and cultural heritage. In recent years tourism in India has come up at rapid growth and may be a sustainable resource for the economic development and better employment. India has succeeded in becoming the most preferred place amongst domestic and international travelers. Tourism exposes the international travelers to India's diverse culture. According to some official estimates, Indian tourism has surpassed global tourism as far as penetration of foreign tourists and revenue is concerned. Tourism economy in India accounts 5.6 per cent of GDP supports 5.8 per cent of the total employment and generates 10.8% of the total exports from the country. As far as internal reasons are concerned, India tourism has progressed due to the rate of growth of Indian economy. To develop the infrastructure the tourism industry has invested in latest equipment's, international standard security systems and CRM tools.

Tourism is multi-faceted phenomenon that involves movement and stay in destinations outside the normal place of residence. A conceptual framework of tourism is presented in figure 1.1, which emphasizes some of the major components of tourism and also places the impacts of tourism into a broader context.



Figure 1.1: Elements of Tourism

Objectives of the study

- To measure the impact of tourism in India.
- To analyse the attraction of tourist towards Nagpur.
- To find out the tourists opinion and suggestions.
- To review as a sustainable resource for economic growth.

II. METHODOLOGY

Mainly upon studying the opinions and suggestions regarding tourism in Nagpur. The area of the study is limited to the Nagpur District (Maharashtra) and tourists both Indian and Foreigners. In terms of the respondents, the scope of the present study is restricted to measure the views of two hundred fifty respondents only, regarding different aspects of tourism such means of transportation, communication, hospitality, Itinerary, Heritage preservation and sophisticated tools. With this sample size two hundred responses have been collected from Indian tourists and remaining fifty responses from Foreign Tourists. As well as a select data from MTDC/ITDC.

Hypothesis

There is huge difference in facilities and preservation of heritage at Nagpur as compare to other cities in the state and other states, as well as to evaluate the sustainability of this economic source.

Nagpur at a Glance

Nagpur is the winter capital of the state of Maharashtra, a fast growing metropolis and third largest city in Maharashtra after Mumbai and Pune. The city got its name from the River Nag or Nag people and has been known since prehistoric times. The city was founded by the Prince of Gond's Bhakt Buland but later became part of the Maratha Empire under the Bhonsles. The British East India

Company took over Nagpur in the 19th century and declared it as the capital of the Central provinces of Berar. At present Nagpur is the sub-capital or winter capital of Maharashtra. With a population of 46,53,570 (2011) Nagpur Metropolitan Area is the 13th largest urban conglomeration in India. It has also recently been ranked as India's cleanest city and the second greenest city. In addition to being the seat of annual winter session of Maharashtra state assembly "Vidhan Sabha", Nagpur is also a major commercial and political center of the Vidarbha region of Maharashtra, and is also famous throughout the country as "Orange City" for being a major trade center of oranges that are cultivated in the region.

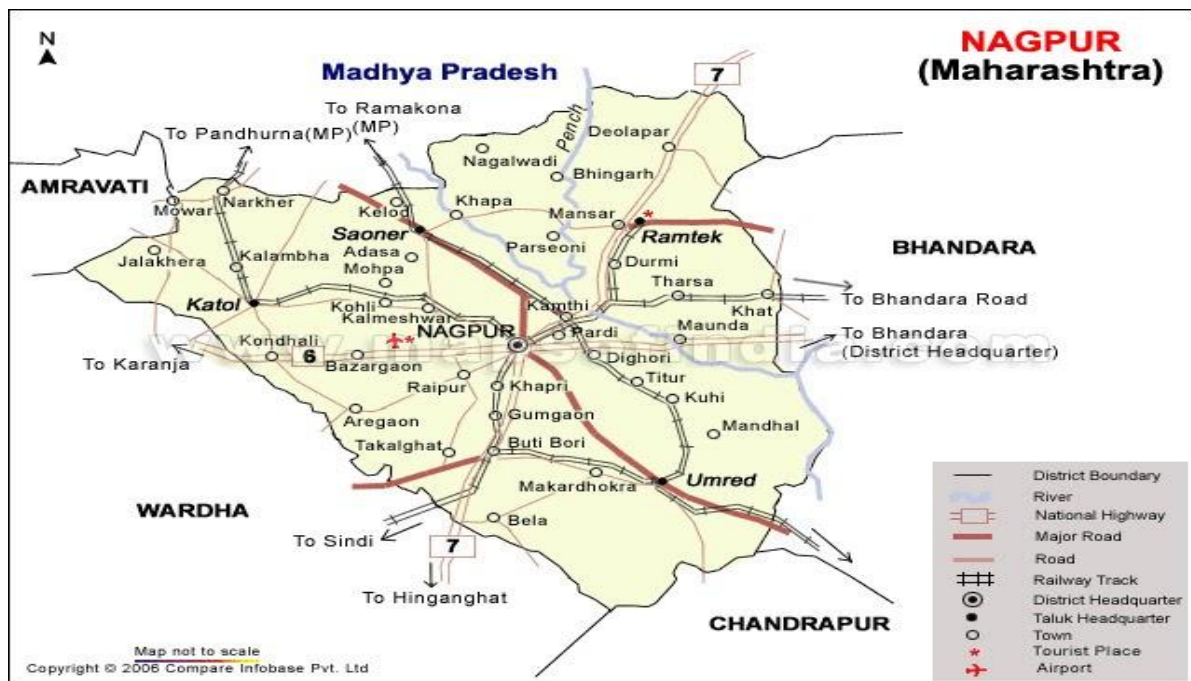


Figure 1.2: Nagpur District Map (Maharashtra)

The cityscape of central Nagpur is dominated by the British fort built on the twin hills of Sitabuldi, which is a prominent landmark. The city core also has a number of other notable points of interest e.g., the Hindu Balaji temple complex and the Buddhist Deeksha bhoomi monument, northwest and southwest of the fort, respectively—and a large museum specializing in local exhibits. The city spreads out in all directions from the centre.



1.3. Deekshabhoomi stupa in Nagpur, India

Tourist Spots in Nagpur

1. **Deeksha Bhoomi:** Deeksha Bhoomi is another place of cultural and religious importance. At this very place, Dr Babasaheb Ambedkar embraced Buddhism. Diksha Bhumi is spread over an area of 4 acres. It hosts a giant stupa that attracts tourists from all over the world.
2. **Ramtek:** Ramtek is approximately 50 KM away from the city of Nagpur. A must visit place for the history enthusiasts. There is a temple dedicated to Lord Rama from whom the name was given.
3. **Zero-mile marker:** Zero Mile Stone is a monument built by the British during the "Great Trigonometrical Survey" of India in 1907. It serves Content* as a starting point to measure the distance between places in Indian subcontinent.
4. **Tadoba Wildlife Sanctuary:** For nature lovers. Tadoba National Park is a must visit place. Located at a distance of 150 KM away from the city of Nagpur, it is home to the Bengal tigers and other diverse species of animals, plants and birds. The prime attraction of this park is the jungle safari.
5. **Chikhaldara:** Chikhaldara is in Hill station. Located in Amravati District of Maharashtra. It is 231 KM away from the city of Nagpur. A lot of people visit this highland during the summer to have some relief from the high temperature of Nagpur

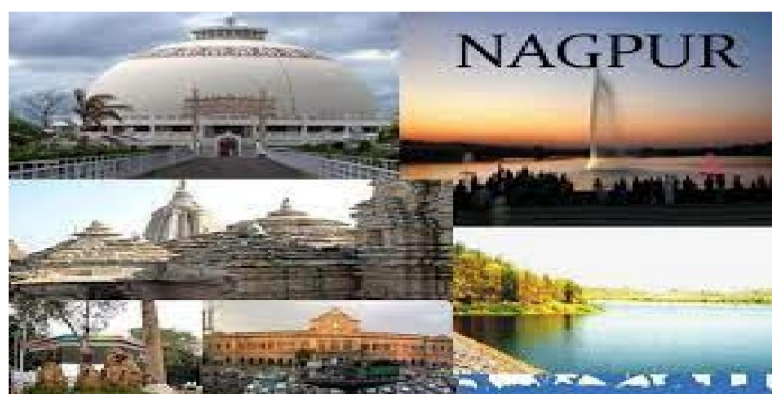


Figure 1.3: Tourist Spots in Nagpur

Culture and Cuisine

People are drawn to the country because of its natural and man-made beauty. Nagpur, a well-known city in the state of Maharashtra, is well-known not only for its culture, custom, legacy, and history, but also for its delectable foods. One of the most important aspects of studying and analysing a destination's historical history is its food. Nobody can survive

without food. Meals in Nagpur not only provide a tantalising taste of cuisines, but also an excellent opportunity to learn about the ingredients, flavours, and preparation or cooking skills.

Rice, lentils, chapatti, and vegetables constitute the city's major basic meals. Nagpur's typical supper meal consists of three main courses: boiled rice and lentils, chapatti, and vegetables. Orange is a key element in the creation and cooking of Nagpur delicacies. Additional components include coconut oil, coconut powder, and khus khus. Authentic Marathi foods are mouth-watering delicacies that you must sample if you visit Nagpur. Pav-bhaji, a rich vegetable curry served with soft bread rolls, is one of the greatest foods. Kanda poha, often known as onion poha, is a famous flattened rice treat. It is typically consumed at breakfast. Those with a sweet tooth will enjoy sampling the sheera. It's a semolina-based sweet dish with dried fruits and ghee (clarified butter). Nagpur is famed for its aamras or mango shake, which is a must-try. Visitors may also try the delicious varan, which is comprised of pigeon split beans and rice. Dhanyachi usal, a peanut-based meal cooked in coconut paste, is another traditional delicacy to sample. Don't miss out on sabudana vada, a popular deep-fried delicacy that goes well with hot tea and spicy chutney.

Saoji Delicacies

Said to be the signature cuisine of Nagpur, Saoji food is very spicy and mostly non-vegetarian. The unique taste of Saoji dishes comes from special spices used in the food. The curries are made with trotters (paya), chicken and offal, and cooked with a host of spices. These dishes are usually prepared by people of the Halba Koshti community.

Biryani And Kebabs

The streets of Nagpur are famous for succulent kebabs and aromatic biryani. Mominpura, a predominantly muslim area of the city, dishes out some of the best Mughlai food ranging from minced meat, stuffed samosas, biryani and kebas.

Param Ki Daal

Located in Satranjipura on Old Bhandara Road, Param has been dishing out a special kind of dal which is loved by locals and tourists alike. What makes it special is the fact that it is cooked using charcoal which gives it a smoky aroma and taste. It is served with fried rice that they prepare using browned butter.

Samosa

Available in every nook and corner of the city, Nagpuri samosa holds a special place in the heart of the people of Nagpur. This deep-fried snack is served with curried chickpeas, tangy tamarind chutney and a sprinkle of finely chopped coriander. It is best served with chutney.

Tarri Poha

A popular street food, tarri poha is a breakfast delicacy in Nagpur. While most parts of the country enjoy a dry serving of poha or flattened rice, Nagpur adds a unique twist and serves poha with a thick and spicy gravy. It is topped with finely chopped onions, aloo bhujiya and topped off with a squeeze of lime.

Varhadi rassa is the famous and very tasty gravy ingredients used mainly in the preparation of meat dishes like chicken and mutton. Make sure to taste famous lip-smacking non-vegetarian curries namely Mutton Maratha, Mutton Kolhapuri and Chicken Maratha. Particularly in Nagpur, spicy non-vegetarian curries are known as Saoji Curries. Enjoy fine dining in several dining venues.

Pickles and Sweets prepared in the city have unique taste. One can also buy pickles of their favorite taste and enjoy them when they are back to their home sweet home. Ambyache lonche (Pickle made from Mango), Mohoriche lonche (Pickle made from Mustard), Mirachiche lonche (Pickle made from Chilli) and Limbache lonche (Pickle made from Lemon) are the most famous varieties.

You won't have to worry about finding decent places to dine in the city because dozens of eateries are distributed around the region and are extremely easy to discover. Around Khindsi Lake, huts built in traditional architecture style provide a variety of delicious vegetarian and non-vegetarian cuisine. Viewing the magnificent view of the Lake allows

for a wonderful eating experience. This lake is a popular tourist destination. During your stay, here are a few recommendations for restaurants.

These are fantastic dine and wine places which are designed and decorated elegantly. All these dining venues are specialized in serving mouth-watering Maharashtrian, Indian, Chinese and Continental Cuisines. These venues are well connected by different modes of transportation. Guests are welcome with warm traditional hospitality by the staffs in every food corner. While enjoying the meals, visitors are entertained by the background music that offers a romantic setting. Have good food of the city and spend some couple of happy moments with your near and dear ones in Nagpur. Nagpuri food is much like Mughlai or Hyderabadi cuisine with its fragrant pulao and Biryani. Meat cooked in fresh spices

and herbs is a specialty, as are the delectable sweets. The local cuisine is a blend of Mughlai and Hyderabadi cuisine, with an influence of the spices and herbs of the Marathwada region. Naan Qalia is a dish that is associated with Nagpur in India. It is a concoction of mutton and a variety of spices. Naan is the bread made in tandoor (Hot furnace) while Qalia is a mixture of mutton and various spices. The dish originated in the army camp of Muhammad bin Tughlaq when he shifted his capital from Delhi to Daulatabad in the year 1327. Later the dish was used in the army camps of the Mughals who had their base in and around Daulatabad and Nagpur in the Deccan. Soldiers and camp followers settled in Nagpur patronised the dish and the tradition continue to this day.

Tahri or Tahari is similar to pulao–Biryani and is very popular in Nagpur and Marathwada. Tahri is prepared by adding the meat to the rice, as opposed to traditional Biryani where the rice is added to the meat. Nagpur / Marathwada / Dakhni cuisine is a blend of the Puneri and the Hyderabadi cuisine (which beautifully blends the use of typical South Indian ingredients such as curry leaves, tamarind and coconut into their celebrated culinary practices). Distinctively different from the Hyderabadi cuisine, the Deccani cuisine (Marathwada, North Karnataka and Telangana) is a simple yet sumptuously wholesome affair. The stress is on the powdered masalas and their right proportions while cooking, unlike the Mughlai items where emphasis is on opulent garnishing and seasoning. While Mughlai is mostly prepared by low-simmer in dum-style, Deccani food is not as time-consuming and spicy as its royal counterpart.

The availability of staple, easily used ingredients and some derivatives such as the Vadis (dried rice/lentil nuggets), vegetables of the season – Vangi (brinjals) appear on most menus while the other lentils from the region make their presence felt in the Jhunkas and Pitlas (raw tomato curry made thick with besan). The use of groundnut with garlic, chilies and copra are seen in the creation of the Chutney, 'thecha' and pastes/gravy (with the onion as the main ingredient). The mutton and fowl are celebrated for their tenderness and taste (locally, the Gavran Chicken though fibrous as compared to the broiler is a hot favorite for its robust taste). The accompanying bread isof Jwarichi bhaakri, or Bajrichi Bhakari, Poli and variations such as 'Dhapate' are well known, the Thalipeeth, which is made from a combination of various grains and partaken with butter. Asia's biggest mall Prozone was inaugurated in 2010.

III. DISCUSSION

Aspects	Very Good	Good	Average	Poor	Very Poor
A) Indian Tourists (N=200)					
Transportation	48	62	58	22	10
Communication	60	70	62	6	2
Hospitality	42	75	51	18	14
Itinerary	35	72	42	32	19
Heritage Preservation	22	82	39	35	22
B) Foreigner Tourists (N=50)					
Transportation	6	5	15	18	6
Communication	7	10	12	20	1
Hospitality	4	3	13	22	8
Itinerary	8	6	18	15	3
Heritage Preservation	2	2	11	25	10
C) Combined Indian & Foreigner					

(N=250)					
Transportation	54	67	73	40	16
Communication	67	80	74	26	3
Hospitality	46	78	64	40	22
Itinerary	43	78	60	47	22
Heritage Preservation	24	84	50	60	32

Table 1.4: Opinion on various aspects of tourism

Tourists responses on different questions, asked during survey to find out their opinions about tourism facilities and preservation of heritage. As table 1.4 shows more weightage giving by Indian tourists on Communication and modes of transportation. They are also giving positive response about Hospitality but they are not satisfied about Itinerary and Heritage Preservation at Nagpur in different tourist spots. With the comparison of opinions from Foreign Tourists, they responded negatively due to various inconveniences. Foreigners responds show better satisfaction for the availability of the most of transportation and remarkably positive to the food varieties and qualities available in the city as well as outskirts tourist spots like Apart from these Indian travelers are comparatively better responding to this aspect of tourism. Though India has rich heritage i.e. architecture, sculpture, Anglo-Indian and Mughal Heritage which is a depiction of past glory, even then the conservation system and the techniques of preservation of these archaeological assets are negatively responded by combined view of the travelers and tourists. These aspects are tabularised in A, B & C table 1.4.

The city though it is well connected with international air facilities as well as internal rail and roads but it shows that frequencies are less satisfactory to the travelers. Apart from the tourist hub the city has speedy growth of automotive industries, these gives future sustainable source of economic growth of the district. Regarding the growth and future employment Japan government's contribution in the tourism development of the district is highly distinguish. The responds of the travelers categorized in A, B & C in the above table are picturized in the graphic mode shown in figure 1.5 below. It highlights mainly the combined opinion on various aspects of tourism

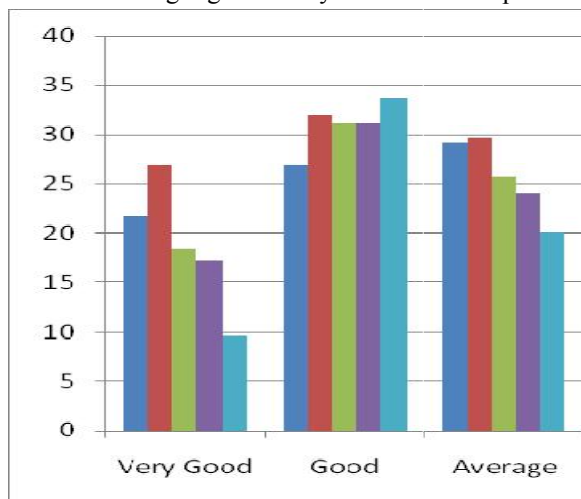


Figure 1.5: Combined opinion on various aspects of tour

III. CONCLUSION

Nagpur is a fascinating location for cultural and culinary tourism because of its unique combination of cultural variety, historical significance, and wonderful food. Nagpur has lots to offer for a rich and unforgettable visitor experience, whether you are interested in visiting its historical sites, savouring its local cuisines, or immersing yourself in its colourful festivals. Its tourism business has grown rapidly throughout Asia, making the city "a rapidly growing tourist and industrial location in Asia." Though there are some unfavourable reactions from either Indian or foreign travellers, the good replies about means of transportation and food more than compensate for the inadequacies. Even if some

argue that the preservation of amazing monuments is a bad performance of the archaeological system of governance, this is not the case.

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