

TRANSPORTATION, PLANNING & PROMOTION IN FORT TOURISM OF MAHARASHTRA

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ABSTRACT:

Maharashtra is one of the prosperous states in India. It also has historical and cultural heritage. Tourism is one of the momentous issues in developing countries. It is a great source of gaining of foreign currency and also it create various employment opportunities. Maharashtra has many of Forts monuments which help to acquire and preserve the history of that time. Also in this modern era of globalization fort tourism in Maharashtra is widely growing global industry with bright prospectus and future.

This research paper deals with the various aspects of Fort Tourism in Maharashtra. Also this paper throws the lights on importance of Transportation in Fort Tourism of Maharashtra.

KEYWORDS: Prosperous, Tourism, Employment, Preserve, Globalization, Fort.

INTRODUCTION:

Tourism emerged as the largest global industry of the 21st century. In the new millennium global economy will be governed by Technology, Telecommunication and Tourism. Tourism has potential to create maximum number of Job opportunities. According to an assessment in India alone, 100 million additional jobs will be created by Tourism industry in the next 25 years .It helps to earn valuable foreign exchange.

There has been great race among the developed and developing countries to expand tourism indiscriminately, which has resulted, in severe cultural and ecological damages to the host country. Development does not mean increase in GDP alone. It must add prosperity and happiness. An important feature of the tourism industry is its contribution to the national integration and creation of harmonious social and cultural environment. It also encourages respect for and preservation of monuments and heritage properties. It should help the promotion of arts, crafts and culture which bring prosperity and sustainable development. A well lay down and coordinated planning is the basic requisite for the success for every venture. Planning evolves many factors and considerations. Fort Tourism is widely growing global industry with bright prospectus and future. As such the need of well-coordinated planning. Though planning considerations may vary from region to region, for tourism but keeping in view the international tourism, inferences may be universal. In this Paper, I will evaluate the role of transportation in the development of tourism and how it will help to improve and expand the tourism industry. I will also mention how different types of transportation will help attract more tourists on choosing a certain destination as well as making their travel experience easier, faster, safer and cheaper.

IMPORTANCE OF FORT:

Forts play a crucial role in the protection of a region or territory. A significant characteristic of defence in Ancient and Medieval times was the construction of forts in important cities and places of strategic value. In fact, it can be said that the entire land of India is studded with magnificent fortresses from where kings are said to have ruled. Though the primary motive of building forts was for military operations, the impact of forts on the political and administrative matters was more profound.

One of the first innovations of civilization seems to be the growth of fortifications. The importance of forts can also be seen in providing shelter and security to various administrative establishments and protection of wealth. While commenting on the utility of forts the ancient Indian Hindu lawgiver Manu says that, "a warrior protected by the fort can fight with hundred enemy soldiers and a force of one hundred fighting from the fort can encounter ten thousand enemy soldiers."

We found early references of fort-like structure even in the Rig Veda with wooden walls and ditches. Even excavation of the sites of the Indus Valley Civilization has revealed that people were familiar

with fortifications and the cities were protected by walls all around. The idea of making a fort merges from a basic need of all humans-security. So, India has had a long history as far as forts are concerned. Maharashtra and Rajasthan need to be specially mentioned not just for the number of forts in these regions but also for their architectural legance and the defense mechanisms used. Several of these forts have withstood the test of time and turbulence, several onslaughts and the wrath of invading armies. Even now they stand high and mighty and continue to hold fort.

TOURIST, TOURISM & TOURISM INDUSTRY:

Tourism industry refers to an industry that deals with the people those who travel from their own place to other in order to visit. According to World Tourism Organization: - "Tourists" are defined as "people who travel to and stay in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited". "Tourism" is known as the collective activities and services that facilitate and attract tourists and shaped within their participation. International Association of Scientific Experts in Tourism defined Tourism in terms of particular activities selected by choice and undertaken outside the home environment. These service industries include Transportation services such as airlines, cruise ships, rails, taxis and any other mode of transportation. Accommodation such as hotel, motel, resort, dorms and any further offers that accommodate people to stay overnight. Food services namely restaurants, bars, pubs etc. Recreation Entertainment, sports, festival, and Treatment services such as spas and resorts.

"Tourism industry" is the industry that focuses on the operation and implementation of the above components of service industries collectively to satisfy need and demand of tourists. In the broader sense, at present tourism industry is the world's largest industry, which captures about 4% share of the world's economy, and classified as the most employment generating industry of the world. For many countries tourism is the dominant sector for income by the consumption of goods and services by tourists, the taxes levied on businesses in the tourism industry, as well as the opportunity for employment in the service industries associated with tourism.

TRANSPORTATION, PLANNING & PROMOTION IN TOURISM:

Travel has always been an important feature of people's lives. The relationship between transport and tourism is of fundamental importance in explaining the tourism system. Over the last 30 years tourism industry has grown at double the pace of gross domestic products. A planned sustainable transport network has played significant role in this development. The pattern of travel and the role of transport technology have also been instrumental in rapid growth of tourism industry. Tourism requires some affluence, along with the feeling that travel is a desirable and rewarding activity. There are still a lot of people in the Maharashtra who have neither the incentive nor the means to travel because their lives are totally occupied with the struggle for survival.

TRANSPORTATION, PLANNING & PROMOTION IN FORT TOURISM:

Transportation is an essential part of the tourism industry and it plays an important role as well. Without it, travelling would be impossible. It is because of the improvement of transportation that fort tourism has expanded. Transportation and the advanced vehicles have made travel to all the corners of the world possible, and while making some changes to the market, it had brought fort tourism to a whole new level. Fort Tourism has been trying to meet the demands of the tourists and that means improving the transportation facilities and building better transport systems, including high-quality high-ways, railways and airports as well as the accessibility of support services such as petrol stations, motels and restaurants which will ease the tourism industry to improve. These factors also help during the decision making process, why do tourists choose different forms of holiday destination and transport. The tourists must consider every aspect before making a decision and the four modes of transport which is road, rail, water and air, play a very important role. Apart from that, tourists are looking for a secure and safe way to travel, where there are advanced.

Travel providers, such as airlines, railways, and ferries, face a separation of business models in which the key success factors are often conflicting-short haul versus long haul, point-to-point versus hubbing, single- mode versus intermodal operation, low cost versus full service. The rising affluence of emerging markets and the increased competitiveness of travel providers are intensifying the fight for the tourist dollar among countries and destinations.

The transportation sector is a very large and highly fragmented market. Because nobody can be number one in the total logistics business, most companies struggle to carve out the right segment in order to be successful. But building competitive advantage requires more.

CONCLUSION

Transport is the cause and the effect of the growth of fort tourism. To start with, the improved facilities have stimulated fort tourism, and the expansion of tourism has stimulated transport. Accessibility is the main function behind the basics of fort tourism transport. In order to access the areas that are mainly aimed, tourists will use any transportation mode. Transport policies and decisions of state governments can make a big difference in the destinations available to tourists.

Air transport has revolutionized the geographical aspect of distances; the most remote areas can now be attained, any journey around the world can be measured in terms of hours of traveling.

Fort tourism in Maharashtra has great scope in this globalised era. Forts of Maharashtra has situated in un- reachable, hilly areas, so for development of fort tourism it needs well transport system of road, rail, air and naval transport.

Maharashtra has the largest collection of Fort Monuments in the India. The rich fort monuments wealth of Maharashtra today faces a threat of survival. However, Maharashtra has possibly lost a vast amount of this wealth. Among the existing collection, most of them are in a state of decay and damage. Among the extant collection, only a very small portion has been surveyed and protected properly. In this point of view we need to pay attention and create awareness among the mass about fort and fort tourism.

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