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**Dr. Ritu Zarar**



**ICBM**  
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# Pune Forts as Youth Tourist Destination: A Case Study

**Manoj Suryawanshi<sup>1</sup> and Dr. Neeta Baporikar<sup>2</sup>**

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SP Pune University, India*

<sup>2</sup>*Doctoral Guide, SP Pune University, India*

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## INTRODUCTION

Pune, which is known as the Cultural Capital of the Indian State of Maharashtra boasts of a rich legacy of Glorious history. The city has witnessed many important events in the history, has seen the wanton massacres, great sacrifices, marvellous victories and unfortunate demises. You find places galore in and around the city that stand as a testimony to the important events in the history. Once the capital of the Maratha Empire, Pune is the eighth largest city in India and the second largest city in the state of Maharashtra. With a name that descends from the Sanskrit word 'Punya', literally meaning 'Virtue', the city leads as the 'veritable heartland' of cultural Maharashtra. Pune also has made its mark the educational epicentre of the country, winning itself the sobriquet, 'The Oxford of the East'.

With a name that descends from the Sanskrit word 'Punya', which literally meaning virtue. Pune is the 'veritable heartland' of cultural Maharashtra. Pune also has made its mark the educational epicentre of the country, winning itself the sobriquet, 'The Oxford of the East'. Pune is the ninth largest city in India and the second largest city in the state of Maharashtra. Although the city has existed even before 1000 AD, it gained political importance rule of Chhatrapati of Satara during the eighteenth century. During the British rule, it was the. Monsoon capital. of the region. In the 1990s, several foreign multinationals started investing in the city; the information technology and the engineering sector saw a boom. Now there are many IT parks in the city. Located at the confluence of Mula and Mutha rivers, the city has gained importance over the years. A few decades ago, the city was hailed as the pensioner's paradise; now the scene has gone a complete makeover. Pune has become one of the happening cities. Thousands of students and employment seekers come to the city for better opportunity and to settle here. There are a number of forts around the city of Pune that proclaim the grandeur and the glory of the past empires of Maharashtra.

## REVIEW OF LITERATURE

Tapkir (2102) had discovered the information about the importance of management of forts in the era of Shivaji Maharaj, Founder of Maratha Empire. Shivaji Maharaj used to notice the minor and major maintenance of forts which are required as and when. He emphasized on the safety and security of forts. He was a keen observer for better management of forts for their soldiers as a safe place to leave. He adopted a various strategies and management for better safety of forts. Relatively attention is required for a better management of forts as a tourist destination in today's condition. A systematic management will give a good result for promotion of forts. The historic Purandar fort, barely 40 km from Pune, is in a shambles because the state department of archaeology and the army are at loggerheads over how the

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fort area will be used once it is handed over to the state. The fort, which is the birthplace of Sambhaji, the eldest son and successor of Chhatrapati Shivaji Maharaj, should have been made a state-protected monument long back. It is currently under the army, which uses it for training purposes.

The pathetic condition of the fort is reflected in the fact that half of the ceiling of the structure housing Sambhaji's bust has disappeared and the remaining half holds precariously Madaan (2011). Bhor area in Pune district was famous from the earlier period as a "Territory of Pant Sachiv" and surrounded by many historical forts like Rajgad, Rayareshwar, Rohideshwar, etc. The natural heritage of forest conservation is known as Dev-Rahati or sacred groves. Bhor division was under control of Religious committees and that are monitored by forest department, Maharashtra government. In the study area, eight sacred groves were surveyed for plant diversity and results have been presented and discussed accordingly (Kulkarni, Nipunage, Hangarge and Kamble, 2010), where the emphasis is that for flourishing of importance of Shivaji Maharaj and its Legacy. Forts and architecture of the history, has also been studied along with the impact of past historical consciousness among the people (Daniel 2003). From the historical, religious and cultural stand-points, Maharashtra has assumed a unique place in the tourist map of India. It has a number of forts and temples which reveal stories of famous kings and emperors who ruled the State of Maharashtra. Besides, Maharashtra bounds with natural beauty in the form of hill stations, as well as man-made tourist attractions, such as artificially developed lake resorts (Rajeshwary and Lalljee).

The tourism industry in India is known to be a major contributor of inclusive growth in India. This industry has grown significantly in the recent past and possesses immense potential to become an attractive yet economical tourist destination. This case primarily focuses on tourism in the state of Maharashtra—one of the most visited states by foreign tourists and highlights various initiatives taken by the government for promoting tourism according to (Nair, Sharon and Durham).

Tourism today becomes a major industry. Local people get employed and government gets foreign exchange. In 1989, nearly 13 lakhs foreign tourists visited India. The number increased by 5.3% in 1990. India also made considerable progress in local tourism. In 1989, nearly 5 crore Indians reported to have taken out tours to various places in the country. Tourism, if it is to be a vehicle of culture, prosperity and peace, must conserve without damaging, protect without plundering, and create without destroying. Carrying capacity in eco-tourism provides local benefits environmentally, culturally and economically. Ecotourism is "responsible travel to natural areas that conserves the environment and sustains the well-being of local people." Our goal is to enable people to enjoy and learn about the natural, historical and cultural characteristics of the various forts in Maharashtra while preserving the integrity of the forts and stimulating the economic development opportunities in local communities (Narkhede and Morris).

Maharashtra has a large number of forts which are valued not only for their historical significance but also for their architectural excellence. The Government of Maharashtra in coordination with ASI and State Archeology develop and conserve these forts for realizing their tourism potential (Patil and Gwande).

300 Hill Forts in Sahyadri represented legacy of Chhatrapati Shivaji's governance, which till this day remains inspiration for Maharashtra and India. These forts do not just represent military architecture and guerilla defense techniques but the concept of living with the nature, potential of surviving in the adversity, and adapting to the changing circumstances. It is true that Chhatrapati Shivaji identified in these forts unique defensive instruments against the enemy, but I feel that he had longer-term view in making the forts as integral part of the habitat of his people. He, according to me, was the proponent of the sustainable use of ecosystems for the well-being of the people. It is my view that Chhatrapati Shivaji considered the forts as models for the sustainable development of the local communities. That legacy of the Sahyadri Forts, of living with nature, needs to be conserved for the future generation. Researcher also would like to categorically state that he might not be the first one to think of including Sahyadri forts in the list of World Heritage Centre. In fact couple of groups in Pune had approached him with data on forts with similar idea for Raigadh in the past.

Government of Maharashtra need to move faster with strategic and organized manner to accelerate the process in consultation with local communities and experts, make authentic documentation to justify the fulfillment of the UNESCO criteria. Conservation and restoration of the Cultural site are expensive and time-consuming processes. Such processes are also considered as art as well as science. They involve passion and technology. Number of sites in UNESCO list of World Heritage have benefitted in the past from global knowledge of conservation and restoration. Sahyadri forts, too, would benefit from such knowledge and exchange of global experiences and lessons ([Rajendrashende.com/western-ghats-maratha-forts-should-be-in-the-unesc](http://Rajendrashende.com/western-ghats-maratha-forts-should-be-in-the-unesc)).Pune forest department, Maharashtra Tourism Development Corporation (MTDC), state archaeology and Archaeological Survey of India (ASI) have proposed to revamp some of the forts in Pune, Thane and Nashik districts and include adventure sports, homestays, drinking water supply and trekking facilities. A senior MTDC official told TOI that the authorities shortlisted a few forts for the project. "Most of the forts in the state are totally or partially in the forest area, particularly the hill forts in the Sahyadri. At the joint meeting of officials from the forest department, ASI, state archeology and MTDC, it was decided to prioritize works for the development of the forts. The Joint Forest Management Committee (JFMC) of the villages where the forts are located will also be roped in for this project," the official said. The official added that the memorandum of understanding MoU earlier signed between these departments pertained only to the development of Sinhgad fort. Now however, the purview of the MoU has been enlarged to cover all major forts in the state. In Pune district, six out of 17 forts will first be taken under this project. These include Rajmachi, Torna, Rajgad, Sinhagad, Lohagad and Shivneri ([timesofindia.indiatimes.com](http://timesofindia.indiatimes.com)).

### NEED OF THE CASE STUDY

The need of this research is to understand the various review and opinions of forts as a tourist destination among youth. Forts are one of the major heritage attraction destinations for different types of tourist in Pune. There is a need to increase the awareness of forts among the tourist and the people. Till now researches as well as case study have been conducted on each fort in but no specific study has been done on Pune forts as a youth tourist destination. The major intention is to study the impact of forts as a tourist destination and understand drawbacks if any.

### OBJECTIVES

- To
- To
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- To

### HYPOTHESES

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### STUDY AREA

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### RESEARCH

#### TYPE OF RESEARCH

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#### SAMPLING

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#### SOURCES

##### PRIMARY DATA

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##### SECONDARY DATA

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### OBJECTIVES

- To study the awareness of fort tourism in youth.
- To understand the views of youth about tourist destination.
- To know the root causes for the tourist not visiting forts.
- To emphasize the importance of fort tourism to the youth.

### HYPOTHESIS

$H_0$ : Fort is not a tourist destination for visiting in all season.

$H_1$ : Fort is a tourist destination for visiting in all season.

$H_0$ : Youth are not aware about the forts in and around Pune.

$H_1$ : Youth are aware about the forts in and around Pune.

### STUDY AREA

For the study and the views of youth about the forts as a tourist designation is considered in Pune city only. The researcher would study the opinions and feedback of youth about forts.

### RESEARCH METHODOLOGY

#### TYPE OF RESEARCH

This study is descriptive in nature and would deal with the in-depth study of Pune forts as tourist destination for youth.

#### SAMPLING FRAME

For this study the youth of Pune city has considered for research analysis. The youth is considered including male and female both with the age.

### SOURCES OF DATA

#### PRIMARY DATA

Data was collected by means of a questionnaire. As far as possible, persons of different economic and educational backgrounds were considered. Linguistic and religious groups were selected as sample.

#### SECONDARY DATA

Shall be collected from published/unpublished literature on Forts as a tourist destination for youth in the tourism industry, 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 youth as better segment for generating revenue by visiting forts in a mass form. Youth is primary clientele to get attracted towards forts as to see it as a destination. Now a days, most of the youth crowds is diverting to other forms of tourism rather than historical monuments. Only a special group of category of people are moving towards forts, who posses interest in historical monuments and its architecture. The researcher will focus on searching the information and solutions on the better solutions and plans to attract the youth for visiting forts frequently. The study also aims to build public relations with tourists and in particular the study would facilitate to create relations with various types of tourist, who regularly visit forts of Pune. There are various types of patrons who like to visit the forts on various reasons. This study process would also develop a relationship for awareness of history and preservation of forts among the tourist. People would come to know more about forts as a tourist destination in details as well as its importance in tourism industry. However, the study is restricted only for Pune city.

## FINDINGS

With the help of random sampling of questionnaire researcher found that there are different age group and gender love to visit forts of Pune. Specifically 21 years of respondents are more in numbers for visiting forts. Maximum no of respondents belong to male rather than female. Researcher noticed that male always prefer to go to visit fort. Students are one of the categories of respondents who visit forts frequently. But they don't have any other income source. It effects on visiting forts. Maximum people are having enough time to spend their vacation and leisure time for visiting other destinations. This will defiantly help to increase the goodwill of fort as a tourist destination. But researcher noticed that there are other options ready for the respondents to visit other destinations also. Respondents prefer to visit beaches most of the time instead of fort as there are many of them who are aware about fort tourism as well as about forts in and around Pune. So there is some hope to motivate the tourist for visiting forts. With help of interview and discussions researcher observed respondents are very much aware about various forts around Pune, which is good symbol for promoting fort as a tourist destination to them. People prefer to visit various destinations only in weekend and holidays, they also keen to know the history of forts.

## CONCLUSION

Thus, forts can be a good destination for tourism especially youth. As the taste and preferences of tourists vary day by day giving rise to different kinds of tourists those devoted to see heritage property, historical places will find forts interesting. Apart from that, this will also help to earn foreign exchange and increase the revenue of the government. In addition, there will also be spread of the cultural importance of that place not only within the country but abroad also.

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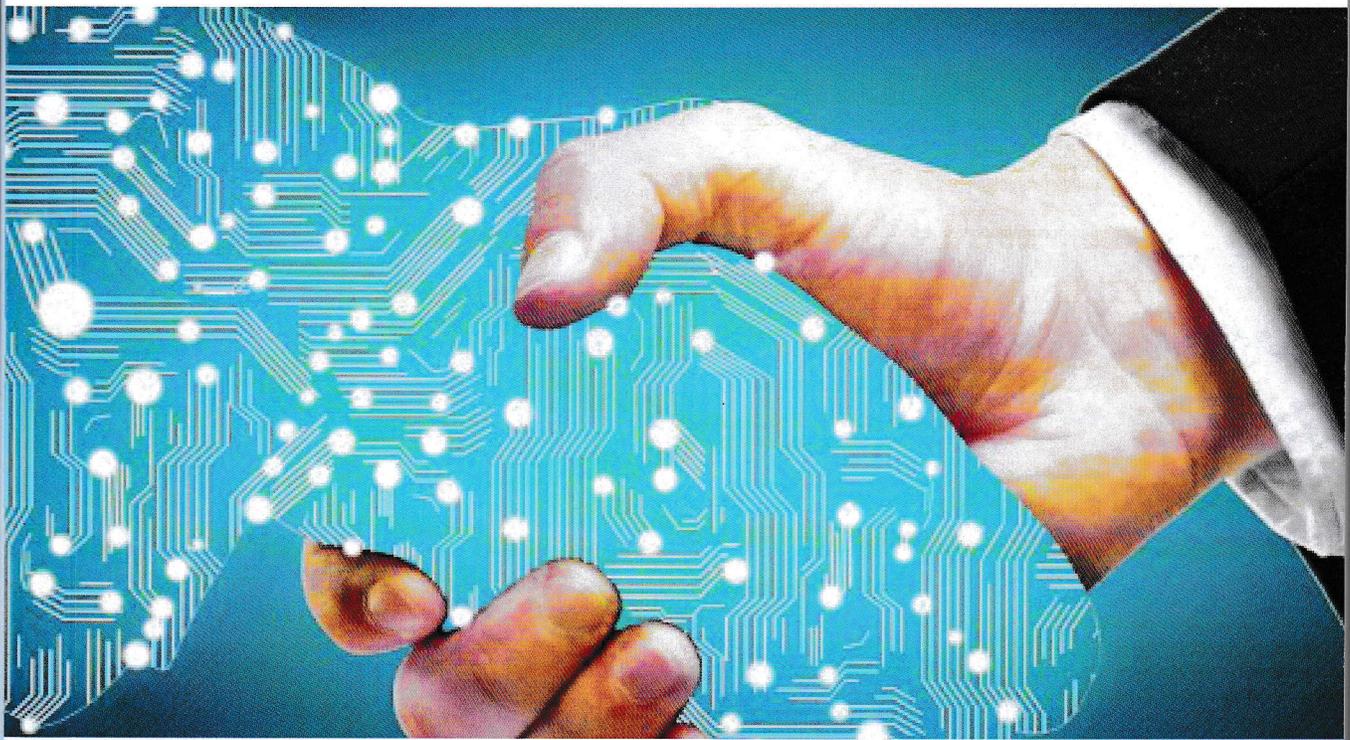
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## Preface

Since the beginning of the 21<sup>st</sup> century, organizations worldwide are witnessing transformation in every aspect of business operation. The word 'Digital' has become integral part of business operations across the verticals. Digital transformation, the Internet of Things (IOT), and digitalization are the indications of technology-induced revolution that organizations are increasingly leveraging in order to improve their profit levels and to stay ahead in competition. On the other hand, many organizations still don't appreciate the value of digital transformation and they often struggle to benefit from it – in such situations, they either stand still or perish with time.

*One of the China's largest online lenders uses 3-1-0 marketing slogan which says 3 minutes to complete the online application, 1 second for approval and zero human touch for SME loans which only substantiates the digital finance in the emerging markets.*

According to McKinsey, as digital disruptions impose greater demands on organizations, organizations must consider an end-to-end approach for upgrading and managing business technologies. So the businesses need to rethink their customers, competition, data, innovation and value for customers.

Organizations are rethinking marketing funnel to create omni-channel experiences for customers. The frenemies – the biggest competitor and also a critical partner for example Apple and Google are enabling the organizations to like Airbnb and Uber to compete with traditional firms in radically different ways. Data integration is unlocking new sources of values like insights, personalization and context while removing the functional silos. With digital technologies, innovation is moving towards a process of constant and rapid experimentation. With the value creation for customers becoming increasingly important, every business must adapt early in the rapidly-changing digital era to succeed.

The book titled *Rethinking Business in Digital Era: A Case Study Approach* is intended to showcase case studies depicting some of the strategies crafted and implemented by the organizations to ensure sustainable growth in the era of digital transformation. In addition, this book also aims at fostering discussions in order to bring new knowledge and significant value additions to the world of academia and research. Editing this book was truly an amazing learning experience. We convey our heartfelt gratitude to all the authors and reviewers for their scholarly contribution for the making of this book. We are highly optimistic that this book will be of great interest to the academic and research community particularly in the management domain.

Happy Knowledge Sharing!

**Dr. Kunal Gaurav**  
**Prof. Jitender Govindani**  
**Dr. Ritu Zarar**

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# 06

## CHAPTER

### Sustainable Development and Management of Forts Tourism

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#### INTRODUCTION

Tourism in the form of activity influences the regions where it is developed and received with economic, social, cultural, and environmental dimensions. In most of the development programmes and studies, focus is given only on the economic and social dimensions where as environmental dimension is under estimated or ignored. Therefore, it is essential to maintain the balance between tourism and the environment which helps to develop the policy for tourism development of an area and imposition of the special limits. Thus, the tourism does not lead to the degradation of the environment and in long terms to the tourist disdain of an area, but it helps in its protection or its conservation. In other words, the environment influences the tourism and vice versa. The environment of the region is negatively influenced most times by the increase of tourism, whereas the growth of tourism depends on the quality and characteristics of the environment. Thus it becomes necessary to conserve and preserve the forts in Maharashtra which would not only develop tourism but also raise the economic, social, cultural, and environmental dimensions of the Maharashtra state.

#### BACKGROUND

**Forts:** "a fortified defensive structure stationed with troops, any permanent army post"

**Tourism:** "the act of travelling or sightseeing, particularly away from one's home".

**Sustainable:** "able to be produced or sustained for an indefinite period without damaging the environment or without depleting a resource renewable".

As we go and see the status of forts tourism in Maharashtra. Most of the forts are isolated and ignored. There are no relevant facilities which must be provided for development of forts tourism. There are various components which must be monitored for forts development. If we study the background of the forts of Maharashtra we will come to know that it can become one of the most revenue generating sector in tourism industry. There are various tourists who are more interested to study the history of tourism, architecture of forts, adventure tourism, social tourism, making various movies and acts based on forts. Celebration of various fairs and festivals. However due to lack of facilities it tends to lose the development, promotion and revenue for forts tourism.

#### A. MAIN FOCUS OF THE CASE STUDY

There are various tourists who are more interested to study the history of tourism, architecture of forts, adventure tourism, social tourism, making various movies and acts based on forts, celebration of various fairs and festivals. For these types of clientele there has to have a sustainable development and facilities in and around of forts. The main aim of this chapter is to find out local knowledge for sustainable development of forts tourism. May result in tourism promotion and development of forts in real sense.

#### B. ISSUES, CONTROVERSIES, AND PROBLEMS

There are various issues which are responsible for the lack of sustainable development of forts tourism, i.e. preservation and conservation policy is not adopted properly, various strategies which should be formed for the tourist for keeping area and place free from any waste and other activities at the forts are not implemented. Safety and security is not up to mark. Medical emergency facilities, various committees which are formed to monitor and fulfil all the developmental requirements for the forts are not actively participated in all the processes. Various adventures activities can be arranged, plays and acts can be organized. There are various other problems which are also equally responsible i.e. Accommodation facilities, fast food outlets, Wi-Fi facility, retail outlets, pharmacy, banks ATMs, transportation facility, ropeway facilities to reach to forts easily, helipad or chopper facilities. Solar lights, eco-friendly practices, steps can be constructed to go easily at the forts for old age people, washrooms made available with proper disposing methods, fencing. Various government organizations and NGOs must work together for development and promotion of forts tourism.

#### C. IN REVIEW OF LITERATURE

1. Dr. T.P. Madhu Nair and Sharon Gonsalves Durham (2014), The tourism industry in India is known to be a major contributor of inclusive growth in India. This industry has grown significantly in the recent past and possesses immense potential to become an attractive yet economical tourist destination. This paper primarily focuses on tourism in the state of Maharashtra—one of the most visited states by foreign tourists and highlights various initiatives taken by the government for promoting tourism.
2. Neha Madaan (2014), Pune forest department, Maharashtra Tourism Development Corporation (MTDC), state archaeology and Archaeological Survey of India (ASI) have proposed to revamp some of the forts in Pune, Thane and Nasik districts and include adventure sports, homestays, drinking water supply and trekking facilities. A senior MTDC official told TOI that the authorities shortlisted a few forts for the project. "Most of the forts in the state are totally or partially in the forest area, particularly the hill forts in the Sahyadri. At the joint meeting of officials from the forest department, ASI, state archeology and MTDC, it was decided to prioritize works for the development of the forts. The Joint Forest

Management Committee (JFMC) of the villages where the forts are located will also be roped in for this project,” the official said. The official added that the memorandum of understanding MoU earlier signed between these departments pertained only to the development of Sinhgad fort. Now however, the purview of the MoU has been enlarged to cover all major forts in the state. In Pune district, six out of 17 forts will first be taken under this project. These include Rajmachi, Torna, Rajgad, Sinhagad, Lohagad and Shivneri.

3. Rajendra Shende (2014), 300 Hill Forts in Sahyadri represented legacy of Chhatrapati Shivaji's governance, which till this day remains inspiration for Maharashtra and India. These forts do not just represent military architecture and guerilla defense techniques but the concept of living with the nature, potential of surviving in the adversity, and adapting to the changing circumstances. It is true that Chhatrapati Shivaji identified in these forts unique defensive instruments against the enemy, but I feel that he had longer-term view in making the forts as integral part of the habitat of his people. He, according to me, was the proponent of the sustainable use of ecosystems for the well-being of the people. It is my view that Chhatrapati Shivaji considered the forts as models for the sustainable development of the local communities. That legacy of the Sahyadri Forts, of living with nature, needs to be conserved for the future generation. Researcher also would like to categorically state that he might not be the first one to think of including Sahyadri forts in the list of World Heritage Centre. In fact couple of groups in Pune had approached him with data on forts with similar idea for Raigadh in the past. Government of Maharashtra need to move faster with strategic and organized manner to accelerate the process in consultation with local communities and experts, make authentic documentation to justify the fulfillment of the UNESCO criteria. Conservation and restoration of the Cultural site are expensive and time-consuming processes. Such processes are also considered as art as well as science. They involve passion and technology. Number of sites in UNESCO list of World Heritage have benefitted in the past from global knowledge of conservation and restoration. Sahyadri forts, too, would benefit from such knowledge and exchange of global experiences and lessons.
  - Enhanced international and national tourism would provide needed additional funds to accelerate restoration.
  - Sahyadri forts have history that goes back many centuries, even earlier than Marathas i.e. in the period of Satavahanas, Rashtrakutas, Yadavas, and Shilahar. What is inspiring is the way the Hill Forts are rebuilt by Shivaji and Peshwas keeping in the mind development of the local communities by respecting the nature. Such legacy and such heritage would be useful for the next generation.
  - After the inclusion in UNESCO's list of World Heritage there would be additional national and international tourists that would provide tourism and

other business opportunities for local communities, especially youth. This would also provide employment opportunities for young and help in contributing to 'reverse migration'.

There is potential of getting financial support from some of the independent foundations and bilateral donors.

4. Shrikant Narayan Tapkir (2012), A study by Shrikant Narayan Tapkir has discovered the information about the importance of management of forts in the era of Shivaji Maharaj, Founder of Maratha Empire. Shivaji Maharaj used to notice the minor and major maintenance of forts which are required as and when. He emphasized on the safety and security of forts. He was a keen observer for better management of forts for their soldiers as a safe place to leave. He adopted a various strategies and management for better safety of forts. Relatively attention is required for a better management of forts as a tourist destination in today's condition. A systematic management will give a good result for promotion of forts.
5. Prof. Parag Govardhan Narkhede (2011), Tourism today becomes a major industry. Local people get employed and government gets foreign exchange. In 1989, nearly 13 lakhs foreign tourists visited India. The number increased by 5.3% in 1990. India also made considerable progress in local tourism. In 1989, nearly 5 crore Indians reported to have taken out tours to various places in the country. Tourism, if it is to be a vehicle of culture, prosperity and peace, must conserve without damaging, protect without plundering, and create without destroying. Carrying capacity in eco-tourism provides local benefits environmentally, culturally and economically. Ecotourism is "responsible travel to natural areas that conserves the environment and sustains the well-being of local people." Our goal is to enable people to enjoy and learn about the natural, historical & cultural characteristics of the various forts in Maharashtra while preserving the integrity of the forts and stimulating the economic development opportunities in local communities.
6. Dr. Usha N. Patil (2011), Maharashtra has a large number of forts which are valued not only for their historical significance but also for their architectural excellence. The Government of Maharashtra in coordination with ASI and State Archeology, develop and conserve these forts for realizing their tourism potential.
7. Neha Madaan (2011), The historic Purandar fort, barely 40 km from Pune, is in a shambles because the state department of archaeology and the army are at loggerheads over how the fort area will be used once it is handed over to the state. The fort, which is the birthplace of Sambhaji, the eldest son and successor of Chhatrapati Shivaji Maharaj, should have been made a state-protected monument long back. It is currently under the army, which uses it for training purposes. The pathetic condition of the fort is reflected in the fact that half of the ceiling of the structure housing Sambhaji's bust has disappeared and the remaining half holds precariously.

8. D.K. Kulkarni, D.S. Nipunage, L.M. Hangarge and P.B. Kamble (2010), Bhor area in Pune district was famous from the earlier period as a "Territory of Pant Sachiv" and surrounded by many historical forts like Rajgad, Rayareshwar, Rohideshwar, etc. The natural heritage of forest conservation is known as Dev-Rahati or sacred groves. Bhor division was under control of Religious committees and that are monitored by forest department, Maharashtra government. In the study area eight sacred groves were surveyed for plant diversity and results have been presented and discussed accordingly.
9. Jasper Daniel (2003), The researcher has emphasized here that to flourish the importance of Shivaji Maharaj and its Legacy. To maintain the forts and architecture of the history, he has also studied the impact of past historical consciousness among the people.
10. Dr. (Ms.) Rajeshwary G. and Ms. Ishrat Ali Lalljee from the historical, religious and cultural stand-points, Maharashtra has assumed a unique place in the tourist map of India. It has a number of forts and temples which reveal stories of famous kings and emperors who ruled the State of Maharashtra. Besides, Maharashtra bounds with natural beauty in the form of hill stations, as well as man-made tourist attractions, such as artificially developed lake resorts.

### **NEED OF THE CASE STUDY**

The need of this research is to understand the various review and opinions of forts as a tourist destination. Forts are one of the major heritage attraction destinations for different types of tourist in Pune. There is a need to increase the awareness of forts among the tourist and the people. Till now researches as well as case study have been conducted on each fort in but no specific study has been done on sustainable tourism and management of forts as a tourist destination. The major intention is to study the sustainable tourism and management of forts of Pune.

### **OBJECTIVES**

- To study the awareness of fort tourism.
- To understand the views of tourist about sustainable development and management of forts as a tourist destination.
- To know the challenges faced by the tourist for visiting forts.
- To emphasize the importance of fort tourism.

### **STUDY AREA**

For the study and the views of tourist about the forts as a tourist destination is considered. The researcher would study the opinions and feedback of tourist about forts.

## RESEARCH METHODOLOGY

*Time of Research:* This study is descriptive in nature and would deal with Sustainable Development and Management of Forts Tourism

*Sampling Frame:* For this study the tourist has considered for research analysis. The tourist is considered including male and female both with the age.

## SOURCES OF DATA

*Primary Data:* Data was collected by means of a questionnaire. As far as possible persons of different economic and educational backgrounds. Linguistic and religious groups were selected as sample.

*Secondary Data:* Shall be collected from published/unpublished literature on Forts as a tourist destination for in the tourism industry, latest references available from the journals, newspapers, research publications and magazines, and other relevant sources like internet.

## SUSTAINABLE DEVELOPMENT OF FORTS TOURISM

There are various tourists who are more interested to study the history of tourism, architecture of forts, adventure tourism, social tourism, making various movies and acts based on forts, organization of various fairs and festivals. For these types of clientele there has to have a sustainable development and facilities in and around of forts. This may result in tourism promotion and development of forts in real sense.

## SOLUTIONS AND RECOMMENDATIONS: SUSTAINABLE DEVELOPMENT AND MANAGEMENT OF FORTS TOURISM

There are various solutions which can be given for sustainable development of forts tourism. i.e. Preservation and conservation policy must be adopted, various strategies should be formed for the tourist for keeping area and place free from any waste and other activities at the forts. Safety and security has to be there, medical emergency facilities, various committees should be formed who will monitor and fulfil all the developmental requirements for the forts. Various adventures activities must be arranged, plays and acts can be organized. Accommodation facilities, fast food outlets, Wi-Fi facility, retail outlets, pharmacy, banks ATMs, transportation facility, ropeway facilities to reach to forts easily, helipad or chopper facilities. Solar lights can be arranged, eco-friendly practices must be adopted, steps can be constructed to go easily at the forts for old age people, and washrooms should be made available with proper disposing methods. Fencing has to be there. Various government organizations and NGO must work together for development and promotion of forts tourism

## FUTURE TRENDS AND CONCLUSION

By looking the future for forts tourism there is more scope. However all the required facilities arranged in time which may result to overall development of forts and the community which resides the nearby forts. Tourists are demanding all the facilities which are discussed in the solutions and recommendations by the author. Tourists are more interested to visit forts in all seasons only recommended facilities must be available by the government and other committees which are primarily formed for the development of forts. Recently some forts are being noticed by the government under preservation and conservation policy. If forts would have been monitored continuously there would be definitely growth and revenue generation of forts. Multiplier effects would also work out in a logical way.

## FUTURE RESEARCH DIRECTIONS

By looking the future for forts tourism there is more scope. However all the required facilities arranged in time which may result to overall development of forts and the community which resides the nearby forts. Tourists are demanding all the facilities which are discussed in the solutions and recommendations by the author. Tourists are more interested to visit forts in all seasons only recommended facilities must be available by the government and other committees which are primarily formed for the development of forts. Recently some forts are being noticed by the government under preservation and conservation policy. If forts would have been monitored continuously there would be defiantly growth and revenue generation of forts. Multiplier effects would also work out in a logical way.

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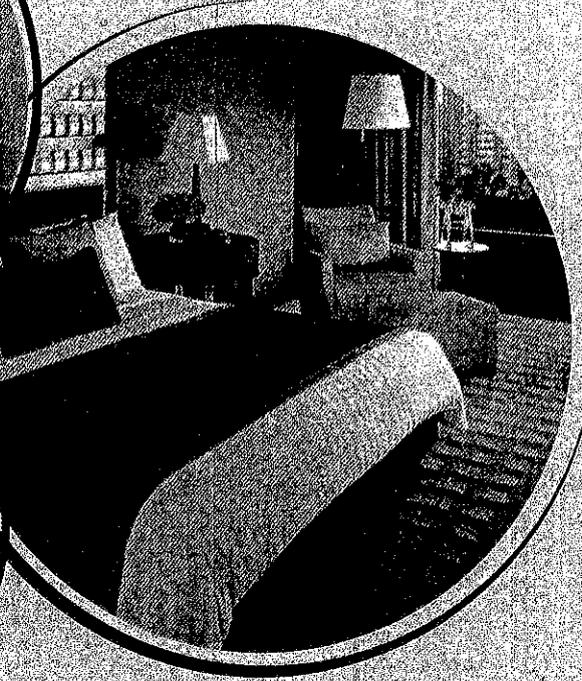
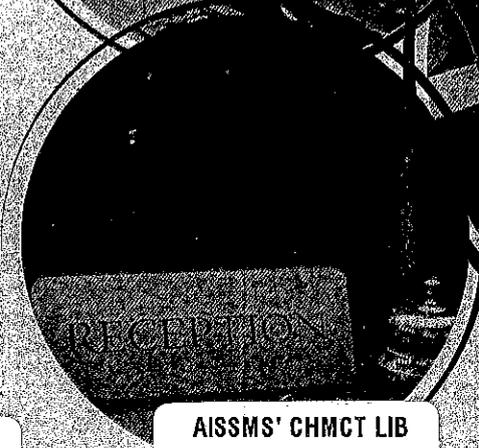


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## Chapter

# 1

# Introduction to Housekeeping

## Chapter Outline

- |     |  |
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| 1.1 | Importance and Functions of Housekeeping   |
| 1.2 | Guest satisfaction and repeat business   |
| 1.3 | Housekeeping Areas-Front-of-the-house and Back-of-the-house areas, Guestrooms, Public Areas, Maids Room, Indoor and Outdoor Area |

## 1.1 Importance and Functions of Housekeeping

The Housekeeping department takes pride in keeping the hotel clean and comfortable, so as to create a 'Home away from home'. The aim of all accommodation establishments is to provide their customers with clean, attractive, comfortable and welcoming surroundings that offer value for money. Nothing sends a stronger message than cleanliness in a hospitality operation. No level of service, friendliness or glamour can equal the sensation a guest has upon entering a spotless, tidy and conveniently arranged room. Both management and guest consider the keeping of the place clean and in a good order a necessity for a hotel to command a fair price and get repeat business.

**Definition:** Housekeeping may be defined as the provision of a clean, comfortable and safe environment.

It is not confined to the housekeeping department only, as every member of staff in the establishment should be concerned with the provision of these facilities in their own department, e.g., the chef is responsible for hygiene and cleanliness in the kitchen, the restaurant manager or head waiter is responsible for hygiene and cleanliness in the restaurant, and the general manager has overall responsibility.

In any establishment there are three departments particularly concerned with accommodation:

1. The reception department, whose staff sell and allocate the rooms.
2. The housekeeping department, whose staff plan, provide and service the rooms.

Arun Sherkar

# A Study of Employee Behaviour and its Impact on Consumer Perception

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# CHAPTER 1

## INTRODUCTION

### 1.1A Brief History of India's Hotel Industry

Before World War II, most hotels in India were created in areas that were frequented by the British and Indian nobility. This period saw the advancement of lodgings being attempted by individual British and Indian business visionaries, with just a couple of organizations owning hotels in India, for example, The Taj Group - Indian Hotel Company (owned by J. R. D. Tata) and Faletti's Hotel, East India Hotels Oberoi Group.

The essential hotels that were built during India's British period were:

Table 1: Hotels built during British rule in India

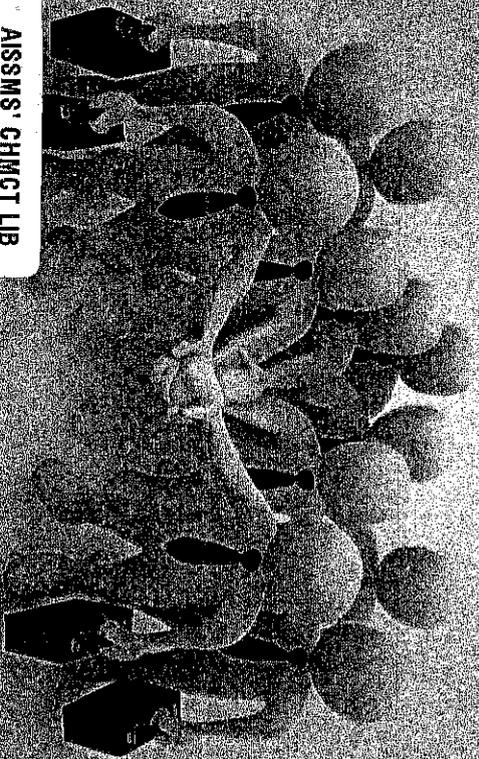
The Rugby, Matheran	(1876)
The TajMahal Hotel, Mumbai	(1900)
The Grand, Calcutta	(1930)
The Cecil Hotels, Shimla and Muree	(1935)
The Savoy, Mussoorie	(1936)

India gained independence in 1947, and the hotel business had a period in which no lodging improvement occurred. Upon his arrival from the Non-Aligned Movement Conference in 1956, Late Pandit Jawaharlal Nehru, then Prime Minister of India, perceived that tourism could be a motor for the nation's financial development and was inspired to assemble quality hotels in India for visiting foreign dignitaries. This prompted the first-ever government interest in the hotel business with the working of the Ashoka Hotel in New Delhi.

The India Tourism Development Corporation (ITDC) was set up in 1966 as an enterprise under the Indian Companies Act of 1956, with the merger of Jangpeth Hotel India Ltd. and India Tourism Transport Undertaking Ltd. Today, ITDC gives a complete scope of tourism administrations, including accommodation, catering, and entertainment and shopping, hotel consultancy, duty free shops, and an in-house travel agency.

# PRINCIPLES OF MANAGEMENT

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### CHAPTER

# 1

## Introduction

### Chapter Outline

- ★ Definition of Management: Its Nature and Purpose
- ★ Managerial Functions at Different Organizational Levels
- ★ Functions of Management - Planning, Organizing, Staffing, Leading, Motivation, Communication, Controlling, Coordination

Management is essential at every stage of life and is a function that has its place not merely in the world of business, but in any situation, which involves the human effort and its use for achieving a definite goal. Management is seen as a process of activities that are interrelated and each of the activity is important. Management is concerned with 'getting things done' and involves working with and through individuals and groups to achieve organizational goals. This is done through proper leadership and motivating the employees.

Fundamental task of management is to get the best out of the people in any given situation in any given organization. Thus, management is basically an art of dealing with people. It is also a technique, since management personnel must have necessary skills, knowledge and insight while working with people to get desired results. Management may be taken as way of life.

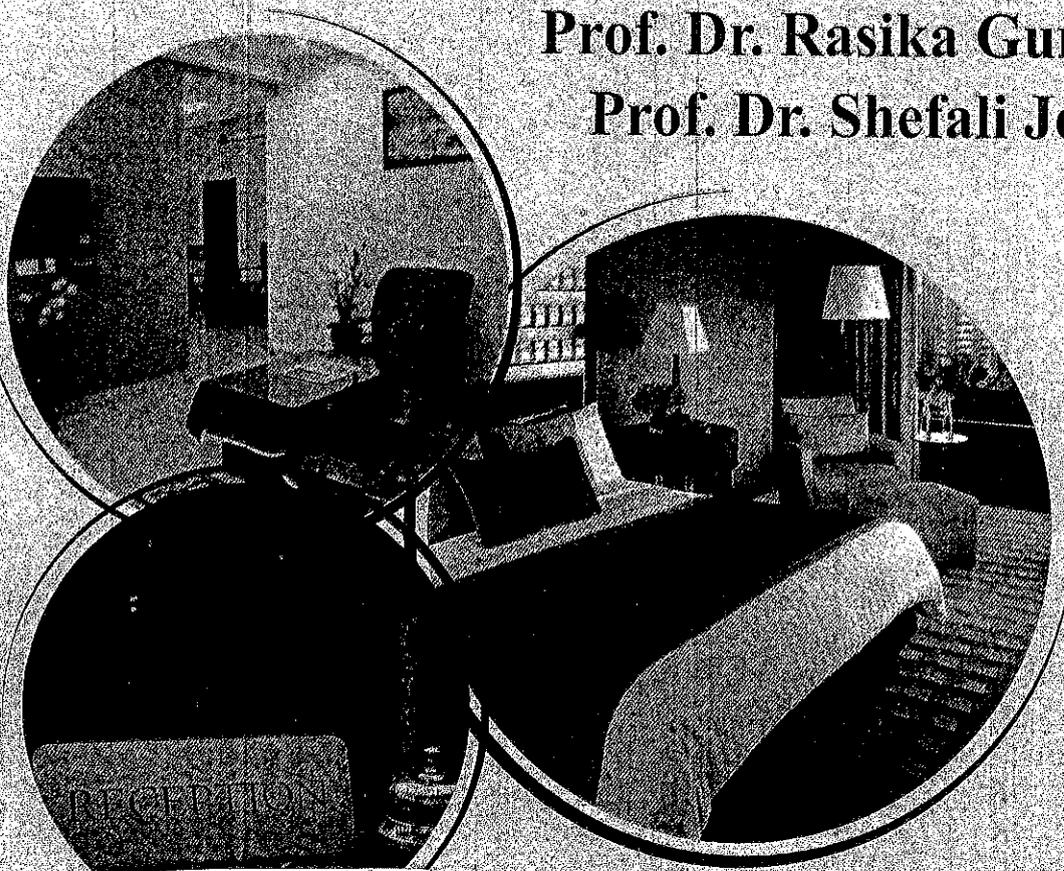
Manager as a profile is considered as an effective agent of social change, he is given the responsibility of creating and changing the environment. The Manager must be quite professional in his thinking, action and behavior.

Principles are general rules that can be universally implemented under similar conditions.

# ROOMS DIVISION TECHNIQUES

For B.Sc. (Hospitality Studies) First Year

Prof. Dr. Rasika Gumaste  
Prof. Dr. Shefali Joshi



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## Chapter

# 1

# Introduction to Housekeeping

## Chapter Outline

1.1	Importance and Functions of Housekeeping
1.2	Guest satisfaction and repeat business
1.3	Housekeeping Areas - Front-of-the-house and Back-of-the-house areas, Guestrooms, Public Areas, Maids Room, Indoor and Outdoor Area

## 1.1 Importance and Functions of Housekeeping

The Housekeeping department takes pride in keeping the hotel clean and comfortable, so as to create a 'Home away from home'. The aim of all accommodation establishments is to provide their customers with clean, attractive, comfortable and welcoming surroundings that offer value for money. Nothing sends a stronger message than cleanliness in a hospitality operation. No level of service, friendliness or glamour can equal the sensation a guest has upon entering a spotless, tidy and conveniently arranged room. Both management and guest consider the keeping of the place clean and in a good order a necessity for a hotel to command a fair price and get repeat business.

**Definition:** Housekeeping may be defined as the provision of a clean, comfortable and safe environment.

It is not confined to the housekeeping department only, as every member of staff in the establishment should be concerned with the provision of these facilities in their own department, e.g., the chef is responsible for hygiene and cleanliness in the kitchen, the restaurant manager or head waiter is responsible for hygiene and cleanliness in the restaurant, and the general manager has overall responsibility.

In any establishment there are three departments particularly concerned with accommodation:

1. The reception department, whose staff sell and allocate the rooms.
2. The housekeeping department, whose staff plan, provide and service the rooms.



Sonali Jadhav

# Training and Development Strategies for Employees in Hotel Industry

Strategies for Training and Development of  
Employees in the Hotel Industry for effective  
Employee Retention



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SONALI JADHAV

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## **CHAPTER 1**

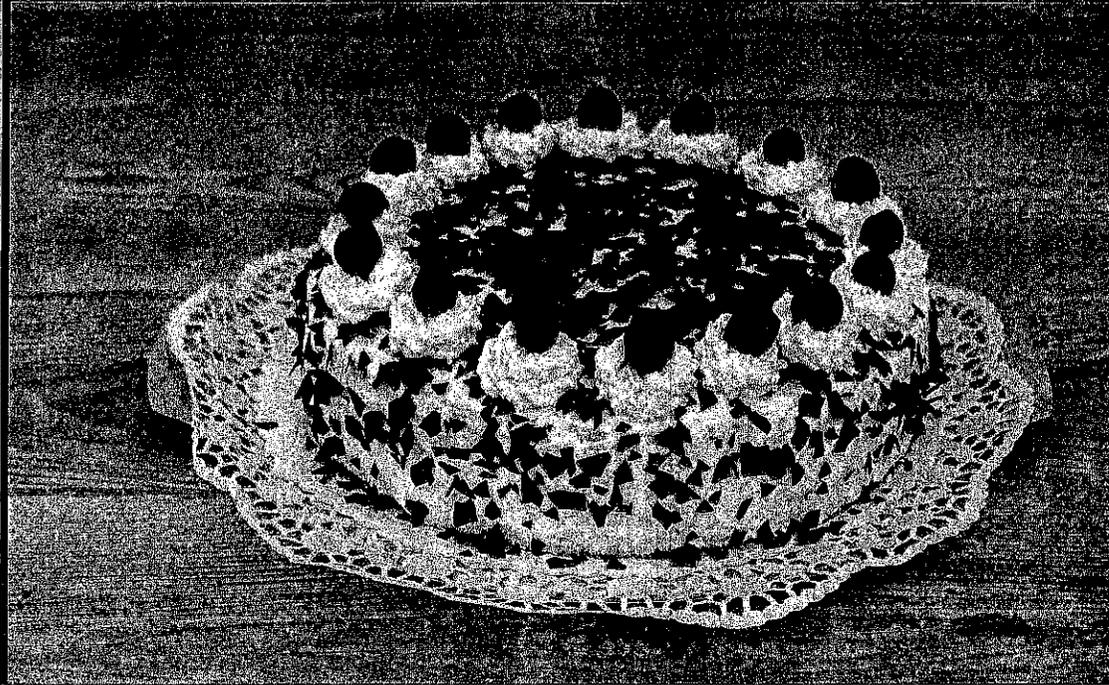
### **INTRODUCTION**

#### **1. INTRODUCTION**

##### **1.1 SCOPE OF STUDY:**

The hotel industry is essentially a service industry, where the quality of service delivery is of utmost importance. Employees therefore play a major role in the success of the hotel industry. Training and Development is an essential part of ensuring effective service delivery, which adds immeasurably to the enhanced hospitality experience of the customers. Service, by the nature of it is intangible. The quality of service then can be measured through customer feedback. It is the customer satisfaction that will ultimately result in repeat business. Customer loyalty can be attained through customer satisfaction.

While on one hand the hotel industry is going all out to maintain the competitive edge in the market by excelling in the service delivery to the customers, on the other hand, it is struggling with one of the biggest challenges of the hotel industry, which is a high level of attrition. Maintaining the quality of service then becomes all the more difficult and, in this scenario, it is the training and development of employees that will play a vital role in not only maintaining the quality of service, but also in the retention of employees. This is so because training and development is an important factor for motivation and improving employee morale and employee satisfaction. Besides now a days the employees are themselves aware of the importance of training and development and its impact on customer satisfaction.



Hemraj Patil

# Standardization of sugar based bakery and confectionery products

A baking book of yeast leavened breads & amazing  
cakes

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## ABSTRACT

Bakery and confectionery is one of the important sections of kitchen department of a five star hotel which provides desserts & breads to all food outlets for the customers. Standardized recipes plays crucial role in bakery to prepare best possible products every time to satisfy hotel clientele. Standardization process of recipe was studied for standardization of recipes. All the organizations have their own standard recipes to serve their patrons. It was attempted to prepared best quality product which can be used by hoteliers.

The aim of the study was to standardize sugar based bakery & confectionery products from five star hotels in Pune. The empirical research was conducted to develop product. Purposive sampling method was used for collecting data. Recipes of five bakery & five confectionery products which were commonly prepared in five hotels were collected & mean of each recipe was taken for the experiment purpose. Even sugar display items were also prepared for the appreciation/evaluation. The ingredients used for preparing recipes were procured from the local market. Sensory evaluations of bakery & confectionery products were conducted with the help of expert panelist for the acceptability of products. Appreciation by laymen & acceptability by expert panelist was carried out for sugar display items. Various statistical tools were applied for acceptability of product & for comparison between control & standardized products. Proximate compositions of bakery and confectionery products were assessed.

The outcome of the study is that standardized recipes gives consistent food quality product every time it is prepared. Reviewing of the recipe is most important factor when the recipe goes through different phases of standardization. All bakery & confectionery products are accepted since they scored more than minimum scored in sensory evaluation of products. Sugar displayed items are also appreciated by 90 laymen. It can be concluded that standardization process helps to standardize recipes & standardized products give awesome results.

**Key words:** Bakery & confectionery products, standardized recipe, hospitality industry, sugar display, Nutritive value.

## GLOSSARY

**Standardized recipe:** A food-service recipe; that is, a set of instructions describing how a particular dish is prepared by a specific establishment. It ensures consistent food quality and quantity, the latter of which provides portion/cost control. (Amy brown, 2011)

**Brioche:** Rich yeast dough containing large amounts of eggs and butter; a product made from this dough. (Wayne Gisslen, 2005)

**Croissant:** A flaky, buttery yeast roll shaped like a crescent and made from a rolled-in dough. (Wayne Gisslen, 2005)

**Éclair Paste:** A paste or dough made of boiling water or milk, butter, flour, and eggs; used to make éclairs, cream puffs, and similar products. (Wayne Gisslen, 2005)

**Black Forest gâteau:** A chocolate sponge layer cake filled with whipped cream and cherries. (Wayne Gisslen, 2005)

**Linzer torte:** A tart made of raspberry jam and short dough containing nuts and spices. (Wayne Gisslen, 2005)

**Doughnut:** A small fried cake of sweetened dough, typically in the shape of a ball or ring. (Wikipedia)

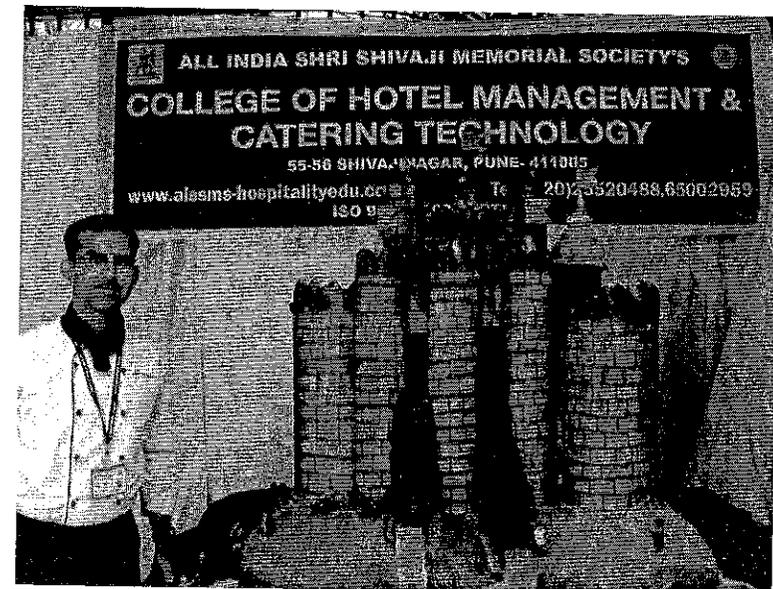
**Sensory tests:** Evaluations of food quality based on sensory characteristics and personal preferences as perceived by the five senses. (Amy brown, 2011)

**Nutrients:** Food components that nourish the body to provide growth, maintenance and repair. (Amy brown, 2011)

**Hospitality Industry:** The hospitality industry is a broad category of fields within the service industry that includes lodging, event planning, theme parks, transportation, cruise line, and additional fields within the tourism industry. (Wikipedia)

# CHAPTER 1

## INTRODUCTION





Dr. Milind Peshave

# Impact of Employment Practices on Employee Productivity

With special reference to Hospitality industry of  
Pune, Bangalore and Hyderabad cities



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## CHAPTER I

### INTRODUCTION

#### 1.1 Scope of study:

In today's world, the word productivity has gained a lot of importance in the corporate world. The problem of limited resources has a severe impact on the economics of each and every corporate house. Every organization has become sensitive about their productivity. This may be viewed as a reaction to the challenge or an effort to fight the situation. Moreover, in the current world of ruthless competition, every business unit is aiming to have an upper hand over their competitors. The administration of the corporate world has realized that improving the productivity of their employee will positively influence the triumph of their business operations and therefore, issues related to employee productivity have become a substance of great worry amid all<sup>[1]</sup>. Hospitality industry is no exception to this. Hotels, a major section of the hospitality industry and a component of the Service industry are characterized with an "Intangible product". In view of this fact, measuring the productivity of hotel employees is a challenging task. Even though, hotels have accepted this challenge, productivity management systems are poorly developed and attract less attention of the management of hotels. Even if everybody agrees to the fact that that employment practices adopted by organizations have an immense impact on the productivity of its employees, the relationship between employee productivity and employment practices adopted by hotels is not clearly recognized. Therefore, there is a need to confirm the impact of these employment

practices on employee productivity in hotels as a major representative segment of the hospitality industry.

#### 1.1.1 Definitions of Key words:

- **Employment Practices:**

- "Any recruitment, hiring, or selection practice, or any transfer or promotion policy, or any benefit provision or other function of the employer's employment process that operates as an analysis or screening device." –

Source: Towson University, Office of Diversity and Equal Opportunity, Glossary of Terms

- It focuses mostly on wages for work. Crucial terms might be notice periods in the event of discharge, holiday pay rights and the place of work and pension schemes. Many jurisdictions require these factors to be set out in a written agreement. In terms of pay, the employee may be remunerated through wages, a salary, or by commission. In addition to monetary compensation, the employment practices often specify a fringe benefit perquisite, including a retirement plan, employee stock options, holiday entitlement, required hours of work, and health insurance benefits. It also provide for termination of employment, by either party, and include associated matters such as notice period, compensation arrangements and, sometimes, garden leave.

- **Productivity:**

- Productivity is the ratio of output to inputs in production; it is a measure of the efficiency of production. Efficiency of production is nothing but

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**Blurb/Shorttext:**  
Over the past few years, the major challenge faced by hotels and their housekeepers is handling well-traveled and experienced guests. Guests these days are not only aware of their rights but are also not loyal to a particular brand. Today's customer looks for value for money and is open to trying out hotels for the mere sake of a luxury experience. The hospitality industry being service oriented, the hotels face tough competition to run their business profitably. Among the various changes and improvements made by the hotel management to increase occupancy and customer satisfaction, the most important is the housekeeping function. With advancements in modernization and use of technology, the face of housekeeping has changed as per the latest trends in the hotel industry. Modern practices such as Eco-friendly housekeeping, outsourcing, use of IT, and novel scientific technology like ergonomics, if implemented in an organized manner, can lead to hotel growth and long term profitability. Today, housekeeping is no more a back-of-the-house department; most of the reputed hotel chains have chosen to raise their housekeepers as front runners and encourage them to interact with the guests.

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