



The Social Impact of Ellora Tourism as a Geographical Study.

KEYWORDS

Tourism, Social impact, Agriculture.

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ABSTRACT *Tourism is the world's largest and fastest growing sector of the global economy. Tourism can be one of the effective tools for building of prosperous community economical and social. Tourism has come to play an important role in the socio- economic development of any place. Tourism is very sensitive to change in the economic, social or environmental conditions of destination.*

Ellora caves is historical tourist place. Today the wall paintings, sculpture and architecture of Ellora is world famous art. In that historical place caves are horizontal moldings were utilized for carving of different motifs, it is an incredible. So, foreign tourists are visiting to Ellora. Here new industries leads to provide new tourism infrastructure facilities to the foreign tourists. Such tourists bring foreign exchange, which can stimulate local economies through direct employment. There is historical, religious, social and geographical factors resulting in rural development.

Near Ellora caves Ghrishneshwar temple as it is believed to be one among the twelve "Jyotirlingas". That is religious place, in the last 12 years development is increasing day by day. In short tourism development is another name of management and activity, which maintain the environmental, social and economic integrity and well being of natural, built and cultural resources in perpetuity.

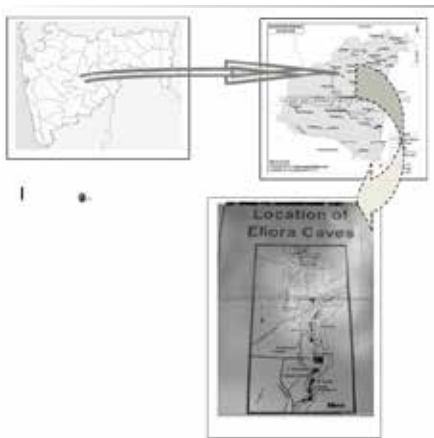
In the present research paper focus given on Ellora tourism as an international tourist place. For the development is concern in the last 12 years foreign tourists are increasing day by day. There are more visitors from foreign than Indian tourists. It is popular factor for study and development in rural areas. Our government could not provide appropriate facilities them. There are many problems and required remedies also studied by focusing on rural development in the research paper.

INTRODUCTION:

The historical and archaeological significance of Ellora Caves are located near the city of Aurangabad, in the state of Maharashtra. Recently Govt. of Maharashtra declared Aurangabad as a historical capital of Maharashtra. The site exemplifies the Dravidian tradition of rock-cut architecture and art. These caves were built during the 5th-7th century. The Ellora Caves were given UNESCO World Heritage site accreditation in 1983. (UNESCO). There is also evidence that the various caves have been used throughout history for Buddhist, Jain, and Hindu worship.

STUDY AREA:-

Ellora is tourist destination in north side of Aurangabad at 25 km. whose 19053'47" North latitude and 75023'54" East longitude. Ellora caves are carved out in Western mountain range (Sahyadri), Satmala – Ajantha mountain ranges. Ellora caves are symbols of Buddhist, Jaina and Hindu religion, it is visited by lakhs of tourists daily from all parts of the whole of the world. That's why Ellora's social life has been drastically influenced.



(Ellora cave in Aurangabad district)

OBJECTIVES:-

General objectives of the present research paper is

- 1) To study the resource potentiality of tourism in the Ellora region.
- 2) To high light social development in study region and promote and encourage the social importance of tourism in human life.

METHODOLOGY:-

The present study is based on investigation, information, about various spot observations. Data will be collected from primary and secondary sources. It was decided to collect maximum information through secondary sources. Primary data collected through survey, interviews and secondary data from toposheet, MTDC Brochure, ASIO and MTDC yearly reports, socio – economic review, gazetteers, project of tourist, reference books, research articles etc. and numerical data information has been analyzed. Internet information is also another popular source of information for data collection.

DISCUSSION:-

Development in social life:-

Due to the world famous tourist centre Ellora is visited by tourists from all the starts, who holds their own perceptions and likes. From whole of the world tourists visits this place that's why social life of Ellora greatly influenced and developed. This tourist place is resulted into economical development of society in all fields, so that peoples are engaged in primary. Secondary, tertiary and quartary type of professions, that's why with agriculture, small cottage, transportation and other service providing businesses also developed here.

Agricultural development:-

Even though most of the land of Ellora comprised of mountains but modern farming has been developed there. In this area emphasis has been provided on plantation farming in which guava, custard apple, orange and fig such type of products are preferred.

Small professions:-**Development of Transportation:-**

Though Ellora is 25 km from Aurangabad city, but it is connected by other tourist places also that's why huge transport development is held there. Between Ellora and Aurangabad tourists visits other tourist places also like Daulatabad fort, Bhadra Maroti, Aurangjeb's tomb in Khultabad. With these in Ellora there is Ghrishneshwar's Jyotirlinga. It requires transportation facility and due to this transportation has been developed by auto rickshaw, bus, private vehicles etc.

Development of other facilities:-

Tourists who are visiting Ellora are not only coming from different states but also from different countries. That's why different types of hotels and motels are constructed there with luxurious resting facilities. But Maharashtra Tourism Development Corporation (MTDC) did not provided any such type of facilities there. Local people has been started tea stalls different fruit juice centre's and handicrafts for tourists requirement.

Due to the world wide publicity of Ellora and guidance provided to tourists, lakhs of tourists visit to it, resulting into earning of foreign currency. In this way social life of Ellora has been developed.

CONCLUSION:-

Tourism industry is very significant industry in developing countries to reduce unemployment. It is very important tool for regional and social development. Ellora is such one of the most important popular destination, which bring foreign exchange and stimulate local economies through direct employment. It resulted into several societal changes in this area. This destination increased the standard of living of people in concern area. Lastly it is also suggested that MTDC should take such steps to attract the foreign tourists towards this place including appointment of best brand ambassador, constructing tourists needs oriented hotels and motels, providing good traveling facilities and trained tourist guides.

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