

# Problems and Challenges cause by unplanned organizational development of MTDC to the arrival international tourist in Pune

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**Abstract-** Tourism is the important part of development for any administrative district and states, and that is more interested than other industries. Tourism plays an important role in development of the places. An effective and best planned development of a tourist place in the city mean good service facilities for the attractions of tourists. Pune is one of the most beautiful city of Maharashtra and surrounded by attractive hills, waterfalls, and Ghats with great climate. The green city of Maharashtra has number of weekend monsoon getaways in and around the city, most popular take one-day tour spot areas around Pune includes Lonavla-Khandala Hill Stations, Sinhagad Hill Fort Agha Khan palace, Monsoon waterfalls and sacred hill temples of Parvati hill temple, Chaturshringi temple and Chintamani temple.

But unplanned organizational development become a problem to the arriving international tourist to Pune. Bartwal (2008) in his article discusses that despite numerous efforts through "Incredible India" campaign, India is lacking tourist's figures. India is not able to flock a large number of visitors in its beaches, mountains and desert sands but does not talk about the methods to improve the present branding of Incredible India. The solution of these problems are complement tourist development planned which is concerned ministry of tourism (state tourism department) and Maharashtra tourist corporation development in Pune work together and consider aspects like transportation, quality food services of restaurant, increasing good quality foreign residence, develop the capacity of international airport in Pune build and make a good condition of sanitation and standard toilets. Keeping in view will increase international tourist in Pune, this present paper aims give solution for problem facing by international tourist whenever arrive to Pune Data required for this purpose has been collected from secondary sources such as ministry of tourism and MTDC in Pune city observation and interview with international tourist at tourist places in Pune. Additionally, it suggests that Maharashtra tourism corporation at Pune should take more initiative to solve the problem face by international tourist arrival at Pune which has potential to attract the international tourist at Pune.

**Keywords-** MTDC, International tourist of Pune, Problems of international tourist.

## Introduction

Journey, travelling or tourism are generally considerate recreational travel.in recent years' tourism includes any traveler who leave his country or city and go out of his own place. Who is traveling out of his place known as tourist. Foreign tourist arrivals are very crucial for developing countries like India as they are the source foreign exchange earnings. Their presence is associated with employment generation, regional development, cultural exchange and international understanding. The word of tourist emerged when middle class people started to travel. This became possible when people found more financial able to made much money. most of the tourist interested on the climate, culture or nature on their travel destinations. Today tourism organization are the most important industry in the whole world. The diversification of activities related to the tourism industry has cause the prosperity of this sector to have a high economy of the country compare with other economic sectors. Pune is one of the most beautiful city of Maharashtra and surrounded by attractive hills, waterfalls, and Ghats with great climate. The green city of Maharashtra has number of weekend monsoon getaways in and around the city. Matheran is a very scenic and beautiful hill station which is very near to Mumbai and Pune. This is one of the hill stations declared eco-sensitive hill station by government. When tourists visit any tourist place they need various services like hotels, food, tourism infrastructures, and many other services Maharashtra Tourism Development Corporation commonly abbreviated as MTDC, is a body of the Government of Maharashtra responsible for development of tourism in the Indian state of Maharashtra. MTDC initiates & supports various cultural activities across Maharashtra with the objective to improve tourism in the state.

## Objectives

To study the challenges, cause by unplanned organizational development of international tourist while visiting Pune.

To find out the solutions for the problems face by international tourist visiting Pune city.

## Problems of Foreign Tourists Arrive in Pune

The tourism sector has a steady capacity to improve the country's economy and can be one of the best alternatives to agricultural in the economy of Pune. While the industry is faced with major challenges in providing and delivering services to tourists entering the Pune. New year's holidays are the culmination of foreign tourists' journeys, but Pune tourism has major shortcomings in hosting foreign travelers that cannot be ignored. 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.

" We will continue to examine the problems of foreign tourists in Pune and how these problems over whelming their traveling experience s.

#### **Lacked of International airport capacity in Mumbai and Pune**

According to many experts and activities in the field of tourism, airports are the tourism showcase in Pune doesn't have a beautiful face.in fact the airports are the first station of tourists who travel to Pune. Since domestic airport in Pune and international airport in Mumbai and have a small capacity, often encounter crowds and long queues that will be sourced of passenger's discontent from the outset. This is one the most important problems of foreign tourist in Pune. There should be immediate measures to expand its capacity in line with passenger rates, as well as the reconsideration of customs staff and passport control with passengers.

#### **Lake of enough foreign residences**

The issue that has always been criticized by tourism activities be the low number of residential center in the Pune. In addition, these accommodation units do not have the required standards. Also, the tourist infrastructure of Pune does not fit the demand for tourist in peak season, and the existing facilities are also the result of privet sector activities. Except local tourists, the main seasons are the monsoon, summer holidays and new year holidays trip to Pune, in these three seasons cultural tourist from many European and American countries travel to the Pune.in addition most of the congress and exhibitions are held in the summer and new year holidays. And therefore they are faced with a severe shortage of accommodation units. While of the proper planning, it is easy to manage this issue, and it is not necessary to hold these programs at the peak of travel to the Pune.

#### **Transportation Problems**

Lake of transport system and in particular of the road infrastructure, are among the issue

that has so far been badly impaired among the tourism services complex. A suitable vehicle for the tourist have to be beautiful shaped, be technically healthy and equipped with amenities such as a proper cooling and heating system. Unfortunately, Pune 's tourism facing major infrastructural deficiencies in this area.

#### **Lack of proper training of manpower**

The inadequate training of human resource in every aspect face by a foreign tourist, from hotel staff to taxi drivers. The training of all forces active in the tourism industry should be carried out continuously, because the continuity of this training will be proved it. Unfortunately, the recruitment of man power in the industry is often done without regard to standards and norms, and there is little attention to individual expertise, while the most important factor for service transformation is the evolution of service delivery.

#### **Undesirable condition of sanitation and standard toilets**

One of the worst problems for foreign tourists while traveling to Pune is to confront the inappropriate situation of health services and standard toilets. Failure to follow hygiene, especially in roads, is a complicated issue in which tourism is not a prerequisite for Pune and for foreign travelers will be very uncomfortable. Moreover, since it is difficult to don't use standard toilets for foreign tourist, and they prefer to use standard toilet, except hotels and resorts in all the road and all tourism places, markets and shopping centers don't have such services facilities.

#### **Lake of welfare center and quality of services**

Foreign tourist which are traveling to Pune have different goals, some travel for adventure and sight seen visiting, some for business activities. Each of these tourists depending on their needs, required different services specially welfare center services. There is lack of welfare center in Pune city. All the tourism companies and travel agencies should be prepared according to each type of tourists. This preparation must be found in the etiquette of people at welfare centers and dealing with tourist while offering product to the customers by especially with the suitable and good quality.

#### **Lake of organize historical places**

Pune has a high potential regarding its historical heritage and historical places such as shanivarwada palace, aghakhan palace, vishramb aug Wada sinhagadfort, lohagad fort etc. but in managing these places tow important points have been ignored. First, almost none of these places for visiting people with disabilities and cripple persons have been suitable. Whenever world-class tourism standards are respected tourist rights require that scientific measures being taken. The second point there is not design any website, information tourist center and catalogs to indicate

the historical places and museum, almost tourist visit some places by the chance without any background information.

**Lake of good quality restaurant and foods especially at the tourist places in Pune.**

India has more than a thousand traditional and local cuisines which present a unique variety of food in a country. We only see a handful of foods in the menu of restaurants in Pune hotels and restaurants. The menu only limited to veg foods and spicy food and most of foreign use to have non-veg food without spice. the quality of the food always at local restaurants are too bad and not healthy foods.

**Suggestions**

1. MTDC with the help of government of Maharashtra state (tourism department) and private sectors can give service facilities to the international airport of Pune and should be immediate measures to expand its capacity in line with passenger rates, as well as reconsideration of customs staff and passport control with passengers also due to potential of Pune airport can open new flight line to European countries, USA and UK and make a contract with the airlines to help the tourist direct travel to Pune at least for one time in a week. It will decrease traffic and air pollution problems in Pune -Mumbai highways.

2. MTDC of Pune, can plan to build a new international standard residential place and shopping centers near to the most famous tourist places in Pune which is only related to the international tourist with the new trained English talking staff and tour operators.

3. MTDC office in Pune with the help of department of social services can plan to start welfare center for international tourist in Pune and plan for all those who work in services sector of tourism and give them information about how to dealing with foreign tourist. Especially Should train the driver to know how to treat tourist start to locate and fix bus stations on tourist destination to the center of Pune city only and use the economic and high level buses for transportation at the tourist destination which visiting almost with the international tourist.

4. MTDC office in Pune can plan to treat the tourist to make sure they return, one of the misconception about foreigners especially tourists, is that they are good people to cheating and fake them. We need to comply with customer orientation principles for tourist as well. should train to the people or staff of hotels and restaurant to smile and respect the customer and provide them the right services and that is the main principal of the customer that are not only relevant to international tourist, but also to domestic tourist which asking for the services during them travel to Pune. In fact, the successful place in the tourist industry know and adhered these customers oriented as well. With training of manpower who is working in hotel or

restaurant should give training class which should offer by MTDC officials in Pune to government sector and private sector to attract tourist and also should ask training license from each employee in all tourism service sector in Pune.

5. MTDC in Pune should plan to make international standard toilet in roads, all tourism places, markets and shopping centers which are don't have such services facilities.

6. MTDC in Pune should design any website, information tourist center and catalogs to indicate the historical places and museum, almost tourist visit some places by the chance without any background information and they cannot get any chance to visit most of the tourist destination in Pune because of the lack of information.

7. Plan for training the chefs who know how to cook the food of other nations in restaurant and hotel by MTDC in Pune. All of these much teach on the textbooks of student in collage and school, media which include of TV, radio and journals of the Pune. and teach.

8. Maharashtra tourist development corporation can plan to build the construction of new centers with the help of MTDC to build up the vast array of decoration of the monument of several places in Maharashtra including part of important forts and caves and historical places in India and outside India because many tourists expend money to travel for photography of monuments in the world and these project can attract international tourist to let them come to Pune for visit all the monuments of India and out of India also which is in small sample. This project it can be costly but all expenses can back easily to the government hands and also can earn more than which they spend. MTDC office in Pune should plan to design a web side with all the address of the tourist places in Pune .it can be help the tourist to find out easily locations of tourist places.

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