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**Abstract**

*Tourism friendly destination is a recent term coined to growing tourism destinations all over the world. It is particularly related to satisfy the needs and demands of domestic as well as international tourists at the destination. In the city tourism, recent practices have shown that tourism providers have given emphasis to the general provision of physical and infrastructural facilities compared to the facilities and services that meet and satisfies the tourists' needs. Pune being a developing smart city with a lot many new ventures and projects coming to pune. The public and private players into tourism have realized the importance of the city as a tourism destination. The huge amount is poured by the Local Corporation and government to develop metro rail and other connectivity with in the city. Therefore, this research paper is an attempt to figure out pune as the most tourist friendly destination for domestic tourists and international tourist globally. This study contributes to the tourism providers and planners in developing pune city tourism towards most tourism friendly destination. Thus, this paper aims to develop a preliminary concept of tourism friendly destination from tourist's perspective in city tourism. Certainly Pune has all the elements to be the best tourism destination in the world.*

**Keywords:** *Tourism, Domestic, Tourist, Pune, Destination.*



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**I. Introduction:**

Pune a cultural and heritage city, a modern cosmopolitan and fastest growing city in India in all orders such as automobile industry, Information sector, Educational hub and being a good corporate center. From being known as a city of pensioners, Pune has metamorphosed to emerge as a metro-city, providing employment and affordable lifestyles to thousands of citizens

A recent report by an online travel firm, the Trip Index Cities lists Pune as a comparatively cheaper destination, low. The parameters on the basis of which all these Indian states were evaluated include tourist arrivals, state expenditure on tourism, presence of branded hotel rooms, per capita gross state domestic product, extent of urbanization, effectiveness of marketing campaigns, air, rail and road infrastructure and connectivity, ease of doing business and literacy rates, along with other intangible aspects. Pune being among the top

friendly tourist destinations in India, second largest city of Maharashtra, Pune is gradually turning into traveler's paradise. Pune has proximity with Mumbai and a number of hill stations around. Tourist from all over the world visit Pune to be a part of cultural extravaganza like SavaiGandharva. Pune is considered safe and sound city, even people visiting to nearby cities prefer spending nights in Pune.

### **1.1 Historical importance of the Pune:**

Maharashtra's cultural capital, Pune hub of educational institutes, museums and hill forts. Pune, with its glorious Maratha history and Osho connection, a host of sightseeing attractions, pleasant weather, and a largely dynamic crowd of students and young professionals, proves wonderful for a vacation. The list of not to be missed attractions is infinite here but a couple of most interesting hot spots are the Pataleshwar Rock-cut temple and the Sinhgad Fort. Best famous for its Osho slippers, Shrewsbury biscuits, and world-class educational institutes, the city of Pune is no less than a foodie's paradise with an array of dining options to choose from. Some not to miss restaurants are Exotica, Mi-a-Mi, Cafe Mangii and Marrakesh which offer a complete dining experience to the guests.

### **1.2 Objective of the Study:**

1. To study the potential of Pune as tourism friendly destination in India.
2. To understand the current scenario of Pune city as tourism friendly destination.
3. To explore and project Pune city as the most tourism friendly destination in India.

### **III Literature Review:**

Pune, located 118 km from Mumbai the convergence of two rivers (Mula and Mutha), is known as the cultural capital of state of Maharashtra. Conserving its historic past, embracing modernity at the same time, the city has come a long way from being a 'pensioners' paradise'. Often called the Oxford of the East thanks to the presence of several reputed educational institutions, Pune is also home to the NDA academy, the elite training school for the armed forces. FTII and the Symbiosis Educational Society as well as the University of Pune (now renamed Savitribai Phule Pune University). Pune is the collaboration of the traditional and contemporary, it has several tourist attractions. The Aga Khan Palace, its Italian arches, salons, suites and spacious lawns where Kasturba Gandhi spent the last years of her life to the Shaniwar Wada, the most sought and iconic monument of the Maratha Empire. Being one of the capitals of the Maratha

Empire, Pune's rich history is reflected in its several wadas (or large houses) and temples like the ones at SarasBaugh and atop Parvatihill.

The Lal Deval or the Jewish synagogue and the several churches that dot the city as well as the Parsiagiary are just one of the many things that reflect Pune's cosmopolitan nature. A home to the Osho Commune, International Meditation Ashram and the headquarters of the Iyengar Yoga Institute. Famous for adventure activities like camping, rappelling, lake crossing, paragliding and jungle trekking, Pune sees many adventure junkies flocking the city at all times. The Paragliding School and Flying club that functions from October to June barring the monsoon season, is located merely an hour's drive from Pune.

### **2.1 Festivals in Pune:**

Festivals in the city are celebrated with great fervor with the Ganesh Chaturthi and the Pune Festival being the highlights. During the Ganesh Chaturthi celebrations, the city remains completely blocked for over 10 days with more than 2,000 Ganeshmandals pretty much taking over Pune with their celebrations. The NH7 music festival that sees musicians from all over the world visit the city to perform live for thousands of adoring fans is the newest addition to the city's culture map. There were 10 lakhs tourist visits pune to see ganeshpandals and processions during this festival. This is a great attraction to foreigners as well. Apart from ganesh festival, we all festivity done in pune as a part of cultural event. These are Shivaji Maharaja Jayanti, Gopal kala Dahihandi, and many modern shows, event plays does held in the city.

### **2.2 Best Places to Stay In Pune**

Pune has hotels that will suit every budget — from Taj Vivanta and the Hyatt to the mid-range Ginger and all the way down to local dormitories.

### **2.3 Best Places to Eat In Pune**

From local Maharashtrian street food like *Vadapav*, *Misalpav*, *Behl* and *bhaji* the most sophisticated continental food, Pune has it all on offer. But while in Pune make sure to try a typical Pune meal that consists of *bhakri-pitla* pickles and vegetables. Special foods like *soonthpanak*, *Puranpoli*, *coconut potali*, *karanji* and *chakli* are favorites of Maharashtrian during festivals. Mastani, a thick milkshake with dry fruits, and Modak are also the city's specialty.

#### **2.4 Tourism friendly destination approach:**

It is to addressing the concept of tourist customer-oriented. It is mean the tourists will choose a destination when guided by a desire to learn, to explore new experiences, and expand their meaning of life through the experience of travel. This is to ensure the supply in tourism destinations always meets the demand which desired by tourists.

Kozak and Smear mentioned that tourists will choose a tourism destination that can meet the expectation and demand. According to Swar Brooke, tourists favor to responding well to the tourist friendly, where the service is easy to use and without interruption. Tourist friendly destination perceived and helps into promotes tourism at the national level. However, the efforts to develop tourist friendly destination concept in city tourism should be evaluated according to the tourist's perspectives, especially from the domestic tourists' perspectives. Local tourists regarded as an important respondent in tourism activities, who directly affected by the development of infrastructures, superstructures, facilities, amenities, services, hospitalities, and tourism product marketing.

#### **III Research Methodology:**

It deals with the further research pattern and the approach about how to conduct the study, the instruments to be used for the research.

**A) Primary Data:** The primary data through the quantitative method used in this study. In the determination of sampling method, this study used convenience sampling. Questionnaire to be prepared and collect the primary data from the people of pune.

#### **B) Secondary Data:**

It is obtain from the literature resources available in the domain. Mainly as research paper, thesis, articles, blogs, through print and electronic media.

#### **Sample design:**

In this study, the researcher decided to choose 60 respondents from domestic tourists as a sample size to answer a questionnaire. The questionnaires were analyzed and processed through which involving frequency, percentage. A total of 60 respondents has been selected with the convenience sampling method in the Pune city.

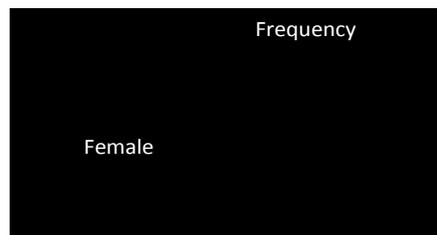
#### **IV Data Analysis and Interpretation:**

Following are the data findings and interpretations of researcher arranged in proper sequence

**Demographic details:**

**4.1 Gender**

The variable gender was investigated for this study. Data related to gender of the respondents is presented in the Table No 4.1



(Source: Primary Data)

**Graph 4.1 Gender of the Respondents**

It is clear from Graph 4.1 that almost 97% of the respondents were male as compared to female were interested to participate in survey.

**4.2 Age of Respondents:**

Age of the respondents is one of the most important characteristics in understanding their views about the particular problems; by and large age indicates level of maturity of individuals in that sense age becomes more important to examine the response.

The details of age of respondents is presented in figure 4.2



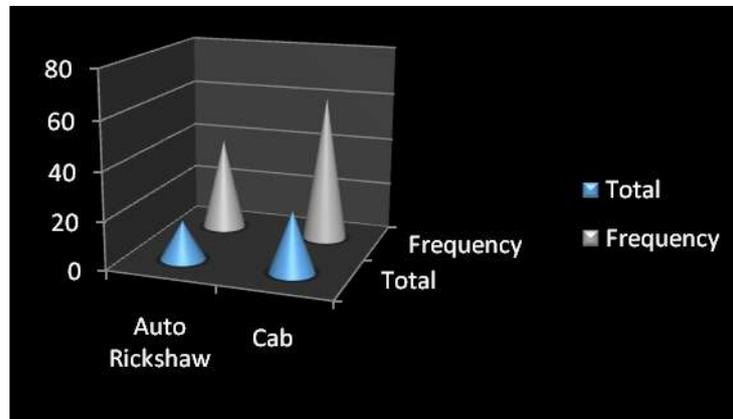
**Graph 4.2 Age of the Respondents**

The data presented in graph 4.2 reveals the age groups of the respondents that have been recorded were aged less than 40 years, the major age group indicate that the 71% of the respondents who are the majority of respondents were middle aged people between 21-40

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years followed by matured people those aged 41-60 years accounting for 11% of the sample.

### 4.3 Type of Vehicle

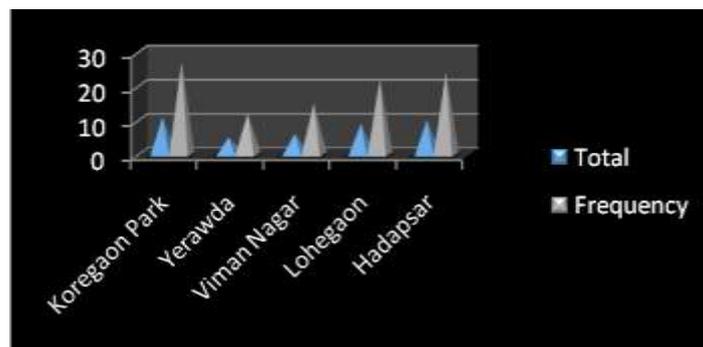


**Graph 4.3 Type of Vehicle**

Figure 4.3 above shows that the 61% of the respondents are cab drivers and 39% of the respondent drives Auto Rickshaw. As per the survey it has been noticed that most of the people prefer travelling by car as they find it more comfortable and convenient.

### 4.4 Location

For better and quicker businesses operations, it's important to consider the location to make it easy for your customers and also to make maximum revenue by providing pick and drop service for your customer and to run smoothly. Hence the variable 'Location' was investigated by the researcher and the data pertaining to location is presented in Table 4.4



**Graph 4.4 Location preferred by the Respondent**

It is evident from the above mentioned graph 4.4 that 27% of the respondents which is the largest group prefers Koregaon Park location as maximum tourist prefers Koregaon park to visit, followed by 22% of the respondent prefers Lohegaon location as Pune

International Airport is situated in Lohegaon and 24% of the respondent prefers Hadapsar as two biggest mall i.e. Seasons and Amanora and also one of the biggest township Magarpatta city is also located in Hadapsar which has maximum tourist attraction. Followed by 15% of the respondents prefers Vimannagar location as Major Hotels, restaurants and one of the biggest Mall i.e. Phoenix Mall is situated in Viman Nagar and also has highest tourist attraction. Only 12% of the respondent prefers yerwada as a location.

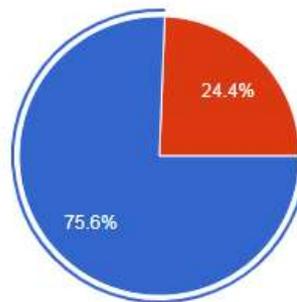
**Responses of the People**

**Table 4.5 No of Domestic and Foreign Tourist**

Sr. No	No. of Respondents	Percentage %
1.	31	76
2.	10	24
	41	100

(Source: Primary Data)

From the above Table 4.5 it is evident that only 76% of respondents are domestic and 24% foreign Tourist. However the number of foreign visitor are more in Koregaon Park, Viman Nagar Hadapsar and Hinjewadi as IT park are situated in these places.

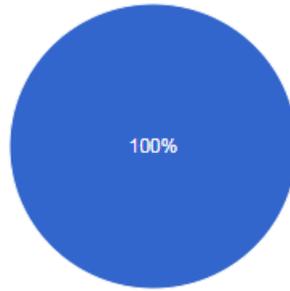


**Table 4.7 Awareness of tourist places in Pune**

Sr. No	Response	No. of Respondents	Percentage %
1.	Yes	41	100
2.	No	00	00
	Total	41	100

(Source: Primary Data)

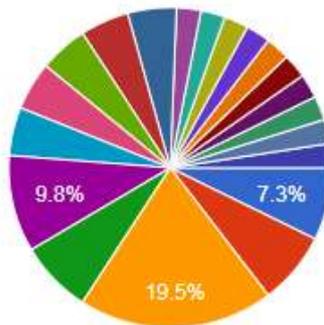
The Table 4.7 above makes it evident that 100% of the respondents are aware about the tourist places in Pune. Major chunk of tourist prefers to visit Monuments, Temples, IT Parks and resorts.



**Table 4.9 Preferences of Tourist places in Pune.**

Sr. No	Response	No. of Respondents	Percentage %
1.	Aga Khan Palace	9	23
2.	Shaniwar Wada	14	34
3.	SarasBaugh	3	7
4.	Parvati	3	7
5.	Others	12	29
	Total	41	100

It is observed from Table 4.5 that 34% of respondent says that most of the tourist prefers to visit Shaniwar Wada which is most famous historical monument made by Bajirao 1, followed by 29% of the respondents says major tourist visiting to pune has different purpose some visit to offer prayer at Dagduseth, Phoenix Mall for shopping and last IT Park which is Hinjewadi and Eon. Followed by 23% of the respondents says most tourist also prefers to visit Aga Khan Palace which is well known both for its architectural excellence as well as its historical significance.

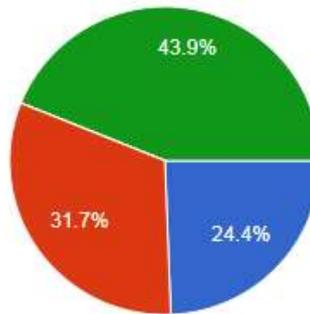


**Table No 4.11 Multi lingual skills**

Sr. No	Response	No. of Respondents	Percentage %
1.	Marathi	10	24
2.	Hindi	13	32
3.	English	00	00
4.	All the Above	18	44
	Total	41	100

(Source: Primary Data)

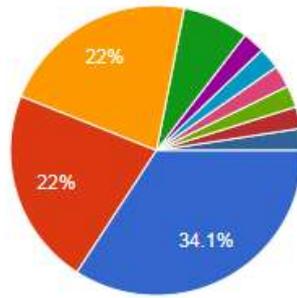
The Table 4.11 depict that 44% of the respondents which are the highest group of respondents do speak all three languages those are Marathi, Hindi and English, It is found that those respondents who communicate in English language also use Hindi and Marathi language while communicating with customer, followed by 32% of the respondents speaks only Hindi language and 24% of the respondents speaks only Marathi language.



**Table No 4.14 Frequency of tourist visiting Pune**

Sr. No	Response	No. of Respondents	Percentage %
1.	Summer Season	14	34
2.	Monsoon Season	09	22
3.	Winter Season	09	22
	Thought out the Year	09	22
	Total	41	100

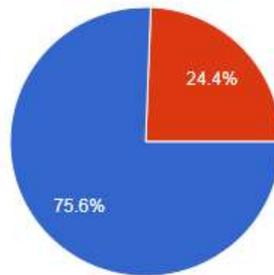
The result of the Table 4.14 depicts that a large majority 34% of the respondent believes that the frequency of tourist visiting Pune are in Summer Seasons particularly for vacation spending time at resorts, monuments and visiting relatives & friends, followed by equal number of 22% of the respondents believes that tourist visit in monsoon season & winter season.



**Table No 4.15 Tourism being promoted**

Sr. No	Response	No. of Respondents	Percentage %
1.	Yes	31	76
2.	No	10	24
	Total	41	100

The data represented above Table 4.15 showcase that an overwhelming number of respondent i.e. 76% of the respondent promote tourism by informing tourist about nearby tourist places and keep the city clean, whereas only 24% of the respondent do not promote tourism.

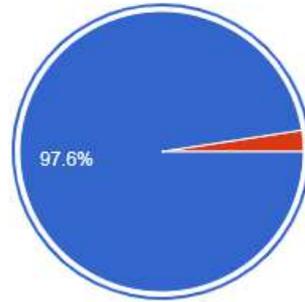


**Table No 4.16 Feedback about city**

Sr. No	Response	No. of Respondents	Percentage %
1.	Satisfied	40	98
2.	Neutral	1	2
3.	Not Satisfied	00	00
	Total	41	100

(Source: Primary Data)

It is clear from Table 4.16 which discuss about the feedback about Pune city by the tourist it is found that majority of the respondent i.e. 98% says that Most of the tourist are satisfied and happy to visit Pune because of its friendly behavior of the service providers and will surely visit pune again. Major chunk of tourist prefers to visit Monuments, Temples, IT Parks and resorts.



### **V Result and Discussion:**

The researcher conducted this survey to find out the tourism friendly pune and the stake holders of the services provider into city. There are 60 survey forms attempted to complete, eventually 42 people responded to the survey. It was found that numbers of male are high in numbers as compared to women. Majority of the respondents were aged less than 40 years, it has been noticed that most of the people prefer travelling by car as they find it more comfortable and convenient. The respondents prefers Koregaon Park location as maximum tourist prefers. Most of the tourist prefers to visit Shaniwar Wada and Agakhan Palace monuments and temples which are the most famous historical monument. Majority of the respondents do speak all three languages those are Marathi, Hindi and English. It is found that reading material having information about city its tourist places which will help the tourist to their further journey not provided by majority of the vehicles. It is found that tourist visiting Pune from February to June in Summer Seasons particularly. Majority of the respondent promote tourism by informing tourist about nearby tourist places and keep the city clean. Tourist expressed their concern about traffic condition into city. Most of the tourist were satisfied and happy to visit Pune because of its friendly behavior of the service providers and will surely visit pune again. The respondents were satisfied and happy with their job and services they provide. Overall it is evident that majority of the survey convey the message that pune is the most favorable tourist destination.

### **VI Conclusion:**

Tourism friendly destination is a concept which gives a satisfaction to people travelling around through maximum use of activity, product, and space. This concept is useful not only for the tourists but for the others such as tour agents, tour operators, residents, and stakeholders. Mainly, the concept of tourist friendly destination based on the factors such as

changes in the concept of tourism, capacity of tourists to travel, tourism & destination selection to promote tourist's tastes change, and the involvement of public and private sectors.

Pune being a stringent and typical old city for last couple of decades has now changed a lot due to mix culture and cosmopolitan culture. It helps pune to grow in many horizons. Now its tourism turn to make a mark as best tourism friendly destination globally. Certainly Pune has all the elements to be the best tourism destination in the world.

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