

PACKAGE TOUR TO AMAZING SATARA DISTRICT

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Abstract

Paper aims to design the tour packages for Satara district for the benefit of tour operators and tourists. Satara is alluring site for tourism it has two well-known hill stations, wild life sanctuary, scenic beauty, flora, waterfalls, large water bodies (lakes and dams, rivers), rich history, museum, forts, old Havelies and Palaces. As major urban clusters Poona, Mumbai and Thana is the richest belt of India having large appetite for tourism. People of these urban clusters have large attraction for hill stations of Satara i.e. Mahabaleshwar and Panchgani which are most popular tourist destinations of Maharashtra. So this tourist flow can be channelized to other worth seen destinations of Satara. Thus there is need to explore site through designing of tourism packages for tour operators. Paper articulate to know the present efforts put forward by tour operators, to explore the available ignored destinations with probable tour package sites which would attract flow of large tourist and extend their stay and also to design a tour map for Satara district. Schedule was used to know the efforts of tour operator, 10 tour operators were interviewed from available tourist sites. Convenient sampling technique was executed in selection of tour operators. Data are based on researcher's personal visit at the worth seeing tourist sites of Satara district, observation, discussion with tour operators at the site and researcher's own experience of tourism. Results show that there is no special effort taken by tour operators and local community. It is observed that tour operators of Satara are running their business in a very conservative and traditional way since only two tour packages viz. Thoseghar-Sajjangerh-Kas-Ajinkyatara and Eleven Maruti (Akra Maruti). Local Tour operators focus in arranging tours out side for Satara people and not bring in other district or states tourist to Satara. Satara district has diversified worth seen destinations which were ignored by tour operators.

Key word: Tour Operator, Tour package, Classic Tours and Leisure Satara

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Introduction:

Satara a district, in India is located in the western India and in state of Maharashtra. Satara district is spread across an area of 10484 square kilometres. The Rivers Krishna along with its tributary Koyana flows through the district. Satara, Mahabaleshwar, Panchgani, Wai, Karad, Koregaon and Koyananagar are the chief towns of Satara District. Satara district has very rich and vivacious history. Satara is becoming legendary for nature, leisure and pilgrimage tourism. It is also popular destination for regional and Bollywood film shootings. Mahabaleshwar and Panchgani are well-known hill stations for tourists. On the contrary, there are other worth seeing places of varied variety which are ignored by tourist such as ancient caves in Agashivnagar, Nandgiri and Pateshwar, forts of Pratapgad, Ajinkyatara, Museums such as Aundh, Satara, wildlife of Koyananagar, Vasota, Valmiki, temples and pilgrimage centres such as Chaphal, Pali, Sajjangad, Shikharshingnapur, Yamai, Naikba, Gondawale Maharaj math, Pusegao math, Mandardevi, Dams such as Koyana, Kanher, Dhom and Veer , waterfall at Ozarde, Thoseghar, lingmala and lake such as Kas, Venna, health resort Prakruti, Bird sanctuaries at Mayani, deep valleys and green meadows, biggest plateaus of Asia at Panchgani and Kas known for valley of flowers and green scenery.

Though Satara has worth seeing places but these places are neither promoted nor exploited as tourist destinations. Tour operators have opportunity to extend the business of Satara Tourism. Paper mainly aims to understand the existing efforts of tour operators in Satara district, to explore the available ignored destinations with probable tour package and to design tour map for the pragmatism of tourist who wish to visit Satara district.

Review of Literature

Researcher has undergone the previous studies on tours and travels through various national and international research journals that highlight the following subjects.

Promotion tools viz. website promotion, participation in tourism expos, creating TV shows showcasing the experience of a foreign medical tourist in International travel and news channels, internet marketing, publishing the success stories of hospitals in newspapers and brochures is vital for the promotion of tourist site. (Kotreshwar, 2010)

(Beckons, Business India Intelligence, 2006) Author believes that inadequate infrastructure will have a dampening effect, but India's tourism industry will nonetheless continue to rise by 8% a

year in 2006-10. One sign of tourism boom is the number of low-cost airlines in India, helping to bring foreign visitors and to make travel more affordable for locals. India's ability to develop as a tourist destination will be limited by a wide range of geopolitical, security and infrastructural problems.

(McManus, 2006) Tips for regular traveller for those tourists who are travelling to India for business. The tips such as for short trips auto rickshaws can be better option than taxi, business traveller should use top-end hotels, Indian are canny business people so negotiation is part of their lifestyle, also suggest learn as much possible about market and product and be polite, good natured but firm. Indian has good sense of humour and affinity, take sensible precaution regarding food and drink bottled water. There are good numbers of doctors and many pharmacists are available.

(www.elu.com) Indian online travel market will be \$ 6 billion by the end of 2010; travel is the largest e-commerce category in India. Extract from popular article from the website, Indian online travel overview.

(Travel and Tourism Forecast- Passangers to India, 2007)India's ability to develop as a tourism destination will be limited by a wide range of geopolitical, security and infrastructural problems.

(Yen, 2008) Aim of paper to explore the effectiveness of segmenting business travellers by using destination image variables as the segmenting criteria. The purpose of study was to determine effectiveness of using destination image variables as segmenting criteria for business travellers. It was hypothesized that business travellers could be categorized into several segments and their perceptions of a destination and travel patterns was different.

(Ansuman, 2010) Research focused towards understanding and exploring Indian customer experiences and perceptions about online travel services related to services / convenience and financial security / trust and its affect on adopting them as an alternative medium for selling travel packages. The research is conducted in two phase one is to understand the general attitude of customer towards online travel firms and second is to know the service attributes, security attribute and trust attributes of online travel firms. The research found that the information about holiday packages, easy navigability, attractive website design, interactivity and customization enhance the service attributes of the websites. Lack of confidence may be related to financial aspects of transaction. There is high correlation between customer satisfaction with travel

websites and service attributes of the websites. Trust component in on online service is difficult to deduce absence of personnel. People want reassurance of authenticity of financial transactions. After reviewing the previous research, it notices that no research found on exploration of tour packages for Satara district to the benefit of tour operator.

Research Methodology

The research is exploratory and descriptive in nature based on researcher's personal visit at the worth seeing tourist sites available in Satara district, observation, discussion with tour operators at tourist sites and researcher's own experience. Paper articulate to know the present efforts put forward by tour operators, to explore the available ignored destinations through probable tour package which may extend their stay and attract large tourist flow and also to design tour map for Satara district. Researcher has obtained responses of ten tour operators of which seven are of Satara, two Kolhapur and one Mumbai. Structured schedule was prepared to collect the responses from concerned tour operator. Interview was undertaken for the selected tour operators and convenient sampling technique was adopted to execute the schedule at the tourist sites. Analysed data have been presented with findings, a tour packages to gorgeous Satara district covers tour map which was developed by researcher and tour packages designed with name of tourist site, required day/days with its approaches.

Findings

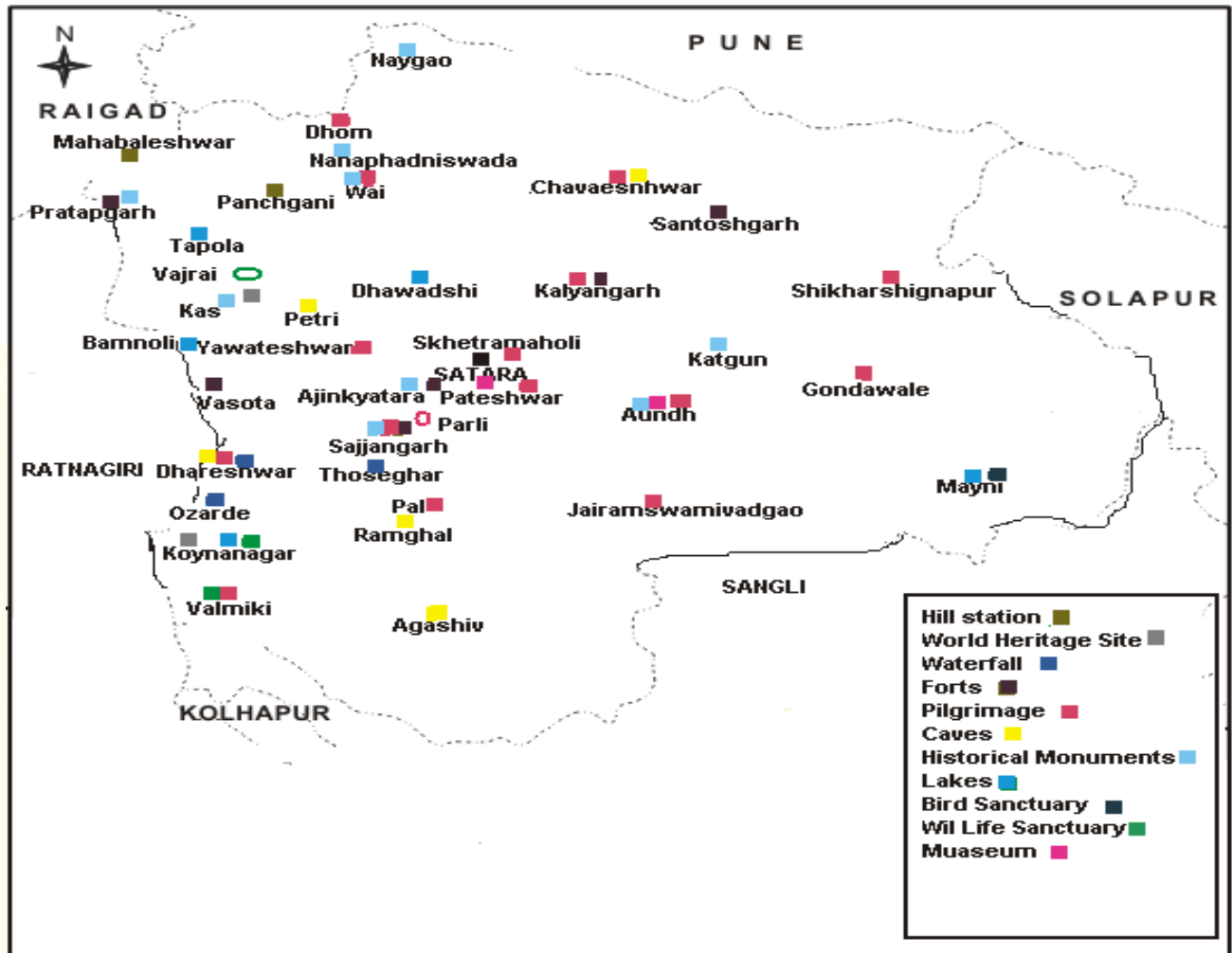
1. Tour operators received more business from Satara followed by rest of Maharashtra and other states and least from Foreigners i.e. only 2 %.
2. Major component of their business comes from location of Maharashtra and very less from out of Maharashtra. Approximately tour operators receive 50% tourists from Maharashtra and 50% from out of State.
3. Hotel booking, local transport vehicle, air, and rail booking are the major thirst of tourist services according to tour operator.
4. 44.44% tour operators' business size is below 1000 tourists and 33.33% have business in between 1000-10000 and only 22.22% receiving business of more than 10000 tourists in a year. Figures are indicative that there is enormous scope for expansion of tourist business to improve Satara tourism.

5. Leisure is the main purpose of tourist and its percentage is 25-75. Tourists visit Satara mainly for leisure purpose followed by pilgrimage.
6. During the vacation i.e. April to June the tourist places of Satara are flooded with tourists and as per nature of destination i.e. rainy season Sept-Oct there is equally good flow. Special season is mainly on weekends and public holidays.
7. Tour operators plan their packages to popular destinations. There is scope for newer tour circuits.
8. Website and brochure are preferred for the promotion of tour package.
9. 50% of tour operators had promotional activities all around the year whereas 30% did not have promotion activity.
10. According to respondents media like 'Word of mouth', 'Website/internet advt', 'Newspaper advt' and 'Information material' are more effective rather than 'Yellow pages', 'Publication of in house letters', and 'Magazine advertisement'.
11. Out of 38 locations of Satara more than 50% of locations were not seen by 60 to 90% of tour operators only. Those who had visited the respective locations feel the locations are worth seeing.
12. According to tour operators Satara has potential to attract tourist of Maharashtra/India' and 'Satara district has several unexploited and worth seeing Tourist Destination'.
13. (90%) of the tour operating agencies are proprietary based and (61%) are established prior to 2005, 10% are private limited, which are established prior to 2000.

A Tour Packages to Gorgeous Satara District

Tourist can plan their tours to Satara District in following ways.

The prospective tour options can be worked out for Satara tourism



(Source: Map developed by researcher)

Different Tour Packages for Satara Tourism

Sr.	Name of Package	Day	Approach
1	Waterfall Excitement	1	Satara (from Satara start after having breakfast) → (30km From Satara) Thoseghar (see waterfall and move to Koyananagar (55 km from Thoseghar), have lunch and proceed) → (8km from Koyananagar) Ozarde (See waterfall by walking in jungle track of Ozarde waterfall) →Have Tea at Koyananagar and Proceed to Satara which is 100 km have Dinner and rest.
		2	Satara (from Satara start after having breakfast) →Lingmala waterfall (50 km from Satara)

			<p>→Mahabaleshwar (have lunch and proceed to) Pratapgarh Road Water fall (12 km from Lingmala) →Bhilar Water fall (23Km from Pratapgarh Road Water fall) (Have evening tea at Panchgani) → Back to Satara have Dinner and rest (55km from Bhilar)</p>
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In addition to this, following are the locations for waterfall excitements

1. Kelwali and Sandwali
2. Thoseghar
3. Ozarde
4. Lingmala-Bhilar
5. Pratapgarh
6. Vazrai
7. Saddavaghapur

Sr.	Name of Package	Day	Approach
2	Jungle Safari	1	Satara to Bamnoli (start early morning after having tea at 6 am.) → (35 km from Satara to reach by 7am. to take necessary permission from forest department have breakfast and proceed) Bamnoli to Vasota Jungle (by boat one and half hour by watching beautiful jungles and mountain tops) → (Walking through thick forest and animals may surprise you on trek of thick jungles without knowing 2 hours spent to reach Vasota fort after having lunch and sightseeing and rest for while return back to boat) Back to Bamnoli by boat to reach by 5 pm. → Bamnoli to Satara in hours run halt.
		2	Satara (Have breakfast carry lunch) → Walmiki (120 km from Satara) Jungle trek and back to Satara

In addition to this, following are the alternative for Jungle Safari

1. Vasota
2. Chakdev
3. Taldev
4. Bamnoli

5. Kas
6. Tambi
7. Patan
8. Koyna
9. Valmiki

Sr.	Name of Package	Day	Approach
3	Popular Family Tour-	1	Satara → (24km from Satara) Kas (have breakfast) → (15km from Kas) Bamnoli (Have lunch enjoy boating till Tapola in Shivsagar Koyana backflow) Tapola Have Tea and enjoy delight of speed boat and entertain yourself with water sports) → Mahabaleshwar stay and have Dinner (30 km from Tapola)
		2	Mahabaleshwar Have local sightseeing Places worth seen are Aurther seat, Old Mahabaleshwar, Venna lake boating, shopping (most popular hill station of Mumbai, Pune and of Gujarat) stay overnight enjoy good meals.
		3	Mahabaleshwar → (18 km from Mahabaleshwar) Panchgani (most popular place of most of Filmstars and Bollywood film shooting destination is also known for residential schools for affluent) have sightseeing at Panchgani destinations like Sidney point, Parsi Point, Table land (Largest plateau in Asia) → Move 12 km to Wai to see Ganapati temple → Proceed to Satara 35 km from Wai, halt.

Besides other alternative for Family Tour

1. Kas (flower plateau, Lake)
2. Bamnoli (Boating, Narayan Marhaj Math, Sunset, Shiva Temple in tunnel)
3. Tapola (Speed boating)
4. Mahabaleshwar stay(Hill station, Shopping, sight scenes)
5. Panchgani(Parshi Point, Sher bagh, Shopping, hill station)
6. Koyna (Nehru Garden, Koyna Dam, Ozarde Waterfall)
7. Sajjangarh(Ramdas Swami holy place)
8. Gondawale stay(Gondawale Maharaj holy place)

Sr.	Name of Package	Day	Approach
4	Classic Tour	1	Shivkalin Panpoi (Shirwal) → (50 km from Shirwal) Mhasave (Oldest and Largest Baniyan Tree) →15 km Bara Motanchi Vihir ¹ (Limb), → 15 km Shivaji Museum (Satara) Halt
		2	Satara to Par (A Pool) ² 70 km near Pratapgarh, see Pratapgarh and move to Old Mahabaleshwar to see temple where five holy rivers originate including Krishna & Koyana → proceed to Satara 70 km for halt.
		3	Satara to Karad 55 km (Naktaya Rawalachi Vihir) ³ , 45 km Bhavani Museum Aundh back to Satara 35 km.

Besides this following can be the option for Off-beat Tour

1. Petri(Shiv temple at the peak of hill, hill top view, cave)
2. Chalkewadi(Windmill)
3. Vajarai (Fauna and nature beauty, Ethnic tourism, Waterfall)
4. Karad- (Agashiv Caves, Triveni Sangam, Oldest Well, garden, Yashwantrao Chavan Smarak at Ghat)
5. Limb- (12 motes Shivkalin Well)
6. Pune-Satara National Highway (Shivkalin Panpoi)
7. Shirwal-(Caves)

Sr.	Name of Package	Day	Approach
5	Leisure Satara	1	Satara →Parali (old temple & Uromodi dam) →Sajjangerh (fort & Pilligrimage centre) →Thoseghar (waterfall) → Chalkewadi (Wind mills)

¹ 12 Motachi Vihir, is a big three storey stone built well having 12 traditional pump to pull out the water Oldest Shivkalin pumping system

² Shivakalin Pool- is the bridge of shivkalin used by Chhatrapati Shivaji Maharaj and their soldiers for transportation. Shivakalin mean in the age of Shivaji's period

³ Naktya Rawalchi Vihir- A oldest 100 staircase three storage well at Karad is well known with this name.

		2	Satara → Yevateshwar (Shivas Mandir) → Petri (Mountain top Mandir) → Kas Pathar (Flower belt) →Kas Lake (picnic spot)
		3	Satara→ Kurneshwar Mandir →Shivaji Museum →Nataraj Mandir →Ajinkyatara Fort

Sr.	Name of Package	Day	Approach
6	Ex.Satara / For Senior Citizen	1	Chaphal (Shriram Mandir) → Koyananagar (Nehru Garden) →Ozarde Water Fall →Humbarli (stay at Resort) View of Sun rise and Sun set from Humberli & view of Koyna Dam)
		2	Koyanagar → via Patan Chalkewadi Wind mill →Thoseghar (water fall) → Sajjangarh (fort & Pilgrimage centre) → Satara
		3	Kas (Flower bed & Lake) →Bamnoli (Shivsagar) →Shembadi Math (by boat & back) →back to Satara

Besides this other alternative are as follows

1. Shikhar Shingnapur (Hemandpati Style Shiva temple)
2. Ambheri(Kartikswami temple and Waterfall)
3. Aundh (Yamai Tempel)
4. Gondawale(Gondawale Maharaj Samadhi)
5. Chphal(Maruti temple, Ram Mandir, Ramghal)
6. Sajjangarh(Fort, Ramdas Swami Samadhi)
7. Wai(Ganpati , Vishweshvarya and Narsinh temple)
8. Madhardevi Temple

Sr.	Name of Package	Day	Approach
7	Short Trips	1	Katgun (Mahatma Phule Smarak) → Shikhar Shignapur →Halt at Gondavale
		2	From Gondavale Math → Aundh (Bhawani Museum & Yamai Mandir) back to Satara
		1	Satara → to Karad (Naktya Rawoolay's well, Agashiv

			Caves & Krishna Ghat and Yeshawantrao Chavan Samadhi) → Back to Satara
		2	Satara → to Wai Ganapati Mandir → Nana Phadnvis Wada Menawali → Narsinh Mandir Dhoom → Dhoom dam → Balkawadi Dam (Overflow as a Water fall) back to Satara
8	Long Tour/ Entire Satara	1	Mahabaleshwar sight seen & Halt at Mahabaleshwar
		2	Panchagani Sight seen & Halt at Mahabaleshwar
		3	Mahabaleshwar →Pratapgarh (Fort) →Tapola Boating and back
		4	Satara- Kas- Bamnoli- Vajrai- Shivaji Museum- Natraj Temple
		5	Sajjangarh- Thoseghar- Koynanagar
		6	Koynanagar- Karad- Aundh- Shingnapur- Gondawale

In addition to this some of other tour Packages can be explored for Satara District

Sr.	Name of Package	Day	Approach
9	Classic Tour	2	National Highway (Panpoi)
			Pratapgarh – Fort- Par (Shivakalin Pool)
			Karad (Naktaya Rawalachi Vihir(Well))
			Satara (Shivaji Museum)
			Parli (Hamandpati tempel and small model of Kajurao carving)
			Aundh (Bhavani Musuem, Garden, Yamai Temple and fort)
			Saap(Historical Haveli)
			Limb(Oldest Well)
			Old Mahalaeshwar(Panchganaga temple)

Other Packages

Sr	Name of Package	Name of Destination
1	Popular Satara	Satara city (Shivaji museum) Kas (Flower Plateau, lake, sunrise and sunset)

		<p>Thoseghar (Waterfall) Wai-(Ganpati temple, Menawali Ghat, Narsinh Temple) Mahabaleshwar(Hill station and Arthurseat, Mahabaleshwar temple and Venna lake) Panchgani(Hill Stations, Parshi Point, Mapro Garden) Pratapgarh (Historical Place/Fort) Aundh- (Bhavani Museum and temple)</p>
2	Historical Satara (3days)	<p>Ajinkya Tara(Shivaji Maharaj Ancestors residence place/fort) Satara (Shivaji Museum) Sajjangarh (Ramdas Swami Samadhi and Dhyan place) Vasota (fort) Aundh(Balasahib Panth Pradhini Sanstha's Collection in the form of musuem, palace, , Katgun, temple) Naygao(A birth place of Savitribai Phule Smarak and museum) Pratapgarh (Waterfall, Sayhadri ranges fort, Bhavani temple, Pratapsinh Udyan). Wai(Narsinh temple, Dakshin Kashi, Mahaganapati temple, Ghat, Nana Phadniswada, Dhawadshi)</p>
3	Extra Voygenza(3days) or Scenic Satara(3-days)	<p>Yawateshwar(Shiv temple and ghat, hilly ranges, clouds view) Ghatai(nature beauty) Vajari(Jungle, hill ranges, waterfall, clouds view, fauna) Petri(cave, hill ranges, hill top view, clouds view) Kas (lake and flora) Bamnoli(backwater) Shembadi Math(Garden, temple and Ashram) Thoseghar (Waterfall) Chalkewadi(Windmills, Clouds view) Sajjangarh(Ramdas Swami Shakti Sthal) Panchgani(hill station, Mapro garden, valley view) Mahabaleshwar(Hill Station, Venna lake, Garden, Arthur seat) Koyna- Humbarali(jungle and Nature beauty)</p>
4	11 Maruti (2days)	<p>Umbraj(Mathatil) Majgaon(Majgaon)</p>

		<p>Chphal(Pratap) Chaphal (Das) Masoor(Sundar) Shingnawadi(Khadicha) Shahapur(Veer) BayeBorgaon(Vikral) Battisshirala(Bhavya) Manpadhale(Vishal) Pargaon(Gondas)</p>
5	Rainy Tourism	<p>Vardh Ghat (Oldest ghat of Bhor and Mahad), Shivthar Ghal (Dasbhod Nirmiti place) Pratapgarh. Varandha(Deshavarun Konkan Utharnara) Waterfall Mahabaleshwar(Panchganga temple) Lingmala(Waterfall) Dhandeghar(Kedareshwar Temple) Pasarni(Seeta temple) Thoseghar-Chalkewadi-Windmill Dathegarh(fort in patan) Dhareshwar(Waterfall) Parli Sandwali(Adventure Waterfall) Saddavaghapur Yaradwadi(caves of second century and waterfall) Kas Pleateau- Kas Lake.</p>
6	Satara Fort Trek	<p>Pratapgarh- Sajjargarh- Bhiravgarh- Ajinkytara- Kamalgarh- Makarandgarh- Vasantgarh- Kenjaalgarh. Kengalgarh Trek-(One Day) (800mt long and 300mt wide rock at the top of the fort and fort height 4273feet)(Neera and Krishna river view from top and Rohita, Kamalgarh and Madhardevi temple)Korale(Wai) Chandan and Wandangarh(One day)- Twin forts- (east to Jarandeshwar, Kalyangarh and Bhiravgarh and West to Vairatgarh and pandavgarh) Satara- Bhuinj-Kikli-Belmachi Village(3ways) left side Chandan and right Vandan- Via Belmachi and Via Lagadwadi(ahead of balmachi)- Shelter(Mosque)(no food facility- Water only in rainy season) 3hrs to Chandan and 2 hrs Vandan</p>

		<p>Vairatgarh(One day in August) Trek- Fort in Wai 3939 feet sea level- 9 Km from Medha</p> <p>Vasota Trek- (3days), 3842 feet hill fort, Satara-Bamnoli(35Kms by Bus)-to Indavali(1 1/2hr)by launch- 3hr to reach the top(scenes- Nageshwar temple, Babu Kada, Old Vasota), Shelter- Vasota temple.</p> <p>Sajjangerh Trek(One day) –Thoseghar</p> <p>Makrandgarh- (2days), (Nov- Feb month) 4075 feet hill fort, (in the vicinity of Maharashtra and Pratapgarh) Satara-Poladpur- Hatlot- 2 1/2 hr from hatlot – Scene temple, water cistern, Shelter- Gramdevi and Mahadev temple.</p>
7	Jungle Trek	<p>Koynnagar- Ramghal- Kondawale Trek</p> <p>Bhairavgarh(Koynanagar Wild Life Sanctuary), Helwak(Samarth Upansana Ghal)</p> <p>Sandwale- Kelwali- Trek</p>
8	Satara Darshan	<p>Shikhar Shinganpur</p> <p>Aundh</p> <p>Mahooli(Krishan and Venna Sangam, Krishn Ghat Temples)</p> <p>Gondawale(Maharaj Samadhi Place)</p> <p>Saap (Historical Haweli)</p>
9	Adventure Tour (2days)	<p>Chakdev(Shivpuri important place), Valvan(Ringroad), Shiddya(only one Shiddya in Konkan Kada)</p> <p>Koynanagar- Ozarde- Patan- Koynanagar Trek</p> <p>Sadvaghapur- Vazole Trek</p> <p>Kas- Mahabaleshwar Trek</p> <p>Kas Thoseghar Trek</p>
10	One Day Tour	<p>Meruling (Pandavkalin Shiv temple) Mahabaleshwar-Pratapgarh- Pasarni (Table-land and Seeta Temple)</p> <p>Pateshwar- Parli- Sajjangerh- Thoseghar- Chalkewadi-CharBhinti (KrantiSmarak)</p> <p>Yawateshwar (11th Century Temple)- Ghatai-Kas- Bamnoli-Shmbadi- Shendre(Bhavani Temple)- Kurneshwar(Ganpati Temple)</p> <p>Limb(Oldest Well, Temples at Krishnaghat)Menawali(Temples at Ghat and NanaPhadniswada)Dhawadshi(village of Rani Zashi, Bahendraswami Samadhi,Parshuram Mandir)Wai(South Kashi)Dhom(Narsinh Temple)</p> <p>Pasarni(Seeta temple)</p> <p>Ajinkyatara- Natraj Mandir- Shivaji Musuem- Yawateshwar-</p>

		<p>Kas Pleateau- Kas Lake Kas- Bamnoli- Tapola Valley of Flowers - Kas pleateau, lake. Mini Kashmir Kas, Bamnoli, Tapola, Bamnoli stay/Yawateshwar stay. Satara Darshan (1day) Kurneshwar, Sajjangarh, Yawateshwar, Kas Lake, Valse, Shivaji Musuem, Sangam Mahuli. Natraj Mandir.</p>
11	Great Satara Tour (3days)	<p>Aundh Agashiv Caves Koyna dam, Kas Pleateau Mahabaleshwar Pratapgarh.</p>
12	Senior Citizen Tour (2-days)	<p>Aundh Gondawale Pusegaon Sajjangarh</p>
13	Ethnic Tourism	<p>Tambi Kas Petri Ghatai Yarad Shembadi Bahule Ner (Khatav)</p>

Conclusion:

To bring to close this paper, researcher opines that existing tour operators do not take special efforts for the promotion of tourist site and their tour packages; they are doing their business in traditional way, they only focus on bringing tourist to pilgrimage sites although there are astounding other tourist sites. Local Tour operating agencies take efforts to organise the tourist plan/package for Satara people who want to tour out of Satara and not doing any effort to bring the other district and other states' tourist to Satara. Though Satara has worth seeing places but these places are neither promoted nor exploited as tourist destinations. Only two tour packages

are introduced by them. This article will provide the guidelines to the tour operator to check out the effectiveness of these aforesaid packages to attract large flow of foreign as well other states' tourist towards Satara district and would plan and design distinct tour packages to attract potential tourist.

Thus suggested aforesaid packages would help the tour operators in planning their tour packages as per the tourist's demand and convenience for the same. Tour map would help the tour operator as well as tourist to search and reach to the site in Satara district. Tour packages will help to think and rethink to attract flow of tourist with the distinct segment who likes to visit Satara.

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Annexure:

Tour Operators' Opinion

A. Tour Operator's Business

Table 1 Business from tourists of Different Geographies

(n=10)

Sr.	Different Geographies	0 -25	%	25 - 50	%	50 - 75	%	75- 100	%	Total	%
1.	Satara	2	25	1	12.5	1	12.5	4	50	8	100
2.	Maharashtra	1	12.5	4	50	2	25	1	12.5	8	100
3.	Out of Maharashtra			3	100					3	100
4.	Foreign Tourist	2	100							2	100

Source: Primary Data

B. on Going Tourism Scenario

Table 2 Origin of tourist traffic

(n=10)

Sr.	Name of Town	Frequency	%
1	Pune	4	40
2	Mumbai and Surrounding	6	60
3	Satara Interiors	2	20
4	Sangli	2	20
5	Kolhapur	3	30
6	Banglore	1	10
7	Gujarat	1	10
8	Surat	1	10
9	Hydrabad	1	10
10	Hubali, Belgaon	1	10
Total		10	100

Source: Primary Data

Table 3 Major Thirst of Tourist

(n=10)

Sr.	Name of Services	WA	Rank
1	Air and Rail ticket booking	0.73	5
2	Hotel Booking	1.00	4
3	Local Transport Vehicle	1.53	1
4	Tour Guide	1.47	2
5	Package Tour	1.47	2
6	Entertainment	0.33	6

Source: Primary Data

Table 4 Tourist Handled in a year by Tour Operators

(n=10)

Sr.	Number of Tourist	Frequency	%
1.	100-1000	4	44.44
2.	1000-10000	3	33.33
3.	10000 and above	2	22.22
Total		9	100

Source: Primary Data

Table 5 Tourist Objects to Visit Satara

(n=10)

	Objectives	Percentage →								Total	%
		0to 25	%	25 to 50	%	50 to 75	%	75- 100	%		
		3.	4.	5.	6.	7.	8.	9.	10.	1.	
1	Business/Conference	4	100						4	100	
2	Adventure	2	100						2	100	
3	Leisure			3	30	3	30	4	40	100	
4	Pilgrimage	2	33.3	3	66.7	4			6	100	
5	Culture/Heritage	4	100						4	100	
6	Others	3	75			1	25		4	100	

							5				0
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Source: Primary Data

Table 6 Opinions about Peak Season

(n=10)

Sr.	Month of Peak Season	Frequency	%
	April-May,	4	40
	June	3	30
	Sept -Oct	3	30
	Nov Dec	2	20
	Total	10	100

Source: Primary Data

Table 7 Opinions about Off Season

(n=10)

Sr.	Month of Off Season	Frequency	%
1	April	1	33.33
2	June and July	1	33.33
3	Rainy Season	1	33.33
	Total	3	100

Source: Primary Data

Table 8 Opinions about Special Season

(n=10)

Sr.		Frequency	%
1	Aug-Sept	1	25
2	April	1	25
3	Schools	2	50
	Total	4	100

Source: Primary Data

Table 9 Tour Package Offered by Tour Operator for Satara

Sr.	Name of Package
	Kas-Thoseghar-Sajjangerh
	Sajjangerh--Chaphal-Gondawale-Ajinkya Fort And Kas-Bamnoli-Satara
	11maruti, Godawale-Sajjangerh-Chaphal,Mahabaleshwar-Panchgani-Prtapgarh
	Mahabaleshwar-Panchgani; Wai; Kaas; Audh; Koynanagar
	Kas-Thoseghar-Sajjangerh, Aundh Musuem
	Mahabaleshwar And Panchgani
	Mahabaleshwar Sight Scene 11 Points And 7 Points Two Packages, Panchgani Darshan,

	Pratapgarh, Mini Kashmir-Tapola, Watersport, Triveni Sangam, Bamnoli Pint And Shooting Point
	Mahabaleshwar, 11 Maruti
	11 Maruti, Aundh, Chaphal School Trip
	Thoseghar-Sajjangerh-Satara-Kas- Bamnoli- Ajinkya Tara-Satara

Source: Primary Data

Table 10 Media Preference by Tour Operator

(n=10)

Sr.	Media Preference	WA	Rank
1.	TV	0.47	4
2.	Newspaper	0.67	3
3.	Website	0.80	2
4.	Brochure	1.00	1
5.	Other	0.20	5

Source: Primary Data

Table 11 Promotion Slab of Tour Operator

(n=10)

Sr.	Time Period	Freq	%
1	All Around the Year	5	50
2	During Tourism Season	2	20
3	Before the Season		
4	Other*	3	30
	Total	10	100

Source: Primary Data

Table 12 Perception about Promotion

(n=10)

Sr.	Statement of Perceptions	Mean	SD	WA	Rank
	Advertisement Play Important Role in Tourism	4.4	0.52	2.93	2
	Need of Promotional Activities	4.8	0.42	3.20	1
	Lack of Promotion Hinder Tourism Development of Satara District	4.3	0.95	2.87	3

Source: Primary Data

Table 13 Tour Operators Opinion about Media Effectiveness to Attract Tourists

(n=10)

Sr.	Media	Mean	SD	WA	RANK
	Newspaper Advertisement	4.10	0.74	2.73	3
	Television Advertisement	4.00	0.50	2.40	5
	Magazine Advertisement	3.67	0.87	2.20	9
	Information Materials(Brochures, Guides, Souvenirs, Folders, Handbooks)	4.33	0.71	2.60	4
	Posters	4.25	0.89	2.27	7
	Website/Internet Ad	4.78	0.44	2.87	2
	Motivation by Tour Operators	4.50	0.53	2.40	5
	Word-of-Mouth	4.60	0.52	3.07	1
	Newspaper Articles Related to Tourism	4.25	0.71	2.27	7
	Publication of in House Letters	3.43	0.98	1.60	10
	Yellow Pages	2.83	1.17	1.13	11

Source: Primary Data

Table 17 Perception about Potential of Satara

(n=10)

Sr.	Perception about potential of tourism	Mean	SD	WA	Rank
1.	Satara District has Potential to Attract Tourist from Maharashtra/India.	4.3	0.48	2.87	1
2.	Few Destinations Only in Satara Have Potential to Attract Foreign Tourist.	4	0.82	2.67	4
3.	Satara District has Few Unexploited but Worth Seeing Tourist Destination.	4.2	.63	2.80	2
4.	Package Tours Would be of Great Tourist Attraction for The Tourist in Maharashtra.	3.8	0.79	2.53	6
5.	Package Tours Would be of Great Attractions for the Tourist Outside of Maharashtra.	4.1	0.88	2.73	3
6.	Existing Hotel Facility is Adequate for Tourist in Satara District.	3.4	0.97	2.27	7

7.	Advertisement by Celebrity Would Help Much to Attract Tourist to Satara.	4	0.9 4	2.6 7	4
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Source: Primary Data

Table 18 Forms of Organisation

(n=10)

Sr.	Form of Organisation	Frequency	%
1	Proprietary	9	90
2	Partnership		0
3	Pvt Ltd	1	10
4	Other		0
Total		10	100

Source: Primary Data

Table 19 Year of Establishment

(n=10)

Sr.	Year of Establishment	Frequency	%
1.	Prior to 2000	2	20
2.	2000-2005	5	50
3.	2005-2010	2	20
4.	2010 Onwards	1	10
Total		10	100

Source: Primary Data