

To Study the Role of Advertisement for Promotion of Pune Forts

Manoj Suryawanshi*¹ and Girija Shankar²

¹AISSMS College of Hotel Management and Catering Technology, Pune, India

²Ness Wadia College of Commerce, Pune, India

Abstract

The main aim of this research is to find out the potential use of advertisement for the promotion of forts. Pune forts are the historical symbol of the Maharashtra. There are various types of forts situated in every location of Pune. Most of the forts are built-up on Mountains. Forts are built up in such a way that it attracts the people to come again and again for visit. The researcher has selected tourist as a target group to carry out this research and local community people. The researcher summoned up this research by gathering the data about types of clientele who frequently visit the forts. The respondents are mainly classified as per age, gender, leisure time. There are number of tourist who wanted to visit forts but due to lack of information about various forts which are situated in different locations of Pune. No proper advertisement is happening for the promotion of forts. Most of the information gets the tourist from newspaper only. There is no proper use of other mediums for promotion of forts. This research paper would help to all the students, teachers, scholars and the Government to get the significance of it.

Keywords: Advertisement; Community; Fort; Promotion; Tourist; Vacation

Introduction

Pune, considered the cultural capital of Maharashtra, has a fair share of forts to explore. The city was once the proud capital of the Maratha Empire, and a political center. It was home to the Maratha Pesh was. When the British took over from the Pesh was after the Third Anglo-Maratha War, Pune soon became a hub for social reform. It was a place where nationalist fervor sprung emerged over the 19th century, turning into a major point in the struggle for Indian independence. Today, the forts near Pune are a reminder of its rich cultural legacy and the crucial role it played. For the adventurer, they are battle-worn walls waiting to be scaled. Many places in the district have a long history. The town of Junnar and the Buddhist caves at Karla can be dated back more than two thousand years. There are records of visitors to Junnar in the 1400s. The area was under Islamic rule from 13th 17th century. After the 17th century, the Marathas under Shivaji laid the foundation of an independent kingdom in the Pune district area. Peshwas, the de facto rulers of the vastly expanded Maratha Empire set up their headquarters in the small town of Pune and developed it into a large city. The city and the district became part of the British Empire in the 19th century. Many of the early Indian Nationalists and Marathi social reformers came from the city. Once the capital of the Maratha Empire, Pune, and literally meaning "virtue" leads as 'veritable heartland' of Maharashtra. It is the second largest state of Maharashtra after Mumbai and largest in Western Ghats and one of the most important IT hubs in India. Today, Pune is known for its educational facilities and relative prosperity. Being the cultural capital of Maharashtra, Pune has well-established manufacturing, and forging industries since the 1950-60s. The city is also known for its various cultural activities and job opportunities that migrants and students from all over India and abroad. This makes Pune a city of many cultures and communities.

Need of the study

The main objective behind this paper is to promote the forts for tourism purpose. It is one of the revenue generating area. If the promotion of forts will happen with the fullest, it will result to increase the clientele and the revenue both. It would definitely help to boost forts tourism in Pune. People are not aware about various forts which are located in various locations in Maharashtra. Promotion of forts

helps to spread the details information about the places and speciality of various forts. Those who are the fort lovers and history lovers would come to know about it.

Definitions

Advertisement: A commercial solicitation designed to sell some commodity, service or similar

Community: A group of people living in the same place or having a particular characteristic in common.

Fort: A fortified defensive structure stationed with troops

Promotion: Advancement in rank or position

Tourist: A person who is travelling or visiting a place for pleasure and staying there more than 24 hours is called a tourist.

Vacation: Free time given over to a specific purpose

Review of Literature

Forts of Maharashtra is a great legacy of great Marathi Emperor Ch. Shivaji Maharaj. Who had built so many forts in Maharashtra, Which has its own glory and history? Forts can also be used for trekking purpose. Each n every forts have the temples of God Shiva and Mahalaxmi. It is also be called as religious places to visit. Forts are the major asset of Maharashtra which can be converted as a tourist destination for those who loves history, trekking, adventure, and keen to know the political and war stories of the era. There is a new strategy and plan has come out from the people, tourists, and from the state govt. of Maharashtra [1]. To convert the forts as a wedding destination

*Corresponding author: Manoj Suryawanshi, AISSMS College of Hotel Management and Catering Technology, Pune, India, Tel: 020 2552 0488; E-mail: suryawanshi.manoj70@gmail.com

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and hotels. Which will provide good revenue and employment to the govt. But as per opinion by Jitendra Gupta, an environmentalist and trekker, this type of plan or strategy will affect environment around the forts. He said even it will provide revenue to the govt. but will lose the beauty of forts and importance. According to BG Yelikar, in-charge of Pune sub-circle of ASI said the idea is good however how it will work, which benefits govt. will get and what will be the side effects. These factors should be studied in details. The way forts have been preserved by the ASI will not be taken care by the private bodies. Through the eyes of Sachin Joshi, a researcher from the Archaeological department of Deccan College Post-Graduate and Research Institute said, forts can be converted in to wedding destination and hotels. However it will disturb to the wildlife, environment. The mass of tourist can damage the beauty of forts. The author is trying to say that Maharashtra is one of the state which are having so many tourist destinations in every districts of it [2]. Pune is also one of the districts which have so many tourist spots, like forts, temples, museum, caves and so on. It is also known as the city of Heritage. Pune forts are also playing a major role for promotion of tourism industry. There are various tourist groups who love to visit forts frequently in every season. It can be used for trekking point also. History lovers go and get the information as and when required. Architect students also visit the forts to know the structure of the forts and how it is built. This city has a tremendous scope for promotion of tourism in Maharashtra [3].

Rajasthan tourism is mainly known for their heritage forts. Tourist mostly visit this place due to desert and forts. Ambar fort is one of the main attractive heritage forts which is very famous for its architecture and design. One third revenue only comes from the Ambar fort tourism. Foreigners are more keen to see this place frequently. From November to January are the peak season to visit this forts. ASI of Rajasthan is more responsive for the preservation and prevention of any damage for this forts. Continuous maintenance is going on to maintain the heritage, its legacy and history. There are number of private organisation who also took the initiative to maintain the forts. Ambar forts are nominated in UNESCO as heritage site of Rajasthan. Forts can also be called as one of the best tourist destination if it is maintained well. Proper can should be taken for preservation of forts.

As per the information collected and given by the author, the forts has been restored by the ASI. They have taken care the fort by providing time to time maintenance. But still some funds are required to provide the better care to forts. There is a major problem of water which are required for civil work. They call for the tanker. The ASI of Adilabad always try to promote their fort tourism in full-fledged manner. The data which is collected through internet about Daulatabad fort. Which is located on the way of Aurangabad to Ellora caves [4]. The forts are not having the basic facility like toilets for the tourist, no cafeteria and souvenir shops. No entrance plazas, no facility for differently abled, who can be the one of the main source for revenue generation. There is a need to promote the forts for greater revenue generation. Apart from the above mentioned information, there are some good facilities are also provided by the ASI of Daulatabad. Like parking facility, portable drinking water facilities, sales counters, resting areas, free literature. State government of Maharashtra and konkan region has taken the necessary steps for the promotion of Fort Tourism. They have approved Rs. 10 crore for the same. They have various financial slabs for various forts. Rs. 10 crore has given for these forts Sinhagad, Shivneri, and Lohgad, Rajgad in Pune and Harishchandragad in Ahmednagar. "Circuits within a 120-km distance will facilitate connectivity and basic amenities for the tourists," said Avinash Dhakne, Joint Managing Director, and MTDC. The second steps will connect to Panhala,

Vishalgad and Vijaydurg, while the third will link Lonavala to Rajmachi and Sinhagad to Shivneri. The fourth circuit plans connecting Harishchandragad to Shivneri and Naneghat to Malshejghat.

Dhakane said even it is a duty of MTDC to develop the necessary infrastructure. It's not only MTDC's job to fulfill everything. Private tour operators can also try to attract the tourist for visiting forts [5-18].

Objectives

- To Study The Potential Use of Advertisement For Promotion of Pune Forts.
- To Find The Types of Advertisements.
- To Analyse The Awareness of Advertisement Among Tourists For Promotion of Pune Forts.
- To Explore The Ways To Increase The Significant Use of Advertisement For Promotion of Pune Forts.

Research Methodology

Sampling frame

For this study the researcher would be collecting the information from various tourists who frequently visit forts. He would also gather the data from various travel agencies, and MTDC of Pune.

Sources of data

- Primary data shall be collected from the universe mentioned above. For the purpose of interviews samples representing the various renowned advertising company and travel agencies in Pune. Tourists are the nerve part tourism industry. Maximum data shall be collected from the tourists who frequently visit the forts.
- Secondary data shall be collected from published/unpublished literature on Forts management practices 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 maximum use of advertisement for promotion of forts. To increase the flow of mass tourist who can frequently visit forts for. The researcher will focus on searching the information and solutions on the better use of advertisement for promotion of forts which would be cost effectiveness and environmental sustainability, for the forts management.

Public relations

This study would also help to spread the awareness about forts and its importance. 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 various sources for information of forts in details as well as its importance in tourism industry.

Observations and Discussions

As per the observation and discussion of data collected, researchers came to know that there are various modes of advertisement which can be used for the promotion of forts. But only one or two mediums are used. People are hardly got the useful information about various forts

which are located in the corners of the Pune City. People are not getting enough and valid information for visiting various forts.

Data analysis and interpretation

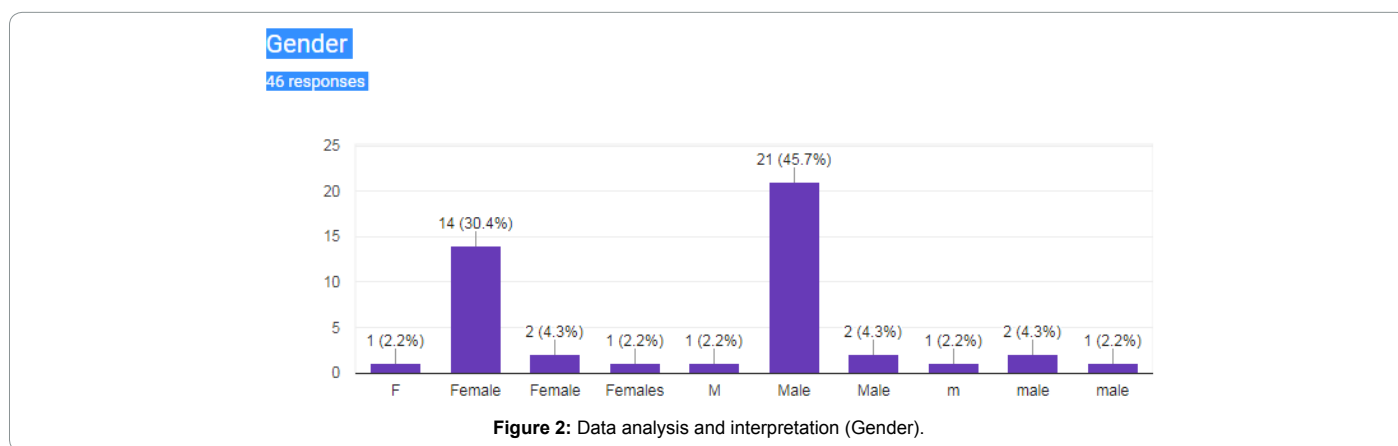
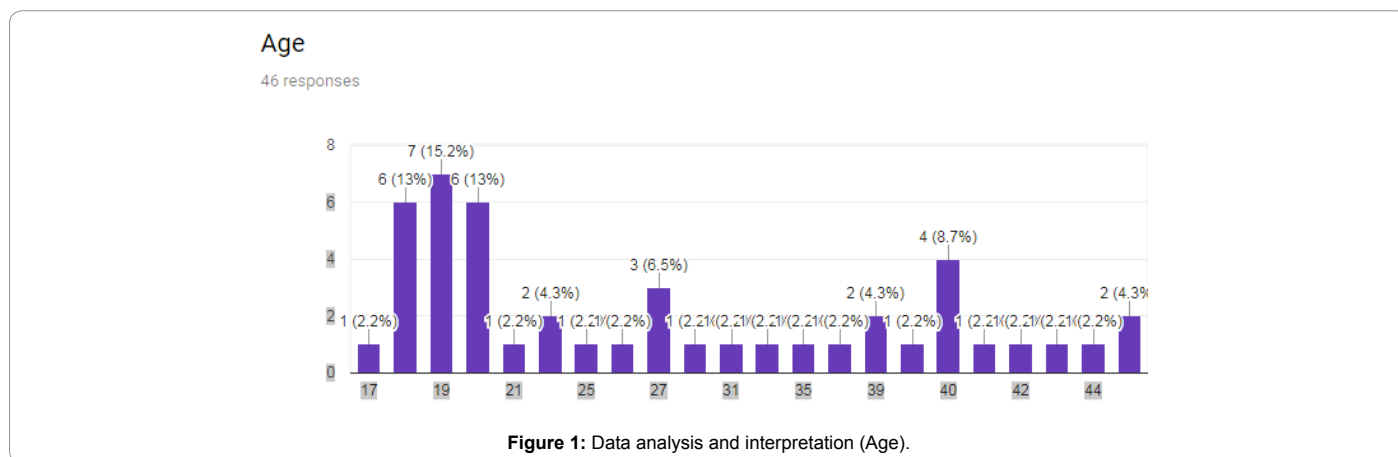
Interpretation: As per the data collected by the researchers it came to know that there are various age groups who are personally interested to give the information about forts. From the age of 17 to 44 people are filled the questionnaire (Figures 1 and 2).

Interpretation: Researchers tried to get the data from male and female both. It would help to come in to conclusion that both male and female are keen to give the response for the promotion of forts.

Interpretation: Maximum people are getting enough time for vacation and they spend their leisure time also. It helps them to spend money and time to explore the various destinations like forts (Figures 3 and 4).

Interpretation: The collected data says that there are number of places where tourist visits. It includes outings, trekking. They go with their families for visiting places. Some people spend their leisure time at home only. Some people go for travelling (Figure 5).

Interpretation: As per the data collected, researchers came in to conclusion that maximum people go and visit forts frequently. They like to visit forts (Figure 6).



2) How do you spend your vacation/holiday?

47 responses

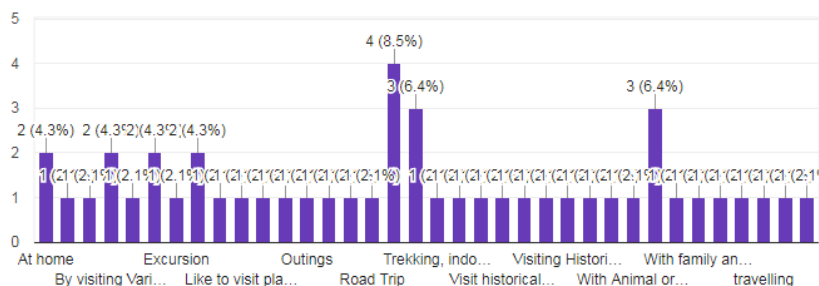


Figure 4: How do you spend your vacation/holiday?

3) Do you visit Forts frequently in Pune?

49 responses

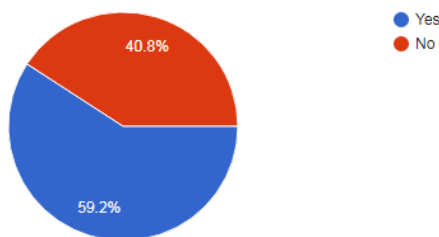


Figure 5: Do you visit Forts frequently in Pune?

4) Reasons for your visit?

45 responses

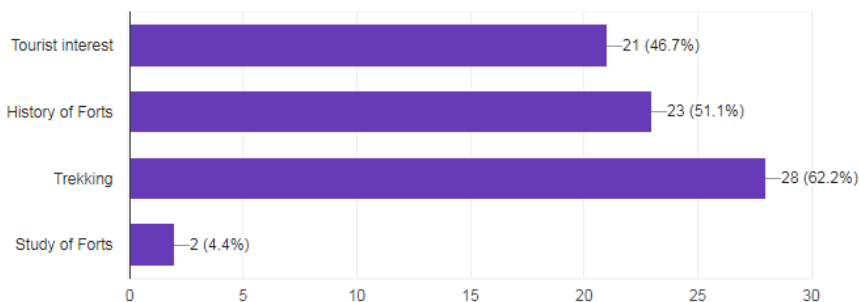


Figure 6: Reasons for your visit?

Interpretation: Data says that there are various reasons for visiting forts. A person normally visits forts because of their personal interest. Some respondents said that they like to visit forts to know the history and insights of the forts in detail. There are more respondents who visit forts for trekking. Researchers can say that most of the people like to visit forts (Figure 7).

Interpretation: As per the responses of respondents maximum people are aware about the advertisement and promotion of forts in Pune. We can't say that 100% people are aware about forts. There

is a better scope to promote forts as a good destination. It says that promotion needs to be happened on a larger scale (Figure 8).

Interpretation: Most of the information about forts is provided by the word of mouth. People are getting fruitful information of forts through newspaper also. The impact of information and awareness is more from word of mouth than any other sources. Television, magazine, radio and websites also provided the information however newspaper and word of mouth played a very important role for awareness of forts in Pune (Figure 9).

5) Are you aware about Advertisement and Promotion of Forts in Pune?

49 responses

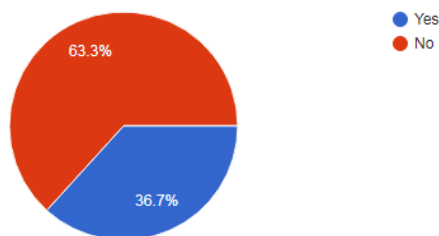


Figure 7: Are you aware about Advertisement and Promotion of Forts in Pune?

6) How did you come to know about Forts in Pune?

47 responses

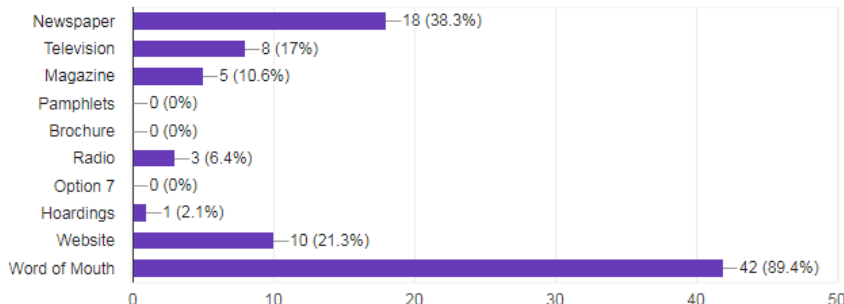


Figure 8: How did you come to know about Forts in Pune.

7) Rate the Attractiveness of the advertisement of Forts in Pune.

47 responses

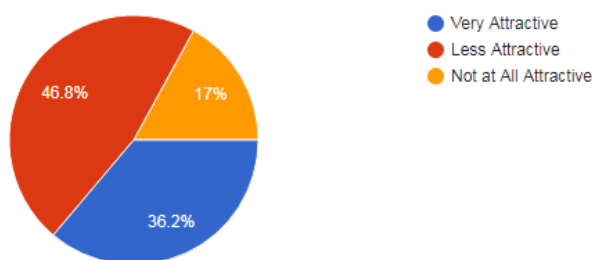


Figure 9: Rate the Attractiveness of the advertisement of Forts in Pune.

Interpretation: There is no any special effects and impact of advertisement for forts in Pune. As per the data there is no any attractiveness for the advertisement of Pune Forts. Hardly advertisement is happening for the same. There are some responses who said that advertisement is not at all attractive and not very attractive (Figure 10).

Interpretation: Advertisement which are happening for the forts which are not good as per the actual quality of advertisement. People are said that advertisement is not highly satisfied. Some people are satisfied with whatever the advertisement available for Forts of Pune.

Some people are averagely satisfactory. 21.7% people are dis-satisfied for the advertisement of forts (Figure 11).

Interpretation: There are most of the respondents who said that advertisement of forts of Pune is not attracting tourist at all for visiting forts in mass. There is a need to work on more for advertisement for the promotion of forts. Some people said they get attracted towards forts and some said may be (Figure 12).

Interpretation: While seeing the advertisement respondents said that they feel better for the advertisement. It helps them to get

8) Rate the quality of advertisement?

46 responses

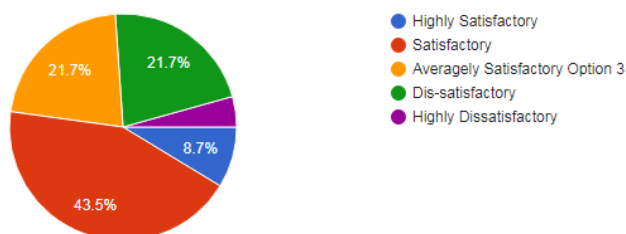


Figure 10: Rate the quality of advertisement.

9) Does the advertisement of Forts in Pune attract you to go and visit it?

48 responses

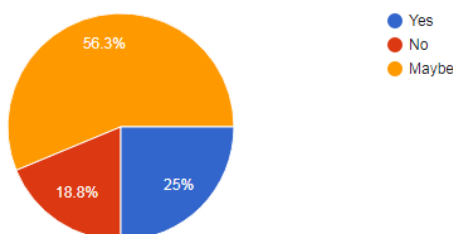


Figure 11: Does the advertisement of Forts in Pune attract you to go and visit it?

10) How do you feel while seeing the advertisement?

47 responses



Figure 12: How do you feel while seeing the advertisement?

information of forts. Some respondents are not satisfied with design and content used for advertisement. Some people don't like the way promotion is happening. They have clearly said that they are not satisfied with the advertisement (Figure 13).

Interpretation: As per the question based on given choice, respondents answered that they would be happier to see the advertisement through newspaper. Television Magazine Pamphlets, Brochure, Radio, hoardings, website and word of mouth. They are more interested in newspaper advertisement. We need to work on more mediums also which can work to promote Forts for fullest.

Findings

We can't say that 100% people are aware about forts. There is a better scope to promote forts as a good destination. It says that

promotion needs to be happened on a larger scale. Most of the information about forts is provided by the word of mouth. People are getting fruitful information of forts through newspaper also. The impact of information and awareness is more from word of mouth than any other sources. Television, magazine, radio and websites also provided the information however newspaper and word of mouth played a very important role for awareness of forts in Pune.

Recommendations and Suggestions

As per the question based on given choice, respondents answered that they would be happier to see the advertisement through not only Newspaper but also Television, Magazine Pamphlets, Brochure, Radio, hoardings, website and word of mouth. They are more interested in newspaper advertisement. We need to work on more mediums also which can work to promote Forts for fullest.

11) Given a choice, which advertisement you will prefer to get detailed information about Forts in Pune?

48 responses

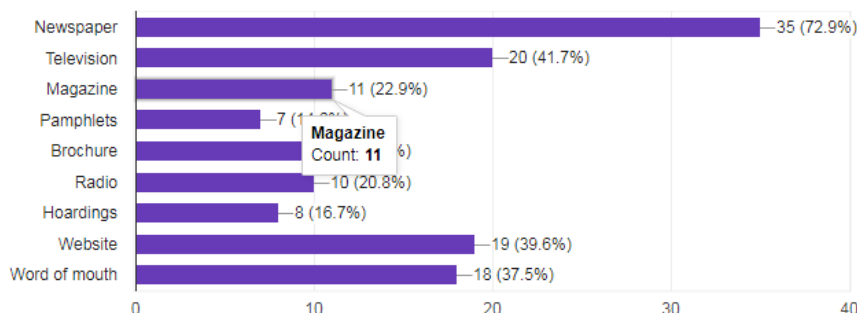


Figure 13: Given a choice, which advertisement you will prefer to get detailed information about Forts in Pune?

Now a day's people are more technosavy, it would be very much easy to spread the information through technology and social media, which would directly and indirectly, helps to promote forts tourism in Pune City.

Conclusion

Maximum people are getting enough time for vacation and they spend their leisure time also. It helps them to spend money and time to explore the various destinations like forts. The collected data says that there are number of places where tourist visits. It includes outings, trekking. They go with their families for visiting places. Some people spend their leisure time at home only. Some people go for travelling. As per the data collected, researchers came in to conclusion that maximum people go and visit forts frequently. They like to visit forts. Data says that there are various reasons for visiting forts. A person normally visits forts because of their personal interest. Some respondents said that they like to visit forts to know the history and insights of the forts in detail. There are more respondents who visit forts for trekking. Researchers can say that most of the people like to visit forts. As per the responses of respondents maximum people are aware about the advertisement and promotion of forts in Pune. We can't say that 100% people are aware about forts. There is a better scope to promote forts as a good destination. It says that promotion needs to be happened on a larger scale. Most of the information about forts is provided by the word of mouth. People are getting fruitful information of forts through newspaper also. The impact of information and awareness is more from word of mouth than any other sources. Television, magazine, radio and websites also provided the information however newspaper and word of mouth played a very important role for awareness of forts in Pune. There is no any special effects and impact of advertisement for forts in Pune. As per the data there is no any attractiveness for the advertisement of Pune Forts. Hardly advertisement is happening for the same. There are some responses who said that advertisement is not at all attractive and not very attractive. Advertisement which are happening for the forts which are not good as per the actual quality of advertisement. People are said that advertisement is not highly satisfied. Some people are satisfied with whatever the advertisement available for Forts of Pune. Some people are averagely satisfactory. 21.7% people are dis-satisfied for the advertisement of forts. There are most of the respondents who said that advertisement of forts of Pune is not attracting tourist at all for visiting forts in mass. There is a need to work on more for advertisement for the

promotion of forts. Some people said they get attracted towards forts and some said may be. While seeing the advertisement respondents said that they feel better for the advertisement. It helps them to get information of forts. Some respondents are not satisfied with design and content used for advertisement. Some people don't like the way promotion is happening. They have clearly said that they are not satisfied with the advertisement. As per the question based on given choice, respondents answered that they would be happier to see the advertisement through newspaper. Television Magazine Pamphlets, Brochure, Radio, hoardings, website and word of mouth. They are more interested in newspaper advertisement. We need to work on more mediums also which can work to promote Forts for fullest.

Limitation

- The study is limited to the Pune city.
- The study is restricted to study the potential use of advertisement for promotion of Pune forts.

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