Planning the City from Tourist's Perspective to Enhance the City Image A Case of Aurangabad

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ABSTRACT

Cities are famous with the identity that they carry, these identities are built over ages, and people associate themselves with the same. They create certain image of the city and pass on to others via various media. This helps in building a city brand. With increased urbanization the Brand value of the city reduces and thus there is need to enhance the image of the potential City. Though flagship buildings and Events are two ways in supporting image building but strategic City Planning is a key to enhance the City Image and stand in a line with competition of cities to build 'City Brand'.

Study aims at Planning Aurangabad City from tourist's perspective and enhancing the city Image. Paper discusses about the Concept of City branding and role of city image in branding from planning perspective. Aurangabad city though rich in culture, heritage and tourism is still depriving from focused planning. Tourism being its asset value, city lacks in tourist's infrastructure and media publicity which unables the city to stand globally. Study also helps in achieving the objectives to find relevant planning parameters responsible for enhancing city image, building brand, and studying relationship between city images and planning.

Methods such as questionnaire sampling, landuse and matrix analysis along with interviews and expert opinions have helped to identify the planning parameters which needs improvement and changes. Outcome of the study focuses on enhancing the image from tourist's perspective by suggesting guidelines which bring reforms in city planning, rejuvenating the city by establishment of Urban Art Commission and introducing a tourist zone in landuse map of Aurangabad which will cater to physical and social infrastructure of Aurangabad City. Planning and Marketing strategies together will fulfill the aim of creating 'Brand Aurangabad'

Keywords: Brand Value, City Brand, Strategic Planning, Landuse, Planning Parameters

1. INTRODUCTION

City is a complex and constantly growing living organism. It is such a dynamic process where in city grows and changes its face every now and then. It shades of its past and adjusts to the present

situation. But while adjusting to the currents situations city forgets what it has as an asset value and thus looses its identity. Building the city image helps in nurturing the identity of the city to which every individual can associate with. The person living in the city and the person visiting the city has two different angles of looking at the city but holistically planning adds to the city image. City creates an impression in one's mind, narrates story and makes one think about the same even though if the person is not physically present there. Today cities are growing at an alarming rate. There is growing completion between the cities to meet the needs. With an aim to meet the needs of growing population, developments are taking place neglecting the original asset value of the City. Competition between cities has resulted into more marketing strategies and polices, involving various planning agencies and stakeholders. City Branding acts a tool for selling the City bringing change in the present scenario of the place.

2. CITY IMAGE AND CITY IMAGE ENHANCEMENT

Table 1 Brief Distinguish between City Image and City Image enhancement

City Image	City Image Enhancement
It is the *Association* with the place	*Improves* on cities *existing image*
It is the *perception* that one carries about the city	By *improving* cities physical and social *infrastructure*
It talks about the cities *identity*	City roads
It highlights the cities *potential asset*	City environment
It talks about *sense and Security*	*Quality of life*
It talks about *people* living in the City	Helps in building *cities identity*
About *Infrastructure* of the city	*Improves city scape* and skyline enhancing the image
Mobility and Movement in the city	
It talks about *street scapes* of the city	

2.1 Need and Scope and Limitation of study of Aurangabad City in Maharashtra

Need

Indian Cities have a potential for development and also has unique characteristics which can be explored to build the city image and build the city brand. Concept of city brand might be new for Indian cities but they have a potential to explore and stand on the world map as City brand. Efforts taken by planners, authorities, urbanist, and designers in India to build the city image are not to the fullest. Image enhancement plays an important role in developing the city and building the city brand. In India, Maharashtra ranks third in terms of area. State has vast history since 2nd century B.C. and is the most visited state in India by foreign tourists [1] Aurangabad is fastest growing city

in Maharashtra after Nashik. Aurangabad has two world heritage sites which are visited by Indian and foreign tourists to very large extend. City being centrally located within region has connectivity to all the tourists' spots thus it is a preferred city by tourists to halt. Aurangabad City

1. Has potential and but isundervalued 2. It is strategically located
2. It is fastest growing cities in the world and fifth largest city in Maharashtra
3. City is a tourist hub 5. It is City of Gates and
4. Recently, Aurangabad has been declared as Tourism Capital of Maharashtra in 2012[2]

2.1.2 Scope and Limitation
Studying all planning parameters that relates to tourism aspect which are responsible for enhancing image of the city and formulate the strategy for overall development which will help in giving appropriate identity. Along with Aurangabad region city is also rich in tourists places. Thus tourism is the asset that city that has. City is also getting importance from industrial sector because of proposed Delhi Mumbai Industrial corridor passing through the region. But tourism image dominates more than industries and thus the study is limited to tourism aspect and suggests the planning changes from tourism perspective.

3. EXISTING IMAGE OF AURANGABAD CITY

3.1 History
City has a great historic background. Aurangabad is the headquarters of Aurangabad district and also the divisional head quarters of the Aurangabad Region. An ancient and historical city of the Marathwada Region. The city became the residence of Aurangzeb- the Mughal Emperor in 1681 and in 1682 Khan Jahan Bahadur constructed a wall around Aurangabad to protect it against surprise attacks of Marathas. To this fortified wall were built 52 gates and thus the city was known City of Gates.
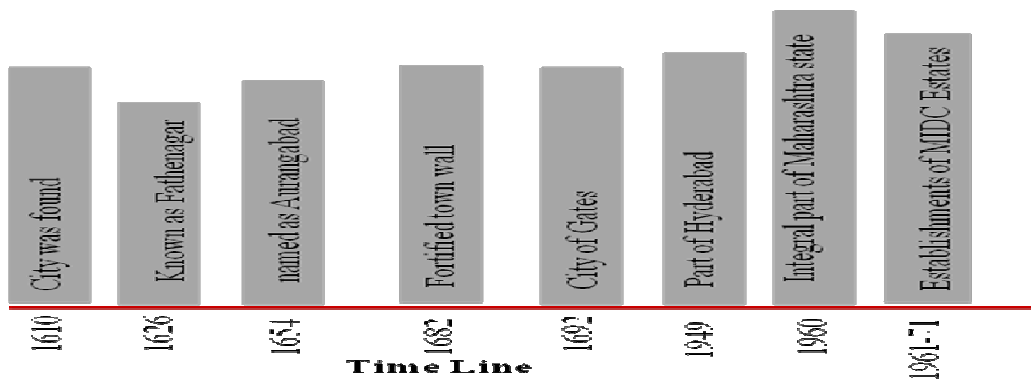
Fig. 1 Time line of Aurangabad City

- City was founded by Malik Amber. And it is believed that city took shape under his rule.

3.1.2 Aurangabad City Survey and Analysis

To understand image of Aurangabad city survey was conducted in three ways:

1. Questionnaires- targeting local residents and tourists. So local residents included government employees, professionals, students, visitors, businessmen and retired people where as tourists included Indian and foreign tourists. The related parameters were depicted in the form of pie charts. Percentage variations helped to identify parameters which needs enhancement.

2. Observations- Represented in the form of matrix separate for local residents, Indian and foreign tourists perspective. The parameters were ranked as per the conditions good, fair, average and poor. This helped to find out the parameters which needed attention

3. Landuse survey- Along the major connecting spines of the city to understand the image that is portrayed to tourists while moving on these roads.

Parameters which were considered during survey included Climate, Environment, Connectivity, Culture, Heritage Monuments, Water bodies, Social and physical infrastructure safety and security etc.

Sr.No. Landuse	Landuse %					
	Road1 Road from Aurangabad Mill T junction	Road2 Baba Petrol pump to Airport	Road3 Harsul Divescon Road	Road4 From Naubal Gate to Paithan	Road5 Road to Aurangabad Caves	Road6 Baba Petrol pump to Daulatabad Fort
1 Residential	31.5	34.9	25	30	39	52
2 Mix used	25	20	20	37.5	8	0
3 Industrial	2	20	40	0	0	0
4 Commercial	1	10	0.5	5	0	0
5 PSP	25	10	4	15	30	5
6 Public Utility	0.5	0.1	0.5	2	0	0
7 Open Spaces	10	0	0.5	2	1	1
8 Water body	5	0	5	0.5	2	2
9 Transport	0	5	0.5	3	0	0
10 Agricultural	0	0	4	5	20	40
Total	100	100	100	100	100	100

| Sr.No.	Parameters	Good	Fair	Average	Poor/Bad	Rank
1	Climate			▓		2
2	Environment				▓	1
3	Location- connectivity with rest of the cities		▓			3
4	Tourists places popularity			▓		2
5	Culture			▓		2
6	Heritage monuments				▓	1
7	Walled City?				▓	1
8	Food			▓		2
9	River/ Waterbodies				▓	1
10	Recreational places			▓		2
11	Social infra		▓			3
12	Garbage, Elect. drainage problems				▓	1
13	Roads -condition				▓	1
14	Public Transport Avalibility			▓		2
15	Housing/Accomodation			▓		2
16	Restaurants and Hotels				▓	1
17	Safety				▓	1
18	Bazzar			▓		2
19	Aesthetics				▓	1

Fig. 2 Prominent Landuse Analysis along main spines of the city   Figure 3Analysis of parameters from Matrix(▭ Parameters with poor ranking)

Table 2 Comparative Analysis of Parameters responsible for Image enhancement

| Sr.No	Identified parameters from Questionnaire	Identified Parameters from Observations	Identified Parameters from Landuse	Parameters responsible for Image enhancement for Aurangabad City
1	Road	Road	Road	Roads
2	Environment	Environment	Water body	Water body and natural environment
3	Heritage and Conservation	Heritage and Conservation	Heritage and Conservation	Heritage and Conservation
4	Water body	Water body	Recreational facilities	Recreational facilities
5	Public Transport	Public Transport	Open spaces	Open spaces
6	Garbage	Garbage	Utilities	Commercial
7	Street furniture	Street Furniture	Commercial Sector	Street scapes
8	Safety	Recreational facilities		Safety and Security
9	Market/bazaars	Safety		
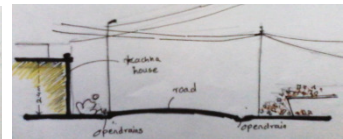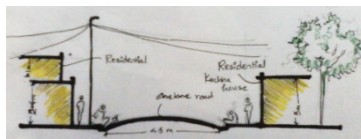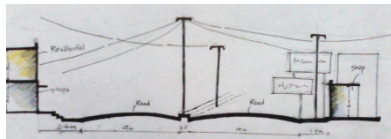
Fig. 4 Mill corner to Delhi Gate   Fig. 5 Bibi-ka-Makbara srea   Fig. 6 Aurangabad Caves

Fig. 7 Aurangabad City at Glance (Existing Conditions sketches and city Images)

3.2 Proposal

Exiting tourist footfall is expected to increase by approximately 30%by 2031 which includes Indian as well as foreign tourists. To revive cities identity image enhancement needs to be focused on the identified parameters from survey. City is majorly perceived from streets and thus road

infrastructure makes a major impact. Also one of the important parameter which identifies city as developed city is commercial development in the city. Thus to make tourist's feel comfortable, associate themselves with the city, develop a sense of belonging, feel safe and secure; roads, commercial and open spaces will play an important role. It is said that '*first impression is the last impression*' from this perspective if the city is analyzed then the entry and exist points of the city such as S.T. stand , Railway station , Airport, T-junction(road leading to Ajanta are poor in road infrastructure, streetscapes, visual ambience, cleanliness, commercial development (shopping areas and hotels)and green areas which are city lungs.
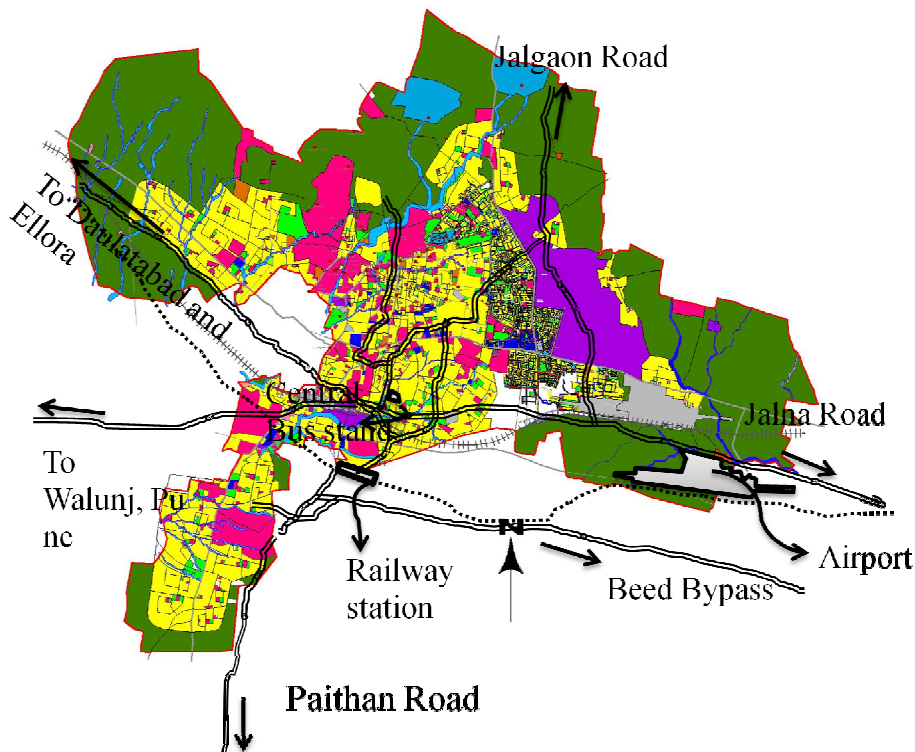
Fig. 8 Existing Aurangabad City Plan

3.1.1 Vision statement

By 2031 Aurangabad City acquires the status of *Tourist City* and creates *Brand Aurangabad*. This will increase prolonged stay of tourists in the city adding to increase in economy, safety, security, building culturally rich community.

Build an aesthetically welcoming city which will create an impression and trace cities image on global map.

3.1.2 Strategies Adopted

- Physical Infrastructure- Up gradation of the public transport and road infrastructure Resulting in convenient and safe communication reducing stress on road infrastructure. Also Enhancing image increases pressure on services such as sewerage, solid waste, water supply, and also electricity which should be planned strategically.

- Conservation and Restoration of the monuments within the city- this will help in promoting tourism within the city and boost self identity of the city.

- Tourism development- defining guidelines for the area surrounding tourist's destinations and leading to destinations. Developing tourist's infrastructure like hotels, recreational areas, shopping areas, tourists information centres, public toilets, modern facilities and amenities,

- Urban Design- Enhancing street scapes, street design, facades, pedestrian walkways, plazas, squares, etc will create an impression on user.

- Defining landuse along the main spines of the city. These include roads leading to Ajanta, Daulatabad, Panckakki, Aurangabad Caves, Gates, and Airport. Keeping the overall landuse percentage same assuming the city will expand in similar proportion by 2031, reserving land for commercial, open spaces and mixed use zones along the roads enhancing city image.

- Marketing strategy- for promoting city image through city planning tool, infrastructure developments should take palce, new policies should be introduced giving incentives to stakeholders, events and festivals should be organized supported by media, newspapers, news channels, broachers, etc.This will invite more number of tourists to the city and also support local economy.
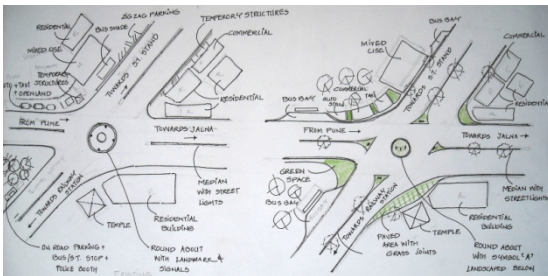

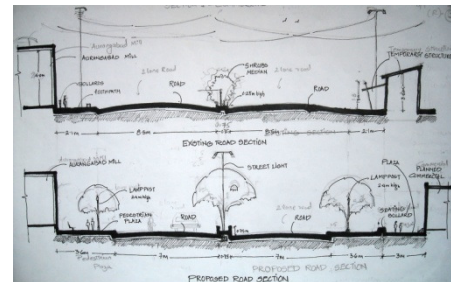**Fig. 9 Existing and Proposed Nodal development**

Fig. 10 Existing and Proposed Streetscape

4. CONCLUSIONS

City Image enhancement is a long term process. To develop city brand and to achieve identity of Aurangabad as Tourist city the proposals should be implemented in phases within the span of 20 years. Sterrt scapes, nodal developments and landuse planning in defined manner will help in achieving the *vision Brand Aurangabad* .Tourism Development authority should be appointed to implement the proposed strategies. Image enhancement for a city is a part of city branding and this could be achieved with the support of public participation. For any city to build a strong identity and to carry the image further needs focused planning. City planning plays a vital role in achieving city branding. If cities are not planned and just promoted then there might be possibility that cities

develop a negative image resulting into unemployment, unhealthy conditions, bad quality environment etc. thus to develop positive image planning and marketing and economy should correlated. Resulting into increased employment increasing cities GDP making position on global map.

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