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Pune e-portal: Unlocking city's beauty online

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ABSTRACT—

The following research paper is based on a website which primarily focuses of promotion of tourism in Pune. Pune, which is also known as 'Cultural Capital of Maharashtra' is rich with variety of heritage sites abut yet lack a suitable platform for its promotion and this website tops up this gap effectively.

Keywords— cultural tourism, heritage tourism, Pune tourism, Pune travel guide, virtual guide

Introduction

Importance of topic: The website will provide better user experience to visitors and thus easing their tour to Pune. The website will further promote local businesses like small restaurants and lodges and hence contribute in the economical development of Pune. With presence of a primarily focusing website like this, Pune will become visible and hence more popular among the tourists. Pune's rich cultural history will be detected by wanderers.

Current Status of Pune's Tourism Sector: The hospitality and tourism industry in Pune has grown dramatically in recent years. It is intrinsically linked to the tourist business, and India's expanding tourism industry has fuelled the growth of the hospitality and tourism industries. The growing economy and expanded business prospects in India have also benefited the hospitality industry and tourism in Pune. Today, the hospitality and tourism industries are becoming more electronically connected in terms of both products and services. Currently, Pune has a lot of tourist places to visit. Pune has its own railway station, airport facility and newly started Metro too! Due to the flourishing hospitality industry of Pune, large amount of tourists visit Maharashtra, especially Pune. Presently, problems faced by tourists include traffic congestion, pollution, and infrastructure development and efforts are being taken by government to overcome these problems.

Scope of investigation: To identify the popular tourist places in Pune including historical landmarks, cultural attractions, natural sites, to explore different types of accommodations available in Pune, such as hotels, resorts, etc., to determine the target audience and preferences for different types of accommodations, to investigate the culinary landscape of Pune, including local cuisine, cafes, street food, and fine dining establishments and to analyze user feedback, reviews for insights into user preferences and expectations are some of the aspects related to the topics which can be further investigated.

LITERATURE REVIEW

II.1. Research papers consulted for the project:

1. Amol S. Shinde [1] has analyzed major tourist attraction of Pune district, Maharashtra. Natural resources, hill ranges, beaches, waterfalls, hot springs, temples, old forts, caves, wildlife, landscape, and a temperate temperature are all major draws for tourists. The Pune district offers a plethora of amenities to both local and international visitors. These include of infrastructure, transportation, natural resources, hotel resources, and popular tourism destinations. Pune District has been chosen for the study project. Pune is the southern district of Satara, the northern districts of Thane and Ahmednagar state, the western district of Raigad, and the eastern district of Solapur. Highlighting the region's most popular tourist spots, places of worship, historical sites, natural areas, and cultural sites, among other things, is the goal of the study. Both primary and secondary data were used in this investigation. The district's natural beauty, caverns, temples, forts, small gardens, rock gardens, tracking, rock climbing, wildlife, festival fairs, arts, handicrafts, creeks, lakes, and other locations are its main tourist attractions. During a visitor's stay, what amenities are necessary for them to enjoy, such as natural resources, transportation and infrastructure support, lodging, food, entertainment, sightseeing, and shopping, among other things? Each and every one of these amenities is necessary for tourism.

2. Ms. Gauri Shah and Mr. Kiran Shende [2] has studied importance of Food Tourism and its impact on Creating Career Opportunities amongst the Residents of Pune city. According to Eric Wolf, the experience sector is where the idea of "food tourism" is emerging and making its imprint on the travel industry. where the industry's worth is measured by the worth of unforgettable experiences. Since food is an essential component of human life, this industry will likely continue to flourish for as long as people live. Pune is growing in all directions, which means that Pune tourism is growing as

well. This will open up a lot of new opportunities for Pune residents to enhance their culinary experiences and share them with the outside world. Food tourism is always defined as food experiences taken outside the boundaries of tourism. Pune citizens will have a plethora of professional options thanks to this entire procedure. The main point of this essay is that, in addition to creating new job prospects, food tourism promotes regional cuisine and is a very sustainable approach to do so. As the report notes, the rise in food tourism in the Pune region is responsible for the increasing popularity of Maharashtrian cuisine.

3. Nitin N. Mundhe and Ravindra Jaybhaye [3] have studied Chronological Development of Pune from 759 to 2014 A.D. Examining Pune's urbanization from a small agricultural settlement known as "Punnakka" to the state's cultural hub is the goal of the research project. Pune is a historic city in India with a bright future, a creative present, and a rich past. Pune has become a well-known base for the manufacturing sector and is now acknowledged as the nation's center for education and information technology. The population of the metropolis, which occupies an area of 250.56 square kilometers, exceeds 3 million. The city's quick development has changed it from being a retirement community to an administrative and educational hub to a thriving economic hub. The city has a long history of urban tradition: it was a center of precolonial urbanism historically, an important military hub during British control, a fast expanding modern industrial center following independence, and is currently recognized as a rising metropolis. This kind of background information is helpful in designing strategies to support sustainable urban planning as well as in understanding the current state and its implications.

4. Rajesh S. Amonkar [4] has analyzed heritage tourism marketing in Pune city. India is well known for its ancient history and rich culture. Since the Indian government started taking further steps to improve India's reputation as a destination for historical tourism, the industry has seen a tremendous increase in the past few years. The promotion of heritage tourism is crucial in drawing visitors to locations with historical significance. The city of Pune is rich in historical and archaeological landmarks. Pune has every chance to become a significant Indian heritage attraction. To draw both local and foreign visitors, heritage sites need to be well-planned and aggressively marketed. The key cultural tourist items in Pune are identified by this study. This research aims to do a SWOC analysis of historical tourism in Pune and to examine the current state of heritage tourism marketing.

5. Kendre R. R. [5] has analyzed Pune as a tourist destination. Pune is known as the Queen of the Deccan, Oxford of the East, and the cultural center of Maharashtra. It is a city with a rich historical background, having been home to the legendary Raja Shivaji, the great Bajirao, Sadashivrao (Bhau), and Vishwasrao Peshawa. Pune is surrounded by hills and valleys and is located on the bank of the Mula-Mutha River. It is imperative that the government acknowledge Pune's potential as a tourism destination and address its shortcomings. Finding the flaws in it is a crucial first step towards making it leak proof. Pune will not even be considered as a tourism destination if the threats are not assessed immediately. The SWOT analysis of Pune as a travel destination is included in this essay.

II.2. Problem Statement

Despite Pune's growing potential as a vacation destination, there remains a major gap in the availability of accurate and thorough visitor information. It is difficult for travellers to arrange their vacations efficiently and make knowledgeable selections about lodging, food, transportation, and activities since the available tourist resources are dispersed, out-of-date, and frequently lacking in adequate depth.

The lack of a centralized platform further aggravates the problem by creating missed opportunities to advertise Pune's variety of experiences and attractions to a worldwide audience.

In order to solve these issues and give visitors accurate, current, and easily accessible information to improve their experiences and fully utilize Pune's tourist potential, it is imperative that a strong and user-friendly tourism website be developed.

This problem statement highlights the difficulties that visitors have as a result of the dearth of thorough and centralized tourism information for Pune, highlighting the necessity of a specialized website to successfully solve these problems and promote the city's tourism offerings.

II.3. Objectives

Encouraging Travel

Emphasize Pune's distinctive features, such as its historical sites, cultural hubs, scenic locales, and contemporary conveniences. Highlight the city's many attractions, including its shopping centers, festivals, events, and gastronomic offers.

Make use of captivating images, and narratives to draw in prospective guests and stimulate their interest in Pune's attractions.

Improving the Experience of Visitors

Give thorough and current details about places to visit, places to stay, places to eat, ways to get around, and useful travel advice. Make sure the website is easy to use, compatible with a variety of devices, and has clear navigation so users can browse and retrieve content with ease.

To assist guests in tailoring their experiences according to their interests and preferences.

Encouraging Travel Planning

For ease of reference, arrange information in an orderly fashion by classifying sights, lodging options, restaurants, and activities according to factors like location, kind, and theme.

Include interactive maps to help travellers plan their trips, identify places to stay, and make reservations.

Boosting Interaction with Visitors

Encourage visitor involvement and communication with tools like reviews and user-generated content.

Encouraging Growth in the Economy

Highlight neighborhood establishments, such as lodging and dining establishments, to draw in tourists, boost the local economy, and accelerate Pune's growth.

Encouraging Regional Heritage and Culture

With interesting content and multimedia displays, showcase Pune's historical narratives, art forms, and cultural heritage.

Work together with organizations, museums, and historical locations that highlight Pune's diverse cultural landscape.

METHODOLOGY

III.I Design: Writing code is the main component of designing our website. The following programming languages were utilized to create the website:

- a. HTML (Hypertext Markup Language);
- b. CSS (Cascading Style Sheet);
- c. Javascript;
- d. MySQL;
- e. PHP

HTML

Frontend development has made use of HTML. HTML5 was used to develop the website page's fundamental framework. It describes the layout and structure of a web page using HTML tags and properties. HTML's advantages include its ease of usage and ease of learning. It is independent of platforms. A web page can have audio, video, and image additions. Hypertext is a markup language that can be incorporated into the text.

CSS

The stylesheet language used to add styles to an HTML document is called Cascading Style Sheets. It specifies how web pages should display HTML components. Håkon Wium Lie first proposed CSS in 1994. Lie and Bert Bos worked on it subsequently, and in 1996 they published the CSS1 specification. The goal of using CSS is to streamline the presentation of online pages. The primary characteristic of CSS is its stylistic rules, which are applied to different components by the client browser after being interpreted. You can use CSS to adjust text color, font style, element spacing, column sizing, display variation among devices, and screen resolution.

JAVASCRIPT

One of the most crucial programming languages for all web developers is JavaScript. JavaScript is developing quickly. You will acquire web development abilities by studying it. For newcomers, learning JavaScript is crucial. It may be used to create mobile apps, games, websites, and more. JS is now utilized to create server-side apps thanks to frameworks like Node.js and Express.js. JavaScript gives programmers the ability to write comprehensive fixes for a range of issues. New features and standards are constantly added to JavaScript. A sizable user and mentor community actively supports the development of JavaScript.

MySQL

MySQL is an open-source relational database management system that uses rows and columns to store data in an organized manner. It is software that lets users design, maintain, and work with databases. Renowned for its dependability, scalability, and user-friendliness, MySQL was created by MySQL AB, which is currently a part of Oracle Corporation. MySQL's features include ease of use, security, open source, scalability, reliability, high performance, and client-server architecture.

PHP

The abbreviation for PHP is Hypertext Preprocessor. PHP is a scripting language that runs on servers that is specifically intended for web development. Since it is open-source, using and downloading it is free. It is quite easy to use and learn. PHP files have the ".php" extension. Rasmus Lerdorf contributed to the later versions and introduced PHP in the initial one. Since it is an interpreted language, a compiler is not necessary. PHP is also used to power websites like www.facebook.com. It supports major protocols like HTTP Basic, HTTP Digest, IMAP, FTP, and others. The ease with which PHP can be included into HTML files and the ease with which HTML codes can be produced in a PHP file.

III.I. Elements of website

III.II.I Home Page

The homepage of the website serves as an essential informational hub for both visitors and locals, offering a comprehensive overview of the city's diverse attractions. Structured access is provided to a wealth of data, encompassing Pune's events, cultural heritage, and prominent landmarks. Through systematic navigation, users gain insights into the city's historical significance and contemporary vibrancy. From renowned landmarks to bustling markets, and from cultural festivities to culinary delights, the platform aims to present Pune's essence in an organized and informative manner. Its primary goal is to facilitate exploration of Pune's tapestry, enabling individuals to uncover its myriad facets and immerse themselves in the richness of its heritage. This page consists of sections like:

- Pune Saga
- This section consists of historical information of Pune, right from the ancient period to post independence era. It also consists of pictures with descriptive information about each era with detailed explanation.
- Pune Scapes
- This section consists of geographical information of Pune. This section provides various factors like altitude, topography, climate, vegetation, water bodies, etc. It also consists of pictures of various geographical locations.
- Sight Symphony
- This section provides the user with various pictures of all sections of the website. It is the pictorial gallery of the website.

III.II.II. Cuisine

Embark on a culinary exploration within Pune through this section, where the city's dynamic food culture boasts a blend of flavors and traditions sourced from various regions of India. Users can indulge in iconic street delicacies such as vada pav and misal pav, or savor the authenticity of Maharashtrian thalis laden with local specialties. Pune's culinary scene encompasses a diverse array of dining establishments, ranging from bustling eateries to restaurants offering inventive reinterpretations of traditional fare. International cuisines, including Italian pasta and Chinese dim sum, further enrich the gastronomic landscape. Whether one is a seasoned epicurean or an adventurous traveler, Pune's gastronomic diversity guarantees a memorable dining journey, celebrating the intricate tapestry of Indian culinary heritage.

III.II.III. Historical Places

The journey through Pune's rich historical tapestry commences with an exploration of meticulously selected landmarks, offering insight into the city's enduring legacy. These famed sites have stood the test of time, each possessing a unique narrative that contributes to Pune's diverse historical fabric. Embarking on this enthralling tour through Pune unveils a captivating narrative where each stone bears witness to tales of bravery, perseverance, and cultural evolution. This formal and informative exploration offers a comprehensive understanding of Pune's historical significance, enriching the visitor's experience and fostering a deeper appreciation for the city's heritage.

III.II.IV. Temples

Embarking on a spiritual journey through Pune's revered temples is facilitated by an in-depth guide, offering comprehensive insight into the city's sacred landmarks. This curated selection showcases a diverse array of religious sanctuaries, spanning from historic, age-old shrines to contemporary architectural marvels. Within these hallowed precincts, visitors are enveloped by a serene ambiance, providing solace and fostering a deeper connection with their spiritual selves. The architectural diversity of each temple is notable, reflecting distinct styles and influences. Through meticulous observation, visitors can appreciate the intricate designs and ornamentation that adorn these sacred structures. Additionally, delving into the rich tapestry of traditions and rituals surrounding each temple offers a deeper understanding of their cultural significance. This thoughtfully curated collection of Pune's temples serves to uplift, enlighten, and inspire individuals, irrespective of their spiritual inclinations. Whether one is a devout pilgrim or a curious traveler, this formal and informative exploration promises to enrich the spiritual journey, offering profound experiences and lasting impressions.

III.II.V. Recreational Places

Pune, known as the "Oxford of the East" and a vibrant city in India, offers numerous recreational spots which includes parks and gardens, malls, amusement Parks, shopping streets, theatres, etc.

III.II.VI.Parks and Gardens

The serene and verdant oases dotting Pune's landscape offer a refreshing respite from the bustling urban milieu, inviting exploration through a formal and informative lens. These meticulously curated parks not only offer peaceful retreats but also serve as invaluable green spaces within the city, promoting biodiversity and enhancing the quality of urban life. This formal and informative portrayal sheds light on Pune's lush green havens, inviting individuals to savor moments of tranquility amidst abundant vegetation.

III.II.VII. Shopping Streets

Pune's bustling streets offer a plethora of shopping opportunities, catering to diverse tastes and preferences. Within this formal and informative report, attention is drawn to several prominent shopping districts, each contributing to Pune's vibrant retail landscape. In conclusion, Pune's diverse shopping scene provides ample opportunities for retail therapy, from the traditional charm of MG Road and Laxmi Road's cultural vibrancy to the contemporary allure of Phoenix Market city. This formal portrayal serves to highlight Pune's dynamic retail landscape, catering to the varied needs and preferences of shoppers within the city.

III.II.VIII. Amusement Parks

Pune's leading amusement parks provide an avenue for exhilarating experiences and family-friendly entertainment, as outlined in this formal and informative report. Premier amusement parks, including Adlabs Imagica, Wet N Joy Water Park, and Appu Ghar, offer diverse experiences tailored to the preferences of visitors. This formal portrayal underscores the significance of these attractions in providing endless fun and excitement while enriching the city's leisure offerings.

III.II.IX. Theaters and Cinema Hall

Experience Pune's thriving cultural scene at one of its famous theaters, where live performances and epic film scenes come to life. Enter the Raja Dinkar Kelkar Museum's historic ambience. This cultural landmark displays a wide range of antiquities, sculptures, and ancient relics. Visit the Bal Gandharva Ranga Mandir, a well-known location for musical concerts, dance recitals, and dramatic performances, to feel the lively energy of live theater. See the newest blockbusters and highly anticipated movies on the cutting-edge screens of Inox Cinemas, where cutting-edge technology and cinematic brilliance collide, for a once-in-a-lifetime cinematic experience.

III.II.X. Accommodation

Explore Pune's wide selection of lodging options, each tailored to meet the demands of the traveler. Pune provides a range of options to fit your interests, whether you're looking for the opulent luxury of upscale hotels, the charming coziness of boutique guesthouses, or the convenient affordability of hostels. Select from accommodations that are conveniently close to the city's attractions or relax in boutique resorts surrounded by lush greenery. Staying at one of Pune's heritage houses will allow you to fully experience the city's culture; expect to be greeted with centuries-old architecture and gracious service.

III.II.XI. City to city distance tracker

Whether you're planning a weekend getaway, this feature provides seamless access to accurate distance calculations from Pune to any destination within Maharashtra. Explore the distances between Pune and your desired destinations effortlessly, ensuring smoother travel planning every time.

III.II.XII. Feedback form: Users can use the handy feedback form on the homepage to share their ideas and opinions. The feedback form has been created using php and MySQL.

III.III. Glimpses of website:

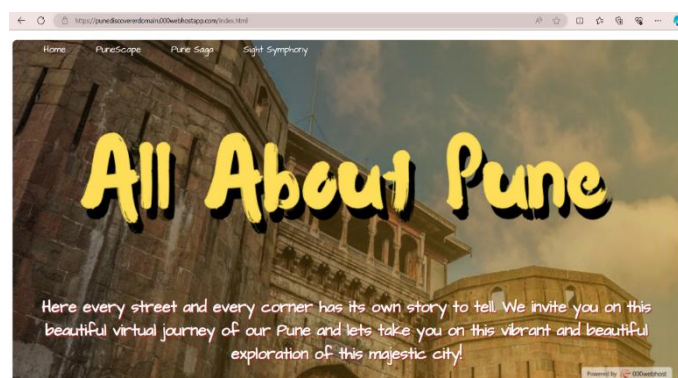


Fig1. Home Page of website (I)

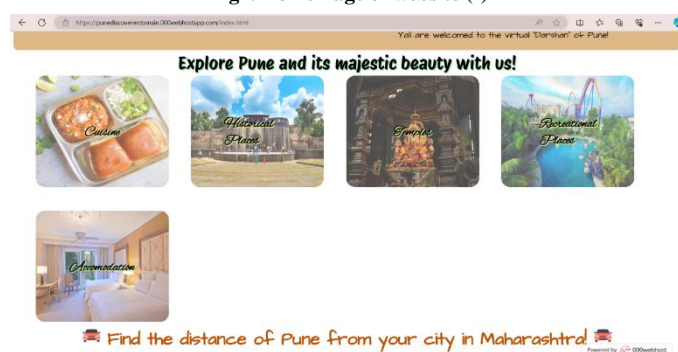


Fig2. Home Page of website (II)

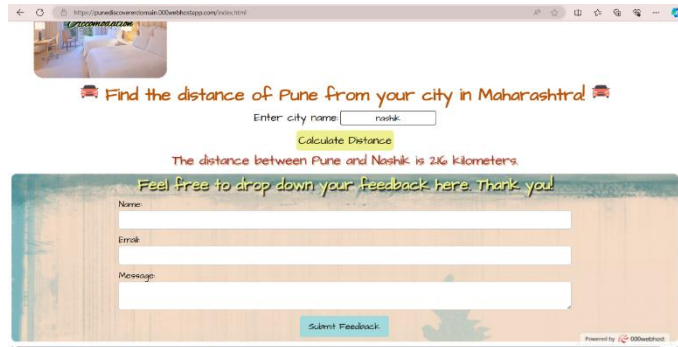


Fig3. Home Page of website (III)

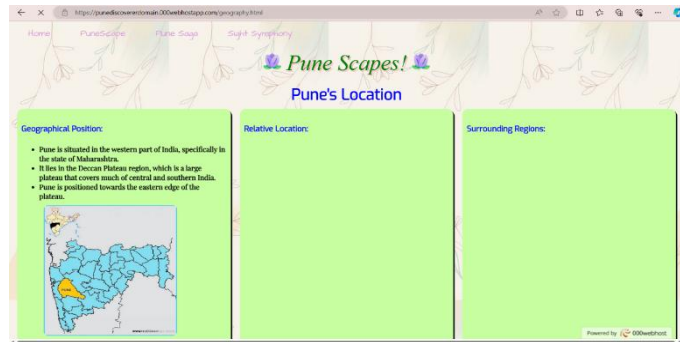


Fig4. Geographical information section of website

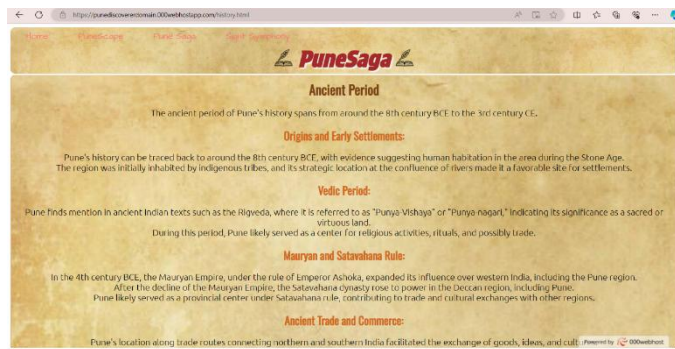


Fig5. Historical information section of website

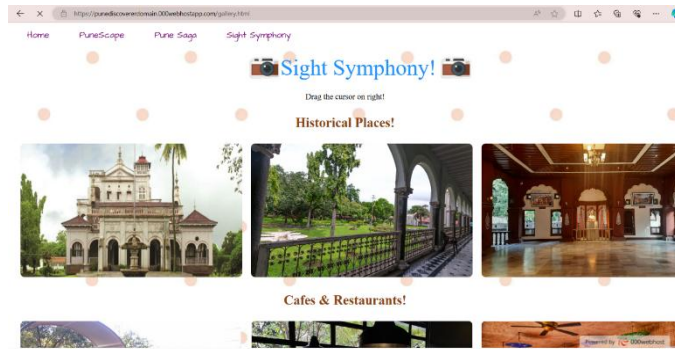


Fig6. Pictorial Gallery of website



Fig7. Cuisine section of website

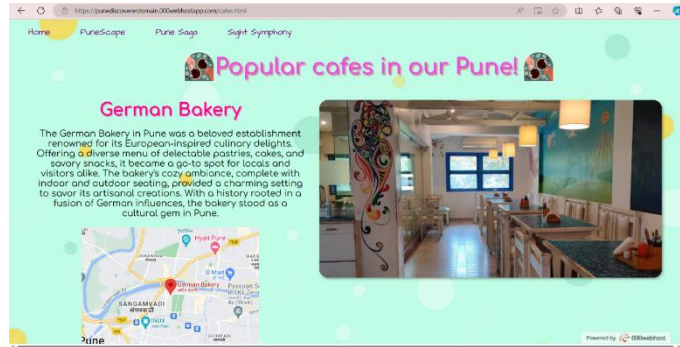


Fig8. Cafe section of website (I)

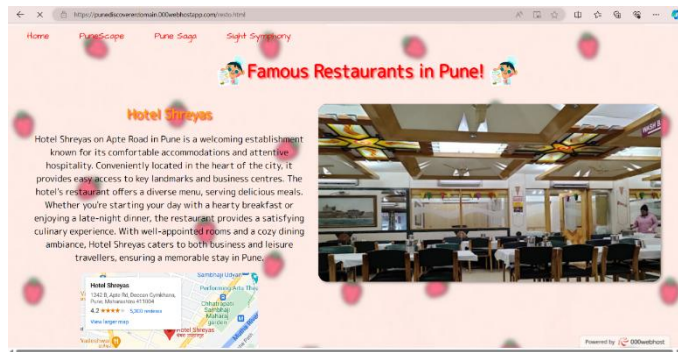


Fig9. Restaurant section of website

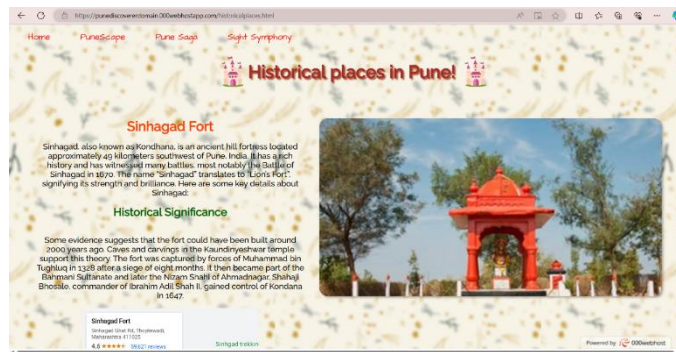
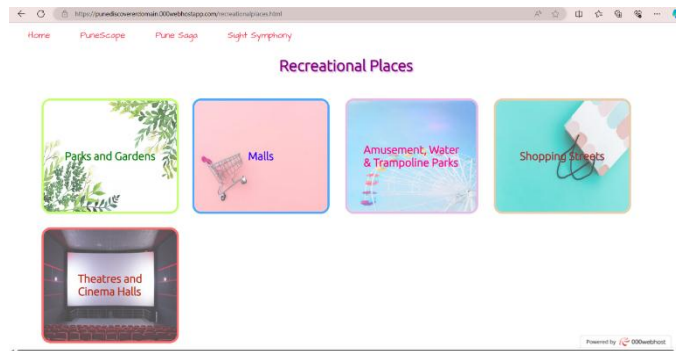


Fig10. Historical places section of website



Fig11. Temples section of website**Fig12. Recreational places section of website**

RESULTS

Increased User Engagement

With an improved user interface, intuitive navigation, and updated content, the revamped website is likely to see increased user engagement. Visitors will spend more time exploring the website's offerings and accessing valuable information about Pune's attractions, activities, and events.

Enhanced Visitor Experience

The revamped website will provide a seamless and enjoyable experience for visitors, offering personalized recommendations, interactive features, and real-time updates. This will result in higher satisfaction levels among users, leading to positive word-of-mouth recommendations and repeat visits.

Improved Accessibility

The revamped website will be accessible across various devices, including smartphones, tablets, and desktops, ensuring that travelers can access information about Pune anytime, anywhere. This accessibility will cater to the needs of modern travelers who rely on digital platforms for trip planning.

Increased Tourism Promotion

With a more engaging and user-friendly website, Pune's tourism offerings will be effectively promoted to a wider audience. The website's integration with modern technologies and social media platforms will enhance its reach and visibility, attracting more visitors to Pune and driving tourism growth in the region.

Data-driven Insights

The revamped website will provide valuable data insights into visitor behavior, preferences, and trends. This data can be used to further optimize the website's performance, tailor marketing strategies, and enhance the overall visitor experience.

IV.1 Graph depicting reviews of users:

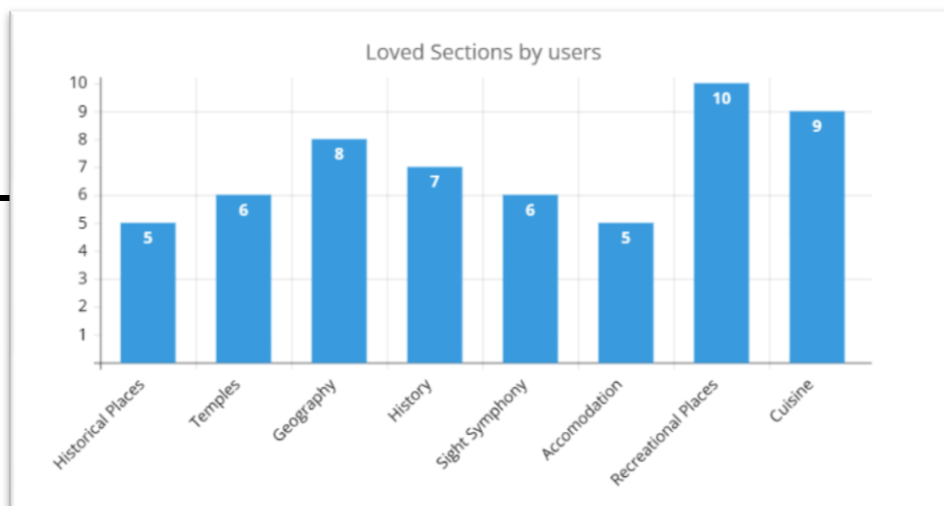


Fig. 13 Graph of users and their responses

Thus, from the reviews it can be concluded that the most loved sections of the website according to the users are recreational places and cuisine. This is due to the animations, color scheme of these sections are better than other sections.

From the reviews, it can also be concluded that the distance calculator feature of website is also useful for the users and is certainly unique and thus not found in other websites.

CONCLUSION

In conclusion, the Pune Tourism website offers a comprehensive and user-friendly platform for visitors to explore and plan their trip to Pune. With its wealth of information on attractions, accommodations, dining options, events, and travel tips, the website aims to provide a seamless experience for travelers. Whether you're a history buff, a food enthusiast, or an adventure seeker, Pune has something to offer for everyone, and the Pune Tourism website is here to help you make the most of your visit. Start planning your Pune adventure today and embark on an unforgettable journey in this vibrant city. From user reviews, it can be concluded that this website gives collective information of all aspects at a single place and thus it is a one-stop solution for enthusiastic travellers. The website still lacks responsiveness but for computer screens, it has best view and layout.

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