

# A study of Nashik and Aurangabad Jail Tourism regards Seven 'P' strategy

Yateen Nandanwar, Dr. Prakash Karmadkar  
*Research scholar SPPU Pune*

**Abstract-** This study examines how the Seven 'P' strategy contributes to tourism destinations in the Nashik and Aurangabad geographical region from a new perspective. Jail tourism is a niche segment within dark tourism. The author has used exclusive reports and research papers as secondary data for writing this research paper. Concept of jail tourism, rationale of the study, along with its brief historical background, has been covered in the introduction part, which is the first part of the research paper. The critical framework includes information about 7P, along with the national and international authors and their contributions. The analysis explores comparison and common points about Product, Price, Place, Promotion, People, Process, and Physical Evidence strategies to develop sustainable tourism offerings while maintaining ethical considerations and historical authenticity. At the end of the research paper, the author has mentioned a future research approach and challenges in jail tourism. In the conclusion, the author emphasizes the few key points and their influence on a holistic approach towards the economic benefits of jail tourism.

**Key Words:** Jail tourism, sustainable tourism, ethical considerations, holistic approach.

## I. INTRODUCTION

The term "dark tourism" was first coined in 1996 by John Lennon and Malcolm Foley, professors at the University of Glasgow. It involves traveling to sites historically associated with death, disaster, and suffering. Prison tourism is considered a subset of dark tourism. Jail tourism involves visiting former or sometimes even active prisons to learn about their history, the lives of inmates, and the social or political significance of the institution. The successful marketing of such sensitive tourism products requires careful consideration of the extended marketing mix framework, particularly the service-oriented 7 Ps model introduced by Booms and Bitner (1981).

In India, the concept of jail tourism was officially introduced relatively recently. The first major initiative was launched by the Maharashtra

government on January 26, 2021, at the Yerawada Central Prison in Pune. This prison holds significant historical importance, as many prominent freedom fighters, including Mahatma Gandhi, Lokmanya Tilak, and Jawaharlal Nehru, were imprisoned there during India's struggle for independence.

The goal of this initiative is to:

- Educate citizens, especially the younger generation, about the sacrifices made by freedom fighters.
- Provide transparency about the functioning of correctional facilities.
- Offer a unique historical and cultural experience.

While Yerawada was the first, other prisons in Maharashtra, such as those in Ratnagiri, Thane, and Nagpur, were also planned to be included in later phases. There were also earlier discussions about similar initiatives in places like Delhi's Tihar Jail, with some reports indicating a "jail tourism project" in Tihar in 2019, though Maharashtra's 2021 launch is widely cited as the first formal state-led initiative of its kind. The Cellular Jail in Andaman and Nicobar Islands, infamous as "Kala Pani," has long been a significant historical site and tourist attraction, serving a similar purpose of educating visitors about the past, though it functions more as a museum now.

### 1.1 Rationale for the study:

Studying Nashik and Aurangabad Jail Tourism using the Seven Ps strategy will provide a comprehensive marketing framework. It helps in identifying strengths, addressing gaps, and creating a sustainable, educational, and emotionally engaging tourism experience by considering the past while serving present-day tourism goals.

## II. OBJECTIVE OF RES. PAPER

- To examine how the Seven 'P' strategy contributes to heritage tourism destinations in the Nashik and Aurangabad geographical region.

### III. RESEARCH METHODOLOGY

For this research paper, theoretical work has been used. From the vast literature, the author has used 17 exclusive research papers and reports. Analysis of work has been summarized in tabular form.

### IV. LITERATURE REVIEW

#### 4.1 Dark Tourism and Jail Tourism

Dark tourism, defined by Foley and Lennon in 1996. Dark tourism sites must balance historical education with commercial viability and they need to maintain ethical standards mentioned by Tarlow in 2005. Stone (2006) developed a dark tourism spectrum that categorizes attractions based on their commercial orientation and educational focus.

#### 4.2 The Extended Marketing Mix (7 Ps)

Booms and Bitner, 1981 added three additional elements specifically relevant to service industries: People, Process, and Physical Evidence, with the traditional 4 Ps of marketing i.e. Product, Price, Place, Promotion. This extended framework is particularly applicable to tourism services, which are characterized by intangibility, inseparability, variability, and perishability (Zeithaml et al., 1985).

#### 4.3. Critical Framework of 7 Ps in Jail Tourism:

##### 4.3(a) Product

The product of jail tourism encompasses multiple layers of offerings that extend beyond the physical structure of the former correctional facility. Sharpley and Stone, 2009 hunted visitors to jail tourism sites typically based on historical education, cultural understanding, and emotional experience. Strange and Kempa, 2003 explore guided tours, self-guided experiences, audio-visual presentations, historical exhibits, and interpret Actual Product. Gift shops, cafeterias, parking facilities, and digital applications by Welch, 2012. Core Product and Augmented Product include guided tours, light and sound shows (e.g., Cellular Jail, Port Blair), museum exhibits within the jail (e.g., Sangareddy Prison), and sometimes even the opportunity to experience a day or night in a cell (e.g., Sangareddy Prison, Haldwani Prison). Cellular Jail, Port Blair, Andaman and Nicobar Islands: Known as 'Kala Pani,' it symbolizes India's independence movement. It offers a poignant light and sound show narrating the tales of freedom fighters like Veer Savarkar. (Times of India Travel, 2021)

##### 4.3(b) Price

Pricing strategies for jail tourism must consider multiple factors, including operational costs, market positioning, accessibility, and ethical considerations. Strange and Kempa, 2003 focus on Cost-Plus Pricing that operates as non-profit organizations or government entities, necessitating cost-recovery pricing models. Yankholmes and McKercher, 2015 justified unique experiences such as overnight stays (where permitted) or exclusive behind-the-scenes tours. Sharpley and Stone, 2009 approach enhances accessibility while maximizing revenue potential.

##### 4.3(c) Place:

Author Welch, 2012 defines the location advantages and partnership with local tourism boards (Lennon and Foley, 2000 and Strange and Kempa, 2003 mentioned accessibility Considerations. "Place" refers to the distribution channels and accessibility of the jail tourism experience. Physical locations are usually chosen for their historical significance, architectural uniqueness, or connections to important events/personalities. Online booking platforms, direct bookings through the prison or tourism department websites, and potentially partnerships with tour operators. Proximity to major cities, transportation links, and ease of access for different visitor segments.

##### 4.3(d) Promotion

Promotional strategies for jail tourism required sensitivity to the subject matter. Promotion involves communicating the unique value of jail tourism to attract visitors. Emphasizing historical significance, educational value, unique experience, and the opportunity to support prison welfare initiatives. Yankholmes and McKercher, 2015 help with content Marketing. Media relations must be managed carefully to ensure accurate representation of the site's historical significance and educational objectives by Stone, 2006. Collaborations with educational institutions for promotional channels are stated in Sharpley and Stone, 2009. Online content marketing is essential for reaching contemporary audiences by Farmaki, 2013

##### 4.3(e) People

The human element is crucial in jail tourism, as staff interactions significantly influence visitor experiences and perceptions. Strange and Kempa, 2003 focus on professional, knowledgeable tour guides for delivering authentic, educational

experiences. Comprehensive training program and crisis management (Welch, 2012). Visitor Management, including former inmates, victims' families, or individuals with personal connections to the criminal justice system (Dann and Seaton, 2001).Farmaki,2013 emphasizes the success of jail tourism.

4.3(f) Process:

"Process" refers to the procedures and flow of the jail tourism experience, from booking to the actual visit. A well-structured tour that provides an informative and engaging experience, and clear guidelines for visitors is essential. Feedback Mechanisms and Ethical Considerations are a must. Regular Comparison and Common Practices of Jail Tourism in Aurangabad and Nashik

monitoring and evaluation of service delivery focus on Welch,2012, and Interpretation Standards stated by Sharpley and Stone in 2009. Visitor Journey Mapping is done by Zeithaml et al,1985.

4.3(g) Physical Evidence

The tangible elements that support the jail tourism experience are crucial for authenticity and visitor engagement. Historical Preservation by Lennon and Foley, 2000, Audio-visual installations, and interactive displays by Stone, 2006). Physical environment and its effect are mentioned by Strange and Kempa, 2003. Supporting Facilities by Farmaki, 2013.

	Jail Tourism in Aurangabad	Jail Tourism in Nashik
Background	Aurangabad Jail, established during the British colonial period, represents a significant historical landmark in Maharashtra.	Nashik Central Jail, established during the British colonial period, holds significant historical importance as it housed several freedom fighters for independence.
Actual Product and Augmented Product:	<ul style="list-style-type: none"> <li>➤ Guided tours of historical prison cells</li> <li>➤ Interactive exhibits on prison history</li> <li>➤ Audio-visual presentations</li> <li>➤ Museum displays of artifacts</li> <li>➤ Educational workshops on criminal justice</li> <li>➤ Professional tour guides with historical expertise</li> <li>➤ Multilingual support (English, Hindi, Marathi)</li> <li>➤ Educational materials and souvenirs</li> <li>➤ Photography opportunities</li> <li>➤ Certificate of visit</li> </ul>	<ul style="list-style-type: none"> <li>➤ Guided tours of the historical jail premises</li> <li>➤ Interactive exhibits showcasing freedom fighters' stories</li> <li>➤ Demonstrating living conditions</li> <li>➤ Audio-visual presentations on the independence movement</li> <li>➤ Museum displaying</li> <li>➤ Educational workshops</li> <li>➤ Cultural events and commemorative programs</li> <li>➤ Research facilities for historians</li> <li>➤ Photography opportunities</li> </ul>
Price	<ul style="list-style-type: none"> <li>➤ Direct booking at the site</li> <li>➤ Online booking platform</li> <li>➤ Tourism board partnerships</li> <li>➤ Travel agent collaborations</li> <li>➤ Hotel concierge services</li> <li>➤ Clear signage and directions</li> <li>➤ Public transportation links</li> <li>➤ Parking facilities</li> <li>➤ Wheelchair accessibility</li> <li>➤ Multi-modal transport integration</li> </ul>	<ul style="list-style-type: none"> <li>➤ Distribution Channels:</li> <li>➤ Direct Sales by On-site ticket counters</li> <li>➤ Official tourism website, booking portals</li> <li>➤ Partnership with local tour operators</li> <li>➤ Educational Institutions: Direct booking arrangements</li> <li>➤ Collaboration with the hospitality sector.</li> </ul>
Promotion	International tourists and travel bloggers are targeted more in Aurangabad	Documentary and media coverage are more.

People	Language proficiency, administrative staff and Security personnel, and storytelling skills to engage visitors are essential.	People with ritual knowledge is a must requirement as visitors want to perform different Pujas.
Process	Advance application to the superintendent Tour Content: Historic cells, execution yards, Guided Security Measures: Strict, no inmate contact, no devices	
Physical Evidence	In both cases, only designated historic areas are open to visitors, while operational prison sections remain off-limits. This is enforced by physical barriers and security personnel. Tours are conducted under strict supervision, with prison staff handling all photography and videography.	

Table No.1 Comparison and Common Practices in Aurangabad and Nashik

Challenges for Jail Tourism include Ethical Concerns, Security Issues, Public Perception, Infrastructure, and Staff Training. At both places, these tasks are seen.

#### V. CONCLUSION

Successful jail tourism requires careful integration of all marketing mix elements with particular attention to ethical considerations, historical accuracy, and stakeholder relationships. The analysis demonstrates that while jail tourism presents significant marketing challenges, the 7 Ps framework provides a useful structure for developing comprehensive marketing strategies. The key to success lies in maintaining authenticity, educational focus, and ethical standards while creating economically viable tourism products.

When all 7 ‘P’ are integrated effectively, these seven elements create a holistic approach that enhances visitor satisfaction, supports heritage preservation, and generates sustainable economic benefits for local communities. The framework helps destinations balance competing demands of conservation, education, and commercialization while delivering authentic, meaningful experiences that connect visitors with cultural heritage.

#### VI. FUTURE RESEARCH

Future research can examine visitor motivations and experiences in greater depth, explore the long-term impacts of jail tourism on local communities, and investigate best practices for ethical marketing of dark tourism sites.

#### REFERENCES

- [1] Booms, B. H., & Bitner, M. J. (1981). Marketing strategies and organization structures for service firms. *Marketing of Services*, 25(3), 47-51.  
<https://www.scirp.org/reference/referencespapers?referenceid=2530717>
- [2] Dann, G. M., & Seaton, A. V. (Eds.). (2001). *Slavery, contested heritage and thanatourism*. Routledge.<https://www.taylorfrancis.com/books/9780789013873>  
[https://books.google.com/books/about/Slavery\\_Contested\\_Heritage\\_and\\_Thanatour.html?id=VfHWAQAAQBAJ](https://books.google.com/books/about/Slavery_Contested_Heritage_and_Thanatour.html?id=VfHWAQAAQBAJ)
- [3] Farmaki, A. (2013). Dark tourism revisited: A supply/demand conceptualization. *International Journal of Culture, Tourism and Hospitality Research*, 7(3), 281-292.  
[https://www.researchgate.net/publication/251879351\\_Dark\\_tourism\\_revisited\\_A\\_supplydem\\_and\\_conceptualization](https://www.researchgate.net/publication/251879351_Dark_tourism_revisited_A_supplydem_and_conceptualization)
- [4] Foley, M., & Lennon, J. J. (1996). JFK and dark tourism: A fascination with assassination. *International Journal of Heritage Studies*, 2(4), 198-211.  
<https://dl1.cuni.cz/mod/resource/view.php?id=370607>
- [5] Hindustan Times. (2016, September 6). Prison tourism: How it feels to spend a day in this 220-year-old Telangana jail. <https://www.hindustantimes.com/india-news/escape-boredom-by-spending-a-day-in-this-220-year-old-telangana-jail-for-rs-500/story-jpdn5agPjsUU5iMNHDK6J.html>
- [6] Legalstix Law School. (2024, February 22). Uttarakhand's Unique Offering: Real Jail Experience at Haldwani Prison for INR 500!

- <https://legalstixlawschool.com/blog/Uttarakhand-s-Unique-Offering:-Real-Jail-Experience-at-Haldwani-Prison-for-INR-500>
- [7] Lennon, J., & Foley, M. (2000). *Dark tourism: The attraction of death and disaster*. Continuum.<https://www.cabidigitallibrary.org/doi/full/10.5555/20003029242>
- [8] Sharpley, R., & Stone, P. R. (Eds.). (2009). *The darker side of travel: The theory and practice of dark tourism*. Channel View Publications. <https://dialnet.unirioja.es/servlet/libro?codigo=497079>
- [9] Stone, P. (2006). A dark tourism spectrum: Towards a typology of death and macabre related tourist sites, attractions and exhibitions. *Tourism: An Interdisciplinary International Journal*, 54(2), 145-160. [https://www.researchgate.net/publication/281996898\\_A\\_dark\\_tourism\\_spectrum\\_Towards\\_a\\_typology\\_of\\_death\\_and\\_macabre\\_related\\_tourist\\_sites\\_attractions\\_and\\_exhibition](https://www.researchgate.net/publication/281996898_A_dark_tourism_spectrum_Towards_a_typology_of_death_and_macabre_related_tourist_sites_attractions_and_exhibition)
- [10] Strange, C., & Kempa, M. (2003). Shades of dark tourism: Alcatraz and Robben Island. *Annals of Tourism Research*, 30(2), 386-405. <https://citeseerx.ist.psu.edu/document?repid=rep1&type=pdf&doi=7dae4a51e8a9f4aede73f20d2e813226210a65d6>
- [11] Tarlow, P. E. (2005). Dark tourism: The appealing 'dark' side of tourism and more. *Niche Tourism: Contemporary Issues, Trends and Cases*, 47-57. [https://clouk.uclan.ac.uk/29705/1/29705%20fulltext\\_stamped%20%281%29.pdf](https://clouk.uclan.ac.uk/29705/1/29705%20fulltext_stamped%20%281%29.pdf)
- [12] Welch, M. (2012). *Escape to prison: Penal tourism and the pull of punishment*. University of California Press. <https://www.ucpress.edu/books/escape-to-prison/paper>
- [13] Yankholmes, A., & McKercher, B. (2015). Understanding visitors to slavery heritage sites in Ghana. *Tourism Management*, 51, 22-32.<https://ideas.repec.org/a/eee/touman/v51y2015icp22-32.html>
- [14] Zeithaml, V. A., Parasuraman, A., & Berry, L. L. (1985). Problems and strategies in services marketing. *Journal of Marketing*, 49(2), 33-46. <https://www.scirp.org/reference/referencespapers?referenceid=1298331>
- [15] Rezgo. (n.d.). What are The 7 Ps of Travel and Tourism Marketing. <https://www.rezgo.com/blog/your-marketing-mix-the-7-ps-of-travel-and-tourism-marketing/>
- [16] Tehelka. (2019). "Is prison tourism coming to Tihar?" <https://tehelka.com/is-prison-tourism-coming-to-tihar/>
- [17] Times of India. (2021, January 27). Maharashtra launches 'jail tourism' initiative from Pune's Yerawada prison. <https://timesofindia.indiatimes.com/videos/news/maharashtra-launches-jail-tourism-initiative-from-punes-yerawada-prison/videoshow/80475906.cms>
- [18] Times of India Travel. (2021, January 29). Jail Tourism—famous jails in India that tourists can visit. <https://timesofindia.indiatimes.com/travel/destinations/jail-tourismfamous-jails-in-india-tourists-can-visit/photostory/80553853.cms>