CHAPTER IX

RECOMMENDATION AND SUGGESTION

Most of the Governments are trying to promote their country / state as a tourist hub. Here are some recommendations and suggestions that the Maharashtra State Government should emphasize :-

- Development of Business Tourism. Maharashtra should be developed as a centre for business tourism, as big corporate prefers to hold conferences / meetings in Hong Kong, Singapore, Malaysia etc.
- Development of religious places. By providing better facilities at Shirdi, Nanded etc. so that the inflow of devotees should be increased.
- Development of rural tourism. Attention needs to be paid to this aspect.
- Enact and enforce legislation and regulation designed to safeguard the interests of travelling public and build up a viable national tourism industry whose efficient functioning would help to enhance the tourism of the state.
- Induce and create favorable tourist climate by simplying entry and exit formalities.
- Provide better airport facilities, by floating global tenders for companies to design, build and operate airports to world standards.
- Increase promotional tools like literature brochure Magazine and other print media as well as Visual Media to promote Maharashtra Tourism.
- Amend the civil aviation policy that restricts foreign airlines.
- Promote Maharashtra professionally, people often from images of places they have never been to and things they have never seen. Maharashtra has a poor image overseas. A sense of insecurity due to poor law and order in some areas and presence of undesired beggars at important places further complicate the problems. There is a re-launch
Maharashtra not to be hide its blemishes, but to present it with all its contrasting facets. Maharashtra should be marketed as a land of mystery, fun and adventure, yet also modern and vibrant.

- Let the private sector manage heritage. Maharashtra archaeological and cultural heritage remains a unique proposition. Such a management system should be created out that priceless assets are managed intelligently whilst ensuring aesthetic and environmental integrity.

- Develop and publicize new tourism products and attractions like Yoga, Spiritual knowledge, Ayurveda, Naturopathy, Adventure Sports, Water Cruises, Film Locales, Diverse cuisine, Traditional Attire and crafts in Maharashtra.

- Evolve and implement environment and tourism friendly urban policies.

- Implement Tourism as a strategic economic priority.

- State Government should employ trained professional in the tourism industry.

- Maharashtra State Government should take initiative steps to fill up the gap of scarcity of skilled manpower.

- Air connectivity of Aurangabad, Nasik, Nagpur and other cities of Maharashtra should be increased. Maharashtra Government should pay special attention towards Air connectivity.

- Bollywood tourism should be given a boost as a promotional tool.

- Number of fam tours should be increased by MTDC.