10.1) DISCUSSION

The cities like Mumbai, Pune, Nasik, Aurangabad, Nagpur, which are famous for industrial tourism, are prime cities of Maharashtra where MTDC offices, Airlines offices, travel agencies offices are located. During field survey it was observed that there was acute shortage of skilled manpower in MTDC. Specialized professionals were found negligible to run the MTDC offices as per desired standard. It was also observed that the official of MTDC, Airlines and Hotels were least interested for discussion of their shortcomings and improvement of marketing strategy. It was found that their offices were in very pitiable condition due to acute shortage of skilled and trained manpower.

During field survey it was observed that the monuments were not properly looked after and having deficient in basic facilities. It was also found that the shortage of literature for tourism promotion in various concerned agencies.

During field survey it was also observed that Hoteliers were not providing standard qualities of facilities and charging high rate which adversely affects the tourism promotion in Maharashtra.

It was also observed during the survey that there are very less co-operation between MTDC and tour operator, travel agencies, other intermediaries for dissemination of the proper information to the ultimate customers. It was observed that the airlines officials were not taking interest in
planning tour packages up to the desired standard and frequent flight delay schedule was also observed.

The present study on impact of promotional activities on tourism in Maharashtra has surveyed all travel indeed segment like hotel, Airlines, TO/TA, Govt. Officials, MTDC Officials were interviewed. Many official said that though the MTDC tourism promotion campaign is satisfactorily going on but there is acute shortage of trained, skilled and specialized professional, Govt. non co-operation which becomes a great hurdle in promoting tourism destinations in Maharashtra.

10.2) CONCLUSION

As per research study findings we have come up to the following conclusions: The name Maharashtra first appeared in a 7th century inscription and in a Chinese traveler’s account. Its name may have originated from rathi, which means, “chariot driver”. At that age Maharashtra was full of builders and drivers of chariots who formed a maharashtra, a “fighting force”. In 90 A.D. king Vedishri made Junnar, thirty miles north of Pune, the capital of his kingdom. In the early fourteenth century the Devgiri Yadavs were overthrown by the northern Muslim powers. Then on, for the 900 years ending, no historical information in this region is available. In 1526, first Mughal King, Babar, established his prominence in Delhi and soon the Mughal power spread to the southern India. The Mughals were to dominate India till the early eighteenth century.
Shivaji Bhosle, founder of the Maratha Empire, was born in 1927. He took the oath to make the land free at the fort Torna at the age of sixteen. This was the start of his lifelong struggle against Mughals and other Muslim powers. By 1680, the year of Shivaji’s death, nearly whole of the Deccan belonged to his kingdom. He had developed an efficient administration and a powerful army. He also encouraged a spirit of independence among the Marathas that enabled them to withstand for 150 years all attempts to conquer them. Shivaji’s achievements amongst monumental difficulties were really spectacular and that is why he holds the highest place in Maratha history.

As Maharashtra is a vast state, the people of this colourful state wears different types of costumes, take different cuisines, has different forms of dances and music according to the physical features of their locality. Generally, men wear dhoti and pheta in olden days, while women wear choili and saree. But with the change of time, young Maharashtrians too are fast attracting to the latest fashions imported from the western countries.

The mouth watering Konkan and Varadi cuisines would kill any visitor’s appetite. Although, Maharashtrian cuisines are a bit strong in pepper and spice, but it is the specialty of the dishes of this state that world knows about. And everybody knows about the unbeatable taste of the Mumbai chaats.

The dance forms like Povada, Lavani and Koli with mesmerizing music and rhythmic movements entertain the Maharashtrians. Dhangri Gaja, Dindi, Kala and Tamasha are the folk dances that attach to the heart of the people of this state.
Maharashtra Tourism Development Corporation (MTDC), a company set-up by the Government of Maharashtra in 1975, with an authorized share capital of Rs. 25 Crores. The objective of this Government Body is to double tourist traffic into the state in the next 5 years. Apart from acting as the nodal agency of the state for promotion and development of tourism, MTDC also projects and enhances its historical, physical and cultural heritage. A State Tourism Board, MTDC has been playing a pivotal role in projecting the multi-faceted culture and heritage of Maharashtra among visitors from all over the country and the world. The main role of this Government body is to act as the nodal agency for the development of tourism in the state, run holiday resorts, hotels, motels, restaurants, and produce publicity and promotional material for tourists. It also organizes festivals at the heritage sites and places of historical and tourist attractions in the state, such as Banganga, Kala Ghoda, Pune etc. It gets the support from Corporate and other sponsors for such initiatives.

Years of diligent efforts, MTDC have seen the much-needed development of a wide network of MTDC resorts and tourist information centres across the state. At present MTDC has 55 units at various tourist destinations in the state, which are being monitored through the regional offices established at Aurangabad, Pune, Nagpur, Amravati, Nashik, Ratnagiri and Sindhudurg. Apart from this there are as many as 17 information and reservation counters located strategically in the state.

MTDC has undertaken various initiatives to promote tourism in the state of Maharashtra and change its image from a favourable tourist destination to a premier tourist destination. With its vast natural resources and unspoiled hills
and forests, Maharashtra provides loads of adventure and fun for those who may seek it. MTDC runs resorts in many beaches and hill stations which provide for water sports, trekking, boating and other adventure sports.

MTDC’s Monsoon Holiday Package offers tourists a wide range of destinations. From the virgin beaches of Ganapatipule, Harihareshwar, Bordi and Tarkarli to the cool mountain ranges of Matheran, Mahabaleshwar, Bhandardara, Karla and Malshej Ghat, there is something for everybody. More facilities are added to the resorts each year, and MTDC also has plans to increase the number of resorts which are aimed at the adventure sports and leisure tourism segment.

Thus the hypothesis are statistical on the basis of the research and findings.

For the acceptance of the first hypothesis i.e. the assumption is that the various tourism related agencies are conducting several promotional activities to promote tourism in Maharashtra and in answer to the first hypothesis (question) that which promotional activities are carried out to promote tourism in Maharashtra. Here it can be observed that following various promotional activities are carried out by various tourism related agencies to promote tourism in Maharashtra -

i) Maharashtra has been well known for its music like lavinis, poradas, gondhals and bharudas etc and there mastics are the integral part of tourism promotional activities. Generally these activities are carried out all over Maharashtra.
ii) Maharashtra festivals are as follows which give a serious impact on tourism promotional activities in the state –
   a. Ganesh festival
   b. Gokul Ashtami
   c. Diwals, holi, Dassahra, Padwa etc these festivals provide a common platform for people from all walks of life to interact with each other. In all Maharashtra ringless culture and a modern cosmopolitan outlook was observed.

iii) Costumes of Maharashtra.

iv) Cuisines in Maharashtra.

v) Food for festivals.

vi) Food for weddings.

vii) Mumbai Chat

viii) Ajanta, Allora festivals.

ix) Dances of Maharashtra.
   a. Povada
   b. Lavani
   c. Koli
   d. Dhangri Gaja
   e. Dindi and Kala (relations dance)
   f. Tamasha
   g. Navya sangal.

x) Monuments in Maharashtra.

xi) Caves of Maharashtra.

xii) Forts of Maharashtra.
xiii) Leisure sports, religious tourism
xiv) Santuries.

xv) Bollywood tourism

xvi) Medical tourism the study revealed that the various promotional activities were carried out by tourism related agencies based on the above said festivals, cultures, heritage, monuments, forts, sanctuaries, forts, caves, natural beautiful serve of Maharashtra, religions tourism etc. various seminars were conducted in major cities like Mumbai, Pune, Aurangabad, Nashik to promote Maharashtra tourism.

It is also well known that Pune is the oxford of east which at tracts many domestic and foreign nationals through various kinds of seminar, informative bulletins, book faris etc carried out by various tourism related agencies. As per primary datas analysis, 80% respondents were in favour that MTDC was not doing much to promote tourism in Maharashtra. Simultaneously it was also found by analysis of primary datas that 50% (majority opinion) respondents responded that there was a big communication gape between MTDC and Department of Tourism Govt. of India. Thus these facts revealed that MTDC has not played an active and effective role in promoting tourism in the state i.e. the role of MTDC in promoting tourism is little bit slow.

Therefore the above facts satisfy the first hypothesis

For the acceptance of second hypothesis i.e. however their activities are limited in scope and not in aggressive like other states of India i.e. like Kerala, M.P., Rajasthan. Study revealed that there were ‘n’ numbers of reasons for Its
(Maharashtra) limited scope of activities and not aggressive like other states of India.

The main reason of its (Maharashtra) limited scope of activities are lack of proper, standard and sufficient literature, brochures, folders, news bulletins etc. As per primary data analysis 70% (Majority opinion) respondents responded that there was a huge scarce of publicity material which resulted lack of publicity. Primary data also reveald that 60% (majority opinion) respondents responded that there was no consistency of news paper articles, interviews, stories on tourist products of Maharashtra which made the scope of promotional activities limited. Simultaneously it was also observed during study that there was no proper connectivity with major cities like Pune, Aurangabad, Nashik, Nagpur except Mumbai with other cities of India where as other state’s major cities are well connected with all over country as well as world by Air, Sea, Roads, and other technological means. Due to lack of sufficient fund and Govt. co-ordination, various tourism agencies found themselves in very conflicting situations to organize promotional activities and to disseminates the proper information at the country and world level. Hence it gives very bad impact on promotional activities on tourism in Maharashtra.

During study it was also observed that MTDC has very less number of literatures and informative means in comparison of other states of India. It was also observed that inspite of huge tourism potential, Govt. agencies were not able to explore them upto the desired level which made the scope of promotional activities very limited. It was also observed that there was a huge scarcity of professionally trained manpower for promoting the tourism in
desired direction in Maharashtra. **These all facts satisfy the second hypothesis.**

**The acceptance of third hypothesis** i.e. Maharashtra Tourism Development Corporation and other agencies of the state Govt. still need to do a lot to promote tourism in state.

The study revealed that Maharashtra tourism industry lacks of proper leadership which needs to be improved. Survey results also revealed that there was a very big communication gape between Dept. of Tourism Govt. of India and MTDC officials i.e. as per primary datas collected and analysed, 50% (Majority Opinion) respondents responded in favour of the said statement which was the biggest constraint to implement the Govt. policies in desired direction. Therefore to promote tourism this gape should be minimized and proper liasoning and co-ordination should be established. Survey also revealed that there was an improper co-ordination between MTDC and other agencies like, Tour operators / agencies, hoteliers which provided negative impact on promotional activities carried out by these agencies. Therefore it indicates that proper Co-ordination between MTDC and other agencies should be established to market the tourism products in the target market.

Survey also revealed that there was a very huge deficiency of standard quality of literature, brochures, to disseminate information regarding Maharashtra tourism products, monuments etc to market in outside Maharashtra. Hence MTDC has to look into the matter and standard quality literature must be made available in sufficient quantity to disseminate the relevant information.
These facts show that MTDC still has to do a lot to promote tourism in Maharashtra and thus Third hypothesis is satisfied.

The acceptance of fourth hypothesis i.e. marketing strategy of MTDC is poor need to be modernized. Survey study revealed that 90% officials accepted the fact that MTDC policies are poor which are incapable and unsuitable for present needs. Hence these are to be modernized. Study reveals that policy has become old and the existing policy is not capable in monitoring the projects undertaken i.e. whether the projects are being completed within time frame or not. Hence there is a requirement to frame a new policy in which effective monitoring provision exist. Study also revealed that in old or existing policy there were very few chances for new employment which needs to be changed to promote the tourism because the time has changed, situation has also changed for professional marketing. Study also revealed that there was acute shortage of trained and skilled manpower. Therefore to remove such shortcomings, new policies are required to be framed and implemented for employment of new trained generation for desired tourism promotion and employment in Maharashtra.

The above said facts satisfy the fourth hypothesis.