ABSTRACT

Maharashtra that happens to be the largest state of India, offers an ample of tourist destinations to the visitors of the whole world. It has like every thing for the tourists. One can see the picturesque beaches, historical monuments, religious sites, lush green locales, amusement parks, resorts, five star hotels and many more to choose from. Mumbai—the capital city, also the largest city of India is a hot destination for millions of tourists. Apart from Mumbai, the places like Pune, Aurangabad, Ahmadnagar, Nagpur, Wardha, Kolhapur and Nashik are also important for tourist’s interests.

MTDC provides you with good number of resorts and hotels in every possible destination. All the resorts are built with keeping the comfort of the tourist as the top priority. These resorts are near to the tourist spots and offer a wide range of amenities. It is the state with rich cultural heritage and is a land of intense spirituality and religious faith. Maharashtra has to its credit pilgrimage centers with great landmarks in the evolution of Indian Temple architecture. Maharashtra has 720 km. long sea face extending from Dahanu and Bordi in the north up to Goa proceeding southwards. If you have liking for sand, sea and surf, this State has a great many interesting options in store. You could arrange trips or get away on a weekend. You could indulge in adventurous water sports or relax on golden sands. If you are interested in forts and their history, Maharashtra is the perfect place for your tour. It offers you a vast choice of majestic forts like Raigad, Rajgad, Pratapgad, Vishalgad, Panhala, and sea forts like Murud, Sindhudurg.

Places like Ajanta, Verul near Aurangabad are the ancient proofs of rich art-works of India. All festivals, in Maharashtra are a tribute to its rich culture and legacy. Ganesh Pooja, Gokul Ashtami, Diwali, Holi, Dussehra, Padwa etc. provide a common platform for people from all walks of life to interact with one another.

The research report is organized into ten sections / chapters.

Chapter –I  Presents an overview of the research work carried out by the researcher.  
Chapter – II focuses on the marketing strategies of Dept. of tourism, Govt. of India. In this chapter various Govt. marketing policies were focused along with its various promotional tourism activities to promote tourism in Maharashtra.
Chapter –III is devoted to the marketing strategies of Maharashtra Tourism Development Corporation. In this chapter mainly MTDC policies, implementation, MTDC working style with other related agencies have been discussed.

Chapter IV Presents the marketing strategies of Airlines and its impact on promotional activities to promote tourism.

Chapter V Presents the marketing of hotels and its activities carried out to promote tourism as well as the impact of taxation on tourism products.

Chapter VI describe the various marketing strategies of travel agencies specially in Maharashtra.

Chapter VII is dedicated towards the competitive strategies carried out by Kerala, M. P. and Rajasthan.

Chapter VIII described the findings and analysis of the primary research datas in graphical representations along with secondary datas.

Chapter IX Presents the recommendation and suggestion at per research work carried out.

Chapter X- Discussion and Conclusion This chapter is last chapter of the study. This chapter concluded the research study. It is designed on the basis of results of the primary research, secondary source of information, personal observation of researcher during his field work.

This research is an attempt to identify the tourism potential in Maharashtra and the impact of various promotional activities undertaken by Department of Tourism Government of India, MTDC, Tour and Travel Operators, Hotels and Airlines to promote tourism in the state.

Maharashtra region is extremely rich in cultural and historical heritage and scope for tourism is immense in this area. It is true though that most of the region is yet unexplored. If tourism is given proper opportunities for growth and development the economic status of the region is also bound to improve. The employment opportunities are vast and local people can be tapped as and when tourism in the area receives a push.

As of now the level of participation of MTDC, Govt. of India Department of Tourism in the tourism sector is very low in this region and there is a need to improve the situation.