CHAPTER 1

FACTS ABOUT TOURISM INDUSTRY
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1.1 Introduction

“Travel brings power and love back into your life”

It is a saying of the 13th century’s great Persian – Poet, Rumi, when you get happiness you give love to others similarly experiences give more strength to your personality and thought which when channelized in a proper way becomes the power-Willpower. Human beings always like to discover new places or visit such places which are beautiful, influential and historical and which adds value to their life, which makes them relax, refresh and infuses new energy. These places either have been heard, listen, read, told, suggested or mentioned by someone and which rest somewhere in their mind and heart for various reasons. Every tour has its exclusive purpose for each individual, which most of the time enlarges with actual experience by the journey of a set destination. This whole process is nothing but touring or tourism. Today it has become one of the most important need of human’s life and it helps to make life more harmonious, enriched and contended.

Tourism is a product of uncontrollable variables, and thus it is very challenging as tourism as a product has a wide space for innovation and execution of new ideas keeping tourist satisfaction as a center point. To do this there is a need of all-around efforts. Today it has become one of the most important business sources for the development of any country throughout the world. Tourism industry is expanding and developing very fast. Tourism is becoming the major instrument for uplifting the socio-economical standard of the locals and subsequently the particular country.

In modern time’s service sector plays an important role in the development of the nation and which has now become an industry, service industry. The main industries, which fall under this category, include hotel industry, tourism industry, entertainment industry etc. Tourism is a business for everyone: Everyone will be benefited if tourism is properly managed, in its broader sense; the tourism industry is the amalgamation of all businesses. Hotels, airlines and tour operators represent only a small proportion of this industry.
It is now well accepted that the Tourism industry is playing an important role towards the contribution to GDP (gross domestic product) of the nation, employment and balance of payment. Almost all the countries are promoting tourism on priority. The potential of tourism sector to stimulate economic and social development thereby transforming economies is internationally acknowledged. Tourism is not only a growth engine but also an employment generator. The importance of tourism as a creator of job opportunities can be understood from the fact that in India every one million invested in tourism creates 47.5% jobs directly and around 85-90% jobs indirectly. In comparison, agriculture creates only 44.6% jobs and manufacturing a mere 12.6% jobs. Moreover tourism is the third largest foreign exchange earner after gems, jewellery and readymade garments. In India tourism contributes 6.2% to the national GDP (Gross Domestic Product) and 7.7% of total employment. World Travel and Tourism Council has predicted an annual growth of 8.8% between 2011 to 2012.iii

Besides this it is a well-known fact that the complete potential of Maharashtra tourism has not been explored yet. Since tourism is a multi-dimensional activity which is principally a service industry, the wholesome participation of all the departments of the Central and State governments, private sector and voluntary organizations, NGO’s will help to attain sustainable growth in tourism.

Marketing of Tourism is beneficial to the economy of the country and also for image building, tax benefits, educational and cultural significance, earning foreign exchange and generating employment opportunities.

1.2 Definitions

Tourism and tourist are words, which are commonly heard or mentioned, in everyday life. Pick up any newspaper and you will find some reference to tourism i.e. in relation to government policy, tourist arrivals, products, destination, impact on economy, hospitality of the local people etc. But to understand the meaning of tourism you need to know the definition of tourism. The word 'Tourism' is related to 'Tour', which is derived from a Latin word, 'Tornos’. Tornos means a tool for describing a circle or turners wheel. This is the word of compass or rather a pin at the end of a stretched string, used to describe a circle. It is from this word 'Tornos' that the nation of 'round tour' or a 'package tour' has come which is very much the essence of tourism. It was as late as 1643 that the
term was first used in the sense of going round or traveling from places to place, around an excursion, a journey including visiting a number of places in circuit or sequence, circuitous journey, embracing the principal places of a country or region.

'Tour' is a Hebrew word. It derives its meaning from the Hebrew term 'Torah' which means learning, studying, and search. 'Torah' is the name given to the Jewish law - the book that defines the Jewish way to life. A tour represents an attempt by the traveler to discover something about a place he visits. In French literature the French term 'Grand Tour (meaning a great tour) has also been derived from the word 'Tour' and is used in the sense-meaning journey through France, Germany, Switzerland, and Italy.

Travel & tourism has been an important social activity of human beings from time immemorial. The dictionary meanings of 'Tourism & Travel' are quite limited in score but they bring out the basic essence of the terms.

The Oxford Encyclopedic English dictionary, for example, defines Travel as 'go from one place to another, make a journey especially for some length or abroad' and the 'Tourist' is defined as 'A person making a visit or tour as a holiday; a traveler, especially abroad'. A strict definition of the term for the purpose of any systematic analysis, however, is difficult because tourism is not only the world’s largest industry but also the most diversified one.

Theobald, (1994), suggests that etymologically, the word ‘tour’ is derived from the Latin word ‘tornare’ and the Greek word ‘tornos’, meaning "a lathe or circle; the movement around a central point or axis." This meaning changed in modern English to represent "one's turn." The suffix -ism is defined as "an action or process; typical behavior or quality," whereas the suffix -ist denotes one that performs a given action. When the word "tour" and the suffixes -ism and -ist are combined, they suggest the action of movement around a circle. One can argue that a circle represents a starting point, which ultimately returns back to its beginning. Therefore, like a circle, a tour represents a journey that is a round trip, i.e., the act of leaving and then returning to the original starting point. Thus, one who takes such a journey can be called a tourist.

The World Tourism Organization (WTO), the apex international organization for tourism has defined 'tourism', 'tourist' and 'traveler' as follows:
• Tourism - The activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.

• Tourist - [Overnight visitor] Visitor staying at least one night in a collective or private accommodation in the place visited.

• Traveler - Any person on a trip between two or more locations.

Over the years the definition of tourism has undergone a change along with the historical changes. In 1941, Hunziker and Krapf defined tourism as people who travel "the sum of the phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity."

This definition emphasizes travel and stay, but exudes day trips, business trips and the overlapping of these boundaries with other practices.

The League of Nation in 1937 recommended that tourism covers the society activity of those who travel for a period of 24 hours or more in a country other than the one a person usually lives in. However, the limitation of this definition was that it excluded domestic and emphasized only on international tourism.

The Rome Conference of Tourism in 1963 adopted the recommendation to replace the term "tourist" with the term "visitor" and defined tourism as a visit" to a country other than one’s own or where one usually resides and work", for the following reason:

• Tourism- the activity of temporary visitors staying at least 24 hours for leisure business, family, mission or meeting.

• Excursion- the activity of a temporary visitor although it did recognize the day excluding people in transit.

This definition also excluded the domestic tourist although it did recognize the day visitor.

The Tourism Society in 1976 proposed to clarify the concept of tourism by saying that "Tourism is the temporary, short-term movement of people to destinations outside the
places where they normally live and work and their activities during their stay at these destinations, including day visits and excursions."

These definitions indicate that tourism has expanded in its range and scope. The concept of tourism has broadened to include all forms of the phenomenon of leisure activity.

In the Sanskrit literature there are three terms for tourism derived from the root 'atna', which means going or leaving home for some other place. The three terms are:

- **Parayatna**: It means going out for pleasure and knowledge.
- **Desatna**: It means going out of the country primarily for economic gains.
- **Tirthatana**: It means going out to places of religious merits.

Thus according to the age old beliefs of people in the term 'atna' the research scholar feels it is extremely necessary and important to know the definition of tourism for study purpose, for legislative purpose, for industrial purpose, and for statistical purpose and hence Tourism is the temporary, short-term movement of people to destinations outside the places where they normally live and work and their activities during their stay at these destinations, including day visits and excursions."

In 1976, the Tourism Society of England's definition was: "Tourism is the temporary, short-term movement of people to destination outside the places where they normally live and work and their activities during the stay at each destination. It includes movements for all purposes." In 1981, the International Association of Scientific Experts in Tourism defined tourism in terms of particular activities selected by choice and undertaken outside the home.

The word 'Tourism' consists of all those traders dealing with ticketing (travel agent), accommodation (Hotels and Resorts), amenities, food (restaurateurs’) etc, which together satisfy the varied needs of the travelers.

### 1.3 Traveler

A traveler is defined as "a person who, visit lands for varied reasons, adventures a risk to meet other people and likes to have access to their culture & lore. He ventures
individually or in a group where his journey is enterprising & experimenting. He studies different material with a view to get more opulence, new products and new opportunities.

In 1994, the United Nations classified three forms of tourism in its Recommendations on Tourism Statistics: Domestic tourism, involving residents of the given country travelling only within the country, inbound tourism, involving non-residents travelling in the given country and outbound tourism, involving residents travelling to another country.

Thus the movement of tourist from the place of origin to the destination is further described as:

- **International Tourism**: when the travel is from one country to another, and
- **Domestic Tourism**: when the travel is within the country i.e. trips taken by a tourist within his/her own country or where the origin destination are in the same country.

In international Tourism one will come across two terms:

- **Inbound**: This refers to tourist entering a country or a state. Those tourists who visit any part of Maharashtra from any other state of India are considered to be inbound tourist for Maharashtra. People flock from various parts of India to Kolhapur, Pandharpur, Satara and Nashik for Pilgrimage, many visit Goa, Chipul Ganpatiphule for pleasure, relaxation and water sports, they flock to Mumbai for business, all these tourists are considered to be inbound Tourist for Maharashtra.

- **Outbound**: This refers to tourist leaving their country or a state of origin for another. Those who reside and work in Maharashtra and have to visit other states for various said reasons are termed as Outbound Tourist for Maharashtra.

However, these terms apply in the case of outward travel only at its beginning. We must remember that on the journey back a tourist is only returning to the place of residence and he cannot be termed as an inbound tourist. But at the same an outbound tourist can also be an inbound tourist. For example you decide to go to Egypt. From the point of view of India you will be described as an outbound tourist but Egypt will describe you as an inbound tourist.
Wealthy people have always traveled to distant parts of the world for various different reasons which are very unique, to see great buildings, works of art, learn new languages and experience new cultures and to taste different cuisines.

1.4 Marketing

Marketing refers to the multi-faceted process, which any successful business continuously works through. It includes activities such as researching the market, consumers and products; developing the business and products; developing the skills of personnel; and promoting, advertising or working with the media to raise awareness of the product to generate sales. Marketing is often described as consisting of four elements, known as the four Ps: product, place, price and promotion. Product refers to the physical attributes of the product, branding and packaging. Place is about distribution – the agencies, channels and institutions used to give consumers easy access to purchase the product. Price must meet both the needs of consumers and the needs of the provider. Promotion is the means by which consumers are made aware of destinations, products or services, to help them choose their holiday. Promotion can involve a range of media, including internet, websites, print (magazines, newspapers, brochures and direct-mail), television and radio.

Marketing is based on thinking about the business in terms of customer needs and their satisfaction. Marketing differs from selling because (in the words of Harvard Business School's retired professor of marketing Theodore C. Levitt) "Selling concerns itself with the tricks and techniques of getting people to exchange their cash for your product. It is not concerned with the values that the exchange is all about. It does not, as marketing invariably does, view the entire business process as consisting of a tightly integrated effort to discover, create, arouse and satisfy customer needs." In other words, marketing has less to do with getting customers to pay for your product as it does developing a demand for that product and fulfilling the customer's needs.

According to the American Marketing Association (AMA) Board of Directors, Marketing is the activity, set of institutions, and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners, and society at large.
Kotler, Philip defines marketing as “the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines measures and quantifies the size of the identified market and the profit potential. It pinpoints which segments the company is capable of serving best and it designs and promotes the appropriate products and services.”

Marketing Strategy

Bourgeois, L. J. (1980),\textsuperscript{v} states that marketing strategy determines how an organization defines its relationship to its environment in the pursuit of its objectives. It is a reflection of activities and tools of the destination management will develop to achieve the objectives on the selected tourism market as said by Choo, Ch W. (1999)\textsuperscript{vi}. 

Kotler and Armstrong (2004),\textsuperscript{vii} define marketing strategy as a set of principles for adapting marketing concepts to changed circumstances. According to Evans, Fox & Johnson (1995),\textsuperscript{viii} the tourism market is dynamic and subject to many changes, from which some of the most important are seasonality and trendiness. Basic purpose of the strategy is to increase destination competitiveness.

Királová, and Malachovský, (2014),\textsuperscript{ix} The success of a destination in terms of satisfaction, the visitor is a function of several interdependent components; this underscores the need for strategic and integrated planning, together with the selective use of specific tools and techniques. The development of a strategic plan for a destination is an articulation of the strategic priorities and direction that have been identified by stakeholders for the Tourist destinations.

1.5 Motivations to Travel

Tourist choice of travel destinations depends on their motivation. While one may like to relax in a beach resort another may like to spend the vacation in a hill resort. Similarly, art lovers may like to visit museums or monuments. Tourists’ travel motivations may be categorized as pleasure and recreation, art and culture, nature and wildlife, training and education, health and medical, spirituality and religion, sports and adventures etc.
1.5.1 Pleasure, Relaxation and Recreation: Pleasure, Relaxation and Recreation are three important motivations that make people travel. Every human likes to refresh himself from the routine life after a certain period of time. Today because of the competitive and stressful life everyone needs a break. The elevated economical standards also motivate for this. Pleasure tourists get involved in wide range of outdoor activities such as sunbathing, tennis, water skiing, shopping, and socializing, preferred visit to beaches, hill-stations and mountains.

1.5.2 Sports and Adventure: Participation in sport events or watching them as spectator is now an important travel motivation. Several regional, national and international meets and events attracts people from different parts of the world either to participate or to watch the events. Tourists prefer to combine their vacation with sports events to get value for money. Adventure sports are another important travel motivation. Some adventure sports like bungee jumping, sky diving, snorkeling, trekking, mountaineering, rock climbing, parasailing, river rafting, scuba diving etc are exciting and attractive activities for adventure tourists.

1.5.3 Health and Medical: Maintaining good health has become an increasingly important factor in people’s lives. India holds an advantage as a Medical Tourism country due to the well trained doctors and medical staff, up-to-date medical equipments and the cost of quality of medical procedures and services are low compared to developed countries. This plays a vital role in offering diverse health and medical facilities to people across the world and gives a boost to tourism.

Indian healthcare is expected to grow at 15% per annum. Medical tourism is expected to become a 2 billion industry by 2012. Health tourism in India is a one of the favourite vacation packages for people across the world. Health packages, meditation courses, yoga ashram courses and a number of institutional courses are available for tourists visiting India. It has long been known that Indian cities provide health services at a much cheaper rate than the US cities.

A large section of health treatments advised for visitors to India are the Ayurvedic treatments and therapies which primarily aim at resolving underlying issues that have caused one or many health woes for the people who may choose to visit one of the ashrams. Many fatal illnesses have been known to be solved by ancient Indian medical methods, most of which come from the Vedic disciplines. Being a nation of extremely
well educated population, India is considered as one of the major destinations for some world-class medical treatment.

1.5.4 Education: Thrust for education is one of the important drives for tourism. Tourism fosters a number of the exchange programmes across communities through direct interaction between the host and the guest. Students travel to obtain knowledge directly from renowned teacher, pioneer of the subject to understand the subject in depth. For instances, foreigners travel to India to learn about Hindustani Gharana Music. Similarly, many Indian universities have exchange programmes that facilitate foreign students to study in India and vice versa. Certain states of India offer international quality education at a very low cost.

1.5.5 Culture: ‘Cultural tourism’ is the subset of tourism concerned with a country or region’s culture. It generally focuses on traditional communities who have diverse customs, unique forms of art, and distinct social practices, which basically distinguish it from other types/forms of culture. It is generally agreed that cultural tourists spend substantially more than standard tourists do. This form of tourism is also becoming generally more popular throughout the world.

1.5.6 Business: Today the whole world has become a global village. Internet has destroyed the boundaries and geographical limitations, these no longer are a hindrance for any kind of business to operate, also due to the open economy, the whole world has become a single market and all have got equal opportunities to operate various business. For such expansion of business proper region wise establishments are required, which in turn encourages several visits to those places and this gives boost to business tourism.

1.5.7 Adjectival Tourism: Adjectival tourism refers to the numerous niche or specialty travel forms of tourism that have emerged over the years, each with its own adjective. Many of these have come into common use by the tourism industry and academics. Others are emerging concepts that may or may not gain popular usage. Examples of the more common niche tourism markets include: Agro-tourism, Culinary tourism, Cultural tourism, Ecotourism, Extreme tourism, Geo-tourism, Heritage tourism, Medical tourism, Nautical tourism, Pop-culture tourism, Poverty tourism, Religious tourism, Space tourism, War tourism, Wildlife tourism etc. This kind of special interest
tourism itself often dictates the planning and the development of travel to a particular destination.

1.5.8 Other Types Tourism: Travelers moving as Folk Arts viewers, Handicraft fairs, Traditional Music Lovers, Classical and Folk Dance viewers, visits to Forts, Festivals and fairs, Art and Crafts, Entertainment and Amusement enjoyers of local leisure and Night Life etc. Good food with regional specialty is and added attraction for which tourists prefer to move from place to place.

Most people in the west have some kind of fascination for Indian cultures and that makes the deal all the more profitable as a worthwhile vacation is also on the cards if you are looking for something extra. Thus according to the researcher- adventure, fun, flora & fauna, pilgrimages, business, history, medical etc. are the factors motivating travel.

1.6 India Tourism

Diversity of India is in abundance and which is not limited to the language and the culture only: there is a great deal of variety in the geography and ecology of the various regions also. From snowcapped peaks, to lush green valleys, gushing rivers, dense forests and caverns down to the sunlit sea - India has it all. The possibilities for leisure activities in them are enormous. All you have to do is make up your mind and select your own destination.

The customs and traditions of India have been reformed and molded by the long and dynamic history of Indian society. Through its distinct geography and social adaptation to new cultures, traditions, ideas, and national heritages, India stands as a monumental example of cultural and social diversity. India's great accomplishment as a culture and nation is its diverse and ample collection of cultural practices, languages, customs, and traditions that have developed and shaped the nation of India for the past five millennia. India is made up of several dozen ethnic groups, speaking their own languages and dialects, having very distinct cultural traditions.

The fairs and festivals of India are held according to the lunar calendar. Bringing out the true colours of the rich Indian culture, the fairs and festivals of India play an important role in attracting tourists to the country. These festivals are an integral part of the life of the people of the country.
1.6.1 Natural Beauty (Scenic): India has been gifted by nature, immense beauty of nature. In addition to the bustling hill stations and summer capitals of yore, there are several serene and peaceful nature retreats and places of interest to visit for a nature lover. Maharashtra has a beautiful landscape with a long coast line and hill ranges. The beaches in and around Mumbai are a big attraction. Hill resorts are another picturesque place to be in when one is looking out for a serene holiday.

1.6.2 Wildlife, Flora and Fauna: The wide range of climatic conditions helps India boasts of its rich variety of vegetation that no other country in this world can boast of. The vegetation comprises some 15,000 species of plants. According to the distribution of the flora, India can be classified into, Western Himalayas, Eastern Himalayas, Assam, Indus Plain, Ganga Plain, Deccan, Malabar and the Andamans. The concept of forest and wildlife conservation is very ancient to India. Since time immemorial, wildlife here has enjoyed a privileged position of protection through religious philosophy. India's flora and fauna are as diverse as its cultural variances. The Indian subcontinent has many fascinating sights for its nature lovers. Home to many rare and unique species - the majestic tiger, the Asiatic lion, the one horned rhinoceros, the wild ass, the Asian elephant, many species of deer, bears, leopards, monkeys, antelopes and birds. There are 459 threatened species of fauna, mammals, Birds, reptiles and amphibians, Fish and Invertebrates in India.

1.6.3 Traditional Music: Indian music has a long history and developed over several eras, it remains fundamental to the lives of Indians today as sources of spiritual inspiration, cultural expression and pure entertainment. Maharashtra has given major contribution in Indian Classical music. Music lovers of Maharashtra are more objective in their choice; however they give patronage to all artists from country. Lavani and Povada are the most popular folk songs that entertain the village-folks in Maharashtra. Bhaleri, a folk-song is sung to cheer the farmers working in the field. Bhajan, Bharud, Kirtan, Lalita, Abhangas and Tumbadi singing are the other forms of community entertainments based on folksongs found in Maharashtra. Gondhal, Lalita and Tamasha are the other forms of entertainment that involves folk music in Maharashtra. The devotional music of Maharashtra is more than thousand years old and has a long standing tradition from vedas till date.
1.6.4 Dances-Classical and Folk: India is a land of diverse cultures and traditions. Each region of the country has a unique culture, which is also prominently visible in its various art forms. Almost all the regions of the country have their specific folk music and dance, which proves to be a wonderful way of expression of their community and its traditions. Sangeet Natak Academy confers classical status on eight Indian dance styles, Bharat Natyam from Tamil nadu, Kathak from Uttarpradesh, Kathakali from Kerala, Kuchipudi from Andhra Pradesh, Manipuri from Manipur, Mohiniyattam from Kerala, Odissi from Orissa and Sattriya from Assam.

1.6.5 Festivals/Fairs: The culture of India is aptly reflected through its numerous festivals and fairs. Bringing out the true spirit of the Indian people and their society, the Indian festivals find their roots in the traditions, religious beliefs, myths and the seasons of the country. Festival, promote the culture of India. Religious festivals are innumerable over here. Durga Puja, Ganesh Chaturthi, Janmastami, Christmas, Eid-ul-Fitr, Rath Yatra, Vasant Panchami, Baisakhi, Ram Navami and others are some of the popular religious festivals of India. Apart from these, the other festivals that are celebrated include Desert Festival, Pushkar Fair, Urs Ajmer Fair and Surajkund Crafts Fair are some of the famous fairs of India. The Kumbh Mela and the colourful and grand Goa Carnival are extremely popular among the locals as well as the tourists.

1.7 Maharashtra

Maharashtra has rich culture and heritage. 'Marathi' is the language of a Maharashtrian or people of Maharashtra. In Maharashtra there are people of all sects of religion however Hindus have major population. The traditional dress of women is Nauvari or Sahavari sari. The traditional dress of males is 'Kurta and Dhotar' along with Pheta on head.

1.7.1 Climate: Maharashtra has common monsoon climate, with hot, rainy and cold weather seasons. Tropical problems prevail all around the state, and even the hill stations usually are not that cold. Dew, frost, hail can also be occurred often based on the seasonal climate. Rainfall in Maharashtra differs from area to region. Thane, Raigad, Ratnagiri and Sindhudurg districts, get large rains of a common of 200 cm/year. However the districts of Nasik, Pune, Ahmednagar, Dhule, Jalgaon, Satara, Sangli, Solapur and parts of Kolhapur get rainfall less than 50 centimeters. Rainfall specifically concentrates
to the Konkan and Sahyadrian Maharashtra. Central Maharashtra receives much less rainfall. Nonetheless, beneath the affect in the Bay of Bengal, eastern Vidarbha receives good rainfall in July, August and September. This is the best time to enjoy the scenic beauty of green pleasant Maharashtra be it the Western Ghats or the Vidarbha region.

1.7.2 Culture: Ancient building, archaeological sites, places of historical significance & modern culture like Ajanta Caves from 2nd century BC which is a part of the Maharashtra state. In total there are more than 20 locations in India with paintings and traces of former paintings of ancient and early medieval. Bibi Ka Maqbara in Aurangabad is an excellent piece of architecture constructed as a replica of Taj Mahal. Karle is considered as the finest examples of the Budhist shrine caves.

1.7.3 Religious Places: Maharashtra has many religious sites and pilgrimage places for different faiths. Nashik is the holy city for Hindus. Kumbh Mela is organized here every three years and Maha Kumbh Mela for every twelve years. Mumbadevi Temple of Mumbai is a very famous temple known all over India. Kailash Temple in Aurangabad is one of the oldest and best examples of excellent architecture. Pandharpur, Shirdi, Bahubali Temples are other famous temples of Maharashtra.

Hazi Ali tomb in Mumbai is over eight hundred years old and linked to the mainland by a path that is annually submerged in the high monsoon tide. Takhat Sachkhand Shri Hazur Abchalnagar Sahib of Nanded is the most important Gurdwara in Maharashtra. It is one of the four high seats of Authority of the Sikhs. Guru Gobind Singh, the 10th Sikh Guru died in Nanded and his ashes are buried in the Sach Khand Shri Huzur Gurdwara on the side of the river Godavari. Osho Ashram in Pune too attracts a number of devotees each year including a large number of them from the western countries since early 70s. Mount Mary Church and Afghan Memorial Church in Mumbai are famous for their old and western architecture.

1.7.4 Forts: There are nearly 350 forts in Maharashtra, so it is said that forts are the glory of Maharashtra. Most of these forts are associated with the great Maratha ruler, Chhatrapati Shivaji Maharaj. It is believed that he developed as many as thirteen forts. Vijaydurg fort is regarded to be the best sea fort developed by Shivaji. Every fort has a temple inside that was a powerful inspiration to the Maratha fighters. 510 km away from Mumbai is the famous Sindhudurg and Vijaydurg forts. This twin fort was constructed with the special guidelines from Shivaji. This fort is famous for its serene environmental beauty and its historic importance. Shivner fort is the fort where Shivaji was born. This fort is nearly about 120 km from Pune. Pratapgad fort reminds the fiery battle fought between Shivaji and Afzal Khan. One must see the 300-year old fine architectural fort of Murud - Janjira fort, Lohagad and Visapur Forts, Harishchandragad Fort, Arnala Fort and Ajinkyatara Fort are ideal for trekking. Adventure lovers must visit these forts. Raigad and Raigad, the two prominent forts which served as the capital of the Maratha Empire are also acknowledged for their typical position in comparison of the other forts therefore Raigad is called as King of All Forts. Almost every district of Maharashtra has the fort in its vicinity.

1.7.5 Wildlife, Flora and Fauna: Traditionally Maharashtra is known for its rich collection of wildlife-both flora and fauna. In the enchanting sylvan beauty of the woodlands and greenery of Melghat, in the Amravati district, roams the tiger and it is here that a greater part of Project Tiger is being implemented. In the heart of the luxuriant teak forests of Dhakna-Kolkaz is the Melghat Tiger Reserve, where panthers, bison, sambar, chital and the flying squirrel are familiar sights. The MTDC have ambitious plans to begin jungle safaris into these areas-A treat for wildlife enthusiasts, to see these wild animals in their natural surroundings. Another wildlife sanctuary which is known for its verdant hills and dales, where the fauna offers a mesmerizing blaze of colours, is the Nagzira Wild Life Sanctuary. Ambling around in these idyllic environs is the sloth bear, tiger, four horned antelope, the blue-bull, chital, barking deer, bison and the panther. Besides these, sanctuaries are alive with the chirping colourful and varied birds.

The Salim Ali Bird Sanctuary is a delight for ornithologists and so is the Kamala Bird Sanctuary which is the home of winged birds like the golden oriole. A graceful visitor to this state is the flamingo, which breeds in the Rann of Kutch. These hordes of birds, which look like swans when they are floating in the water, come to roost in Malshej
Ghat. Maharashtra has four National Parks, the most beautiful of them being the Tadoba and Nawagaon National Parks. The Nawagaon Lake greatly enhances the beauty of the surroundings. The wildlife here includes the sacred nilgai and the diminutive large-eyed chinkara. The Tadoba National Park has migratory ducks visiting its lake, and also swarms with crocodiles. The rest houses are ideal for nature lovers as it commands a lovely view of the lake and the distant green hills beyond.

1.7.6 Art and Crafts: Maharashtra with a strong history has a tradition of art and crafts. Some of the many still survive in the living form. A number of museums spread throughout the state like Prince of Wales museum, Mumbai are the repository of the rich heritage. Among the living form of crafts a number of things can be cited, the tribal painting and embroidery by various tribes, Traditional Maharashtrian jewellery, cane and bamboo articles, metalwares and bidri work on metal. Bidri-ware is made up of a combination of zinc and copper. It usually has intricate workmanship on pure silver embarked, overlaid or inlaid on the surface.

Paithani silk sarees are 6 or 9 yards of traditional Maharashtrian wear which is a rare art and is 2000 years old. It is weaved with silk and gold zari. Maharashtra is also known for its leather objects, especially Kolhapuri chappals. Other specialty art form which should attract a tourist visiting Maharashtra are its sculpture of stone terracotta and bronze, miniature paintings, musical instruments, household articles and devices and a variety of lamps.

1.7.7 Entertainment & Amusement: Theatre, cinemas - the Marathi theatre gives a very good account of the life of the people in the state. A whole lot of very important play-wrights like Kolhatkar, Khadikar, Deval, and Gadkari took a cue from Kirloskar and enriched the Marathi theatre for about half a century with excelling musical plays. The period dominated by musical plays with above mentioned authors and great singer actors like Bal-Gandharva, Keshavrao Bhosle, Bhaurao Kolhatkar, Deenanath Mangeshkar etc. all in full form. It can be very rightly said that ‘Musical Play’ is a very significant contribution of Marathi theatre to the world theatre. In 1857 the last armed war-of-independence was lost by India. The struggle for freedom of India was shifted to a different plane from armed rebellion to intellectual awakening against the British rule. Ironically it was the Western intellectualism which was responsible for this awakening. Shakespeare, naturally, was a great influence. The format of the western theatre was
largely accepted by Marathi theatre and developed to suit its own requirements. At present Maharashtra on the whole is full of multiplex cinemas which at a time show at least 4 to 5 movies and function almost round the clock, all these being a very valid reason for a tourist to enjoy the culture of Maharashtra not only during day time but also at night.

1.7.8 Cuisine: The cuisine of Maharashtra is largely influenced by the landscape, the people and the crops grown in various regions. It is not only memorable for its subtle variety and strong flavours, but also because of the legendary hospitality of Maharashtra. In affluent homes, feasts often start at mid-day and end when the sun turns towards the western horizon. The people are known for the aesthetic presentation of food, which adds extra allure to the feasts. For instance, in formal meals, it is a practice to sing sacred verses to dedicate the meal to God. The guest sits on a floor rug or red wooden seat and eat from silver or metal thali and bowl placed on a raised 'chowrang', or a short decorative table. Rangolis or auspicious patterns of coloured powder are drawn around the thali or the chowrang. To avoid mixing flavours, each guest is given a bowl of saffron scented water to dip the fingers in before starting on the next course. There is a specific order of serving of savouries and sweets, curries and rice or rotis, and a person who does not know this is not considered to be well trained in the art of hospitality. Agarbattis spread fragrance everywhere and the host believes the satisfaction of his guests to be his true joy.

The state offers an appealing assemblage of simple vegetarian and exotic sea food for the connoisseurs. Different regions of the state offer a rich and varied variety of dishes, many of which have become a rage all over the country. A blend of Malvani, Gaud Saraswat, Brahmin and Goan style in the coastal Konkani cuisine is as enchanting as the Varadi cuisine of the interior Maharashtra. Staple food of the people of Maharashtra is rice while huge variety of vegetables, fishes and coconut form the essential part of the diet. Peanut oil is predominantly used as a cooking medium.

1.7.9 Commerce and Trade: Maharashtra is the third largest state in India. Mumbai, the financial capital of the country, attracts a large number of tourists every year, and Pune has emerged as an education and IT services hub. Other major cities in the state include Nashik, Aurangabad and Nagpur. Maharashtra accounts for more than 30 % of the country's software exports, with over 1,200 software units based in the State, thus providing a familiar and friendly environment for the IT companies. The Government of
Maharashtra has recognized IT industry as an important thrust area in the State. The whole State has been connected through an Optical fibre Cable Network and a statewide network of competent training institutions have been established for building a pool of world-class IT professionals, in order to provide strength and support to the IT industry in the State. Besides, the State Government has framed an IT policy so as to make Maharashtra the most favoured destination for investments in the IT and in turn help the tourism industry.

The 720 km long coastline, the Konkan hills, ancient cave temples and the Vidarbha forests are some of the major tourist attractions in the state for business meets (conferences, workshops, fashion shows, trade fairs, exhibition grounds, convention centers, open air activities etc.) as well as pleasure trips.

Maharashtra (because of Mumbai) ranks 1\textsuperscript{st} in Business tourism and received 41,56,343 foreign visitors which share 20.8\% International visitors in 2013. It is found that Maharashtra witnessed annual growth 24.73\% in domestic and -23.9\% in foreign tourist arrivals 2013.\textsuperscript{a}

1.8 Development in Tourism Industry

The developments in technology and transport infrastructure, such as jumbo jets, low-cost airlines and more accessible airports have made many types of tourism more affordable. WHO estimates that up to 500,000 people are on planes at any time. There have also been changes in lifestyle, such as people who sustain year round tourism. This is facilitated by internet sales of tourism products. Some sites have now started to offer dynamic packaging, in which an inclusive price is quoted for a tailor-made package requested by the customer upon impulse.

The Tall Ships' Races 2007 in Szczecin, Poland, The World Tourism Organization (UNWTO) forecasts that international tourism will continue growing at the average annual rate of 4\%. With the advent of e-commerce, tourism products have become one of the most traded items on the internet. Tourism products and services have been made available through intermediaries, although tourism providers (hotels, airlines, etc.) can sell their services directly. This has put pressure on intermediaries from both on-line and traditional shops.
Indian travel and tourism industry has been on rise and is gaining popularity amongst travellers all over the world. It is an engine of growth for Indian economy and helps to promote sustained development of infrastructure, such as airports, railways and roads, leading to connectivity of various tourist destinations. Besides, improvement and expansion of existing and new tourism products such as cultural and heritage tourism, rural tourism, adventure tourism, health and healing tourism, etc; promotion of 'Incredible India' campaigns; as well as active participation of State Governments therein establishes India's competitive advantage in the sector. This has enhanced the foreign exchange earnings of the country as well as improved its trade relations with other nations. All such measures and incentives, undertaken by public and private sectors, are a source of several investment opportunities in the industry.

1.9 Careers in Travel and Tourism Industry

Working in the Travel and Tourism industry is all about making traveling an enriching and enjoyable experience for every individual by providing quality services. If you have a pleasant personality, excellent language and communication skills and knowledge about travel through personal experience - this probably is a great career option for you. With the recent developments in transportation and communication, traveling, both domestically and internationally has come to be unproblematic. Whether your purpose of traveling is business, adventure or just a vacation, a large group of people belonging to the Travel and Tourism industry are there to make your experience trouble free. This industry is the largest foreign exchange earner and it provides employment to millions of people. Hence the industry has a number of career options to offer and the scope of employment is unbounded.

1.10 The Career Options

Travel Agencies: These institutions facilitate travel and other services for all individuals traveling for vacations or business purposes. Providing information about the destination, hotel ratings, the cheapest and the fastest mode of transport, visas, foreign exchange etc. is the job of a travel agent. Travel agencies are divided into roughly four departments- the Accounts, Tours, Travel and Cargo: A course in travel and tourism will help you to get a suitable job.
Hotels: Hotels provide travelers with food and accommodation services. This service industry requires skilled and professional individuals and its manpower requirements are vast. Jobs related to front office, operations, housekeeping, food and beverages, accounting, management and public relations are available. A course in hotel management would help you to get a suitable job.

Transport: Transport refers to means of traveling from one place to another. Air, railways, road and sea are the basic categories that transport is divided into.

Road transport: Coaches and tourist cars provide scope for self-employment. Drivers with good conversation skills and knowledge of different languages are ideal for this job.

Airlines: This sector of the travel and tourism industry is in great demand. The ground staff and the airlines need smart and presentable professionals with a degree in hotel management or travel and tourism. Traffic assistants, reservation and counter staff, air hostess & flight pursers, sales and marketing staff and people to provide customer services are all required. Airlines like Indian Airlines, Emirates, British Airways and Air India pay attractive salaries and provide a number of added benefits too.

Tour operators: These individuals organize tours and manage travel and stay of their clients. They conduct tours to known tourist attractions and some of them help the tourists indulge in adventure sports like river rafting and rock climbing. To do this job, you have to have a pleasant personality, detailed knowledge concerning travel and language skills.

Time share companies: These companies own/manage holiday resorts with time shares owned by different members of these companies. It leads to another set of companies which provide services relating to sale/transfer/exchange of these time shares with an international network of resorts. You have the option of working with resort owning companies or time share exchange companies like RCI.

Holiday consultants: This is a relatively new career option in the travel and tourism industry. These professionals provide all the information to their clients. They sell the holiday, plan the itinerary, make the travel plan, book the tickets and provide all the other details which are required.
Banks: Banks require people to assist tourists and travelers on foreign exchange. Usually MBA professionals are preferred for this job. Banks help in hotel and ticket bookings also.

1.11 Tourism Marketing

Marketing gives importance to customer satisfaction. It is a combination of activities to motivate people to buy the product. It is nothing but actually shopping which is deeply associated by selling and buying products and services. Travel and tourism is no different where the word marketing as used by many, is restricted to negotiations and publicity. Many large Tourism organization adopted marketing as a business strategy. Marketing is more emphasis on quality product and professionalism with proper aggression.

Marketing always focuses around the satisfaction of customer needs, wants, and requirements. It expects to identify the future needs. Tourism is a service industry; these services are intangible which can be known only after the actual experience, so it carries an amount of risk to purchase.

There has been an up market trend in tourism over the last few decades. Tourists have high levels of disposable income, considerable leisure time, are well educated, and have sophisticated tastes. There is now a demand for better quality products, which has resulted in a fragmenting of the mass market for beach vacations; people want more specialized versions, quieter resorts, family-oriented holidays or niche market-targeted destination hotels and there is a much awaited need for developing full proof marketing plan for the same.

Therefore a marketing plan contains number of aspects of integrated, viable and strategic plan, which is known as marketing mix. Marketing mix, as stated, is a right combination of elements designed to get a particular set of consumer, buy a product at a particular price.

However, the Maharashtra tourism sector is facing challenges such as lack of good quality tourism infrastructure, global concerns regarding health and safety of tourists, disparate passenger/road tax structures across various states and shortfall of adequately trained and skilled manpower. While several plans and programmes have
already been devised for tackling these challenges, successful implementation would be critical to accelerate growth. Besides this it is a well-known fact that the complete potential of the Maharashtra tourism has not been explored yet. Since tourism is a multi-dimensional activity which is principally a service industry. The wholesome participation of all departments of the Central and State governments, private sector and voluntary organizations, NGO’s will help to attain sustainable growth in tourism.

Marketing Mix

For preparing any successful marketing plan, we deal with four P’s of the Marketing Mix:

- **Product**: It means attractions or tourist resources that a country can offer beautiful monuments, scenic beauty, beach and mountain resorts, transportation services, good hotel accommodation, polite and friendly people etc.

- **Price**: It implies the optimal rates at which the tourism product (holiday) can be sold.

- **Place**: Most suitable distribution channels. In other words, the markets where the product should be sold and the network through which it is sold.

- **Promotion**: It implies the communication process, public relation, promotion through advertising, etc.

Mass tourism could only have developed with the improvements in technology, allowing the transport of large numbers of people in a short space of time to places of leisure interest, so that greater number of people could begin to enjoy the benefits of their leisure time. The best use of marketing mix has been done by Kerala and Gujarat. This helps them to shoot-up their revenue generation and ranking for the favourable tourist destination.

The land of Maharashtra possesses all the attractions that tourists love to enjoy. Present study is an attempt to analyze the prospects and problems in further development of Tourism Industry in Maharashtra in the context of Marketing strategies adopted by the State and the private stakeholders in Tourism Industry.
1.12 Reference


   [online Available- http://www.wttc.]


