CHAPTER 3

PRESENT SCENARIO OF TOURISM INDUSTRY IN MAHARASHTRA
CHAPTER 3
PRESENT SCENARIO OF TOURISM INDUSTRY IN MAHARASHTRA

3.1 Introduction

Tourism is an activity of persons traveling and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. Indian tourism Industry is growing and developing leaps and bounds and also has tremendous potential for generating employment and making large amount of foreign exchange which plays a big role in the comprehensive economic and social development of country.

Tourism is a multi-dimensional activity basically a service industry for which the government agencies, Central or State, private players of industry and voluntary organisations should take active participation for the excellence and to attend it with sustainable growth in Indian tourism to create a place in world tourism industry.

Tourism has become a popular global free time activity. Tourism has important contribution in sustainable development, economic upliftment and social benefits, if planned systematically. Since the last decade it has become a major thrust area in India to address the aforesaid issues, to utilize its wide variety of destination and resources, also to optimize the level of financial involvement for developing tourist infrastructure in a constraint economic domain.

3.2 India-As a Tourist Destination

India is one of the eighteen mega diverse countries in the world, known for harboring large bio diverse ecosystems, including in the Himalayas and the Western Ghats. India has 661 protected areas with 100 National Parks, 514 Wildlife Sanctuaries, 43 Conservation Reserves and 4 Community Reserves in different bio geographic zones, extending to nearly 5% of the geographical area of the country (MoEF 2011).

India with 2,287,263 sq. kms of area is about the size of Western Europe: it is 3,200kms from north to south and 3,000 kms from east to west. Its coastline is 6,083 kms.
The Andaman and Nicobar Island, nearer to Indonesia, are part of the Indian Republic. The country has 17 official languages and about 500 dialects Hindi and English are the official languages. To understand India, it should be visualized as a continent of difference in lifestyle when compared with the continent of the Europe. The British historian, Arnold Toynbee, called India" a society of the same magnitude as our Western... a whole world in herself. “The diversity of India is tremendous.” Said Jawaharlal Nehru," it lies on the surface and anybody can see it,"

The unity of India lies in its diversity- people bound together by centuries of common traditions, faith and philosophy. For a tourist to India, there is so much to see and wonder at. The research scholar would like to quote here the impressions of a well-known American journalist who lived in India for three years. He expressed that he can even travel, as if in a time machine, from a skyscraper hotel to rural places of Biblical simplicity. If he goes to Darjeeling, a hilly, tea planting resort town close to the eastern edge of Nepal, he can get to see the tip of the icy peak of Mount Everest. There one stands cocooned in the blanket to watch sunrise without parallel on earth.

The first record of history dates back to the great 5000-years old Indus Valley Divulgation on the banks of the river Indus, Many planned cities have been excavated at Harappa, Mohenjo-Daro (now in Pakistan), Lothal (in Gujarat) and several other sites.

The Aryan came to this subcontinent around 2000 B.C. They came and settled in this beautiful land to a pastoral life, governed by the politics of kings and emperors. The Mauryan dynasty was founded in 323 B.C. by Chandragupta by Megasthenes, a Greek ambassador in the court of Chandragupta. This dynasty produced one of the greatest monarchs of the world, Ashoka. The great emperor, who expanded the boundaries of the empire, recognized the futility of conquest by war and embraced Buddhism. He sent monks with the message of the Buddha to Sri Lanka, Afghanistan, Syria, Egypt and Macedonia, for Indian cultural to conquer the East and the West. The Chalukyas and Pallavas established their dominion in the South India and Indian spread their religion and philosophy in East Asia: Thailand, Vietnam, Cambodia and Indonesia.

Islam found its way into India in 8th century AD Muslim conquerors came to the country and settled down. Subsequently, the Mughals established a might empire and pioneered a tradition of Indo-Islamic architecture with culminated in the Taj Mahal. Then
came the British, first as commercial adventures and then became a political body. For the first time in its history, India was united in a bid to cast out foreign supremacy. When battles did not help, leaders like Lokmanya Tilak, Mohandas Gandhi, Lala Lajpat Rai, Jawaharlal Nehru and Subhas Chandra Bose rose from the lines, and India regained her independence on August 15, 1947, after a non-violent struggle unprecedented in the history of the world.

3.2.1 The Cultural Panorama: Dance and Music in India are the gifts of the Gods and Goddesses. They are considered to be of living origin. Dances were performed originally by dancing girls dedicated to the temples as offering to the Gods. From there, it moved to the courts and palaces, towns and villages, adding richness, grave and joy to living. There are a variety of classical dance forms: the enchanting Bharatanatyam from Tamil Nadu, Kuchpudi of sub line love Andhra and the Mohinattam from Kerala. Kathak which has its origin in the Mughal Courts, Manipur, and a lyrical devotional dance form eastern India: Odessa from the temples of Orissa. Also the number of folk and regional dances: Lavni, Gondhal and many other folk dances from Maharashtra.

3.2.2 Sculptures and Paintings: The Civilization that flourished in ancient India speaks to us through its architectural remains and sculptures. Temples, Stupas, Viharas and other places of worship belonging to the past age were repositories of sculptures in stone or bronze. All this has come down to us as our precious treasure. Ajanta, Khajuraho, Konark, Elora, Elephant and Mahabalipuram are some of the excellent example of India's sculptural heritage.

3.2.3 A Country of All Seasons and for All Reason: India is blessed and large enough to provide any season or climate any times of the year. From the Himalayan peaks in the north to the tip of Kanyakumari, washed by the tropical water of the Indian oceans, from the marshy Rann of Kutch in the West to the hilly tea growing region of Assam in the north-east, the 3.3 million sq. kms of the vast Indian subcontinent, climate, scenery and people far greater than what is found in Europe. India has some of the hottest and the coldest regions in the world.

A seasonal change in India is more than a change of weather. India’s winter, when most foreign tourist arrive is enchanting. In the north, there is blend of sunlight days and crisp, starlit nights. In the south winter is a succession of mellow, pleasant day. Winter is
the time of skiing in Kashmir, Himachal Pradesh or Garhwal in Himalayas or swimming in the coastal region of India. The big cities are alive with cultural festivities, plays exhibitions, concerts and dance performances. The short, hot summer, from early April to the end of May, brings magnificent flowering trees and juicy tropical fruits like mangoes and litchis. This is the time to head for the mountain resorts of Kashmir, Nainital, Kulu, Manali, Simla, in the north, Darjeeling in the eastern Himalayas, or in the Nilgiri Hills of the south.

3.2.4 Festivals: After the monsoon, the Indian earth slowly turns golden for the harvest, and that’s when the festivals begin. The most vibrant and widespread are the 10 days of Dahsera in October, where good always scores over evil, Diwali, the festival of lights, in November, Colourful Holi in the month of March, Id, Sankrant and Baisakhi to name a few more.

3.2.5 Call of the Wild: Wildlife in India is more varied than anywhere else in the world. India has taken several steps to preserve its wildlife. Sanctuaries and national parks have been created where hunting is banned but shooting with a camera is encouraged. India is the tiger country. The elusive tiger can be seen most easily in the Corbett National Park in the foothills of the Himalayas, an eight hour drive from Delhi, the famous Bengal tiger lives in the Sundarbans in West Bengal, Tadoba sanctuary from Maharashtra and the magnificent Asian lions Loll imperturbably in the sun in the Gir Forest in Gujarat State. The Periyar Wildlife Sanctuary in Kerala state is home to elephant and other animal.

3.2.6 Sun, Sand and Surf: India has spectacular beaches and proper resort accommodation to make them delightful places to rest, relax and catch some sun. One of the best beach is the handsome Kovalam, on the southern tip of India in Kerala and Tarkarli and Konkan belts from Maharashtra. For those who like to combine sea-bathing with touring ancient Hindu temple, there is Mahabalipuram, one and half hour's drive from Madras (now called Chennai) and Ganpatipule at Maharashtra. Goa is well known for the fine beaches along its coastline: of particular interest is Calangute Beach across the Mandovi River from the capital city of Panaji. Special Indian touches and massage with ayurvedic medical oil to alleviate body ailments. The Andaman and Nicobar Islands, far off the coast in the Bay of Bengal, are an exciting destination.
3.2.7 Shopping Bargain: The country is a fabulous store of exquisite craftsmanship and traditional skills that find expression in object of great beauty and charm. Indian skills have been famous since Roman times—the silks of Varanasi, or Kanchipuram home of the Kanjeevaram Sari, which is known to be the best in Indian silk, bangles and other accessories which are carefully molded into various eye catching designs and patterns. In Indian, carpets are still woven today as they were for the royals in a past era. Marble is inlayed with semi-precious stones like emeralds, rubies, diamonds and pearls are encrusted in hand fashioned gold jewelers.

Various emporiums which are state-run stores sell the country's regional craft, where prices are reasonable and fixed. India's bazaars are a delight, providing many goods from which one can choose-leather handbag, shoes, brassware, toys, painting and figurines of perfumed scandal wood or rosewood. Almost everything can be made to order, whether it is a silk skirt or a diamond ring, carpet or a winter suit. Even a five and a half meter-long silk sari can be fashioned into a beautiful evening dress in one day by an ever ready and obliging tailor.

3.2.8 Culinary Tradition: Through its food one will discover that India is a banquet expressed in colours, flavours, aromas and personalities. In the vein of many aspects of India, food too is an elusive thing to define as it is made up of so many regionally diverse dishes, all with their own unique preparation techniques and ingredients. It’s the vegetarian fare of the south, the meaty traditions of the Mughals, the glowing tandoor (clay oven) of Punjab and the Euro-India fusions of former colonies. It’s the heavenly aroma of cooking spices, the juice of exotic fruits running down of the chin and rich, fiery curries that will make your taste buds tingle. Indeed it’s the sheer diversity of what’s on offer that makes eating your way through India so deliciously rewarding. Christopher Columbus was actually looking for the black pepper of Kerala’s Malabar Coast when he stumbled upon America. The region still grows finest quality of the world’s favourite spices of condiments. These spices and condiments are an integral part of most of the savory dishes of India.

3.3 India's West

Consist of Gujarat, the northern western region of Rajasthan and overlooking the vast expanse of the Arabian Sea is the western state of Maharashtra.
Tourism as an economic activity has been gaining tremendous importance in today's world and is currently the fastest growing sector of the world economy. Tourism has grown over a period, both in terms of volume and monetary.

Tourism Industry is one of the important sources of generating employment for local youth, wherein the services of locals can be utilized for tourists via souvenir shops, restaurants, fast food corners, etc. This will encourage local entrepreneurs to start business related to tourism. In short, the vast scope in Maharashtra tourism is untapped and not marketed well to benefit the stakeholders of the tourism industry in Maharashtra. Hence, the research problem studied in this work is to test that if marketed well Maharashtra Tourism has tremendous potential.

3.3.1 Maharashtra: The name Maharashtra first appeared in a 7th century inscription and in a Chinese traveler's account. Its name must have originated from rathi, which means, "chariot driver". At that time Maharashtra was full of builders and drivers of chariots who formed a maharathis, 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 is available. After which Shivaji Bhosle, founder of the Maratha Empire, was born in 1627. 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.

Maharashtra, the great land as the name itself suggests, has the great diversity of richness to offer to the tourists. Maharashtra is an embodiment of the natural beauty and grace, with dense forests, heavy rains during monsoon, innumerable varieties of flora-fauna, melodious folk music, dances and festivals, variety of many delicious dishes, handlooms and handicrafts, and above all its green landscape representative of the region, have been at the centre stage of tourist attraction.

The official language of Maharashtra is Marathi which has four alternative names-Maharashtra, Malhatee, Marthi and Muruthu and has 42 dialects.
At present Maharashtra's per capita income is 60% higher than the National Average Income. This state contributes 22% of India's net value-added output in the organized industrial sector and is way ahead of any other state.

**FIGURE 3.1: TOURIST MAP OF MAHARASHTRA**

**SOURCE: GOOGLE-COMPRE INFOBASE PVT LTD.**

**Regions of Maharashtra:** Desh, Khandesh, Konkan, Mumbai, Metropolitan region, Marathwada, and Vidarbha.

**Districts of Maharashtra:** Ahmednagar, Akola, Amravati, Aurangabad, Beed, Bhandara, Buldhana, Chandrapur, Dhule, Gadchiroli, Gondia, Hingoli, Jalgaon, Jalna, Kolhapur, Latur, Mumbai City, Mumbai Suburbun, Nagpur, Nanded, Nandurbar, Nashik,
Osmanabad, Parbhani, Pune, Raigad, Ratnagiri, Sangli, Satara, Sindhudurg, Solapur, Thane, Wardha, Washim and Yavatmal.

**Million-plus cities in Maharashtra:** Mumbai, Pune, Nagpur, Thane, Pimpri-Chinchwad, Nashik, Kalyan-Dombivali, Navi Mumbai, Aurangabad, Kolhapur, Sangli, Satara and Solapur.

**Other cities with Municipal Corporation:** Ahmednagar, Akola, Amravati, Bhiwandi, Dhule, Jalgaon, Malegaon, Mira-Bhayandar, Nanded, Ulhasnagar and Vasai-Virar.

Maharashtra has immense tourist potential, which is currently underutilized. Though the number of tourist arrival in Maharashtra (Specially Mumbai) is the highest in India, very few tourists actually stay in the state. Maharashtra is majorly used as an entry and exit point for other destination by tourists. Most of the time international tourists having single-night stay only.

Maharashtra has 20.6% investment of India (which is highest than any other state). It is the most industrialized and urbanized state of India. Maharashtra ranks No.1 in terms of number of foreign tourist visiting India. Maharashtra is blessed with wide range of tourist offerings

Infrastructure facility such as Motorable roads, reasonably good accommodation, clean toilets, and shower facilities at beaches, garbage collection centre, easily accessible booking facilities, wide road and parking facilities should be on top priority.

For any product or service to be sold, it is very important to market the service/product well. More important is how the service is advertised and marketed. With regard to Tourism Development in Maharashtra, it is observed that often there is no information available or no signboards on highway to promote the nearby tourist destination in Maharashtra.

The study of Maharashtra tourism is nothing but the study of its five regions or six divisions of Maharashtra which is highly diverse in nature. This diversity gives tremendous potential for tourism. Maharashtra has the diversified geographical structure in respect of land, nature, culture, cuisine and scenic beauty, which offers the various
types of the tourism avenues based on the actually situation of the nature and availability of the sources and resources.

Maharashtra geographically, historically, and according to political sentiments has five main regions and these regions are divided into six divisions for the ease of its administration. These regions are Pune/Desh (Pune Division, West Maharashtra Region), Konkan (Konkan Division), Khandesh and Northern Maharashtra Region (Nashik Division), Vidarbha (Nagpur and Amravati division) and Marathwada (Aurangabad Division).

3.3.1.1 Pune/Desh (Pune Division, West Maharashtra Region): The Deccan Plateau of Shayadri and the area to the east of it are called the Ghat of Desh. Pune/Desh is one of the most important division or region of Maharashtra which covers Pune, Kolhapur, Sangli, Satara and Solapur districts of the states. This region has the strong historical, political, industrial and social base in history of Maharashtra. This region also covers the magnificent scenic beauty and hill stations.

![KAS PATHAR](image)

**FIGURE 3.2: KAS PATHAR**

Pune, the cultural capital of Maharashtra, is located about 170 km from Mumbai. It has been a bastion of the powerful Maratha Empire for over one hundred years. After 1818 it became East India Company’s military base. It has one of India's oldest universities, numerous colleges and institutions catering to Indian and international students. Pune is not only the hub of education but it has become the hub of IT Industry
like Bangalore’s Industries sectors. Pune is well connected with the rest of the state by air, highways and rail. This region has well developed infrastructural base comparative to the other regions of the state. Still for the tourism growth, a lot many things yet have to be done. Pune region has the huge potential for the Leisure Tourism/Honeymoon Tourism Official/Business Tourism, Family Tourism, Heritage/Archeological Tourism, Adventure/Sports Tourism, Wildlife/Sanctuary/Safari, Culinary/ Food/Cuisine Tourism, Industrial Tourism, Social Tourism and Agro Tourism.

**FIGURE 3.3: PRATAPGAD**

Pune Region covers various tourist places likes:

- **Forts:** Sinhagad, Rajgad, Raigad, Torna, Purandar, Panhala, Vishalagad, Vajiragadh, Harishchandargad, Ajinkytara and many more.
- **Hill stations:** Parvati, Panchagani, Khadkwasla, Lavasa, Khandala, Malshej ghat, Maval, Tapola etc.
- **Pilgrimage:** Pandharpur, Mahalkshmi, major Ganpati temples from Ashtvinayak, Jotiba, Jejuri, Dehu, Alandi, Basweshwar etc.
- **Pu La Deshpande garden, Peshwaudyan, Saras-bag, Agakhan Palace, National War Museum-Pune, Panshet dam, Adlabs Imagica, Junnar Caves, Jadhavgadh Fort etc.**

### 3.3.1.2 Konkan (Konkan Division):

The Sahyadris (or Western Ghats) run north to south, almost parallel to the Arabian Sea. The narrow strip of about 40 to 50 km between the sea
and the fall of the Sahyadri is known as the Konkan. Strictly speaking, these areas do not form a part of the Sahyadris. Karavali or Konkan coast is one of the most famous and known tourist destinations from out of the five regions. Konkan extends from Thane till Manglore. Mention of Konkan is in the Skanda Purana, which is believed to be the Parashurama Srishti. Konkan covers Mumbai, Mumbai Suburban, Raigad, Ratnagiri, Sindhudurg, Thane and Palghar.

![FIGURE 3.4: JANJIRA FORT](image)

Most of the places are good for a drive, family outings and some are suitable for rugged climbs. Konkan region is best known for the leisure, beach, adventure sports, water sports, business or official tourism, heritage and pilgrimage tourism. It has beautiful beaches, national parks and the heritage monuments along with modern artifacts like Worli-Bandra sea link, Konkan rail projects, Dams etc.
FIGURE 3.5: ALIBAUG BEACH

Konkan region has the most number of world heritage sites in Maharashtra, Elephanta caves, Chhatrapati Shivaji terminus along with Alibagh, Ganpatipule, Kunkeshwar, Tarkarli Vijaydurg, Janjira, Sindhudurg, Botanical Garden Sindhudurg, Sanjay Gandhi national park, marine drive, Juhu and Girgaum Chowpatty.

FIGURE 3.6: GATEWAY OF INDIA

Mumbai: The island city of Mumbai is situated off the west coast of India, south of the tropic of Cancer. Because of a wide bay between the city and the mainland, Mumbai has been a natural harbour and trading centre. Mumbai is the gateway to India from the west. Being the commercial capital of the country, Mumbai has all infrastructures for
domestic and international travel. Domestic and international airlines connect Mumbai with all parts of the country and the world. Major railways and highways connect Mumbai to the rest of the country.

3.3.1.3 Khandesh (Northern Maharashtra Region, Nashik Division): It comprises Nashik, Ahmadnagar, Dhule, Jalgaon and Nadurbar, this region is located towards the central India. Nashik is famous for its wine hub and also has the historical, pilgrimage and heritage importance. Jalgaon and Nadurbar are enriched with untouched hill stations like Pal in Jalgaon and Toranmal, a hill station of Nadurbar.

Khandesh has the long past history since 15th century, the town was founded in 1494 by Ahmad Nizam Shah on the site of a more ancient city, Bhringar. With the breakup of the Bahmani Sultanate, Ahmad established a new sultanate in Ahmednagar, also known as Nizam Shahi Dynasty. It was one of the Deccan sultanates, which lasted until its conquest by Mughal emperor Shah Jahan in 1636. Aurangzeb, the last great Mughal emperor, who spent the latter years of his reign, 1681–1707, in the Deccan, died at Khuldabad near Aurangabad in 1707, and a small monument marks the site. In 1759 the Peshwa of the Marathas obtained possession of the place and in 1790 it was ceded by the Peshwa to the Maratha chief Daulat Rao Sindhia.

Khandesh has plenty of monuments belonging to the communities of Sikh, Muslim, Hindus and Jains are found in Marathwada. Jyotirlingas in Vaijanath, Grishneshwar and Naganth, Ambejogai, Tuljapur and Mahur’s are the Shaktipeeths along with the world heritage sites of Ajanta and Ellora caves, wildlife sanctuaries, national park, forest and historical places like forts, wadas etc.

Nashik: As per the Gadakh, Bharat L. (2015) Tourism industry in Maharashtra has tremendous potential for growth, given the availability of basic infrastructure and the variety of tourist themes offered by various destinations in Maharashtra. Nashik is one of the most important cities of Northern Maharashtra. Nashik, in Maharashtra, is situated at approximate distance of 200 to 210 km from Mumbai as well as Pune. It has been observed that, good accessibility, health facilities, road, and infrastructure facilities, other entertainment facility etc. attracts large number of tourist towards Nashik city. Now a day’s Nashik city has develop potential growth in tourism and economy. Nashik is highly known for pilgrimage tourism.
Nashik is a city of forts, temples and holy sites. The famous pilgrimage centre of Shirdi is situated in Nashik. River Godavari flows through Nashik and its Northern part is called Panchavati. It is said that lord Ram and Sita along with Laxman stayed at Panchavati for some time during his exile. Nearby is Sita Gumpa (cave) where Sita is said to have stayed. Nashik has always been a major centre of commerce and trade in the past. Leading researchers are said to believe that it was probably the country's largest market place. Today, Nashik is a bustling township with a blend of the ancient and the modern. It is the home to many industries. The city is well connected with rest of the state by rail and roads. The nearest airport is Mumbai at 190 km.

**FIGURE 3.7: GARGOTI MUSEUM**

**FIGURE 3.8: SULA VINYARDS**


**Ahmednagar:** Ahmednagar is the largest district of Maharashtra state in western India, it has famous places like Shirdi and Meher Baba, Kalsubai Peak, Cavlary Tank, Bhandardara Lake, Ahmednagar Fort, Amruteshwar Temple, Mula Dam, Aurangzabe Tomb, Salbat Khans Tomb, Umbrella falls, Agstyia Rushi Ashram, kalsubai Harishchandragada wildlife sanctuary Dhule, Jalgaon and Nadurbar.

Ahmednagar is home to 19 sugar factories and is also the birthplace of the cooperative movement. Sugar, milk and bank co-operatives thrive here. Due to scarce rainfall, Ahmednagar often suffers from drought. Though citizens learn multilingual,
e.g. English, Hindi, Marathi, Urdu education in schools, Marathi is the primary language for daily-life communication. Hindi is also widely understood and spoken, thoughout Dakhani or Hyderabadi Urdu dialect, with a lot of grammar and loan words from Marathi.

### 3.3.1.4 Vidarbha (Amravati and Nagpur Division):

Amravati and Nagpur divisions’ together form Vidarbha region. Vidarbha region is comprised of Nagpur, Amravati, Akola, Bhandara, Buldhana, Chandrapur, Gadchiroli, Gondia, Wardha, Washim and Yavatmal.

![FIGURE 3.9: TADoba NATIONAL PARK](image)

Amravati, in Sanskrit, literally means ‘abode of immortals’. Amravati was the capital of Berar, which was part of present-day Vidarbha. Berar was part of the Mauryan emperor Ashoka's empire. It lies 156 km west of Nagpur, and serves as the administrative center of Amravati District and of Amravati Division. The town is located near the passes through the hills that separate the cotton-growing regions of the Purna basin to the West and the Wardha basin to the East. It is also home to Shivtekdi, a popular hilltop place for hundreds of joggers. Efforts are being done to revamp the Maaltekdi, to make it a healthy destination for all. Among the historical landmarks in the city are the temples of Amba, Shri Krishna, and Shri Venkateshwara.
FIGURE 3.10: NAGZIRA WILDLIFE SANCTUARY

The temple of Goddess Amba is an example of length of the tunnel but all their efforts were in vain spiritual architecture in the Vidarbha Region. There's a legend that when Lord Krishna eloped with Goddess Rukhamini from her wedding ceremony, he used a tunnel laying from Ambadevi temple to Koundinyapur (another spiritual place near Amravati). This tunnel is still in existence but is now closed. The city is also known for the Sai Temple along with Bhaktidham situated in Sai Nagar and Shree Swami Samarth temple situated in Rahatgaon.

Nagpur: Situated on River Nag, in the centre of India, Nagpur is India's orange growing capital. The present city was founded in the early 18th century by Bhakt Buland, a Gond prince of the kingdom of Deogad in the Chhindwara district. By the mid 18th century, it came in possession of the Marathas. By 1817 the British took control of Nagpur. In 1861 it became the capital of the Central Provinces. After independence it was incorporated in Maharashtra. Nagpur celebrates the conversion of Dr. Ambedkar to Buddhism on the 14th April of every year and thousands of Buddhists join the celebration.

Nagpur has a domestic airport and it is connected to Mumbai and Delhi by air. National highways and state highways connect the city to other parts of the country. It is a major train junction and trains originate from Nagpur to all major centers of the country.

Discovery of the two stupas belonging to the Maurya (200 BC) and Vakataka (400 AD) period suggests that Mansar was the site of a flourishing civilisation around 2,300 years back. The now almost dried up lake around the site and findings of ancient tools
and other objects point to the fact that a large population inhabited the area thousands of years ago. The discovery has made Mansar one of the prime archaeological sites in the country.

Vidarbha is blessed with nature and wildlife which are the main attraction of the Vidarbha, the Tadoba National Park, Tadoba National Safari, Tadoba National Trekking and Nature Trails, Nagzira Wildlife Sanctuary, Bor Wildlife Sanctuary, Navegaon National Park, Pench Tiger Reserve, Melghat Tiger Project and Tipeshwar Wild Life Sanctuary along with Markand Temple, Ambamata temple, The Sevagram Ashram, Anand Sagar-Shegaon, Salbardi, Chikhaldara, Lonar Crater Lake, Balapur fort, Chandrapur fort and Mainikgarh fort.

**FIGURE 3.11: PENCH TIGER RESERVE**

3.3.1.5 Marathwada (Aurangabad Division): The origin of the name of this region lies in the term Mara-hatti-vada, which is the meaning of one of the communities in Maratha. Marathwada region is comprised of Aurangabad, Nanded, Latur, Parbhani, Jalna, Beed, Hingoli and Osmanabad.

Aurangabad is a historic city of Maharashtra, India and main tourist hub of Marathwada. This city was found in 1610 by Malik Ambar, the Prime Minister of Murtaza. It is named after the Mughal emperor, Aurangzeb. It is also called as ‘City of Gates’ i.e. 52 gates existed at that time and at present four major ones and nine subordinate ones survive.
Maharashtra Tourism Minister declared Aurangabad as ‘Tourism capital of Maharashtra’ in 2010. The tourist destinations like Ajanta caves, Ellora caves which are listed under UNESCO World Heritage Sites, Bibi ka Maqbara, Panchakki (water mill), Naukhanda Palace, Salim Ali Lake & bird sanctuary, Aurangabad Caves, Himayat Baugh Aurangabad and Grishneshwar Jyotirlingam are the other attractions for the tourists.

It is one of the fastest growing cities of the world. Since 2000 major industrial development has come up in the Marathwada. Audi and Skoda car makers have started their units for manufacturing in Aurangabad along with Siemens, Parle, Radico and Hindalco. Industrial growth is also flourishing here for the Business/official and industrial tour.

3.4 Diversity and Potentials of Maharashtra Tourism

Overlooking the vast expanse of the Arabian Sea is the western state of Maharashtra, which presents a strong blend of traditional and the contemporary each co-existing with the other with surprising ease. A land untouched, unblemished, unlimited, whose sheer size and diversity will stun you.

Enjoy her mountains that stretch out into the mists as far as the eye can see, her innumerable forts that stand proud and strong, her scores of temples, sculpted into intrinsic beauty, her diverse and colourful cultures, woven into one colossal coverlet, her festival that galvanizes everyone into zealous motion and her miles of silver, white beaches, stretched taut and inviting over the entire coast.

Maharashtra, a land of colourful cultures, countless forts, multiple temples, misty stretch of mountains and serene sea is a perfect destination for the vacationers. With mainly monsoonal type of climate the best time to visit Maharashtra is from September to April. The cities are connected with excellent Air, road and rail ways to travel within and around the state.

The West coast seaport of Mumbai (the new name for Bombay) is India’s commercial capital and the largest with a population of 12.5 million. In this cosmopolitan center, Victorian, Gothic and Indo-Saracen monument stands in the shadow of newly built concrete and glass high rises. Sophisticated modern hotels ancient temples rise and beaches all vie for a visitor’s attention. Double-decker, London-style buses rumble
alongside horse drawn Victorias, a half-hour ferry ride across Mumbai harbour takes visitors to see the carved 1,300 years old cave temple on the little island of Elephanta, a favourite picnic spot.

The better-known complex of Ajanta with 20-cave temple constructed between B.C. and A.D. 800 is an hour's flight from Mumbai. Through its millennia, Ajanta provides a visual history of the cultural of those then. The frescoes depicts ample bosomed beautiful princesses who are attended by pretty maidens, palaces with elegant interiors, market places, musicians, horses, elephant, peacock and even foreign emissaries presenting credential to the royal court. Fifty kilometer further on is the Ellora complex of 34 temples built between A.D. 300 and A.D. 1300. Today, the temples of Ellora and Ajanta rank among the great wonder of ancient art.

Maharashtra had total tourist arrivals of 86.85 million tourists in 2013 of which 82.70 million were domestic and 4.15 million were foreign tourist. Maharashtra ranked 5th in domestic tourism and 1st for International visitors in 2013. It is found that Maharashtra witnessed annual growth 24.73% in domestic and -23.9% in foreign tourist arrivals 2013.

Maharashtra has Mumbai, the largest city in India and 6th largest metropolis in the world and also the global business hub of the country. The fastest growing economy handles 30% of India’s passenger traffic and 40% of the India’s International cargo. It is the financial capital of India due to which it has become the biggest business destination of the country.

Mumbai is the ‘Gateway to India’ for a vast majority of international travelers. In 2011 a total of 16,72,446 foreign & 28,691,854 domestic tourists visited Mumbai. Most of the tourists visiting Mumbai come for business activities. However, despite such large numbers of international tourist arrivals, Mumbai region has not been able to become a tourist destination on the lines of London, Paris or even Kuala Lumpur and Singapore. These cities apart from attracting business tourist also attract large number of leisure tourists.

Though Maharashtra has a city like Mumbai which has its historic and natural advantage as ‘a getaway’ to the country, it has not been able to leverage these in order to position itself as a major tourism destination or to become an attractive destination for the
wider ‘visiting friends and relatives’ market. Mumbai does not come under global top 20 destination cities of international visitors. At present most of the international tourist coming to India prefer to move on to visit destinations such as Kerala, Goa, Delhi and Rajasthan.

The India Tourism Statistics 2013 shows that not a single monument from Maharashtra found place in 10 most popular centrally protected ticketed monuments of foreign visitors in 2013, though Maharashtra has the highest number of World Heritage monuments (Ajanta, Elora, Elephanta caves & Chatrapati Shivaji Terminus and one Biodiversity world heritage site i.e. Kas Pathar-Satara) sites compared to any other states of India.

3.4.1 Leisure Tourism: The highest motivation/reason for the tourism is leisure/pleasure/change from the routine life which revives the energy of life. For leisure basically tourist prefers the beaches and hill stations now also covering the, night stay at sanctuaries and parks, back water tourism and house boat stay. Maharashtra has a number of resorts on many beaches and hill stations which provide for water sports, trekking, boating and other adventurous sports.

Maharashtra has the highest range of tourist destinations for the leisure tourism with varied kind of culture, cuisine and nature. These places can also be made specialised destination for the honeymoon tourist and thus should be promoted accordingly, like Mahabaleshwar, Matheran, Lonavla, Kahandala and Panhala. The beaches of costal Maharashtra and other hill stations should be promoted for leisure tourism.

Juhu and Girgaum beach, Ganapati Pule Beach, Konkan beach, Mandwa beach, Kihim Beach, Marve, Manhori and Gorai, Shriwardhan Harihareswar, Tarkali, Velneswar and Vengular malwan are some more beaches that surround the coastal line of Maharashtra.

Along with these the state of Maharashtra also includes some prominent hill stations which are known for their scenic beauty. Prominent amongst them are Bhandardara hill station, Chikhaldara hill station, Panchgani hill station, Jawahar hill station, Karla hill station and Taronamal hill station which make the place as one of the most picturesque sites in India.
3.4.2 Official/Business Tourism: Travel under the reason of business has increased in a huge manner in the last fifty years of period. Whereas the sizeable measure of business travel is mixed with pleasure. Due to the airline facility it gives certain free time slot and recovery of the time which will boost for metropolis site sign.

Maharashtra is number one for the arrival of businesstourist; this opportunity should be en-cashed by short distance tour by helicopter and charter plane for the journey of 1-2 hours for places like Ajanta, Ellora, Kaas pathar and Elephanta caves, Forts, Lonar creator, Beach, and Ariel view of the Sanctuary and Parks etc.

3.4.3 Heritage/Archeological Tourism: As per Kamra and Chand (2004), the term heritage tourism refers to tourism in the natural, cultural and built-environment of an area providing the tangible links between past, present and future. It has developed as an international phenomenon, based on the historical and cultural resources of tourism destinations. It has categories in two forms; one is tourism to place of genuinely high esteem for their historical and environmental importance, and tourism to nostalgia where heritage tourism is more important as a marketing approach and promotional theme than genuinely significant. This type of tourism includes the live and artistic forms of human expression (painting, sculptures, museums, theatre, and folklore) referred to as arts along with historical tourism, ethnic tourism, and eco/natured base tourism.

Maharashtra is blessed with a very rich heritage, it’s the only state which has the highest number of the world heritage site among the whole of India i.e. five sites, Ajanta, Ellora, Elephanta caves, Chatrapati Shivaji Terminus and Kaas Pathar.

Addition to this, Maharashtra has more than 500 forts which are the witnesses of the history of dynasties from Satavhanas, Rashtrakutas, the Chalukyas, the Ydavas, the Mughals, the Bahamanis, the Kadambas, Adil Shah, the Shivshaiand the Peshwas. All these were were finally taken over by the British.

3.4.4 Adventure/Sports Tourism: According to Badan and Bhatt (2007), adventure tourism is most exciting and popular among all types of tourism. Adventure tourism involves, soft (camping, horse riding, bird/animal watching and bicycle touring etc.) and hard (water rafting, scuba diving, off-road biking, mountain biking and rock/mountain/forts climbing) adventure. People/tourist take adventure tours for
different reasons such as new experiences, fun and excitement, recreational, return to nature and mental and/or physical stimulation etc.

Maharashtra is blessed with such nature which motivates the adventure tourism and more efforts are required for the growth of this tourism sector. Forts, parks, sanctuary, back waters and beaches, the ranges of Sahyadris and the costal line of the Konkan.

3.4.5 Ecotourism/Wildlife/Sanctuary/Safari: Joshi, Vandana (2014), states that Ecotourism plays a vital role in conservation of natural wealth. It focuses on local culture, wilderness, adventure and volunteering personal growth of locals. Ecotourism activities like wildlife tourism, bird watching, trekking, provides opportunities to visitors to experience powerful manifestations of nature and culture.

Maharashtra is blessed with diversified biodiversity ranging from forests, wetland, grassland, to coast and dense forest, Kaas Pathar of western ghat which already isa biodiversity world heritage site along with this forests of Gadchiroli, Lonar, Matheran, Mahabaleshwar, Tadoba, Malshej ghat, Dajipur sanctuary and some prominent sanctuaries like Chikhaldara, Pench National Park, Bor Dam.

3.4.6 Geotourism: As per Amin (1999), Geotourism is a tourism activity in which geological concepts are used to explain the formation of land farm and natural phenomena. These places are having highly aesthetic natural phenomena due to their geological uniqueness and/or rarity. It aims to assist the tourism sector to create selected nature based tourism object and identify areas as diverse, unique and valuable geotourism attraction which can provide a natural alternative to existing attraction.

Geotourism broadly defined by Steve et al. (2002), tourism that sustains or enhances the geographical character of the place being visited-its environment, culture, aesthetics, heritage and well-being of its residents’ encompasses a large range of activities and the ‘geo’ part of the definition refers to geography. On other hand the geologist definition of geotourism is tourism in geological landscapes’, coined by the geological curator’s group and geoconservation commission of the Geological Society (London), where the ‘Geo’ clearly refers to geology (Robinson, 1998).
Village of Lonar, Lonar crater is one of the best sites for geotourism in MaharashtraShivakumar, N. (2001), vii. The crater is of 2km diameter at the bottom of 170m depth, filled with saline water. Its uniqueness is the perfectly circular depression in the basaltic flows of the Deccan plateau. Till date the crater has not been developed for tourism and it should be promoted as a geotourism place. World Heritage Sites-Ajanta and Ellora caves also make an ideal geotourism attraction Newsome and Dowling (2006), viii.

3.4.7 Pilgrimage Tourism: Maharashtra has a long tradition of tolerance and symbiotic interaction with different religious faiths. Maharashtra imbibed the cultural and religious influences of the northern Aryans and southern Dravidians. Thus both Vaishnavism and Shaivism flourished in the region. Shaivism extended its ambit to the worship of Ganesha, son of Shiva which is the most popular deities worshipped by the people here.

Pandharpur situated on the shores of Chandrabhaga River in Solapur district is supposed to be the spiritual capital of Maharashtra. Pandurang/Lord Krishna when honoured his visit to Pundalika at bank of the Chandrabhag, he settled there as he is still told to be waiting for the Pundilika according to Warkari Sampradya mythology. The temple complex is very old and was first renovated in 83 AD. The tradition of royal worship and the ratha yatra begun in 1810 and is still carried out on Ashad and Kartik Ekadashi days.

Ashtavinakyaka or eight important Ganapati (Madh, Morgaon, Pali, Ranjangaon, Siddhatek, Theur, Leniyadri and Ojhar) shrines ensure for the pilgrims everlasting bliss.

Apart from this Maharashtra has more notable pilgrim places like, Audumbar, Bahubali, Bhimashankar, Dehu, Ganpatipule, Jejuri, Nasik-Sinhastha maila, Parli Vajjinath, Shrikshetra mahuli, Srikshetra Mahur, Titwala, Tuljapur, Haji Ali Tomb and Mosque, Shriwardhan – Harihareshwar, Ghrineshwar, Aundha Nagnath, Mahlakshmi, Jotiba, Binkhambi Ganesh Mandir, Trimbakeshwar, Sapatashringi Davi temple, Shirdi, Narasimha Wadi, Nanded is another important pilgrimage of which is dedicated to the sikh saints. It is one of the most popular Gurduwaras of Maharashtra, Deshpande, Aruna (2000), ix.
3.4.8 Agro Tourism: As per Upadhye (2015),x Agro tourism is complimentary to traditional agricultural activities. It is an opportunity for farmers to use the available resources in a diversified and innovative way. It creates a win-win situation for farmers as well as tourists. Farmers earn better from innovative use of available resources and the tourist can enjoy village life and nature inaffordable prices. Not only this, the villagers also benefited due to the development of agro tourism. Some cases of agro tourism in Maharashtra Dist. Raigad; Pune and Satara have proved that agro tourism not only brings development of farmers but also the village develops as a whole from the social and economic angle. In spite of growing agro tourism, the fact remains that the government support through appropriate and conducive policies for agro tourism development is lacking and government should give priority to agro tourism business in Maharashtra through appropriate policy measures. Global economic restructuring change and have generated new ideas as well as approaches to leisure and recreation. These ideas and approaches have paved path towards rural and agro tourism development. The change forces demand operations at global level that has brought change in the thinking and use of the nature and the rural resources.

3.4.9 Rural Tourism: Pruthi, R. K (2006),xi the rural Tourism Industry describes, “what tourism in rural areas is?” In Australia both national and state tourism bodies have described rural tourism as: “a multi-faceted activity that takes place in an environment outside an urbanized area and represents to the traveler the essence of country life”. It’s a farm stay/B&B stay with few farm related activities.

Rural Tourism also closely associated with the agro tourism, Adventure tourism, Heritage tourism, Ecotourism. Maharashtra is blessed with resources for this kind of tourism development. This can help to generate self employment and entrepreneurship which can boost up the development of the rural areas.

The interior of the Konkan, Kolhapur, Sangali, Nashik, Solapur, Pune have ample scope for the development of rural tourism. Various kinds of farm picnics (Dairy, Poultry, Honey, Jaggery & Raisin farms) and other fruit festival season to season will boost the rural tourism.

3.4.10 Cuisine of Maharashtra: Maharashtrian (or Marathi) cuisine is cuisine of the Marathi people, those from the state of Maharashtra in India. Maharashtrian
cuisine covers a range from being mild to very spicy dishes. Wheat, rice, jawar, bajra, vegetables, lentils and fruit form important components of the Maharashtrian diet.

Staple food of Maharashtra is as it is in most of the other states of India; rice is the staple food grain in Maharashtra too. Thus staple dishes of Maharashtrian cuisine are based on bread and rice. Bhakri - bread made from millets like jowar and bajra, form part of daily food in rural areas. Bhaaji is a vegetarian dish made from a vegetable, with goda masala essentially consisting of some combination of onion, garlic, ginger, red chilli powder, green chillies and mustard. A particular variant of bhaaji is the rassa. Varan is nothing but plain dal, a common Indian lentil stew. Aamti is a variant of the curry, typically consisting of a lentil (tur dal) stock, flavoured with goda masala, tamarind or amshul, jaggery (gul) and in some cases coconut as well.

One of the masalas that gives Maharashtrian cuisine its authentic flavour is the goda (sweet) masala or kalaa (black) masala. Non-vegetarian dishes mainly use chicken, mutton (mainly goat), fish and other seafood. The Kolhapuri taambda rassa (red curry) and pandhra rassa (white curry) of chicken and mutton from the southern city of Kolhapur and the varhadi rassa or (varhadi chicken curry) from the Vidarbha region are especially well known throughout Maharashtra. The coastal regions of Konkan are more famous for the fish and seafood dishes.

A typical lunch or dinner usually starts with Poli (bread), accompanied by one or more bhaaji(s) (vegetable) and a koshimbir (salad) along with some side dish (usually pickles). This is usually followed by a second course of varan, aamti or rassa (gravy) with rice. As with most of the Indian cuisine however, each region has its own preferences and variations. In Maharashtra koshimbir is very common and is a healthy addition to the plate. Typically made from raw vegetables (carrots, onions, cucumber, tomatoes etc) mixed with yogurt and ground roasted peanuts known as sengh danyache kut.

Maharashtrian meals (mainly lunch and dinner) are served on a plate called thali. Each food item served on the thali has a specific place. Bhaaji is served in the plate on the right hand side while the chutney, koshimbir are served from left going up the periphery of the circular plate. The papad, bhaaji are served below the koshimbir with the rice and poli served at the bottom of the circle closed to the diner's hand. The puran
is served at the top in the inner concentric circle. The amti, rassa is served in separate bowls placed on right hand side of the diner. Water is placed on the left hand side. Traditionally, the food was consumed using the right hand rather than with any cutlery. It is considered ill mannered to use left hand while eating.

Maharashtra is a diversified state, thus a variety of delectable cuisines are found here. With distinguishing flavours and food styles eating becomes an enriching activity altogether. The culture of Maharashtra, which reveals itself in many ways, is also reflected in its local cuisine. Though most people are not very familiar with Maharashtrian cuisine and it has yet to find its way into five-star kitchens, there does exists a large and interesting culinary repertoire. The people of Maharashtra regard their food as 'Anna he poornabrahma' which means 'anna', or food is equal to 'Brahma', or the creator of the universe. In other words it means food is God, thus it should be worshiped. Maharashtrian’s also believe in offering their food first (nevaidya) to the lord as a thanksgiving ritual for all that he has given.

The cuisine of Maharashtra has its own distinctive flavours & tastes and is largely influenced by the landscape, people and crops grown in various regions. It can be divided into two major sections - the coastal and the interior. A major portion of Maharashtra, which lies on the coast of the Arabian Sea, is called the Konkan and boosts its own Konkani cuisine, which is a homogeneous combination of Malvani, Gaud Saraswat Brahmin, and Goan cuisines. Besides the coastal cuisine, in the interiors of Maharashtra, the Vidarbha area has its own distinctive cuisine known as the Varadi cuisine.

Thus Maharashtrian cuisine is divided into two, Konkani, and Varadi. These cuisines are quite different from each other, but both of them use a lot of seafood and coconut. Grated coconut is used as a spice in many dishes, but the coconut oil is not very widely used as a cooking medium. Peanut oil is the main cooking medium and in vegetables lots of peanuts and cashew nuts are used. Kokum is another unique feature; it is a deep purple berry which gives a pleasing sweet and sour taste. It is commonly used in a digestive appetizer called the sol kadhi, which is served chilled. Maharashtrian cuisine is packed with the subtly flavoured vegetarian delicacies and hot aromatic meat and fish curries, while the crunchy, crisp sweets made mostly from rice and jaggery are
also among the favourites. Konkan food has a lot of coconut in it and strong in spices, red chillies and coriander.

The spicy Kolhapuri food emphasizes on mutton. The food of the Vidarbha region is prepared strong with red chillie powder and garlic. Mumbai has its own assortment of dishes like vada pav, misal and pav bhaji, which are immensely popular across India. The most popular seafood of Maharashtra is the bombil or the Bombay duck served batter fried and crisp. To name a few more Mumbai fish varieties which are prepared in scrumptious fried dishes and curries are shimpilia, khekda, kolambi, surmai, rawas, halwa, etc. Almost all non-vegetarian and vegetarian dishes are served with boiled rice or with bhakris, soft rotis (bread) made of rice flour. A pancake made of rice, urad dal is called amboli. Then there is Vada which is a special rice & lentil puri, eaten as a part of the main meal. Brinjals are the most popular vegetable of this region. A popular preparation of brinjals is bharlivangi or baby brinjals stuffed with coconut or groundnut mixture.

Maharashtrian fare is incomplete without papads (kurdai, penne, sandge, sabudana papad, poha papad, udid papad, mirgund, etc.) which are eaten roasted or fried. Puran poli is the most popular dessert of Maharashtra. It is roti (bread) stuffed with a sweet mixture of jaggery and cooked Bengal gram lentil. Shreekhand is another famous sweet dish of Maharashtra, made of sweetened curd flavoured with cardamom and saffron.

In Vidarbha, Maharashtrian meals are scientifically planned and cooked - the golden rule being that the cooking medium must not be seen. The vegetables are more or less steamed and lightly seasoned so as to retain their nutritional value. There is almost no deep frying and roasting. Coconut is used in cooking and as an embellishment. Jaggery and tamarind are used in most vegetables or lentils so that the food has a sweet and sour flavour while the kala masala (special blend of spices) is added to make the food piquant. As opposed to the coastal cuisine, where fresh coconut is added to the dishes, in the Vidarbha region, powdered coconut is used for cooking.

3.4.10.1 Desh Cuisine: This region is rich in sugarcane fields, rice farms and milk. Well-irrigated farms produce plump, juicy fruit and vegetables throughout the year. In the winter months, southern Maharashtra becomes crucible of bubbling
sugarcane juice, heated to make jaggery and sugar. This season offers a feast of coconut kernels cooked in the syrup and eaten with peanuts and fresh chana. Winter also means plenty of milk, and typical milk sweets like basundi, masala milk, shreekhand and kheer. It is a social event in these areas to go to the riverbank for a picnic or row down the river to eat young roasted corncobs (hurda) with pungent chillies and green garlic ground to make tongue-scorching chutney. Milk, nuts, rough bhakaris of jawar, hot meat curries and chilli-spiked snacks are favourite foods here.

Puneri Cuisine: Home to the peshwas and Marathas, Pune is a historic city. The food of these communities is delicate, sparsely designed and entirely vegetarian. Puneri misal, thalipeeth, puri bhaji and dalimbi usual are not only tasty and nutritious, but inexpensive to make. These foods are available at traditional restaurants in Pune and Mumbai. Pune's restaurants have sold this sort of food for centuries and preserved the ambience of the cuisine; laid-back, simple and served with hospitality.

Kolhapuri Cuisine: Kolhapur is as famous for its spicy mutton curries as its Mahalaxmi temple or palaces. Popularly called 'Matnacha rassa', red-hot mutton dish is served with healthy chappatis, white gravy to dilute its pungency or a chilli gravy for the brave hearts experts in the art of digesting pure fire. Frankly, this curry can make the ears sing, and that is not all; Kolhapuri misal is one of the spiciest dishes of Kolhapur. Kolhapuri misal is very famous in Maharashtra.

3.4.10.2 Konkan Cuisine: Like the other coastal states, there is an enormous variety of vegetables in the regular diet and lots of fish and coconuts are used. The traditional crops of the Konkan region, the West coast of Maharashtra, are coconuts, mangoes, cashews, rice and a variety of pulses. The region also grows a great quantity of kokum, a sweet-sour fruit. Fish is available in vast varieties and seafood is in abundant supply. All these ingredients find place in the traditional and exotic Konkani food. Be it the mild, naturally fragrant vegetable mixture served with local papads, or a spicy-hot fish and meat curry with a coconut milk base, Konkani food is a gourmet's dream come true.
Inspite of abundant natural beauty of forests, beaches and back water’s, the food variety in Konkan is not known to the world and this is due to the lack of marketing, branding and appropriate promotion. This place is one of the best destinations for leisure, pleasure, honeymoon, adventure, sports and backwater tourism. MTDC and state government should target or segment this location for such tourism and promote this tourism in different packages. The scrumptious cuisine of Konkan will also help to attract the tourists. Konkan has its specialty in the seafood and the fruits recipe, which is yet to be brought to the notice of the world, once that is done it will surely enhance the tourism of Konkan.
Some of the famous Konkan food delicacies are: kombdi vade, solkadhi, tisre vade, sukkil sungta kismuri, tandalachi bhakar and patrode.

**FIGURE 3.14: KONKANI FISH THALI (Chapati, Fried Pomfret, Fish Curry, Rice & Sol Kadhi)**

### 3.4.10.3 Khandesh’s Cuisine:
North-west Maharashtra region covers Nashik, Ahmednagar, Dhule, Jalgaon and Nandurbar which is known as Khandesh. Khandeshi cuisine is one of the spiciest and hottest cuisine of Maharashtra. Khandeshi food is earthy and full of spices which have kala masala peanut oil, dry coconut, lavangi mirchi and the oil swimming over the dish locally called as tarri which is the trade mark of their Dishes. Some of the famous Khandeshi food delicacies are: Khandeshi mutton, dubuk wade/golyachi bhaji, bharli vangi, shev bhaji, shengdanachi bhaji, khichadi, patoda chi Amti, butter milk, kadhi, vangache kacche bharit, bhakar vadi, bharli vangi, kharda/thecha/techa thecha, sev bhaji and gulachi puri, gudacha sheera, puran poli with gulavni, imarti and khaprawarchya puranpoliya.

### 3.4.10.4 Vidarbha Cuisine:
Though the Konkan strip and southern Maharashtra have their own excellent cuisine, nothing can beat the exoticism and variety of the food offered by northern Maharashtra - Vidarbha and Khandesh. The central Indian plateau is not as lush as the coast; therefore, coconuts and mangoes do not grow here. But Vidarbha is rich in peanuts, rice and, most of all, citrus fruit, like oranges and sweet limes. In winter, truck-loads of oranges criss-cross the highways, taking mountains of juicy tangerines all over the state. Vidarbha's cuisine is usually spicier than that of the coastal and southern regions. The ingredients commonly used are Bengal gram flour, or chickpea flour, and ground peanuts.
Cuisine of Nagpur: The city of Nagpur inherits a glorious history and varied rich cultural influences and has evolved in recent times as a gourmet city. There are unusual snacks, curries, pulaos and sweets to pamper avid eaters. The food is generally spicy, with a good amount of ghee, and peanuts, dried copra (coconut) and dal (lentils) are often the basis of the flavours. Nagpur is also famous for its spicy non-veg preparations known as Saoji preparations that are generally made by using clove-pepper paste instead of red chili powder. Saoji is one of the extremely spicy tribal (Halba Tribe) cuisines of Nagpur. Some of the famous Vidarbha Food delicacies are: Mutton saoji, masala vangi, jhunka bhakar, santra bhurji, Nagpuri Gola Bhat, jwarichi amboli & pathwadi Chi bhaji.

3.4.10.5 Marathwada Cuisine: The cuisine of Auguranbad has been highly influenced by the North Indian method of cooking, as a result of the long Moghul rule in the region. Aurangabad's food is much like Moghlai or Hyderabadi food with the spices and herbs of the Marathwada region, with its fragrant pulaos and biryanis. Meat cooked in fresh spices and herbs is a specialty, as are the delectable sweets. Naan qalia is Aurangabadi dish which contains mutton and variety of spices which is called qalia and is eaten with naan which is a bread made in tandoor, Tahari is similar to pulao is prepared by adding the meat to the rice and not as in traditional biryani where the rice is added to meat.

There is more stress on the right proportion of powdered masalas at the time of cooking. Some famous Aurangabad’s food delicacies are: Jhunka and Pithla (curry made of raw tomato with thick besan), Thecha, Jwarichi bhaakri, or Bajrichi Bhakari, Sukkha Mutton, Dal Pulao, Dhapate and Thalipeeth.

3.4.10.6 Festivals of Maharashtra:

Delicacies prepared during Special Occasions: Maharashtra is very famous for certain festivals known throughout the world like Ganesh Utsav, Holi, Dahi Handi whereas Dusshera, Diwali and Gudipadhva are the cultural identity of Maharashtra.

Biggest festival of Maharashtra is Ganesh Utsav, every Maharashtrian welcomes Lord Ganesha into his home and offers modak—a favorite sweetmeat of Lord Ganesha that is made only during this festival. Shreekhand, a sort of thick yogurt sweet dish, is a great favorite at weddings and the Dussehra festival. Flavoured with cardamom powder.
and saffron, this aromatic dish is served with piping hot puris made of whole wheat flour. Sweetmeats are identified with particular festivals and some of the festivals celebrated in Maharashtra are Gudi Padwa, Holi, Haritalika (Gowri Habba), Ganesh Chaturthi, Diwali and Makara Sankranti. There are many special dishes; mostly sweets are prepared exclusively during these festivals. On the occasion of Gudi Padwa; soonth panak and sprouted chana usal are prepared. Puran poli is prepared on the festival of colours Holi. Similarly, coconut potali is prepared, on Ganesh Chaturthi; karanji and chakli, on Diwali; shankarpali, badam halwa, chakli and karanji are prepared and shengdana chikki is prepared on the occasion of Makar Sakranti.

**Diwali:** Diwali inspires a variety of mouth-watering preparations like karanji, chakli, kadboli, anarasa, shankarpali, chirola, shev, chivda and varieties of ladoos like dink ladoo, besan ladoo, shingdana ladoo, rava ladoo, and so on are consumed in Maharashtrian households by children and adults alike. Diwali is considered as one of the most auspicious festivals in Maharashtra.

**Mahashivratri:** Marathi Hindu people hold a fast on this day. The fasting food on this day includes chutney prepared with pulp of the kavath fruit (limonia).

**Holi:** On this spring festival day, people enjoy a puran poli, a sweet, stuffed chappati made of channa dal and refined flour/whole wheat flour (maida/atta), served warm with clarified butter or a bowl of milk or sweetened coconut milk and sometimes also with Katachi aamti (Spicy lentil water). Other delicacies prepared exclusively for festival days are shreekhand, motichur ladoo, basundi and kheer.

**3.4.10.7 Fasting Cuisine:** A large number of Marathi Hindu people hold fast on days like Ekadashi in honour of Lord Vishnu or his avatars, Chaturthi in honour of Ganesh, Mondays in honour of Shiva, or Saturday in honour of Maruti or Saturn. Only certain kinds of foods are allowed to be eaten. These include milk and milk products, fruit, sabudana (sago), potatoes, nuts such as peanuts, purple-red sweet potatoes (called ratali in Marathi) and varyache tandul (Shama millet). Thus a calorie and carbohydrate-rich fasting menu can be prepared by selecting from the items listed above. Popular fasting dishes include Sabudana khichadi or danyachi aamti (thin peanut gravy), Vada, Khire, Shira, ratalyacha kiss, Batatyache Thalipeeth, Rajgira (amaranth grain), Shingada peeth (water chestnut flour).
Maharashtra cuisine for breakfast/teatime munchies, fasting food, dry snacks and sweets apart from the main courses dishes has large variety and are also full of nutrients and energy.

3.4.10.8 Snacks and Sweets-The Taste of Maharashtra: Breakfast/Teatime

**Items called Nyahari:** Batata pohe, dadpe pohe, kande phe, tikhatmeethacha sannja or upma, shira or sooji ka halwa, phodnichi poli or bhat also versions of dosa like amboli, ghavne, dhirde, batatawada-Mumbai’s burger, misal-dahi misal, thalipeeth, bhajnichi chakli, bhadang, chiwda, shankarpali, bhakarvadi, ladoo and shev.

**Crispies with meal/Tondilaavne:** Kothimbeer vadi, alu vadi, surlichya vadya, kanda bhaji, batata bhaji, palak bhaji, mugdal bhaji.
**Sweets:** Puranpoli, saanjori, shrikhand, aamrakhand, kharvas, shevyachi kheer, ravyachi kheer, dudhi halwa, dudhichi kheer, gavachi Kheer, tandalachi kheer, kheer, basundi, anarasay, gharge, karanjya, paakatalya purya, gulabjamuns, rava ladoo, besan ladoo, rava besan ladoo, til ladoo, methi ladoo, dinkache ladoo, aleevache ladoo, aamras and kelyache shikran.

**FIGURE 3.18: SHRUKHAND**

3.4.10.9 Vegetable, Appetisers, Pickels & Jams of Maharashtra: Vegetable and lentil preparations: Batatyachi bhaaji (Potato preparations), dalimbya (Beans), farasbichi bhaaji (french beans), palakachi takatli bhaaji (Spinach cooked in buttermilk), kelpulachi bhaaji (banana/plantain bloom), ansachi bhaaji (Jackfruit preparation) walache birdha.

Soups/Appetisers: In Maharashtrian cuisine soups are consumed along with the main course and are known as appetisers. Some popular appetisers are: kadhi, Sol kadhi, Tomato saar, kokam saar, Varan, Aamti, katachi aamti etc.

Pickles and Jams: Ambyache lonche (mango pickle), Limbache lonche (lemon pickle), awlyache lonche (amla pickle), mohoriche lonche (mustard pickle), ambe-haladiche lonache (fresh turmeric pickle), mirachiche lonache (Chilly Pickle), danga, papad, miragund, sandage methamba, Thecha, Muramba (A kind of preserve, made from jaggery and seasonal fruits) sakhramba (a kind of preserve, made from sugar and seasonal fruits).

3.4.10.10 Novel - Authentic Dishes of Maharashtra: Till date only very few Maharashtrian delicacies are popular and known to the world, though, Maharashtra
cuisine has lot many varieties. There is a significant difference in their cooking style/methods, spice, taste and ingredient which gives different flavour and taste as per the regions. These cuisines are rich and very healthy. The awareness of the Maharashtrian cuisine is limited as majority of the hotel industry in India has south Indians, Rajasthanis and Punjabis who introduced and promoted their food to the public. Maharashtrian hotel entrepreneurs have yet not made any efforts towards this and also very few Maharashtrians are interested in the hotel industry.

The efforts of the stakeholders of Maharashtra tourism also are falling short in this direction. There are number of delicacies made of available vegetables, fruits, lentils/pulses which are not even known to the non Maharashtrian resident of Maharashtra: Pavtachi bhaaji, vatli dal, ghirde, kansachi bhaaji, olia kajuchi upkari, kelphul kala vatana bhaaji, kothimbir vadi, ambyachi sandan, ambyachi satori, methamba, balkairich lonch, kairicha udidmethi, kairicha gojju, amrakhand, mohtyachi bhaji, abaichi bhaji, khara machol, shevlachi bhaaji, paangi (konkan speciality - rice pancakes stuffed with sweet coconut or spicy), gulavni, mas vadi, shengolia, vade bhat (delicacy from Nagpur made from gram flour), kardai chi bhaaji, metkoot, gavlia chi kheer, gotachia sasav, kairicha kairas, kesari bhat, pakatlia puria, bharlia naralachya karanjia, kadbu (puranachya karanjia), khaja chia karanjia (layered stuffed sweetmeat), khoa poliya, usachya rasacha poliya, besan poli, khapar poli, aambiachia poli, ragavdas ladoo (rich coconut laddoo), ti khat pangi, rasatli sheviya, aamba chi / panshchi sandan (mango / jack fruit sandan), kolacha poha (pumkin rice flakes), gavan ghatta, bharli keli (stuffed banana), aambolia, jawari chi aambil, kathli, tallela thecha, sanjuria, nachnichi bhakri, kairichi kadi, chinchicha saar (a tangy tamarind curry), jhunka bhakar, ravan pithla, dhapate, unde and mante (speciality of Aurangabad- Marathwada.) These mante are very thin form of puranpoli and are made on the thighs of the ladies and hence the name mante. Mande is the marathi word for laps or thigh, a very unique traditional method not found anywhere in Maharashtra. These novel dishes of Maharashtra have been restricted only to the household kitchens. If marketed they can be one of the strong attractions for tourists.
3.5 Figures from various destinations of Maharashtra

**FIGURE 3.19: TRAKARLI BEACH**

**FIGURE 3.20: SHEGAON ANAND SAGAR**

**FIGURE 3.21: TRAKARLI BACK WATER SPORTS**

**FIGURE 3.22: SHEGAON ANAND SAGAR**

**FIGURE 3.23: JANJIRA FORT**

**FIGURE 3.24: WORLI BANDRA SEA LINK**
3.6 References:


