CHAPTER 7

SUGGESTIVE MARKETING STRATEGIES BASED ON THE FINDINGS OF THE STUDY
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Relevant Marketing Strategies Based on the Objectives and Finding of the Study

Objective 1: Present Scenario

Hypotheses:

H10-All four states (Maharashtra, Gujarat, Karnataka and Madhya Pradesh) are equally favoured as tourist’s destinations.

Result: H10 not accepted at 95% level of confidence.

Conclusion: All 4 states are not equally favourable as tourist destinations.

Maharashtra is the most favoured state by the tourists for touring followed by Gujarat, Karnataka and Madhya Pradesh.

Findings:

- Primary data shows that the 18-30 years age group shows more inclination (78.4%) towards the tourism compared to the other age groups.
- With respect to the primary data the nationality of the tourists is as follows, 95.1% were of Indian nationality and 4.9% were foreigners.
- 77% tourists are of the opinion that tourism is not fully explored in Maharashtra. The primary data shows very low footfall of foreign tourist (4.9%) where as Maharashtra ranks 1st in receiving foreign tourist, which proves that Maharashtra (Mumbai) is becoming the transit point for these tourist. 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 four World Heritage Monuments. This is to be taken as an alarm for the tourism industry.
• It was found that most of the tour operator/travel agents 68% feels that ‘Tourism Concept’ is not marketed well, where as MTDC official felt that due to the large diversity of Maharashtra, themeing up is difficult. Therefore Maharashtra tourism needs to be promoted step by step, phase by phase and segment by segment with proper categorizations and themeing.

• As per the primary data highest frequency of tourists favoured Maharashtra at 1st rank, followed by Gujarat 2nd Rank, Karnataka at 3rd and Madhya Pradesh at 4th rank. Though primary data according to the domestic tourists responses reveals that Maharashtra is the most favourable, the secondary data reveals that Maharashtra ranks 5th in domestic tourism.

• As per primary data most preferred regions in Maharashtra are Konkan Region (Tourists-ranks 1st/Travel agents-ranks 2nd), Desh-Pune (Tourists ranks 2nd/Travel agents ranks 1st), Khandesh/Nashik (Tourists-ranks 3rd/Travel agent-ranks 3rd), Marathwada (Tourists-ranks 4th/Travel agents-ranks 4th) and the last priority goes to Vidarbha region (Tourists-ranks 5th/Travel agents-ranks 5th).

• The primary data reveals that MTDC accommodations are not up to the satisfactory level of the tourists. MTDC till date uses the traditional sources of promotion and marketing and though they use Internet and ICT based promotional techniques, they need to be upgraded and go along the recent trends of marketing and promotions.

• The MTDC official felt that agro tourism, archeological tourism, food tourism, marine tourism, adventure tourism and social and industrial tourism are the diverse tourism concepts to be marketed by MTDC to promote Maharashtra.

**SWOT for the State of Maharashtra for Tourism**

**Strength:**

Maharashtra is financially very strong and hence has a robust tourism promotion budget. Maharashtra has highest number of world heritage sites compared to the rest of the Indian states (Four world heritage sites and one Biodiversity World Heritage Site). There are many more sites which are equally valuable. Maharashtra has 720 kms coastline region having beautiful beaches like Tarkarli and others. Tarkarli has won the award of Asia’s Best Beach. The state receives highest footfall of foreign tourist, this gives opportunities to
convert these travelers to potential tourist. Bollywood is the biggest attraction for the domestic tourist nationwide. Now the fan following has extended to global sphere. Various amusement parks boost domestic tourism. Maharashtra has ample scope for special tourism like cultural, rural, heritage, wine and food festivals, event tourism and bollywood tourism. Maharashtra has diversified tourist destinations which offer various avenues for tourism.

**Weakness:**

The promotional campaign lacks in terms of visibility as compared to some of the other state tourism campaigns and does not have a very strong tagline and visibility which affects its brand recall. Maharashtra tourism highly depends on leisure tourism, long-haul markets of UK, USA, France and Germany which is of very unpredictable nature. Any security and safety issues at the destinations initiate cancellation of vacations.

Mumbai is the most visited destination site of Maharashtra; it gives the state its first impression. Mumbai’s poor conditions of highways, road traffic, transport, touts and beggars creates very poor host ambience. Mumbai’s transit destination status: In spite of having highest foot fall of foreign tourist around 50% tourist visiting India through Mumbai airport, only 5-8% of them travel to various destination of Maharashtra. Due to Mumbai’s traffic and transportation they are skeptical to visit Mumbai’s attractions. According to the World Travel and Tourism Council (WTTC) research, India has the highest tax policy for tourist; tourist pays around 40% tax. Mumbai is among the least, competitive destination with highest tax burdens. Connectivity to destinations is poor. Mumbai’s dependence on Business tourism – most of the hotels in Mumbai cater to the high return business tourist and have not focused on leisure tourism.

Tourism product of Maharashtra lacks the innovative tour packaging which cater and impress tourist. Maharashtra tourism lacks proactive information strategy to attract a tourist at the decision making point. Web based resources should be used extensively. Overall increase in web-based reservations reflected a growth of 400%. MTDC lacks the collections of data of tourist arrivals-destination/country wise, spending patterns etc. which if researched will help for decision making and future planning. Lack of quality human resources. Load shedding and improper drinking water facilities are areas of concern. State fails to establish itself as a brand in the tourism industries.
Opportunities:

Maharashtra happens to be the fourth most visited state by domestic tourists and the most visited state by international tourists in India which the promotional campaign can leverage upon. The promotional campaign can make use of the social media space for better visibility. Maharashtra offers a good mix of tourist attractions including beaches, forts, hill stations etc. which the promotional campaign can take advantage of. Maintaining the developed commuting system and can further develop the transportation facilities. Internet and innovative IT applications can be a boon for the tourism industry services. Many countries today have large NRI (Nostalgia and Root Tourism population) eg. UK, USA, SA and Australia etc. can be tapped for the growing trend of nostalgia tourism. International airport at Goa will boost the visit of foreign tourists to beaches of Konkan (e.g. Tarkarli, Kankavli, Vengurla etc.).

Threats:

Competition from other neighbouring states: States like Gujarat, Madhya Pradesh and Goa are giving a tough competition to Maharashtra by aggressive marketing and branding using the IT and social media bringing a noticeable change in their tourism. States like Karnataka improved its road transport at large comparative to the state of Maharashtra. Gujarat, Madhya Pradesh and Karnataka have much stronger promotional campaigns. As Maharashtra is one of the most commercially driven states of India, any fluctuations in the economy affect its tourism prospects.

As Maharashtra is traditionally not a tourist state it lacks in the area of tourism infrastructure. The terrorist attacks and bomb blasts scares have caused a major setback to tourism in Maharashtra. Present potential tourist market perceive the destination’s image, beyond its leisure, fun, shopping etc. in terms of their health and safety. International airports at other cities of India will curtail the number of foreign tourist visits to Mumbai, thus missing out on an opportunity to attract tourist for further tourism in Maharashtra. The other states long term and visionary planning with cooperative working of all the stakeholders towards the set goal (tourism) of the state e.g. Karnataka, Gujarat, Madhya Pradesh and Goa. States like Gujarat and Madhya Pradesh are doing aggressive branding which are getting recognized by tourist with positive response.
Marketing Strategies Suggested are Based on the Present Scenario of Maharashtra Tourism

- Today’s generation is extremely techno savvy, as they do not want anything on their desk but on their finger tips and hence it is extremely necessary to change the approach towards the way of promotion and marketing of Maharashtra as a tourists destination. Foreigners prefer to go online and get detailed information of the touring destination before they plan their tour.

- **Use of ICT: 21st century is an age of Information & communication Technology (ICT)** which is a boon for the communication world by doing away with all kinds of boundaries and limitations. The best use of it is done by the business sector for business process and their marketing. Internet/WWW has made it possible for the smallest of the smallest organization to gain a virtual existence on the global platform. This becomes a highway to reach even an individual to the other corner of the world. Various kinds of electronic and digital media gave notable presence and recognition to the product and process.

  As Technology is creating an interconnected world resulting in unprecedented levels of information flows, hence Technology is progressively evolving the way we identify and engage with potential visitors. Social media is super-charging word-of-mouth and the popularity and use of on-line advisory and review sites to inform travel decisions is increasingly prevalent and important. More specifically mobile technology is being used increasingly at all phases of travel (dreaming, researching, booking, experiencing and sharing). Technology is contributing to the creation of a much more informed traveller, due to the abundance of information. Web technology is fast changing travel destination selection, product decisions and booking channels.

- **MHTourism App up gradation and promotion**
  - The Current MHTourism app should be up-graded with gallery containing photographs & videos and links of the same to be given.
  - This app should be promoted through MTDC website, every brochure, advertisement and promotional material print of electronic media. This awareness helps the tourist to tour Maharashtra virtually with actual understanding of the planning of the tour.
  - This apps performance is not up to satisfactory level in Mumbai though Mumbai has best mobile (internet) signal facility. This problem should be resolved as
early as possible.

- This app should also give the contact information of the local government bodies’ offices, hospitals, police station and media centers.
- Tourist can send help message through this app for security reasons to local agencies, thus such alert system should be made available through this.

- **GPS (Global Positioning System) for all tourist places:** The applications of the designed GPS System should act as a city guide, should also help to identify nearby important places, tourist attractions by computing user’s current location. It gives navigation to tourist from point to point. It will be play a crucial role in security of the tourist by identifying their position precisely.

  The thriving tourism industry faces umpteen challenges; the prominent ones being infrastructure, growth in skill, promotion and marketing at global levels, imparting of education related to Tourism, or improving the expertise in service management, etc. Further, tourism creates employment, development of far-flung regions, and maintenance of indigenous talent and gives a boost to local enterprise. To address all of the above challenges, one of the major needs of tourism is to have accurate and up-to-date information in geospatial platforms which is a combination of GPS (Global positioning System), GIS (Geographical Information System) and RS (Remote Sensing) on related entities so that different maps, GIS data, and applications can be generated for the tourism industry.

- The Mumbai city and all the prominent tourist places should have a Wi-Fi facility with a landing page of MTDC with local information.
- MTDC with the help of tracker groups, private adventure sports academies can arrange and promote Adventure tourism by arranging adventure sports competitions in Shayadri, Satpura ranges, around Forts, Back waters and at dams and rivers at the National, Asia or on a higher level (International). Maharashtra has tremendous potential in Adventure Tourism which should be explored and this will help to attract the foreign tourist.
- Maharashtra tourism should introduced new tourism avenues like Agro tourism, Sustainable tourism, Rural Tourism and back to nature tourism. E.g. A tour was organized by MTDC in the Konkan region where the tourist reached the agro based destination on 31st December 2011 partied the whole night amongst the rustic lifestyle, obviously stayed over a few more days and hence around 15 lakh rupees revenue was earned from this concept. This did not only boost the tourism industry but on their way
back home these tourist bought so much rice that all the rice available with the nearby farmers was sold within two Days. Hence tourism industry along with it gives a lot of revenue boost to the other industry also.

- Market Segmentation-As Maharashtra is very diverse (geographical and cultural), for marketing the state effectively, the stake holders should use positioned and segment based marketing.
  For eg: Cluster formation, geography-desert, coastal, culture based, region based, pilgrim based, etc.
- Unique eligible units/concepts like Heritage Hotels, Hotels/Resorts and Health farms, Apartment Hotels, Convention Centers, Camping and Tent Facilities, Approved Caravan Tourism, Night Tourism, Development of Hill Stations, Water Sports, Arts and Crafts Villages, Golf Courses, Amusement Parks, Arial Ropeways, etc should be developed by the Government of Maharashtra to promote tourism in the state.

**Objective 2: Bottlenecks**

**Hypotheses**

H$_{20}$—There is no relationship between the “Hotels Room Occupancy” and “Infrastructure” as a problem which they encounter to get business.

Result: H$_{20}$ not accepted at 95% level of confidence.

Conclusion: There is a relationship between Hotels Room Occupancy” and Infrastructure”. Those hotels whose room occupancy is more for them the infrastructure is lesser problem compared to those hotels where the room occupancy is less.

**Findings:**

- Primary data from the Travel Agents/Tour Operators revealed that. Initiative by the Government (4.0µ), Poor Administration & Management (3.80µ), Improper Marketing and Tourism Promotion (3.65µ), Bureaucracy (3.55µ), Inadequate Infrastructure (3.53µ), Lack of Entrepreneurship promotion (3.50µ) and Communication & Culture problems (3.12µ) are the main stumbling blocks in the
development of Maharashtra tourism. Thus each of the bottlenecks mentioned are responsible for the slow development of Maharashtra Tourism.

- Findings reveal that the efforts taken for Maharashtra tourism as a “brand creation” are not up to the mark. “Maharashtra Unlimited” only two words are not enough to create it. A Strong Brand Ambassador will help the effective promotions of the advertising of Maharashtra which will give a good recall.

- MTDC does not have any hotels under their banner instead has 76 Resorts all over Maharashtra. Out of the 76 Resorts 55 have been Leased out and the remaining 21 properties are with MTDC.

- Primary data thus states that MTDC Resorts and accommodation are not the first choice of the tourists only 31% of tourists have availed of the facility and that 69% of tourists never stayed in MTDC resorts.

Marketing Strategies Suggested are based on the Bottle Necks of Maharashtra Tourism

- **Brand Image Creation:**

  It is extremely necessary to create brand image, for this one must have a very popular Brand Ambassador to promote the state tourism via different media. If it is said that Maharashtra is diverse and its tourist destinations are unlimited there has to be a proper channel to propagate the same and this can be best done by a famous star personality who has a mass appeal.

  - MTDC should appoint as early as possible strong Brand Ambassador to promote Maharashtra on national and international level.
  - Promotional video should be of high pitch music, impulsive wording and aggressive visual which will give high recall values. These promotional techniques will attract the younger generation.
  - MTDC should launch & promote Maharashtra tourism with impact full tag lines.
  - Appointing a Brand Ambassador – there are celebrities like Sachin Tendulkar, Lata Mangeshkar and Madhuri Dixit and Chief Minister of Maharashtra Mr. Devendra Fadnavess is keen to take one of these legends as Brand Ambassador of Maharashtra but yet this is to be finalized and the decision is pending since years. The another option is of Bollywood and Marathi film actor Nana Patekar as he would be the best match for a Brand Ambassador of Maharashtra, as his personality represents the culture, strength and magnitude of the soil and state.
• MTDC should take Kerala as case study for brand building, planning and policy making.
• MTDC should take Gujarat as case study for marketing, advertising and promotions.
• MTDC should take Goa as case study for the development and beaches and costal touring places.
• MTDC should have a tie up with print media (especially newspapers) to give promotional advertisements on regular basis throughout the year at subsidized rates, as newspapers are one of the most effective media of promotion.

➢ Maharashtra Tourism department should take up an initiative in association with a private stake holder/player and organize a festival in different cities of Maharashtra on the lines of Kalagoda festival in Mumbai or Taste of Time Square, London. This festival should be organized in a particular month every year and should project handicraft, artifacts, handlooms, paintings and delicacies of each and every region of Maharashtra. This association should be with well known private players like famous Tour and travel companies (Cox and Kings, Thomas C’ook, Kesari etc) Here the benefit will be that private player will be arranging and organizing the entire concept and hence things will be more streamlined and free of bureaucracy and these private players will market this festival worldwide (every country where they have their office). This particular initiative can be named on the lines of the Kalagoda festival which is called as Kalagoda festival-An Times of India Initiative. The same way the name of the festival could be Maharashtra’s Madhur Milan Festival-A Thomas cook initiative.

➢ There should a policy formulated between MTDC and various airlines coming to Mumbai airport, where during landing the official videos of ‘Maharashtra Unlimited’ should be played. This will further help in creating an awareness and reduction in tourists using Mumbai as only a transit gateway.

➢ Government and Private Players should organize short tours of 2-3 hours for transit tourist (national and international) who in-between changing of planes can visit the prime places of the state that can showcase an excellent image of the state and motivate the tourists further to visit Maharashtra the next time for a longer duration.

➢ Maharashtra tourism development Corporation should team up with various other successful premium holiday brands–Mahindra Holidays and Resorts India Limited (MHRIL), Sterling Resorts to promote its tourism where these establishments can help
MTDC to improvise their properties which at this moment are not well known and satisfying the tourists expectations.

- **Public Private Partnership (PPP):** The Government of Maharashtra and MTDC should create such schemes or modules which will encourage the involvement of the public and private players in development of the basic infrastructure facilities like road, sanitation, water, affordable accommodations, medical facilities, information center and transportation at tourist places.

- **CSR (Corporate Social Responsibility):** Concept should be linked to the development of the tourism projects. MTDC and government should motivate the corporate houses to adopt the tourist places which are best suitable to their organizational *Culture, Vision and Goal* which can be developed under the CSR activity.

**Objective 3: MTDC and Ministry of Tourism**

**Hypotheses:**

**H3₀ - There is no relationship between age of tourists and their stay at MTDC.**

Result: H3₀ accepted at 95% level of confidence.

**Conclusion:** There is no significant difference in the relation between the different Age group and their stay at MTDC (as there is no statistical difference) but there is a marginal difference in the numbers.

Most of the tourists (69%) have not stayed in the MTDC accommodation.

**H3.1₀ - There is no relationship between gender of tourists and their stay at MTDC.**

Result: H3.1₀ accepted at 95% level of confidence

**Conclusion:** The values of males and females staying at MTDC are not significantly higher (as there is no statistical difference) but there is a marginal difference in the numbers.

**Findings:**

- Findings related to the role played by MTDC for marketing and promotions reveal that still MTDC is using the traditional media sources for advertising and
promotions of Maharashtra tourism. They have not taken advantage of the Social media, Digital media, e-commerce & internet, TV media, FM radios as other states have successfully used. MTDC only publishes a magazine called “Maharashtra Unlimited” as information source, which also needs paid subscription.

- MTDC’s official website provides very little information regarding the tourist places, available accommodation, facilities, tour packages and other necessary information for tourist.
- According to the finding of primary data the most frequently used source of information by tourist is Internet, followed by Friends, Travel Book Travel agent, and MTDC ranking 2nd, 3rd, 4th and 5th respectively. **SWOT***
- Travel Operators were of the view point Maharashtra Tourism needs more informative centers with new professional staff to be put up by the Government to promote tourism.
- Most commonly used advertisement tools by MTDC for marketing are *Hoardings and Internet*, the next in line are News Papers and Magazine. Radio and Television have not been utilized to its optimum.
- Primary data from the tourists revealed that the facilities offered at MTDC properties are not satisfactory. Tourist were extremely dissatisfied with the Food- Breakfast where as Electricity and hot water facility provided by MTDC resorts ranked high comparatively to ease of booking and cleanliness and hygiene.
- Maximum tourist enquiries received by MTDC (regarding the resorts, their destination and booking) are via telephone, online was the next in demand and very few tourist themselves paid personal visits to the MTDC offices.

**SWOT* Analysis of the sources of information in general and through the perspective of tourist**

**Strength:**

- MTDC is a Flagship of Maharashtra tourism which owns prominent properties with rich leisure, heritage, cultural and adventure sites having a strong financial, authoritative and manpower and support from the government. It has the highest number of World Heritage monument sites comparative to other states.
• **Internet: Boundary less (Global Location):** Geographical boundaries having no meaning. It saves time and transportation. Because there is no need to go anywhere physically. It can be used (24X7) anywhere, anytime as there is no time constraint. It helps consumers to compare price and product effectively and efficiently. It is also cost effective. Social networking sites, online advertising networks can be mediums to buzz about online store. Quick feedback and comment forms are the main features to interact with customers. Target market segment here in e-commerce is flexible and can be modified any time.

Implements information sharing among merchants and customers and enables prompt, just in time deliveries. Products can be arranged on the shelves within minutes. With online store it is quite easy. E-commerce means better and quick customer services. Online customer services make the customer happier due to the absence of intermediaries for buying products so buying procedure will be fast and quick.

Doing e-business is cost effective because no physical set up is required for that. Financial transactions through electronic fund transfer are very fast and can be done from any part of the world. It needs very low investment and staff cost. Cost is affordable or very less in comparison of the information cost. Today almost people of all the age groups are internet savvy and the current generation is a Smartphone’s user. It allows access to all types of info-media. Up-gradation of information is easy and can be done on regular basis without interruptions of current services. It is time & cost effective and gives a better understanding of the places with the help of photographs, maps, videos and travel information. It has a direct access to the information available in public domain.

• **Travel Book:** As it is mobile it is easy to carry along to any place. Easily available in print and digital or soft copy form. Available in single, double and multilingual form.

• **Travel Agent:** Regular touch with the tourist/customer. More aware about the current/actual situation of the tourist destinations or places. Direct conversation with tourist helps to know the requirements and budget which help the proper packaging of the tour. Takes complete responsibility in planning and assistance throughout the tour. Local contacts may help in needy situation. Tour package can be discussed telephonically with timely follow-up with the convenience of the tourist.

• **Friends:** The trust weightage is more as word of mouth is the most trusted way of promotion/information. It carries the base of personnel experience and information is received at ‘0’ cost.
Weakness:

**MTDC:** Lack of information about properties on the internet. There is a bureaucratic approach in working style and there is poor marketing and promotion also. It lacks direct interactions with tourist.

- **Internet:** Fake websites can mislead the user. Online products cannot be touched or physically experienced. There is a lack in personal services which are intangible. Limited advertising opportunities are available because in e-commerce one cannot go for mass advertising. There is no customer’s satisfaction as there is no direct interaction with the tourist. Needs good connectivity or network to function.

- **Travel Book:** Printing errors can bring the limitations for resolving the query and language, up-gradation of information is a limitation.

- **Travel Agent:** Price of packages is not fully in their control. No control on infrastructure and basic facility of the tourist places.

- **Friends:** Output/presentation/communication of the information may get affected by the nature of the communicator and recipient. Communication skill of the person also affects the information.

Opportunities:

- **MTDC:** It is a Flagship of Maharashtra Tourism, an official authority of Tourism in Maharashtra. Also a marketing and promotional base for awareness. MTDC can participate in various international and national events.

- **Internet:** Fast and effective in communication and transactions can be made from any part of the world. Daily numbers of internet users are increasing. People feel more comfortable to search and interact online. Access is without interruption which helps in global expansion. It gives a global reach, compared to other medium of promotions. With each and every click of the mouse, access of communication is in operation. Online customer services are a competitive advantage for the company. Advertising is cost effective as compared to conventional offline system.

- **Travel Book:** Habit of hard/print copy reading. Technology reduces the time and cost of printing. One time cost only.

- **Travel Agent:** There is an ease of business due to e-commerce. Tour packages can be customised. Direct interactions with tourist give immediate and realistic feedback. Innovative promotional ideas can be tested easily.
• **Friends:** Mobile and email have eased the communication. Photographs and video of the places can be seen before going. Friends can be asked any kind of queries.

**Threats:**

• **MTDC:** A brand ambassador is not appointed till date. There is a lack of aggressive marketing and promotional strategies and limited information of leisure, heritage, cultural and adventure etc.

• **Internet:** Competition is increasing day by day with aggressive marketing promotion. Customers now days are always in search of innovative products. Innovation can be in product, place, promotion and also price. Fears that information can be misused lead to spam e-mail or identity fraud. Internet limits direct interaction of tourist. Nature of fraud and risk is different because when a customer relies on an unseen set up, he trusts and makes transactions. In such a way he is ready to face risk. Technology also is rapidly changing.

• **Travel Book:** The use of Mobile, Smartphone’s and Internet has limited the travel book usage and these books can easily get damaged. Information in the updated edition is over looked. Reading habits are now reducing. Printing error and wrong information can mislead the tourist.

• **Travel Agent:** There are sudden changes in polices of governments and authorities (Taxes & Prices etc) which affect their functioning. Natural calamities and unforeseen event can also hamper their operations. Online tour booking sites e.g. makemytrip.com, yatra.com and bookme.com etc. are a threat for the business.

• **Friends:** There can be liking or biasness of the communicator. Information limits, with the personnel experience. Memory gives limitation for detailed and accuracy of information.

**Marketing strategies suggested are based on the basis of the role played by MTDC in developing tourism in the state of Maharashtra**

- MTDC should have a tie-up with Radio FM channels where the RJs from key cities would visit Maharashtra for a week and broadcast their experiences to their audience. This concept if applied will not only help in a better recall value or advertisement but will also help in creating a brand. Further if these RJ’S are sent to the lesser known/explored regions of Maharashtra like Vidarbha (Famous for various wild life Sanctuaries like Tadoba (Tiger reserves in Chandrapur), Nagzira (Bhandara) and other important tourists destinations like Sevagram Vardha), Lunar Crater and many more]than they can even promote these regions over the radio.
Mall Culture/Concept: Interiors of Maharashtra should be promoted in all the major cities of Maharashtra like Mumbai, Pune, Nagpur and Nashik etc as these are Business hubs and people of various diverse religions, states and countries converge here. Famous big malls on Saturday and Sunday should organize exhibitions which portray the image of the specific region or cluster wise artifacts, folk, culture and cuisine. Here show case the various avenues Maharashtra has to offer and do this by encashing the mall culture which is catching up.

E.g.: Prepare a mini Maharashtra in Mumbai in the malls-‘COME FEEL THE ETHNICITY OF THE STATE can be the punch line.

Another way to promote using the mall culture is that - shopping mall bill receipt and parking receipts can be used for promoting the brief information of the nearby tourist places.

Government of Maharashtra, Cultural ministry of Maharashtra & MTDC can put combine efforts along with Bollywood and Marathi film industry to promote the Maharashtra’s tourist destination through their films by using State Locations. For this Government and MTDC should motivate, facilitate and support them to have film-shoot in Maharashtra and at the end of the movie, while showing the making of the film they can give the information about locations with pictures covered from Maharashtra.

Carnival style concept: should be organized to celebrate the legacy of Maharashtra’s history and culture. This carnival which should be a two day programme where cultural shows, rallies, should be arranged.

Objective 4: Marketing & Promotions

H4₀-Educational qualification of the respondent has got no relationship with official reason for travel.

Result: H₄₀ not accepted at 95% level of confidence.

Conclusion: There is a relationship between educated tourists and official tours. It is not that if a respondent’s educational qualification is high his reason for travel for official purpose would be more than compared to those whose educational qualification is lesser. Highly educated people have not selected official as their main reason for going on a tour.
H4.1$_0$-There is no relationship between educational qualification of the tourists and “Leisure” as a reason for travel.

Result: H4.1$_0$ not accepted at 95% level of confidence.

Conclusion: There is a relationship between educated tourists and official tours. As persons’ educational qualification increases his reason for going on a tour tends to be for Leisure compared to less educationally qualified people.

H4.2$_0$-All 4 P’s of Marketing are equally used to attract tourism business in Maharashtra.

Result: H4.2$_0$ not accepted at 95% level of confidence

Conclusion: All 4 P’s are not equally addressed.

Price is most important followed by product, place & promotion

H4.3$_0$-All media promotions are equally effective in promoting tourism in Maharashtra.

Result: H4.3$_0$ not accepted at 95% level of confidence

Conclusion: All media for promotion are not equally effective.

H4.4$_0$-Television as a media of promotion is equally effective in each and every city/location of Maharashtra.

Result: H4.4$_0$ accepted at 95% level of confidence

Conclusion: TV media is equally effective for Metropolitan, Urban, semi urban and rural areas.

H4.5$_0$-Newspaper as a media of promotion is equally effective in each and every city/location of Maharashtra.

Result: H4.5$_0$ accepted at 95% level of confidence

Conclusion: News Paper media is equally effective for Metropolitan, Urban, semi urban and rural area.
H4.6<sub>0</sub>-Hoarding as a media of promotion is equally effective in each and every city/location of Maharashtra.

Result: H4.6<sub>0</sub> accepted at 95% level of confidence

Conclusion: Hoardings media is equally effective for Metropolitan, Urban, semi urban and rural area.

H4.7<sub>0</sub>-Internet as a media of promotion is equally effective in each and every city/location of Maharashtra.

Result: H4.7<sub>0</sub> accepted at 95% level of confidence

Conclusion: Internet media is equally effective for Metropolitan, Urban, semi urban and rural area.

H4.8<sub>0</sub>-Magazine as a media of promotion is equally effective in each and every city/location of Maharashtra.

Result: H4.8<sub>0</sub> not accepted at 95% level of confidence

Conclusion: Magazine media is not equally effective for Metropolitan, Urban, semi urban and rural area. It is most effective for Metropolitan areas and least effective for rural areas.

Findings:

- Findings of the study revealed that advertisement & promotional strategies used by the stackholders of Maharashtra tourism have less recall value as only 23% of tourist contacted remember any advertisement campaign and only 10% of tourist remembered any message of the advertisement campaign.

- The primary data reveals that tourists ranked tours for Leisure time at the top, followed by Official tours, Adventure Tours, Pilgrimage tours, and Family Functions 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> and 5<sup>th</sup> respectively. Whereas Leisure Tours packages are sold most by tour operators/agents, Heritage and cultural tours ranks 2<sup>nd</sup>. Official Tours ranks 3<sup>rd</sup> Pilgrimage and Adventure 4<sup>th</sup> and 5<sup>th</sup> respectively. According to Hotels and resorts managers, a guest on official duty ranks 1<sup>st</sup>, followed by leisure time pleasure finders ranks 2nd, Pilgrimage tourists, Heritage and culture viewers and Adventure seekers ranks 3<sup>rd</sup>, 4<sup>th</sup> and 5<sup>th</sup> respectively. SWOT*
• 94% Travel Agents/Tour Operators announce tour packages to attract business. While MTDC official responded that MTDC is not making any efforts to plan special itinerary on tourist’s demands.

• The Ministry of tourism official very strongly expressed that MTDC does a lot of road shows abroad to attract tourism but does not organize any such thing in Maharashtra or India to promote domestic tourism, while Gujarat has an upper hand in promoting tourism by doing so.

• A very important valid suggestion was made by a tour operator that accommodation is very expensive in India, sometimes even more expensive than USA and hence some alternate remedy should be found out.

• Primary data collected from Hotels/resorts reveals that Price is most important ‘P’ value form ‘4P’ followed by product, place & promotion.

• Primary data collected from Hotels/resorts shows that all promotional media are not equally effective. Newspaper is most effective, followed by Television, Internet, Hoardings, and Magazines.

• The MTDC officials mentioned that all the various medias like Television, newspaper, hoardings, internet, magazines, cable connections, handbills, etc are equally important as the different media caters to different market segments, hence all these should be used to market Maharashtra tourism so the propaganda reaches to all the classes and the masses.

*SWOT of Tourism sectors of Maharashtra on the basis of the responses given by the Tourist, Hotels and Resort and Tour operator & Travel agents regarding the purpose of visit of the Tourists.

Strength:

• **Leisure:** The state has a vast and beautiful coastal land, wide and great river fronts, water parks, extensive mountain ranges & plateaus, strong back waters of rivers and dams. There are better hotels and transport facilities.

• **Official:** Mumbai is the financial capital of India and has airports and other transport facilities. The highest numbers of business head offices are located here.

• **Pilgrimage:** Pandharpur is called as ‘Dakshin Kashi’. Nashik is famous for its Kumbha mela. Three and a half Shakti Peeth of Goddess Shakti and *Five Jyotirlingas* out of twelve are in Maharashtra.
• **Adventure:** There are a number of dense forest, national parks and sanctuaries in Maharashtra along with coastal land, rivers, creeks, forts, hills, mountains and valley.

• **Heritage:** Maharashtra has four World Heritage monument site - highest in the nation. Has one World heritage Biodiversity site (Kas Plateau) and forts of three kinds that is on land, hill and in water.

• **Family:** Tourist travel to Maharashtra to celebrate the various festivals with their families who reside in the state of Maharashtra.

• **Culture:** Maharashtra’s strength is its diverse culture, arts and artifacts.

**Weakness:**

• **Leisure:** There is a lack of qualitative infrastructure. The domestic tourism is on a high compared to foreign tourists. The state still has to match the international level of quality and facility standards.

• **Official:** Traffic is on a constant rise and hinders the smooth flow of business tourists from one destination to the other. Over all safety of tourist is always a concern. Less emphasis given to pre planning.

• **Pilgrimage:** Poor facilities and maintenance is an issue at all the religious sites.

• **Adventure:** Adventure destinations do not have basic facilities and safety measures due to shortage of trained personnel and experts in the field, also there is a lack of approach to develop such destinations.

• **Heritage:** Poor maintenance and preservation of monuments is a concern. These sites are not well promoted and there is a shortage of subsidized facility and transportation.

• **Family:** Families have a limited budget for touring and their trips are time bound. This type of tours is dependent on family events.

• **Culture:** The states rich culture has not been preserved and maintained up to the mark. They fall short to market and show cases it on international and national level.

**Opportunities:**

• **Leisure:** Have tremendous opportunities - number of beaches from coastal places is yet to be explored. River front to be developed- boating, fishing, house boats etc. Forest and sanctuary - short stays/picnic. New hill stations at-Pune, Mawal, Nashik, Igatpuri, Kolhapur etc. to be explored and developed.
• **Official**: Economical and timely managed short tours. Sea touring in Mumbai.

• **Pilgrimage**: Due to the holy places like Pandharpur, Shirdi, Jyotirlingas, Shakti pithas, Ashtvinaykas, Trimbakeshwar and other many more places there is a flow of a number of devotees in the form of groups, family and individual visit. These tours/visits are generally not age, time and season bound.

• **Adventure**: Various kinds of water sports, climbing, paddling, cycling, paragliding and trekking are sports that have potential.

• **Heritage**: Maharashtra has the most number of world heritage sites than any other states of India. Apart from these there are several more monuments of the same kind.

• **Family**: As family events are ongoing and continuous there is a tremendous opportunity of touring.

• **Culture**: Maharashtra has a rich and diverse culture. Artifacts have tremendous opportunities to compete with higher level market. Cuisines, arts and rituals are of exceptional quality and capability.

• **Threats for overall sectors**: If the Leisure places are not developed qualitatively then it will affect the current status of business. The quality needs to be raised to international standards without exceeding the economic bar. The neighbouring states are giving tough competition in the same area on the basis of aggressive marketing and promotional strategies which are more visible. Improper maintenance and carelessness towards preservation of the Pilgrimage places and Heritage monuments may incur irrecoverable damages.

  Long term vision, planning and execution if ignored will incur a heavy cost to the tourism business. Future decades are the ‘Age of Youngistan’ and adventure, leisure and official tours would be more in demand, which also demands the best qualitative and quantitative tourism product. Cuisine and artifacts if not explored and brought to the notice of the world, and if sincere efforts are not made to give these a platform for promotion, they will cease to exist, as the law of nature states “*Out of sight is Out of mind*” and “*Survival of the Fittest.*”
Marketing strategies suggested to market and promote Maharashtra Tourism

- **Best punch Line:** Creative and aggressive advertisement campaign should be taken up by the Maharashtra Tourism like Kerala and Gujarat which boost their tourism business 12% and 30% respectively by doing the same. Eg.
  - *Maharashtra Unlimited – Inspire Your Soul*
  - *Maharashtra Unlimited - A Land of Legacy and Heritages*
  - *Maharashtra Unlimited - Unity in Diversity*
  - *Maharashtra Unlimited - Vividhtaome Ekta*
  - *Maharashtra …the Land of Legacy and Heritages*
  - *Maharashtra Unlimited - A Dream Land.*

- Maharashtra Tourism can have tie ups or brand partnership with Television channels like Star plus TV, Sony, Zee to feature Maharashtra in number of famous TV serial. Shadi, Sangeet can be filmed at beautiful beaches. Honeymoon episodes should showcase quintessential romantic beauty stretch of Konkan, Maval then there is Kas Pathar, Morachi Chincholi, Kolhapur- Panhala Fort, and many more such places which through these televisions serials can attract tourists.

- All local Theaters, Multiplexes can show promotional video during intermission or after National Anthem. They can also display the information about the local touring places.

- **Video creation and Photography competition - Maharashtra Unlimited**
  - MTDC should initiate competitions for still photography & video on “Maharashtra Unlimited for each year on the eve of “1st May-Maharashtra Din”.
  
    Entry should be free for all i.e. Local people, domestic tourist and foreign tourist should be motivated to participate in these competitions. Announcement of these competitions should be made around 1st January and the submission of entries should be allowed till the 31st March. On 1st May (‘Maharashtra Day’) the winners should be announced. The prize winning video should be uploaded for promotions throughout the year through various media like official web site of MTDC, You Tube, Television, Theatres and other social media sites.
• A best video (1-5 to 2 minutes) should be created with the help of all the novel available videos, this/these videos should be the uploaded on MTDC officially website, You Tube and social media.

• Out of this collection the best photographs should be used for online broachers update and if possible print brochures and photo galleries also.

• A theme based advertising competition (Video Ads) should be arranged regularly. This will help to get the promotional video for the viral publicity.

• These Promotional videos and promotional advertisement should be launched at prime time slot of television channels, e.g.: News Channels, Popular daily soaps and sports channels so that the complete demography of the population can be reached.

Benefits:

• In the real sense it will help for the branding of Maharashtra as ‘Maharashtra Unlimited’

• It will give the actual picture of development of the Maharashtra tourist destinations.

• It will give a larger effect in low cost.

• It can be subject oriented as…Adventure, Beaches, Pilgrimages, Scenic beauty and Ancient beauty…Maharashtra unlimited.

• Local people will also get involved due to this activity which gives the boost for the awareness of tourism.

Same (one of the-video) strategy is used by the Canada tourism department [http://gr8marketingideas.com/2012/11/27/how-to-sell-a-country-creative-tourism-by-japan-portugal-canada/, 6/06/2015].

➢ Digital Screens

• Big digital screens should be installed at Mumbai Airport terminals, Getaway of India, CST, and Mumbai central railway stations to regularly run the promotional videos, Short documentaries and advertisements of Maharashtra tourism. If possible selected places like Ajanta, Ellora, Elephanta caves and other famous places from Maharashtra tourism should install such digital screens and the promotional videos of other less known places of Maharashtra should be
promoted. E.g.: Lonar crater, Wild sanctuary from khandesh, Chikhaldara, Vidarbha.

- MTDC can try to get sponsorship from Blue chip companies, other corporate houses and private stake holders of the tourism industry to sponsor the digital screens and their operations, where periodically the MTDC advertisement of the various tourist places of Maharashtra along with the companies digital advertisement can be played at prime locations like Gateway of India, Marine Drive, Chowpatty, Hajiali, Worli Sea Face, etc thus benefiting the companies as well as MTDC(inturn tourism)

Promotional ways using the Transportation System

- The local and state transport department can give list of important local tourist places on the issued tickets.
- Rail tickets can also give the list of important tourist places of their route.
- When online tickets (State Transport, Rail Transport or Air Tickets), are booked by the tourist, the tourists should receive Auto Message regarding the tourist places information of the booked destination and list of tourist places of interest on that track.
- The massage should also cover the current event and timing of the happenings at those destinations with booking links for the same.
- Every Bus stations of districts and Railway station or at least junctions should have information Boards regarding the tourist places.

Authors of International magazine from touring and traveling Industry should be called regularly and exposed to the development of tourism in Maharashtra; also they should be motivated to write about the same in their magazines so as to bring the progress to the notice of the world.

- With the help of established and non-established Tour operators MTDC should create affordable, qualitative tour packages in consideration of marketing Mix (4P’s) which will shift Maharashtra tourism from mass tourism to qualitative tourism Affordable pricing of tour packages are one of the best Marketing Strategies unless and until all the basic facilities and infrastructure are in place which always influence the pricing of a tour product. For eg: If there is a standardised accommodation available at the tourists place the locals would not take undue advantage by hiking prices.
 Guerrilla marketing Strategies: Guerrilla marketing is an advertisement strategy concept designed for small businesses to promote their products or services in an unconventional way with little budget to spend. This involves high energy and imagination focusing on grasping the attention of the public in more personal and memorable level.

MTDC can use this marketing strategy while the festivals and Cultural events (Dahihandi, Ganpati and Navratri, Dasara), competitions (Marathons, Pro-kabbadi, Cricket-IPL), functions (Award functions of entertainment world, Businesses etc)

T-shirts, Bands, caps, cards can be distributed which carry the logo and tag line of Maharashtra tourism. Now a day’s such events are promoted on various media channels which are viewed across the globe, these events will give the wide visibility of the product -Maharashtra tourism. All the Hospitality and Tourism based institute and organisations can also carry these tag lines along with the Maharashtra tourism logo on the bags of the students/employees and also on their various collaterals.

QR Code creation: Quick Response Code is the trademark for a type of matrix barcode (or two – dimensional barcode). The QR code has become a focus of advertising strategy, since it provides a way to access a brand's website more quickly than by manually entering a URL (Uniform resource Locator). Beyond mere convenience to the consumer, the importance of this capability is that it increases the conversion rate (the chance that contact with the advertisement will convert to a sale), by coaxing interested prospects further down the conversion funnel with little delay or effort, bringing the viewer to the advertiser's website immediately, where a longer and more targeted sales pitch may lose the viewer's interest. QR codes storing addresses and URLs may appear in magazines, on signs, on buses, on business cards, or on almost any object about which users might want information. QR codes also may be linked to a location to track where a code has been scanned. Either the application that scans the QR code retrieves the geo information by using GPS and cell tower triangulation or the URL encoded in the QR code itself is associated with a location.

E.g.: The Tourism de Portugal central public authority launched a real out-of-the-box QR code campaign. Using ancient cobblestones, the authority constructed QR codes throughout the city of Lisbon providing interesting insights, historic information, details of local businesses events and culture to tourists who scanned them with their mobile phones. But that’s not all, to attract tourists outside Portugal; the same ancient cobblestones were used to create similar QR codes in major cities around the world, such
as Barcelona, NYC and Paris promoting Portugal and its heritage to the local tourists. Using the ancient to provide new technology, this unique marketing activity created a great buzz, PR and of course promoted Portugal in an extraordinary way.

- The Central Government should instruct the mobile companies to add or introduce the ‘Tourist mode’ option in the cell phones. This should be then connected to the national and state level tourism department server. It will be useful in the safety of the tourist and also help the tourist department to get the proper data for the annual statistics which ultimately will help for future planning and decision making. This also helps to send promotional massage to the tourist.

- To promote Maharashtra tourism, Market Penetration concept of Marketing should be used where the product should be aggressively marketed with very high promotions and the product should get deeper into the market and stay there for good.

  Eg: Water Sports of Tarkarli, Kankavli, Dapoli (coastal stretch of konkan) which have been developed according to the international standards should be promoted by each and every Government body, tour operator, hotels/resorts throughout Maharashtra in the form of literature (print), online etc so that a word spreads and more and more tourists get lured to this destination. Another way of advertising these spots is that there should be celebrations organized on the grounds of new year celebrations held on 31st December- like organize a yacht party on these coastal shores projecting the traditional cultural dance and songs of Maharashtra along with the fusion of western music and dance so that each and every kind of guest will enjoy the celebrations on all the important days of the state of Maharashtra like- 1st May (Maharashtra Day). Events like these should be celebrated on these shores and propaganda of the same should be made on/through various media sources.

  - MTDC should initiate to create/give a platform like E-business/E-commerce for the Artists/Artifacts, painter/Paintings, Folk dances and music of an individual, units or groups by gathering them under a single umbrella. This will help the local creators to bring their art and artifacts to the world similarly it will create awareness about the culture and artistic diversity of Maharashtra.

  - The Mumbai city and all the prominent tourist places should have a Wi-Fi facility with a landing page of MTDC with local information.
Objective 5: Cuisine

Hypotheses:

H50—All Maharashtrian Delicacies are equally popular.

Result: H50 not accepted at 95% level of confidence

Conclusion: All delicacies are not equally popular. As wada pav and puranpoli are more popular than the other dishes. Wada Pav is most popular followed by PuranPoli and Kolhapuri Rassa is least popular.

Findings:

- The first four most important attributes for the hospitality industry in Maharashtra are Commerce and trade, Scenic beauty, Infrastructure and Cuisine delicacies. This data is based on the responses from the Hotels/resorts managers.

- Majority of Hotels/Resorts managers (81%) felt that cuisine has positive impact on the hotels/resort business. They also felt that it is one of the important attribute of the hospitality industry. Also the tour operators revealed that 63% tourist give importance to food availability while travelling to the state of Maharashtra. Though the stake holders feel that promotions of cuisine helps for attracting tourist, the primary data of the tourists reveals that Maharashtra cuisine/delicacies are the lowest motivational factor for touring Maharashtra.

- According to the primary data collected from the Tour Operators, it is very much evident that Malawi/Konkani cuisine (3.42µ), Puneri cuisine (2.95µ), and Marathwada cuisine (2.6µ) were the most famous Maharashtra’s cuisines amongst the tourist, while Kolhapuri (2.55µ) and Vidarbha (2.1µ) cuisines ranked 4th and 5th respectively.

- 75% of the tourists feel that Maharashtrian delicacies have the potential to be recognised globally as a specialize cuisine.

- According to the primary data 85% of Hotels/Resorts are not taking any initiative to promote its own state cuisine where as only 15% of them make efforts by organizing Food festivals, Themes and advertise for promoting Maharashtra’s cuisine.
• MTDC official mentioned that currently they did not have any project in hand regarding culinary tourism of Maharashtra.

**Marketing Strategies suggested to promote Maharashtrain cuisine to develop tourism in Maharashtra**

➢ Market skimming concept should be used to promote Maharashtra tourism i.e. Make the maximum of the business during the peak hour/during the season/of the seasonal product and then leave the market till the next round of the same season comes.

   i. Oranges from Nagpur
   
   ii. Grapes/Guava from Nashik
   
   iii. Bananas from Jalgaon
   
   iv. Chickoo from Dahnu/Golvad
   
   v. Alphonso/Jackfruit from Konkan
   
   vi. Pomegranate from Western Maharashtra
   
   vii. Jaggery from Kolhapur, etc

All these are seasonal fruits of various regions of Maharashtra, these can be used to promote tourism in that region by keeping a 2-4 days fair (Mela – known as Fruitilicious mela, or Phul Utsav) during that fruits season, where not only the farm fresh fruits would be sold directly to the tourists but also various traditional preparations of the fruits would be showcased and sold like Aamba vadi, phanas vadi, peru vadi also known as Guava toffee, Chikkies made from jaggery should be made from the pure fresh jaggery in the display units or mobile kitchens where the guest have a hands on experience of the actual product making process. As in Mahableshwar where the tourists can visit the strawberry orchids, mulberry orchids and the way strawberry products are marketed and sold. There are so many byproducts (Preserves like - jams, jellys, sweets, crushes, squashes, etc.) of the produces grown in Mahableshwar which is also a very important reason for the tourists to visit Mahableshwar.

To go unique or rather a step further chef of that region should be motivated through competitions to formulate novel fusion recipes using these ingredients, for eg to name a few of the researchers concoctions: Mango coconut vadi, mango tender coconut mouse, Jackfruit ice-cream, fresh banana yogurt, amba puran poli and then these products which are selected through the competition should be projected in these fairs.
This whole concept if promoted through all the national and international channels can rope in a lot of tourists during the particular fruit season and in turn this will promote lot of local sightseeing also, because if a tourists comes all the way to these places for these fairs they are surely going to travel in and around the region to see different historical, pilgrim, adventure etc places which the region is famous for.

- Plays very important role in development of the tourist places, statistics from the questioner states that Maharashtra cuisine is not popular or explored much as it should have been. Vadapav and the Modak were best rated which are kind of the snack/fast food/sweet of Maharashtra and not complete cuisine of Maharashtra.

- The brochure of the MTDC Soft copies majorly (which are more economical) should give the information of the local best cuisine with pictures, if possible the suggestion or information of the best nearby tested location of its availability should also be mentioned.

- These cuisines should be motivated and guided to participate in the International food festivals.

- Maharashtra Cuisine should be promoted on social media; the Travel agencies site should give link to photographs/video of the cuisine of respected places of the Maharashtra.

- MTDC should initiate or motivate the private players, individuals and institutions/organizations to bring up a website which will give detailed information about the age old to concurrent recipes of Maharashtra along with their place of origin, process of cooking, benefits, seasonal availability period and specialty. The videos of the preparation, interviews of the cooks should be made available on this site. Any local individual, housewife or group can send their recipes and videos of the same to the website. Competitions of these recipes can be organized in the future under the name of “Taste of Maharashtra”.

- Another page on this website should be dedicated to the complete and detailed information of various ‘Thali Menus’ of all the regions of Maharashtra.

- A Maharashtrian food fair to be organized to boost the cuisine of the state to be arranged in prime locations of all the major cities of India (For e.g.: Gateway of India stretch or Azad Maidan in Mumbai, the Delhi hut in New Delhi, the Nagarjuna Sagar dam stretch in Hyderabad etc) projecting the delicacies of each and every regional cuisine of Maharashtra. These can be conceptualized by getting the famous outlets of various places of Maharashtra serving famous Maharashtrian delicacies (e.g.; Mamledar Misal from
Thane, Bawada Missal from Kolhapur since 1923—the oldest Misal selling joint, Patils Khanaval outlet from Murud in Allibaug) to participate in this fair. These delicacies can be categorized into various different categories and accordingly different counters should be set up, like one of the counters should sell only dry snacks of Kolhapur and Pune region, preservatives and papads of all over Maharashtra, Main course of Nagpur, like the Saoji cuisine which is a delicious spicy cuisine of the Vidarbha region.