2. **Facts about Tourism Industry:**

2.1. **Introduction:**

"Travel brings power and love back into your life"

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

Tourism industry is playing an important role towards the contribution to GDP (gross domestic product) of the nation, employment and balance of payment. Almost all the countries are promoting tourism on priority. The potential of tourism sector to stimulate economic and social development thereby transforming economies is internationally acknowledged. Tourism is not only a growth engine but also an employment generator. The importance of tourism as a creator of job opportunities can be understood from the fact that in India every one million invested in tourism creates 47.5% jobs directly and around 85-90% jobs indirectly. In comparison, agriculture creates only 44.6% jobs and manufacturing a mere 12.6% jobs. Moreover tourism is the third largest foreign exchange earner after gems, jewellery and readymade garments. In India tourism contributes 6.2% to the national GDP (Gross Domestic Product) and 7.7% of total employment. World Travel and Tourism Council has predicted an annual growth of 8.8% between 2011 to 2021.

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

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

2.2. **Motivations Causing People to Travel:**

Tourist choice of travel destinations depends on their motivation. While one may like to relax in a beach resort another may like to spend the vacation in a hill resort. Similarly, art lovers may like to visit museums or monuments. Tourists’ travel motivations may be categorized as pleasure and recreation, art and culture, nature and
wildlife, training and education, health and medical, spirituality and religion, sports and adventures etc;

**Pleasure, relaxation and Recreation:** Pleasure and recreation are two important motivations that make people travel. Pleasure travelers are those who travel for the purpose relaxation and recreation. For recreation purposes, people generally prefer to travel to beaches, hill-stations, and mountains. Pleasure tourists get involved in wide range of outdoor activities such as sunbathing, tennis, water skiing, shopping, and socializing.

Relaxation is essential to keep the body and mind healthy. For this you need to take a break from routine of the everyday life. For this they try to change the environment which gave them opportunity to see new places, meet strangers and enjoy this exotic and romantic experience.

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

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

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

**Culture:** ‘Cultural tourism’ is the subset of tourism concerned with a country or region’s culture. It generally focuses on traditional communities who have diverse customs, unique forms of art, and distinct social practices, which basically distinguish it from other types/forms of culture.

It is generally agreed that cultural tourists spend substantially more than standard tourists do. This form of tourism is also becoming generally more popular throughout the world. This kind of special interest tourism itself often dictates the planning and the development of travel to a particular destination.

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

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

**Other types of Tours include,** Travelers moving as Folk Arts viewers, Handicraft fairs, Traditional Music Lovers, Classical and Folk Dance viewers, visits to Forts, Festivals and fairs, Art and Crafts, Entertainment and Amusement enjoyers of local leisure and Night Life etc. Good food with regional specialty is one more attractions for which tourists prefer to move from place to place.

**2.3. Recent Development in Tourism industry:**

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

**Culinary tourism** - Food is after all an attraction, which tempts people to visit foreign lands. A visitor soon learns that Indians meals are by no means limited to hot and spicy curries, but consist of rich and varied form of traditional culinary styles. The cuisine of Maharashtra is largely influenced by the landscape, the people and the crops grown in various regions. It is not only memorable for its subtle variety and strong flavours, but also because of the legendary hospitality of Maharashtra.

**2.4. Tourism marketing:**

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

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

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

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

**Marketing Mix:**

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

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

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

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

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

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

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

3. **Need and Scope of The Study:**

Need of the study:

Marketing’ – as old as man- is now in its third stage. We have seen different stages of our economy, the Industrial revolution stage, Agricultural revolution-stage and now Service Industry-stage. Tourism is basically a services industry. Tourism services differ from other manufacturing goods in terms of four main factors–intangibility, heterogeneity, perishability, and inseparability. Therefore if the product is not well marketed it will not give accepted result. Proper marketing helps and encourages for decision making.

Marketing serves the advertising, promotions, brand creation, brand building of the product. Marketing of Tourism is beneficial to the economy of the country and state by the image building, tax benefits and educational significance, cultural significance, earning foreign exchange, generating employment opportunities.
The travel and tourism industry has emerged as one of the largest and fastest growing economy sectors globally. According to the United Nations World Tourism Organization (UNWTO) Tourism Highlights 2013, tourism’s total contribution to worldwide GDP is estimated at 9%. Almost all the countries are promoting tourism on priority. The potential of tourism sector to stimulate economic and social development thereby transforming economies is internationally acknowledged.

As per the Indian Tourism statistics at glance 2013, India had footfall of Foreign Tourist Arrivals (FTAs) of 6.97 million with an annual growth rate of 5.9%. The number of Domestic Tourist Visit to all states/UTs is 1145 Million and having annual growth in INR is 1, 07,671 Crore, which has an annual growth rate of 14%. India Ranks 42nd for the World Tourist Arrivals and Ranks 16th in World Tourism Receipts and in the Asia & Pacific Region it ranks 11th in Tourist Arrivals and Ranks 8th in Tourism Receipts.

There for it very much clears that, the tourism industry is playing an important role in the development of the nation and their regions. To tap such opportunities and to reach out to the customer industry need to largely depends upon to the Marketing of their places and products. Being a service industry, the industry has to come out with new marketing strategies.

There is a need to take steps to improve the present scenario of tourism. There is a need for better marketing and brand strategies to promote the sector which can play crucial role in development of tourism in state. The researcher is associated with the Hospitality Industry since last twenty three years. She is driven to this topic due to her exposure to the tourism sector and was also a chairperson for the programme committee of the ITC (International Tourism Council). Her passion and patriotism for the state she was born in has lured her towards tourism development of the state of Maharashtra.

**Scope of the Study:**

Maharashtra is ultimate travel destination of India for tourists, pilgrims, adventure lovers, artists and businessmen since ancient time. Maharashtra is a huge state endowed with lots of natural attractions such as serene beaches, rocky hills, sprawling wildlife sanctuaries, adventure sports, vibrant metropolis, historic caves, rural destinations and medieval monuments. This large state has immense potential for the expanding tourism industry.

Maharashtra ranks 5th and received 8, 27, 00556 domestic tourists and shared 7.2% of the domestic tourism of India in 2013. Whereas Maharashtra ranks 1st and received 41, 56,343 foreign visitors which shared 20.8% International visitors in 2013. It is found that Maharashtra witnessed annual growth 24.73% in domestic and -23.9% in foreign tourist arrivals 2013. This is mainly because the foreign tourists use the state as a transit point.

The flagship of tourism industry in Maharashtra is MTDC (Maharashtra Tourism Development Corporation). Besides there are a number of agencies working in the semi – government and private sector for promotion of tourism in Maharashtra. So, in-depth studies are necessary to ascertain whether the optimum management potential is made use of by the above units. Moreover, based on the above study, the strategic management principles and methods to be adopted by the tourism industry in Maharashtra can also be worked out in the years to come. The new advertising strategy has to have an element of aggressive selling. Price becomes an important element in -the advertising text to draw customers to Maharashtra. The idea has to dispel the misgiving that the prices of
Maharashtra tours must be high and not within the reach of most people. An attempt has to be made to project Maharashtra as a destination by itself and affordable too.

Scope of the study also covers Marketing strategies keeping in mind the present scenario where the existing Marketing Strategies are not as successful in Maharashtra as they are in the other states and nations. For E.g.: Various countries and states are using the latest technology, tools and strategies for marketing and promotion of the tourist’s places, like ICT, internet and their applications. These concepts (applications) are massively used for promotion currently (e.g. Well versed Websites, use of multimedia, GPS System, Social sites, videos, digital Screens, App’s and QR Codes). These technological tools change the dimensions and reach of marketing and promotions. Today without these it is impossible to promote any kind of product with minimum error, curtailing time, reaching to the masses in fraction of seconds and deserving results of visibility of the product. If these technological advancements are used to its fullest potential it will take Maharashtra tourism years ahead than others.

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

According to Misra, Suddhendu & Sadual, Sapan Kumar (2008) Factors Motivating Travels are Religion, Business and Migration, in their book Basics of Tourism Management. But travel for pleasure is the most common form of travel in the modern world. Travel motivations can be defined as those factors that create a person's desire to travel. People travel to many destinations for different purposes and for varied reasons. There are various sectors and sub-sectors involved to satisfy the tourists, for example hotel, restaurant, travel agent etc. but these are not enough to explain the term tourism. All the expenditure made by the tourist contributes to different sectors and different individuals.

Malhotra, R. K. (1998) discusses the marketing management of tourism cannot ignore the primary characteristics which set tourism apart from other products. Tourism as specialized service product creates a number of important consideration which need to be fully understood if a tourism enterprise or organization is to be successful. In additions, the need to undertake the tasks of research, analysis, product formulation, recommending price policies, promotion and distribution are of paramount significance for those involved in tourism marketing management. The Tourism Product – With tourism hospitality and leisure products we are dealing with a service product which has specific characteristics. These characteristics set the product apart from the more general goods sold in the market place.

Kapoor, Bimal Kumar (2007) regarding promotional techniques state that in order to market a product, it is necessary that information about the product reaches a prospective consumer. As applied to tourism industry, the most important function of marketing is to bring about an awareness of the product in the minds of existing as well as prospective consumer in the overall market area. All this forms a part of overall tourism promotion.

Cooper, Chris etal. (1994) state that researching tourism markets is of utmost importance. Many mangers and organization in the tourism industry attach value to research, using it to place them in a strong position. Sound market intelligence is gained from a variety of formal and informal methods, and bridges the gap between the provider of the product or service and the consumer. Decisions such as those concerning product development and marketing activity can be based on research findings. Moreover, research can be used to highlight specific problems, and even to demonstrate a caring attitude to customers.

Chawla, Romila (2003) discusses segmentation applications for travel and tourism marketers. The relative slowness of many travel marketers to adopt some of the segmentation techniques long used by packaged goods marketers is not difficult to understand.

Kotler, Philip, Bowen, John & Makens, James (1996) in Marketing for Hospitality & Tourism, states that establishing strategic business units is a challenge, most companies operate several businesses. However, they often fail to define them carefully. Companies too often define their businesses in terms of products. They are in the “hotel business” or the “cruise line business.” But market definitions of a business are superior to product definitions. A business must be viewed as a customer – satisfying
process not a good – producing process. Companies should define their business in terms of customer needs, not products.

Mekoth, Nandakumar (2011)\textsuperscript{vii} describes the Roles of Stakeholders: Tourism involves the interests of multiple stakeholders. Government, business, local community and tourists are the major participants who share the benefits as well as the detriments of tourism in destinations. (Blackstock, Kirsty L., 2008) The concept of responsible tourism assigns responsibility to each of these participants to minimize the negative impacts and maximize the positive impacts of tourism in destinations.

According to Goil, Niraj (2015)\textsuperscript{viii} social media can be one of the most effective tools for destination marketing and advertising. The social media proved to be a major communication vehicle that spread across the region like wildfire. Tourism industry is one of the sectors that have benefitted the most from the internet and as a result social media has become an integral part of any central or state tourism promotion and planning. Social Media is an extremely effective for brand awareness, brand loyalty, customer service, and lead to increased sales. It can be used to present a business brand to millions of people worldwide.

This online approach has helped to create a “professional” brand image for Madhya Pradesh Tourism. Current cut throat tourism market situation indicates that social media advertising can, indeed justify the high costs associated with this form of advertising. Madhya Pradesh registered a significant increase of 18.5 % in domestic and foreign tourist arrivals in 2013-14. A study by the Associated Chambers of Commerce and Industry of India (Assocham) has found that domestic tourist arrival in the State has grown at a staggering compounded annual growth rate (CAG) of 381 % between 2006 and 2012. The recent surge has meant that Madhya Pradesh is now a more popular destination for domestic tourists than even Rajasthan, Gujarat, Uttarakhand and West Bengal.

Alžbeta Kiráľová and Antonín Pavlíčeka (2015)\textsuperscript{ix} says that the social media play a significant role both on the demand and on the supply side of tourism allowing destinations to interact directly with visitors via various internet platforms and monitor and react on visitors’ opinions and evaluations of services. It summarizes the main characteristics of social media with implication to destination communication strategy and it deals with changes in visitors’ behaviour affecting the destination marketing. The strategies aligned with social media can help destinations to remain competitive.

Bethapudi, Anand (2013)\textsuperscript{x} states that the Information Communications Technologies (ICT) plays a major role in tourism, travel and hospitality industry. The Integration of ICT in the tourism industry is an essential for success of tourism enterprise. ICT facilitates an individual to access the tourism products information from anywhere any time. Tourism enterprises can also reach the targeted customers across the globe in a single click on the keypad after emergence of mobile computers, web technologies etc.

According to Malra, Renu (2013)\textsuperscript{xi} social networks play an increasingly important role in the tourism sector. The dissemination of data, messages, opinions and images via Twitter, Facebook, blogs, Flickr and other platforms, as well as new models of information management are now possible, are now an important part of the intelligence system and communication a tourist destination. The global user, is also tourist consumes and generates four or five times more information about our destiny as a decade ago, so that destinations have to be able to learn to ”listen” and ”dialogue” with the new traveler
in the channels and the language in which they communicate now, when they talk about
our city or territory. Furthermore, mobile devices in communication promote tourism,
which are easy to transport and accessible. While travelers are on vacation or business
trip, can use their Smart phones or tablets to find and / or share information about the
destination you are.

The results of the Worldwide Travel Monitor show that 40% of international
travelers travel with Smart phones with Internet access, email and other functions. Just
over a third of international travelers use their smart phones to access the mobile social
networks.

According to Gupta, Anju (2012)ICTs has contributed to the massive growth
of tourism and the increased volume of supply and demand. ICTs have been changing the
way in which tourism companies conduct their business. E-Tourism therefore emerged as
a term describing the entire range of applications of ICTs on tourism industry. Tourist
product and destinations are better advertised via the internet rather than traditional
means, like brochures, advertising catalogs etc. Information Technology (IT) and ICT has
played an important role in the development of tourism. Computerized Reservation
System (CRS) were among the first applications of IT worldwide.

Stiakakis & Georgiadis, (2009) conclude that ICTs allow direct and interactive
relationships between tourism organizations and customers. But the most interesting
perspective of ICTs applications on marketing is that, companies can build a customer’s
profile and make personalized offerings.

Singh, Nripendra (2012) states that the campaign "Incredible India" missing
information, promotion strategy and key events and places in top ten states of India can
certainly help to attract more foreign visitors in India and would also close the
communication gap between centralized and state wise tourism campaign. There are
immense opportunities; both directly as well as indirectly related to Indian tourism
industry. It is recommended that coordinated efforts are required amongst Central, State
and Private authorities to establish India as a world class destination for travel and
tourism. Also, a strong brand personality of India can be found for future promotion and
branding campaigns.

Bhatia Sandhya (2009) reveals that the success story of Kerala Tourism is a
huge task this is unknown to the world outside that they were working silently,
consistently for over a decade. The building of the 'brand' started in the late-1980s. They
prepared a master plan, conferred industry status on tourism and carefully identified the
strengths and weaknesses of the State as a tourism destination. They set a Vision 2025
outline on how Kerala Tourism should be a quarter century from now. The role of
government-private sector partnership are very important for growth this industry. ‘God's
Own Country’ is certainly no accident’. The travel and tourism demand for Kerala till
2012 is expected to grow at 11.6% per annum, the highest expected growth rate in the
world for any tourism destination.
Maharashtra Unlimited Magazine(2012) asserts that Maharashtrian cuisine is one of the cuisine to look up to or rather marketed vigorously with the uninitiated conjure up images of hot vada pavs that burst with steam when you take a bite and the hot garlic red chutney to accompany it. The image - for those not in the close coterie actually blessed with Maharashtrian home-cooking - is of a culinary heritage that is robust, spicy and hot-blooded, much like our perception of the Marathas themselves.

Joshi, Vandana M. (2014) validate Maharashtra is rich with varied biodiversity ranging from forests, wetland, grassland to coast and evergreen forest. Natural site, Kaas in Western Ghats has been included in the World Heritage Site list by UNESCO. Ecotourism referred to as sustainable nature based tourism. It incorporates tourism in harmony with nature. Further it provides opportunities for tourists to experience and explore the powerful manifestation of nature. It also emphasizes the utmost necessity of protection of biodiversity and local culture. Ecotourism helps in economic development of area through employment generation.

Chavan, Rajashri and Bhola, Sarang (2014) states that tourists are not satisfied with all available tourist services and amenities in addition the transportations and food is moreover not up to the mark for the hill stations of Satara districts of Maharashtra. This curtails down the motivation of tourists for visiting Maharashtra again.

According to Diwate, Ranjana D. (2013), Maharashtra has immense potential that’s yet to be tapped, necessitating an integrated approach from various Government Departments and agencies. Marketing in tourism is to be understood as the systematic and coordinated execution of business policy by tourist undertaking. Whether private or state owned at local, regional, national or international levels to complete the optimal satisfaction of the needs of identifiable customer groups and in doing so to achieve an appropriate return. E-marketing activities in tourism can be considered in this context as a means of approaching products or services from producers to tourists and using Internet as a means for promotion and sales channels.
5. Statement of The Problem:

"Maharashtra Tourism has a tremendous potential if marketed well"

Maharashtra has immense tourist potential, which is currently underutilized. Though the number of tourist visiting Maharashtra (Specially Mumbai) is one of the highest in India, very few tourists actually stay in the state. Maharashtra is mainly used as an entry and exit point to other destination. Most of the international tourists here were mostly one-night stay tourist.

Thus, 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 tourism industry in Maharashtra. Hence, the research problem studied in this work is to test that if Marketed well Maharashtra Tourism has tremendous potential.

For any product or service is 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.

Infrastructure facility such as Motor able 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. This study covers the position of such infrastructure facilities available in Maharashtra and their quality as compared to national scenario.

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 rank No.1 in terms of number of foreign tourist visiting India. Maharashtra is blessed with wide range of tourist offerings.

Maharashtra had total tourist arrivals of 86.85 million tourist in 2013 of which 82.70 million were domestic and 4.15 million were foreign tourist. Maharashtra ranks 5th domestic tourism and rank 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, 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 a financial capital of India due to which it has become biggest business destination of the country.

Mumbai is the ‘Gateway to India’ for a vast majority of international travelers. In 2011 (put 2013 data) a total of 1672446 foreign & 28, 691, 854 domestic tourists visited Mumbai. Most of the tourists visiting Mumbai come for business activities. However, despite such large number 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.

6. **Objectives of the study:**

This study is undertaken with following objectives to be fulfilled through the study at hand.

1. To evaluate the present scenario prevailing in the Maharashtra Tourism.
2. To study the bottlenecks with regards to development of tourism industry in Maharashtra.
3. To assess the role played by MTDC (Maharashtra Tourism Development Corporation) and Ministry of Tourism – Government of India in developing tourism in the state.
4. To evaluate marketing and promotion with regards to tourism industry in Maharashtra using the feedback from the travelers on their experiences in the various tourist destinations in Maharashtra along with the perception of the various stake holders of Tourism, thereby suggesting marketing strategies for the development of Tourism in Maharashtra.
5. To understand the role of Maharashtra Cuisine in attracting tourists to its state and to suggest marketing strategies to enhance the development of tourism in Maharashtra.
7. **Statements of Hypotheses:**

Following statements of Hypotheses were developed to test through the study:

1. **H1o - All four states (Maharashtra, Gujarat, Karnataka and Madhya Pradesh) are equally favored as tourist’s destinations.**

<table>
<thead>
<tr>
<th>Variables</th>
<th>F-value calculated</th>
<th>df</th>
<th>F-value critical</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Favorableness of all 4 states. (Maharashtra, Gujarat, Karnataka &amp; Madhya Pradesh)</td>
<td>61.73</td>
<td>3 1454</td>
<td>2.61</td>
<td>Significant at .05 level Null Hypothesis Not Accepted</td>
</tr>
</tbody>
</table>

Calculated value of F (61.73454) is greater than the critical F value (2.611022)

Result: H1o not accepted at 95% level of confidence

Conclusion: All 4 states are not equally favorable as tourist destinations. Maharashtra is the most favored state by the tourists for touring followed by Gujarat, Karnataka and Madhya Pradesh.

2. **H2o – There is no relationship between the “Hotels Room Occupancy” and “Infrastructure” as a problem which the Hotels/Resorts encounter to get business.**

<table>
<thead>
<tr>
<th>Variables</th>
<th>F-value calculated</th>
<th>df</th>
<th>F-value Critical(.05)</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Infrastructure &amp; Hotels Occupancy Ratio</td>
<td>221.696</td>
<td>2</td>
<td>5.99</td>
<td>Significant at .05 level Null Hypotheses Not Accepted</td>
</tr>
</tbody>
</table>

Calculated value of F (221.696) is greater than the critical F value (5.99)

Result: H2o 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.
3. **H3o - There is no relationship between age of tourists and their stay at MTDC.**

<table>
<thead>
<tr>
<th>Variables</th>
<th>F-value calculated</th>
<th>df</th>
<th>F-value Critical(.05)</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age &amp; Stay in MTDC accommodations</td>
<td>6.173</td>
<td>4</td>
<td>9.48</td>
<td>Significant at .05 level</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Null Hypotheses Accepted</td>
</tr>
</tbody>
</table>

Calculated value of F (6.173) is lesser than the critical F value (9.48)

Result: H3o 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 (69.0%) have not stayed in the MTDC accommodation.

4. **H3.1o - There is no relationship between gender of tourists and their stay at MTDC.**

<table>
<thead>
<tr>
<th>Variables</th>
<th>F-value calculated</th>
<th>df</th>
<th>F-value Critical(.05)</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender &amp; Stay at MTDC accommodations</td>
<td>1.599</td>
<td>1</td>
<td>3.841</td>
<td>Significant at .05 level</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Null Hypotheses Accepted</td>
</tr>
</tbody>
</table>

Calculated value of F (1.599) is lesser than the critical F value (3.841)

Result: H3.1o 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.

5. **H4o – Educational qualification of the respondent has got no relationship with official reason for travel.**

<table>
<thead>
<tr>
<th>Variables</th>
<th>F-value calculated</th>
<th>df</th>
<th>F-value Critical(.05)</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educational qualification &amp; Official reason for travel</td>
<td>99.010</td>
<td>6</td>
<td>12.59</td>
<td>Significant at .05 level</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Null Hypotheses Not Accepted</td>
</tr>
</tbody>
</table>

Calculated value of F (99.010) is greater than the critical F value (12.59)

Result: H4o 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.
6. **H4.1o – There is no relationship between educational qualification and “Leisure” as a reason for travel**

<table>
<thead>
<tr>
<th>Variables</th>
<th>F-value calculated</th>
<th>df</th>
<th>F-value Critical(.05)</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educational qualification &amp; Leisure reason for travel</td>
<td>77.600</td>
<td>6</td>
<td>12.59</td>
<td>Significant at .05 level Null Hypotheses Not Accepted</td>
</tr>
</tbody>
</table>

Calculated value of F (77.600) is greater than the critical F value (12.59)
Result: H4.1o 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.

7. **H4.2o – All 4 Ps of Marketing are equally used to attract tourism business in Maharashtra.**

<table>
<thead>
<tr>
<th>Variables</th>
<th>F-value calculated</th>
<th>df</th>
<th>F-value Critical(.05)</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>All 4 P’s of Marketing &amp; Attracting tourism business</td>
<td>338.2051</td>
<td>3</td>
<td>2.614849</td>
<td>Significant at .05 level Null Hypotheses Not accepted</td>
</tr>
</tbody>
</table>

Calculated value of F (338.2051) is greater than the critical F value (2.614849)
Result: H4.2o not accepted at 95% level of confidence

**Conclusion:** All 4ps are not equally addressed. Price is most important followed by product, place & promotion.

8. **H4.3o – All media promotions are equally effective in promoting tourism in Maharashtra.**

<table>
<thead>
<tr>
<th>Variables</th>
<th>F-value calculated</th>
<th>df</th>
<th>F-value Critical(.05)</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Media Promotions (Newspaper, Television, Internet, Hoardings &amp; Magazines) &amp; Effectiveness in promoting tourism</td>
<td>211.9524</td>
<td>4</td>
<td>2.379962</td>
<td>Significant at .05 level Null Hypotheses Not accepted</td>
</tr>
</tbody>
</table>

Calculated value of F (211.9524) is greater than the critical F value (2.379962)
Result: H4.3o not accepted at 95% level of confidence

**Conclusion:** All media for promotion are not equally effective. News paper is most effective, followed by Television, Internet, Hoardings, and magazines.
9. **H4.4o**-Television as a media of promotion is equally effective in each and every city/location of Maharashtra.

<table>
<thead>
<tr>
<th>Variables</th>
<th><em>F</em>-value calculated</th>
<th>df</th>
<th><em>F</em>-value Critical(.05)</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television Media of Promotion &amp; Effectiveness in each and every city/location</td>
<td>4.481</td>
<td>3</td>
<td>7.815</td>
<td>Significant at .05 level Null Hypotheses Accepted</td>
</tr>
</tbody>
</table>

Calculated value of F (4.481) is lesser than the critical F value (7.815)
Result: H4.4o accepted at 95% level of confidence
Conclusion: TV media is equally effective for Metropolitan, Urban, semi urban and rural areas.

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

<table>
<thead>
<tr>
<th>Variables</th>
<th><em>F</em>-value calculated</th>
<th>df</th>
<th><em>F</em>-value Critical(.05)</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspaper Media of Promotion &amp; Effectiveness in each and every city/location</td>
<td>7.210</td>
<td>3</td>
<td>7.815</td>
<td>Significant at .05 level Null Hypotheses Accepted</td>
</tr>
</tbody>
</table>

Calculated value of F (7.210) is lesser than the critical F value (7.815)
Result: H4.5o accepted at 95% level of confidence
Conclusion: Newspaper media is equally effective for Metropolitan, Urban, semi urban and rural area.

11. **H4.6o**-Hoarding as a media of promotion is equally effective in each and every city/location of Maharashtra.

<table>
<thead>
<tr>
<th>Variables</th>
<th><em>F</em>-value calculated</th>
<th>df</th>
<th><em>F</em>-value Critical(.05)</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hoardings Media of Promotion &amp; Effectiveness in each and every city/location</td>
<td>6.265</td>
<td>9</td>
<td>16.919</td>
<td>Significant at .05 level Null Hypotheses Accepted</td>
</tr>
</tbody>
</table>

Calculated value of F (6.265) is lesser than the critical F value (16.919)
Result: H4.6o accepted at 95% level of confidence
Conclusion: Hoardings media is equally effective for Metropolitan, Urban, semi urban and rural area.
12. H4.7o-Internet as a media of promotion is equally effective in each and every city/location of Maharashtra.

<table>
<thead>
<tr>
<th>Variables</th>
<th>F-value calculated</th>
<th>df</th>
<th>F-value Critical(.05)</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Magazine Media of Promotion &amp; Effectiveness in each and every city/location</td>
<td>19.570</td>
<td>9</td>
<td>16.919</td>
<td>Significant at .05 level Null Hypotheses Not accepted</td>
</tr>
</tbody>
</table>

Calculated value of F (19.570) is greater than the critical F value (16.919)
Result: H4.7o accepted at 95% level of confidence
Conclusion: Internet media is equally effective for Metropolitan, Urban, semi urban and rural area.

13. H4.8o-Magazine as a media of promotion is equally effective in each and every city/location of Maharashtra.

<table>
<thead>
<tr>
<th>Variables</th>
<th>F-value calculated</th>
<th>df</th>
<th>F-value Critical(.05)</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Magazine Media of Promotion &amp; Effectiveness in each and every city/location</td>
<td>19.570</td>
<td>9</td>
<td>16.919</td>
<td>Significant at .05 level Null Hypotheses Not accepted</td>
</tr>
</tbody>
</table>

Calculated value of F (19.570) is greater than the critical F value (16.919)
Result: H4.8o 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.

14. H5o-All Maharashtrian Delicacies are equally popular.

<table>
<thead>
<tr>
<th>Variables</th>
<th>F-value calculated</th>
<th>df</th>
<th>F-value Critical(.05)</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Maharashtra’s cuisine &amp; Popularity</td>
<td>355.4258</td>
<td>10</td>
<td>1.832341</td>
<td>Significant at .05 level Null Hypotheses Not accepted</td>
</tr>
</tbody>
</table>

Calculated value of F (355.4258) is greater than the critical F value (1.832341)
Result: H5o 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.
8. Research Methodology:

8.1. Type of research:

The type of research is empirical, based on exhaustive primary and secondary data. The research is descriptive as well as analytical in nature.

- **Descriptive Research:** The researcher would use questionnaires and interview schedules to collect primary data from the stake holders in Tourism Industry and allied services that attract tourists towards the Tourist Centers in Maharashtra. To find and analyze the various attributes and factors that attracts tourists to Maharashtra.

- **Analytical Research:** The researcher would also analyse the collected data statistically and logically to arrive at expected inferences for devising marketing strategies to promote Maharashtra tourism.

The study is aimed to identify the factors commonly associated with Maharashtra tourism, gauge the present tourism scenario and bottlenecks to suggest suitable marketing strategies for development of Maharashtra tourism.

8.2. SWOT Analyses:

SWOT analysis is a marketing analytical tool for assessing the strength and weakness of the current scenario and as Maharashtra tourism has to be marketed effectively one needs to know the strengths and weakness of the state as the tourist destination. SWOT analysis takes two different directions - internal evaluation of strengths/weaknesses, and external evaluation of current opportunities and possible threats to successful explanation.

The use of SWOT analysis is to help Maharashtra state develop a strong business strategy by making sure that all the strengths and weaknesses, as well as the opportunities and threats it faces in the marketplace have been considered.

8.3. Types of Respondents:

The study is partly based on the primary data collected from following respondents:

- Tourists - 2000
- Tour operators, / Travel Agents - 251
- Hotels and Resorts - 245
- MTDC- Maharashtra Tourism Development Corporation official – 3 and
- Ministry of Tourism, Government of India official – 1

8.4. Universe and Sample Design:

Since the population of the respondents is quite large, a representative sample of each of the respondents has been selected by simple random sampling method so that each unit in the universe had an equal opportunity of being selected. This sample is thus free from bias.
8.5. Instrument for Data Collection:

Following Instruments were used for collection of secondary and primary data required for this research:

- Library work for review of related literature and references from data sources, research’s and Government reports,
- Well structured Questionnaires for tourists, Travel Agents/Tour operators and Hotels and Resorts.
- Structured Interview Schedules for Officers of MTDC, Ministry of Tourism-Government of India and one Senior Tour Operator.

Sources of Data - Following are the data sources for this work in hand:

(A) **Primary Data**: The primary data is collected through structured questionnaires with both open-ended as well as close-ended questions for Tourists, Tour operators/Travel Agents and also for Hotels/Resorts. A structured interview schedule was used to gather information through an in depth interview of the top level Government Officials.

<table>
<thead>
<tr>
<th>DESIGNATIONS</th>
<th>ORGANIZATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Manager</td>
<td>MTDC (Department of Tourism, Govt. of Maharashtra)</td>
</tr>
<tr>
<td>Senior Manager</td>
<td>Development/Administration/Recovery/Tax) MTDC (Department of Tourism, Govt. of Maharashtra</td>
</tr>
<tr>
<td>Assistant Director</td>
<td>India Tourism, Ministry of Tourism, Government of India</td>
</tr>
<tr>
<td>Senior Tour Operator</td>
<td>Chaudhari Yatra Company (Ex. MTDC official)</td>
</tr>
</tbody>
</table>

In total the researcher has collected primary data of 2500 sample size.

(B) **Secondary Data**: The researcher has collected secondary data from The Tourism Ministry of Maharashtra, research journals, magazines, newspapers, government agencies and publications, University bulletins, Government bulletins etc.

8.6. Statistical Techniques used:

The researcher has used appropriate statistical tools to analyze the data and to test the statements of hypotheses. The researcher has used both, descriptive and inferential statistics, in analyzing her study. T-test, ANOVA and Chi-square have been used to test the proposed hypothesis. The SPSS 19 version has been used to analyze the collected data.

- Chi square test, One way ANOVA and Post hoc test were carried out for proving the formulated Hypothesis. The main objective was to check whether there is a relationship between demographic variables like age, gender place and Marketing Strategies and to also to check the comparison between the marketing strategies and its impact on tourism business.
- T-test was done to measure group statistic.
- Rank analysis was done to know the degree of importance of response towards elements and objectives of Marketing strategies and tourism development.
8.7. Limitations of the study:

The scope of this study extends to tourism development in Maharashtra, though some references of other States, the national and international Tourism problems might be touched and the focus is concentrated on problems and prospects of Tourism Development in Maharashtra with special reference to marketing strategies adopted by the stakeholders in tourism industry.

The period of study is limited to a ‘point of time’ i.e., the day of researcher’s visit to respondents. It will not cover either the history or the future prospects but will simply present a ‘statuesque’ of the scenario as was observed during her visits. Limitations of this study will include

- Study being empirical in character is not free from limitations.
- The study covers only the state of Maharashtra.
- It does not cover all aspects of tourism.
- It is not escaped from the constraints of both time and money.

8.8. The Scheme of Chapterisation:

- Chapter 1 Facts about Tourism Industry.
- Chapter 2 Review of related Literature.
- Chapter 3 Present Scenario of Tourism Industry in Maharashtra.
- Chapter 4 Research Methodology Applied.
- Chapter 5 Data Analysis.
- Chapter 6 Findings of the Study.
- Chapter 7 Suggestive Marketing Strategies based on the findings of the study.
- Chapter 8 Conclusion & Recommendations.
9. Findings of the Study:

9.1. Analyses of Feedback from the Tourists:

Around 2000 tourists randomly selected from various tourist centers in Maharashtra were served with a structured questionnaire to get their views and preferences for different services availed by them during the recent period. The analysis is done with the information researcher gathered and inferences from the same have been drawn in this section.

- 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.
- Where the tourists sample’s qualifications is concerned, from 2000 respondents, 1182 (59%) responders were Undergraduate, 638 (31.9%) were Graduate and 180 (9.0%) were Masters.
- Marital status of the tourist’s sample of 2000 is as follows, 41.7% were married and 58.4% were single.
- 48% of those surveyed set aside a budget for travel and 52% of them didn’t plan their tours in advance.
- 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 2nd, 3rd, 4th and 5th respectively.
- As per the primary data highest frequency of tourists favored Maharashtra at rank 1st, followed by Gujarat Rank 2nd, Karnataka at 3rd and Madhya Pradesh at rank 4th. Though primary data according to the domestic tourists responses reveals that Maharashtra is the most favorable, the secondary data reveals that Maharashtra ranks 5th in domestic tourism.
- As per primary data findings from the Tourists, the most preferred regions in Maharashtra is the Konkan Region, followed by Desh-Pune, 3rd famous was Khandesh/Nashik, 4th preferred region was Marathwada and the last priority goes to the Vidarbha region.
- 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.
- According to the finding of primary data the most frequently used source of information by tourist is Internet, followed by Friends, Travel agent, Travel Book and MTDC ranking 2nd, 3rd, 4th and 5th respectively.
- MTDC and other stack holders of Maharashtra Tourism Industry should explore the full potential of ICT (Information Communication technology) and Internet.
- 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.
- Findings of the study revealed that advertisement & promotional strategies used by the stack holders 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.

- MTDC’s official website provides very little information regarding the tourist places, available accommodation, facilities, tour packages and other necessary information for tourist.
- The primary data reveals of the Tourists that MTDC accommodations are not up to the satisfactory level of the tourists. MTDC till date uses the traditional sources of promotion and marketing.
- Primary data from the tourists revealed that the facilities offered at MTDC properties are not satisfactory. 64.8% touristor were dissatisfied with the Food-Breakfast where as 49% were dissatisfied with basic facilities.
- 75% of the tourists feel that Maharashtrian delicacies have the potential to be recognised globally as a specialize cuisine.
- The most famous cuisines is Vadapav followed by Modak and Puranpoli whereas Saoji Mutton, Kolhapur Tambda/Pandhra Rasa (Red and white gravy) are least favoured cuisines, especially among non-Maharashtrian Tourists.

9.2. Analyses of Feedback from the Tour Operators/Travel Agents:

Primary data was collected using structured questionnaire from 251 Tour Operators/Travel Agents on the various aspects of Tourism and related services, such as membership of a professional body, frequency of organising tours, Packages of tours, mode of advertisements and other marketing practices adopted and responses of tourists to their programme etc.

- 71.3% of the tour operators/travel agent’s sample belonged to Metropolitan cities, 18.7% belonged to urban cities, 8.4% belonged to semi urban cities & 1.6% belonged to rural Maharashtra.
- 98% of the tour operators/travel agents are members of Indian Association of Tour Operators (IATO) and Travel Agent Association of India (TAAI). Non members with 2% are negligible.
- Tour Operators announce tour packages from time to time. 237 out of 251 (94%) agreed that they do.
- Tour operators/Travel agents sold Leisure Tours packages the most, followed by Heritage and cultural at rank 2nd, where as Official Tours, Pilgrimage tours and Adventure tour rank 3rd, 4th and 5th respectively.
- It was found that most of the tour operator/travel agents 68% feels that ‘Tourism Concept’ is not marketed well.
- As per primary data collected from the Travel Operators/Travel Agents most preferred regions in Maharashtra are Desh-Pune at the top, followed by Konkan Region, Khandesh/Nashik, Marathwada and the last priority goes to Vidarbha region.
- 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.
- Primary data from the Travel Agents/Tour Operators revealed that Improper Marketing and Tourism Promotion (30%), Bureaucracy (22%), Inadequate
Infrastructure (15%) and Lack of Entrepreneurship promotion (14%) are the main stumbling blocks in the development of Maharashtra tourism.

- 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.
- 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.
- According to the primary data collected from the Tour Operators, it is very much evident that Malawi / Konkani cuisine (25%), Puneri cuisine (24%) and Kolhapuri cuisine (23%) were the most famous Maharashtra’s cuisines amongst the tourist, while Marathwada (16%) and Vidarbha (12%) cuisines ranked 4th and 5th respectively.

9.3 Analyses of Feedback from the Hotels/Resorts:

Researcher has selected a significant number of 245 hotels and resorts, which are located either at the sight of Tourist Point or towns and cities nearby a tourist center that tourists find it convenient to stay and go around the tourist points. Each of the unit was selected by simple random system so as to have a fair representation of the population of hotels and resorts.

- It is observed that the group of hotels interviewed is composed of small and medium Hotels mainly accommodating nearly 100 passengers at a time. Out of the total 245 hotels, 65% of the hotels surveyed had more than 100 rooms. Hotels accommodating 20-50 and 50-100 constituted another 16% and 15% respectively. Rests of the 4% were small hotels accommodating not more than 20 rooms.
- According to Hotels and resorts managers, a guest on official duty ranks 1st, followed by leisure time pleasure finders ranks 2nd, Pilgrimage tourists, Heritage and culture viewers and Adventure seekers ranks 3rd, 4th and 5th respectively.
- 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. News paper is most effective, followed by Television, Internet, Hoardings, and Magazines.
- The first four most important attributes for the hospitality industry in Maharashtra are Bollywood, Cuisine delicacies, Infrastructure and Commerce and trade. 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 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.

9.4. Analyses of Feedback from the Structured Interview of the MTDC/Ministry of Tourism Officials:

The researcher was fortunate enough to get an appointment with the MTDC official (General Manager) of MTDC. The General manager was kind enough to give time to the researcher and after meeting her on two occasions she did not only fill the Interview Schedule, but also gave an interview to the researcher, after which when the researcher took permission from the MTDC official to get the Interview Schedules filled by the other officials, she felt that after the MTDC official herself giving so much data there would not be any need of any supporting information from any other official filling in the Interview Schedule.

Feedback received through in depth interviews with the officials of MTDC, Ministry of Tourism and one Senior Tour organizer (Ex. MTDC official).

• 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.

• 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.

• 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.

• 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.

• 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.

• 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.

• 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. News paper 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.

• 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.

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• The MTDC official also stated that the tour operators do not know of an appropriate way of promoting tourism in Maharashtra. According to them even the private tour operators should go through a well formulated training programme so that they can give thorough information and guidance to the tourist. Another fact about the growth of tourism was that a lot of cooperation, coordination and team work were required amongst MTDC, private hotels, resorts and tour operators to market Maharashtra tourism.

• The Authority of MTDC felt that Karnataka ranked first in developing tourism then was Gujarat and later Madhya Pradesh. Hence the rate at which tourism is developing in the other states as compared to Maharashtra is commendable. Unfortunately tourism was not the focus area in Maharashtra Government Schemes till recently but the authority of MTDC feels that the scenario is changing rapidly.

• MTDC official mentioned that currently they did not have any project in hand regarding culinary tourism of Maharashtra.

• According to the Ministry of Tourism official there is no proper vision for the state Tourism. The official strongly feels that private players play a very important role in developing and marketing tourism, especially now a day’s Builders are very much interested in developing tourist spots, not only that they are developing artificial scenic cities like Ambey valley and Lavasa which are gaining popularity among tourists.

• The Ministry of Tourism official strongly felt that ample amount of funds allotted for Tourism Development remained unutilized in the Maharashtra state. If Goa can do wonders in tourism, why not in Vengurla, which is just 60 kilometer away from Goa. The official was of the opinion that improper infrastructure and awareness of so many unexplored destinations which have a tremendous potential are the cause for underdeveloped tourism in Maharashtra. Hence the need of the hour in Maharashtra at present is that of a vision for the Tourism Industry.
10. Relevant Marketing Strategies based on the Objectives and Finding of the study:

Objective 1: Present Scenario

Hypotheses:

H1o - All four states (Maharashtra, Gujarat, Karnataka and Madhya Pradesh) are equally favored as tourist’s destinations.

Result: H1o not accepted at 95% level of confidence.

Conclusion: All 4 states are not equally favorable as tourist destinations.
Maharashtra is the most favored 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%) whereas Maharashtra ranks 1st in receiving foreign tourist, which proves that Maharashtra (Mumbai) is becoming the transit point for these tourists. The India Tourism Statistics 2013 shows that no 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, whereas MTDC official felt that due to the large diversity of Maharashtra, theming up is difficult. Therefore, Maharashtra tourism needs to be promoted step by step, phase by phase and segment by segment with proper categorizations and theming.
- As per the primary data highest frequency of tourists favored Maharashtra at rank 1st, followed by Gujarat Rank 2nd, Karnataka at 3rd and Madhya Pradesh at rank 4th. Though primary data according to the domestic tourists responses reveals that Maharashtra is the most favorable, 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.

Marketing Strategies suggested are based on the present scenario of Maharashtra Tourism:

- Today’s generation is extremely technosavy, 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 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 broacher, 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 Sahyadri, 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 3rd 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 segmentive based marketing. For eg: Cluster formation, geography-desert, coastal, culture based, region based pilgrim based,.

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:

H2o– There is no relationship between the “Hotels Room Occupancy” and “Infrastructure” as a problem which they encounter to get business.
Result: H2o 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:

- 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 Bottlenecks 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 – An 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:**

H3.0 - There is no relationship between age of tourists and their stay at MTDC.
Result: H3.0 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 (69.0%) have not stayed in the MTDC accommodation.

H3.1.0 - There is no relationship between gender of tourists and their stay at MTDC.
Result: H3.1.0 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 agent, Travel Book 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. 64.8% tourist were dissatisfied with the Food-Breakfast where as 49% were dissatisfied with basic facilities.
• 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 tourists themselves paid personal visits to the MTDC offices.

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

<table>
<thead>
<tr>
<th>Title</th>
<th>MTDC (Rank)</th>
<th>Travel Agent (Rank)</th>
<th>Travel book (Rank)</th>
<th>Internet (Rank)</th>
<th>Friend (Rank)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourist</td>
<td>5th</td>
<td>3rd</td>
<td>4th</td>
<td>1st</td>
<td>2nd</td>
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</tbody>
</table>

**Strength:**

- **MTDC:**
  - Flagship of the Maharashtra Tourism
  - Owns prominent properties with rich Leisure, heritage, Cultural and Adventure sites are available
  - Strong Financial, Authoritative and Manpower support from government.
  - Highest number of World Heritage monument sites comparative to other states.

- **Internet:**
  - **Boundary less (global location):** Geographical boundaries having no meaning.
  - **Time saving:** It saves time and transportation. Because there is no need to go anywhere physically.
  - **No time constraints (24X7):** It can be used anywhere, anytime as there is no time constrain.
  - **Price/Product comparison:** Helps consumers to compare price and product effectively and efficiently.
  - **Cost effective**
  - **Direct communication with consumer:** Social networking sites, online advertising networks can be mediums to buzz about online store.
  - **Improved customer interaction:** Quick feedback and comment forms are main features to interact with customers.
  - **Flexible target market segmentation:** Target market segment here in e-commerce is flexible and can be modified any time.
  - **Simple and easier exchange of information:** Improves information sharing among merchants and customers and enables prompt quick, just in time deliveries.
  - **Easy arrangement of products:** Products can be arranged on the shelves within minutes. With online store it is quite easy.
  - **Faster buying procedure:** E-commerce means better and quick customer services. Online customer services make customer happier. Due to absence of intermediaries for buying products. So buying procedure will be fast and quick.
- **No physical company set up:** Doing e business is cost effective because no physical set up is required for that.

- **Easy of transactions:** Financial transactions through electronic fund transfer are very fast and can be done from any part of the world.

- **Low operating cost:** It needs very low investment and staff cost is very low. Cost is affordable or very less in comparison of the information cost.

- Today almost all the age groups peoples are internet savvy and current generation is a Smartphone’s user.

- **Access for All info-media:** It allows access to all types of info-media.

- **Ease of up-gradation:** Up gradation of information is easy and can be done on regular basis without interruptions of current services.

- **Feedback and Frequently Ask Questions (FAQ) facility**
  - It is time & cost savvy and gives the better understanding of the places with the help of photographs, maps, videos and travel information.
  - Direct access to the information available in public domain.

- **Travel Book:**
  - **Handy & Mobile:** It’s handy for use at any place to carry along.
  - **Easily available:** Print and digital or soft copy form.
  - **Language facility:** 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/commit complete responsibility 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:**
  - Trust weightage is more.
  - Word of mouth is most trusted way of promotion/ information.
  - It carries the base of personnel experience.
  - Information on ‘0’ cost.

**Weakness:**

- **MTDC:**
  - Short fall of information about properties on internet.
  - Bureaucratic approach in working style
  - Poor marketing and promotion
  - Lack direct interactions with tourist
• **Internet:**
  - **Fake websites:** Fake websites can mislead the user.
  - **No idea about quality and physical condition of the product:** Online products cannot be touched or physically experienced.
  - **Lack of personal services:** Lack in personal services which are intangible.
  - **Limited advertising:** Limited advertising opportunities are available because in e-commerce one cannot go for mass advertising.
  - **Customer's satisfaction:** There is no direct interaction with tourist.
  - **Needs connectivity or network**

• **Travel Book:**
  - **Printing Error:** Printing errors can bring the limitations for resolving the query.
  - **Limitation:** Language, up-gradation of information.

• **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.

**Opportunities:**

• **MTDC:**
  - Flagship of the Maharashtra Tourism
  - An official authority of Tourism in Maharashtra
  - Marketing and promotional base for awareness
  - Participation in various International and national events.

• **Internet:**
  - **Changing trends:** Fast and effective in communication and transactions can be made from any part of the world.
  - **New technologies:** Daily numbers of internet users are increasing. People feel more comfortable to search and interact online.
  - **Global expansion and Global reach:** Access is without interruption helps global expansion. It gives global reach, compare to other medium of promotions.
  - **High availability (24 hour and seven days a week):** Along with each and every click of the mouse access of communication is in operation.
  - **Cut down on local competition:** Online customer services are a competitive advantage for the company.
  - **Advertising:** Advertising is cost effective as compare to conventional offline system.
• **Travel Book:**
  - Habit of hard/print copy reading
  - Technology reduces the time cost of printing
  - Its Onetime cost only

• **Travel Agent:**
  - Ease of business due to E-commerce
  - Customization of Tour packages.
  - Direct interactions with tourist gives 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.
  - Can ask any kind of queries.

**Threats:**

• **MTDC:**
  - Branding & Advertising
  - Brand Ambassador is not appointed till date
  - Lack of Aggressive marketing and promotional strategies
  - Limited information of Leisure, heritage, Cultural and Adventure etc.

• **Internet:**
  - **Competitors:** Competition is increasing day by day with aggressive marketing promotion.
  - **Innovation:** Customers now a day are always in a search of innovative products. Innovation can be either in product, place, promotion and even price.
  - **Privacy concerns:** Fears that information can be misused lead to spam e mail or identity fraud.
  - **No direct interaction:** Internet limits direct interaction of tourist.
  - **Risk:** Nature of fraud and risk is different because when a customer relies on unseen set up, he trusts and makes transactions. In such a way he is ready to face risk.
  - Technology is changing rapidly.

• **Travel Book:**
  - Technological advantages- Mobile, Smartphone’s, Internet
  - Can easily get spoiled
  - Missed the information updated in new edition
  - Reading habits are now reducing
  - Printing error and wrong information can mislead the tourist.

• **Travel Agent:**
  - Sudden changes in polices of governments and authorities (Taxes & Prices etc)
  - Natural calamities and unforeseen events.
  - Online tour booking sites e.g. makemytrip.com etc.
• **Friends:**
  - 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, 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:

H4o – Educational qualification of the respondent has got no relationship with official reason for travel.
Result: H4o 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.

H4.1o – There is no relationship between educational qualification of the tourists and “Leisure” as a reason for travel
Result: H4.1o 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.

H4.2o-All 4 Ps of Marketing are equally used to attract tourism business in Maharashtra.
Result: H4.2o not accepted at 95% level of confidence
Conclusion: All 4ps are not equally addressed.
Price is most important followed by product, place & promotion

H4.3o-All media promotions are equally effective in promoting tourism in Maharashtra.
Result: H4.3o not accepted at 95% level of confidence
Conclusion: All media for promotion are not equally effective.

H4.4o-Television as a media of promotion is equally effective in each and every city/location of Maharashtra.
Result: H4.4o accepted at 95% level of confidence
Conclusion: TV media is equally effective for Metropolitan, Urban, semi urban and rural areas.

H4.5o-Newspaper as a media of promotion is equally effective in each and every city/location of Maharashtra.
Result: H4.5o accepted at 95% level of confidence
Conclusion: News Paper media is equally effective for Metropolitan, Urban, semi urban and rural area.

H4.6o-Hoarding as a media of promotion is equally effective in each and every city/location of Maharashtra.
Result: H4.6o accepted at 95% level of confidence
Conclusion: Hoardings media is equally effective for Metropolitan, Urban, semi urban and rural area.

H4.7o-Internet as a media of promotion is equally effective in each and every city/location of Maharashtra.
Result: H4.7o accepted at 95% level of confidence
Conclusion: Internet media is equally effective for Metropolitan, Urban, semi urban and rural area.

H4.8o-Magazine as a media of promotion is equally effective in each and every city/location of Maharashtra.
Result: H4.8o 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 stack holders 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 2nd, 3rd, 4th and 5th respectively. Whereas Leisure Tours packages are sold most by tour operators/agents, Heritage and cultural tours ranks 2nd, Official Tours ranks 3rd, Pilgrimage and Adventure 4th and 5th respectively. According to Hotels and resorts managers, a guest on official duty ranks 1st, followed by leisure time pleasure finders ranks 2nd, Pilgrimage tourists, Heritage and culture viewers and Adventure seekers ranks 3rd, 4th and 5th respectively.
- 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.

<table>
<thead>
<tr>
<th>Titles</th>
<th>Leisure (rank)</th>
<th>Official (rank)</th>
<th>Adventure (rank)</th>
<th>Pilgrimage (rank)</th>
<th>Family Functions (rank)</th>
<th>Heritage &amp; Culture (rank)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourist</td>
<td>1st</td>
<td>2nd</td>
<td>3rd</td>
<td>4th</td>
<td>5th</td>
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<td>3rd</td>
<td>5th</td>
<td>4th</td>
<td>-</td>
<td>2nd</td>
</tr>
</tbody>
</table>

**Strength**

- **Leisure:**
  - Huge and Beautiful Coastal land, Wide and grate river fronts and water parks
  - Extensive Mountain ranges and the plateau
  - Strong back waters of Rivers and dams
  - Better hotel and transport facilities.

- **Official:**
  - Mumbai –the financial capital of India
  - Mumbai airports and other transport facilities
  - Highest no of Business head offices

- **Pilgrimage:**
  - Pandharpur: called as ‘Dakshin Kashi’
  - Nashik: Kumbha mela
  - Three and a half Shakti Peeth of Goddess Shakti
  - Five Jyotirlingas out of twelve are in Maharashtra.

- **Adventure:**
  - Dense forest, National parks and Centuries
  - Coastal land, rivers, creeks
  - Forts, Hills, mountains and valley

- **Heritage:**
  - Maharashtra has four World heritage monument site highest in nation.
  - Have one World heritage Biodiversity site (Kas Plateau)
  - Forts- In three kinds - On land, Mountain and in water

- **Family:**
  - Family functions - weddings, festivals
  - Migration for the jobs

- **Culture:**
  - Diverse culture
  - Arts and Artifacts
Weakness:
- **Leisure:**
  - Lack of the qualitative infrastructure
  - Domestic tourism is more
  - Still to match the International level quality and facility standards.

- **Official:**
  - Traffic and over all Safety.
  - Less pre planning
  - Lack of Time

- **Pilgrimage:**
  - Poor maintenance and facility

- **Adventure:**
  - Lack of basic Facilities and safety
  - Shortage of trained and expert of the field.
  - Lack of approach to develop such destinations.

- **Heritage:**
  - Poor maintenance and preservation of monuments.
  - Sites are not well promoted
  - Lack of subsidized facility and transportation.

- **Family:**
  - Time bound trips.
  - Dependence on the family events

- **Culture:**
  - Rich culture has not been preserved and maintained up to the mark.
  - Fall short to market and show case it on International and national level.

Opportunities:
- **Leisure:**
  - Have tremendous opportunities – No of beaches from costal place are 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, Nasik, IgatPuri, Kolhapur to be explored and developed.

- **Official:**
  - Economical and timely managed Short tours
  - Sea Touring at Mumbai

- **Pilgrimage:**
  - Due to the holy places like Pandhrpur, Shirdi, Jyotirlingas, Shkti pithas, Ashvinaykas, Trambkeshwar and other many more places it gives flow of no of devotees in the form of group, family and individual visit.
  - These tours/visit are generally not age, time and season bound.
• Adventure:
  o Various kinds of water sports
  o Climbing, Paddle, Cycling, Paragliding, Tracking such sports are having the potential.

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

• Family:
  o Time bound trips.
  o Dependency on the family events, which are ongoing and continuous.

• Culture:
  o Maharashtra has reach and diverse culture.
  o Artifacts has the tremendous optional to compete the higher level market.
  o Cuisines, Arts, ritual are the exceptional quality and the capability.

• Threats for overall sectors:
  o If the Leisure places are not developed qualitatively then it will affect the current status of business. The quality needs to be raised to the international level with not exceeding the economic bar specially.
  o The neighboring states are giving tuff competition in the same area on the basis of aggressive marketing and promotional strategies which are more visible.
  o Improper maintenance and carelessness towards preservation of the Pilgrimage places and Heritage monuments may incur irrecoverable damages.
  o Long term Vision, planning and execution is ignored then it will cost heavy on the part of tourism business.
  o Further few decades are the ‘Age of Youngistan’ and Adventure, Leisured and Official tours would be more in demand, which also demands the best qualitative and quantitative tourism product.
  o Cuisine and artifacts are not explored and brought to the notices of the world….as the nature of law “Survival of the Fittest” and “Out of sight Out of mind” will be the store of these is not give concerned and sincere efforts for its promotion.
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 Ektta*
  - *Maharashtra …the Land of Legacy and Heritages*
  - *Maharashtra Unlimited - A Dream Land.*

- Maharashtra Tourism can have tie-ups or brand partnerships with Television channels like Star plus TV, Sony, Zee to feature Maharashtra in number of famous TV serials like Shadi, Sangeet 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 television 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 broachers 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 the 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 terminal, 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.

**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 Locater). 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 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/Articrafts, 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:
H5o-All Maharashtrian Delicacies are equally popular.
Result: H5o 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 Bollywood, Cuisine delicacies, Infrastructure and Commerce and trade. 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 (25%), Puneri cuisine (24%) and Kolhapuri
cuisine (23%) were the most famous Maharashtra’s cuisines amongst the tourist, while Marathwada (16%) and Vidarbha (12%) 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 Fruitalicious 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.

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. Vada pav and the Modak were best rated which are kind of the snack/fast food/sweet of Maharashtra and not complete cuisine of Maharashtra.

- The broacher 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, house wife 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 Sauji cuisine which is a delicious spicy cuisine of the Vidarbha region.
11. Conclusion:

From the findings, it is understood that Maharashtra tourism has not explored and marketed its product to the best of its capacity. Also secondary data reveals that appropriately planned marketing strategies and conscious efforts adopted by the tourism stake holders, successfully helps smaller states with comparative less diversity and resources to create a brand in the tourism industry e.g. Kerala, Goa and Gujarat.

There should be serious thought for promoting Maharashtra Tourism by advertisements through different media sources. Hence Maharashtra tourism needs innovative, impact full, heavy, co-operative and aggressive advertisement and promotional efforts. The stake holders have not used the advance technology and concepts for marketing and promotion to enhance and create a brand value for Maharashtra Tourism as Maharashtra Unlimited.

Tourism promotion should use a good promotional mix such as personal selling, advertisements in print media, electronic media, television etc. People prefer less-travelled destinations; these products require accommodations, transportations and infrastructural facilities of an international standard. Distinctive advertising strategies help to promote tourists places as a brand. Painting a tourism product in a positive light always helps in attracting potential consumers, and consequently the product consumed is the very essence of the advertising world.
12. Recommendation:

- Government and the private sector should initiate to develop skilled employment opportunities in empowering the tourism & hospitality sector.

- For effective growth of Tourism in the state, the government should involve in hiring team builders for seminars & outdoor training for the government employees of every region of Maharashtra. This will ensure a standardized procedure and quality output from the tourism stakeholders which will change the outlook of the Industry and in turn facilitate the tourist inflow.

- New tourism schemes should be formulated for promoting hotels and Resorts of MTDC.

- To promote wild tourism more efficient facilities should be introduced for forest safaris at National parks in Maharashtra (Tadoba, Chikahaldara, Nagpur-Vidharba and Sanjay Gandhi Nationals Park etc). Also Conservation of forest and sanctuaries should be one of the agendas on the tourism stakeholders list.

- Maharashtra has a large number of forts which are valued not only for their historical significance but also for their architectural excellence. The Government of Maharashtra in coordination with ASI (Archeological Survey of India) and State Archeology should develop and conserve these forts for realizing their tourism potential.

- Locals from the villages of the Tourism destination should be involved so that the information is first hand, genuine and authentic and by doing so the tourism will develop further.

- Government of Maharashtra should exempt stamp Duty for Tourism Projects under the Tourism Policy, there should be an Exemption on Electricity Duty for Tourism Projects and also exempt Entertainment Duty for projects under the Tourism Policy.

- State Government should form a committee involving the Department of Tourism, MTDC, and other related departments to play a Coordinating role. This committee would also identify developmental needs like either Infrastructure, site facilities, security at various destinations.

- The Tourism Department should formulate the guidelines for the overall safety of tourists in the state.

- Essential amenities should be installed near all the various tourist destinations like, ATM centers, Wifi zones should be there, International Standard Toilets, Appropriate Sinages should be put up wherever necessary, even on the highway, every vendor in and around the tourist spot should be a (hygiene) certified one.

- While leaving India from Mumbai airport the tourist should be requested to fill-up a feedback form about Maharashtra as a tourist destination.

- Government should make it compulsory for the Taxi Drivers to
13. **Areas for further research:**

The researcher has worked hard on this topic under study for not less than a 4 years period. Though she has studied almost all the stakeholders in tourism industry, at a stage, she realised that even a single stakeholder could have been an independent topic for a Ph.D, thesis. She could develop a number of themes on which the young researchers can choose those as a topic for their prospective research work. Some of such themes are:

- Role of Travel Agencies in development of Tourism in ………
- Hospitality Industry: A pillar in the Development of Tourism in ………
- Importance of cuisine in the Tourism Industry - A Study
- The Study of importance of Maharashtra Cuisine in Global Market.

(Dr. Vidya Hattangadi)  
Research Guide

(Rukshana Bilimoria)  
Research Student
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