ABSTRACT

Maharashtra is blessed with abundance of nature, history and culture which are the key advantages to boost and develop Tourism business in the state. Whereas facts shows a different picture, as full potential of Maharashtra tourism is yet to be explored. The outcome of which is Maharashtra as a tourism state has been unable to make it in the list of first 10 best tourism destinations in Asia, leave alone the world. Maharashtra tourism has enormous potential. It would have been done better if Maharashtra tourism (State Government, MTDC and other Stockholders of Tourism business) would have taken the correct steps for marketing and branding of their assets.

The contemporary competitive environment need strong and aggressive steps towards the Marketing and branding of Maharashtra Tourism which will definitely change its current image, status and position in Tourism world. Maharashtra Tourism should focus on their Beaches, Leisure tourism, Jungle-Safari tourism, National parks and Adventure & Sports tourism along with the integration of Historical tourism and Rural/Agricultural tourism to market it as its USP for Brand creation; Also different types of tourism packages should be developed keeping in mind the requirements of modern tourists. ICT is a boon for the speedy growth of any business, overview of the previous decade shows that Maharashtra Tourism has not used ICT in its fullest strength. ICT provides cost-effective & economical reach of information across the globe in a very short span of time.

To get the desired result in Tourism industry Maharashtra Tourism needs constructive, Comprehensive and strong Marketing Strategy. Marketing gives importance to customer satisfaction. Marketing serves the advertising, promotions, brand creation, brand building of the product to motivate people to buy the product.

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.
Thus Significance of the present study will help to put forth the current status of the Maharashtra Tourism with respect to the marketing aspects and to understand the deficiencies in the services product and expectations of the customer/tourist. The research will also help create profitable product and services in Maharashtra tourism and take step towards creating Maharashtra Tourism as ‘Brand’ or ‘Image’. This study also helps to understand the importance of communication and co-operation of the various stake holders of the tourism industry.

Keywords: Maharashtra, Maharashtra Tourism, MTDC, Marketing, Marketing Strategies, 4 P’s, ICT.