CHAPTER 4: TOURISM IN MAHARASHTRA

4.1 INTRODUCTION

Tourism industry in Maharashtra has a great potential for growth, given the availability of basic infrastructure and the variety of tourist ideas/adventures offered by various destinations. Maharashtra has a rich historical and cultural heritage, which has been under-explored by the tourism industry and the government agencies. The well-built basic infrastructure availability throughout the state would provide an ideal platform for fresh investments in the development of tourism and in the process of creating many direct and indirect employment opportunities to locals in tourist destinations.

4.2 PROFILE OF MAHARASHTRA

Maharashtra with a geographical area of 3,07,713 Sq. Km is the 3rd largest state in India in terms of area, with a coastal line spreading more than 720 kms and 2nd in terms of population (96.75 million). It occupies a broad portion of the Deccan Plateau. The state has a large untapped tourism potential, with attractive tourist destinations which consists of beaches, forts, hill stations, heritage and sanctuaries. The famous attractions include Mahabaleshwar, Matheran, Ajanta, Ellora, Elephanta and Murud–Janjira, among others.

**Geographical Coverage**

Maharashtra is surrounded by the Arabian Sea in the west, Gujarat in the northwest, Madhya Pradesh in the north, Chhattisgarh on the East, Andhra Pradesh in the southeast and Karnataka and Goa in the south. The triangle of Maharashtra is divided into specific natural regions. The great divide, running north south, the Western Ghats is also known as the Sahyadri range. The narrow strip between the Arabian Sea and the Western Ghats is known as Konkan. The eastern portion is known as Vidarbha, the northern area is known as Khandesh and the central area as Marathwada.
A map of the state is shown below:

MAP 4.1 MAP OF MAHARASHTRA

![Map of Maharashtra](image)

Source: MTDC

Maharashtra is the second most populous state in the country (96.75 million according to population census 2001). The population density is 314 per sq km. & the literacy rate is 77.27%. Marathi is the main language of the masses and is also the official language.

**Sectoral Composition of Income in Maharashtra**

**Table 4.1 CHANGING SECTORAL COMPOSITION OF INCOME**

<table>
<thead>
<tr>
<th>years</th>
<th>primary</th>
<th>secondary</th>
<th>tertiary</th>
</tr>
</thead>
<tbody>
<tr>
<td>1960-61</td>
<td>31</td>
<td>23</td>
<td>46</td>
</tr>
<tr>
<td>1970-71</td>
<td>22</td>
<td>29</td>
<td>49</td>
</tr>
<tr>
<td>1980-81</td>
<td>23</td>
<td>31</td>
<td>46</td>
</tr>
<tr>
<td>1990-91</td>
<td>21</td>
<td>32</td>
<td>47</td>
</tr>
<tr>
<td>2000-01</td>
<td>17</td>
<td>25</td>
<td>58</td>
</tr>
<tr>
<td>2007-08</td>
<td>15</td>
<td>25</td>
<td>60</td>
</tr>
</tbody>
</table>

Source: Economic Survey of Maharashtra 2008-09(in %)

There is a changing Sectoral Composition of Income in Maharashtra from primary to tertiary sector which shows that service sector plays an important sector role.
FIGURE 4.1 CHANGING SECTORAL COMPOSITION OF INCOME

Source: Economic Survey of Maharashtra 2008-09

4.3 TOURISM RESOURCES OF MAHARASHTRA

The industries account for around 20-22% of the gross state domestic product and 3.5% of the employment in the state. No specific estimates are available on the employment in the travel and tourism industry. The economic census 1998 indicated an employment of 4, 61,000 persons (urban and rural) employed in restaurant and hotels and 3, 87,000 persons working in the transportation industry. There is immense scope for tourism development in Maharashtra. It is one of the very few god gifted states in India endowed by nature with a unique combination of hills, plateau, sea beaches, historical forts and caves.

It is reported that over 80% of the people of Maharashtra live in villages. Their chief occupation is agriculture. Tourism leads to employment generation as well as the generation of economic activities. It is suggested that visit of each foreign tourist provides employment to one person and 6.5 domestic tourists generate one job. Temples, beaches, heritage and culture richly adorn the cities of Maharashtra. Mumbai is a vital and vibrant arrival point for overseas visitors.

Tourism is a major source of foreign exchange. Total tourist arrivals in Maharashtra increased from 7.04 million in the year 1995 to 9.37 million during 2000 indicating a compounded annual growth rate of 5.88%. Foreign tourist arrivals increased from 0.88
million in 1995 to 1.07 million in 2000 indicating a compounded annual growth rate of 4.1%. While domestic tourist arrivals increased from 6.16 million in 1995 to 8.30 million in 2000 indicating a compounded annual growth rate of 6.14%. Maharashtra accounted for 6.07% of the domestic tourist arrivals and ranked 7th among All India domestic tourist arrivals in the year 2000. Similarly, Maharashtra accounted for 23.17% of foreign tourist arrivals and ranked 2nd among All India foreign tourist arrivals in year 2000. International tourist arrivals to India in 2000 were estimated at 2.64 million, a growth of 6.4% over the previous year. India was estimated to have a share of 0.38% in world tourism traffic in 2000. Maharashtra had a total tourist arrivals of 9.37 million tourists of which 8.3 million were domestic and 1.07 million were foreign tourists.

Maharashtra was ranked second for the foreign tourist arrivals in India accounting for a share of 17.72%, close behind Delhi at 21.0%. In the domestic scenario Maharashtra accounted for only 3.95% of the arrivals in India and was ranked seventh.

**FIGURE 4.2 BENEFITS OF TOURISM**

<table>
<thead>
<tr>
<th>BENEFITS OF TOURISM</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Stimulation of business activity</td>
</tr>
<tr>
<td>• Increase in business diversity</td>
</tr>
<tr>
<td>• Increase in taxes collected</td>
</tr>
<tr>
<td>• Increase in sale of goods and services</td>
</tr>
<tr>
<td>• Increase in community development</td>
</tr>
<tr>
<td>• Improvement in standard of living</td>
</tr>
<tr>
<td>• Pride of history</td>
</tr>
<tr>
<td>• Promote culture, attractions and artefacts</td>
</tr>
<tr>
<td>• Conservation and restoration of historic sites or attractions</td>
</tr>
<tr>
<td>• Conservation of natural resources as a tourist attraction</td>
</tr>
<tr>
<td>• Increase in employment</td>
</tr>
</tbody>
</table>

**4.4 TOURISM POLICY 2006**

The state of Maharashtra offers various tourism circuits like water tourism, Deccan odyssey, adventure tourism, culture, art and handicrafts, etc. Maharashtra Tourism Development Corporation (MTDC) is the state government agency for promotion and regulation of tourism
sector. It is also responsible for developing, managing and maintaining the tourist destinations. The government of Maharashtra has to improve the infrastructure facilities to global standards and promote its heritage and culture more aggressively in order to attract more visitors to Maharashtra. Government has to identify the need for collaboration with private players for the development of tourism which can provide better results in terms of better quality services and efficient utilization of the states resources.

The following observations were made by Mr. Ashish Kumar Singh, M.D of MTDC and Director of State tourism department:

1. Maharashtra has diversity in tourism products ranging from caves, forts, palaces, hills, temples and unspoilt beaches. The slogan ‘Maharashtra Unlimited’ coined by the tourism department is intended to reflect the diversity in landscapes available.

2. The department has a goal of achieving 1.5 million international tourist arrivals by 2005. The basic strategy to achieve this goal is through promotion and product development. The entire coastline (Konkan region) and Sahyadri range offer product development opportunities.

3. The department would like to focus on upper segment of the market (high spending) for foreign as well as domestic tourists.

4. The sustainability of tourism would largely depend upon projects that can generate high revenues and high returns on investment.

The tourism industry is very much a labour intensive industry, vital for generating employment in a number of regions. The Central government, the State government and the industry have drawn up a joint strategy for boosting growth in the travel and tourism industry.

**4.4.1 POLICY OBJECTIVE**

The overall objective of the Maharashtra state's tourism policy is to make this state a highly attractive tourist destination and tourism has to be made competitive so that it contributes beneficially to a sustainable growth and increased employment throughout the state.

The rapid growth in domestic tourism can be attributed to the ever increasing middle class, increase in disposable income, improved facilities, stress on urban families, improved connectivity to tourist destinations, etc. Not all foreign tourists visiting Mumbai visit all the
tourist destinations of Maharashtra. Some of these foreign tourists come to Mumbai as an entry point to India and proceed to various other states. There is an urgent need and wide scope to attract these visitors to tour the various tourist destinations in our State, which can be undertaken by both public and private sectors.

The Tourism policy 2006 is based on two perspectives - a perspective for promoting business and for promoting Maharashtra as a tourist destination. The perspective for promoting business entails promoting the development of a competitive tourist industry that contributes to sustainable growth and increased employment throughout the state. The perspective for promoting the state covers coordinated and effective market development in Maharashtra and its regions as travel destinations/tourist attractions, particularly on the international market.

**4.4.2 POLICY SCOPE**

Tourism is defined as the activities of individuals when, for leisure, business or other purposes, they travel to and stay in places outside their normal environment for less than a year. The tourism industry is defined as all the businesses that supply goods and services to consumers of tourism. Tourism is very much a small-business industry but a sector that can create large employment opportunities to various categories of people in many regions. One of the many advantages of tourism employment is that the local inhabitants need not relocate themselves/migrate to other regions. They can get gainfully employed by staying in their own environs.

Many policy areas affect the development of tourism, such as business development policy, regional development policy, transport and infrastructure policy, educational policy and cultural policy.

**4.4.3 POLICY FOCUS**

Government initiatives for the tourist industry are important, both to enhance growth throughout the state and to increase the number of employment opportunities.

In a group formed to discuss the future of tourism, the Government and the tourism industry have discussed tourism's potential, identified factors for growth and drawn up a joint strategy for greater growth in the travel and tourist industry.
The following action plan will be implemented in the next five years to achieve the above objectives and the long-term vision for 2025.

1. Various tourism facilities such as accommodation, food, toilets, information centres, etc. would be developed at all destinations.

2. Approach roads, rail linkages and air connectivity would be identified to various tourist destinations in Maharashtra.

3. Development Control Regulations would be prepared to work as guidelines for development at and around important tourism destinations/areas.

4. The Bed and Breakfast Scheme offers excellent potential that is mutually beneficial to both tourists and the local population. This Scheme will be strengthened to form a part of rural micro-financing projects.

5. Specific destinations and monuments would be identified for public-private partnership.

6. Distinctive aspects of Maharashtra’s rich culture and tradition would be identified and promoted as an integral part of Maharashtra's tourism.

7. Since Maharashtra has a number of exclusive artisans engaged in handicrafts, the government would undertake activities to promote the handicrafts industry in the state.

8. Rural Tourism, Agricultural Tourism, Adventure Tourism & Wine Tourism will be promoted considering state potential & varieties existing in the state.

9. The Government of Maharashtra in coordination with ASI and State Archeology will develop and conserve the large number of forts for realizing their tourism potential.

10. Effective utilization of the website/portal for tourism promotion of Maharashtra in India and abroad would be ensured.

11. Government of Maharashtra would create kiosks at important airports, railway stations, bus stations and important public places to provide tourism information on an interactive basis with links to the tourism portal and on-line booking systems.

12. Create awareness among locals about the importance and advantages of tourism.

13. The Tourism Department will formulate the guidelines for the safety of tourists on the beaches of State as well as the tourists venturing into water sports activities.

14. Carry out assessment of training needs for tourism staff and plan for training programmes, with a view to capacity building of all partners and stake holders in the tourism sector.
15. A thorough review of institutional and staffing requirements of the Department of Tourism and MTDC would be taken up.

16. A nodal office in New Delhi will focus on marketing bookings for Maharashtra Tourism and MTDC resorts apart from liaising with other departments and agencies and handling promotional activities.

17. The Government will create a system for single window clearance for facilitating tourist projects in consultation with all concerned departments.

18. Periodic tourism statistics are not readily available in Maharashtra. A mechanism would be developed to collect tourism statistics in the State for better tourism management.

19. Studies & surveys would be regularly conducted through Government departments, Universities, Colleges and private agencies to assess the impacts and outcomes of tourism projects on a sample basis.

### 4.5 PLANS AND PROJECTS FOR TOURISM IN MAHARASHTRA

The outlay for the ninth five-year plan (1997-2002) was Rs. 175.34 crores. The outlay for the annual plan 2002-03 is Rs. 24.24 crores. The outlay for the tenth five-year plan (2002-07) is Rs. 2309.45 lakhs. The sub sector wise outlays as well as the district wise plan outlays and assistance from Government of India (centrally sponsored schemes) are given in table 4.2. MTDC proposes to take up certain specific projects, which will be partly assisted, by Government of India and the rest by MTDC’s own resources. Central assistance to the tune of Rs. 2.65 crores is expected from the Plan wise tourism outlays of Maharashtra.

#### TABLE 4.2 PLAN WISE TOURISM OUTLAYS

<table>
<thead>
<tr>
<th>S.no</th>
<th>Sectors</th>
<th>Ninth five year plan (lakhs)</th>
<th>Tenth five year plan (lakhs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Share capital of Govt contribution to MTDC</td>
<td>600</td>
<td>150</td>
</tr>
<tr>
<td>2.</td>
<td>Director of tourism</td>
<td>9400</td>
<td>10671</td>
</tr>
<tr>
<td>3.</td>
<td>External aided projects</td>
<td>7200</td>
<td>-</td>
</tr>
<tr>
<td>4.</td>
<td>District level schemes</td>
<td>-</td>
<td>531</td>
</tr>
<tr>
<td>5.</td>
<td>Forest tourism</td>
<td>334</td>
<td>379</td>
</tr>
<tr>
<td></td>
<td>Total (crores)</td>
<td>175.34</td>
<td>2309.45</td>
</tr>
</tbody>
</table>

Source planning dept. Government of Maharashtra
4.6 MAHARASHTRA TOURISM DEVELOPMENT CORPORATION

Maharashtra Tourism Development Corporation (MTDC) has been established under the Companies Act, 1956, for systematic development of tourism on commercial lines, with an authorised share capital of Rs.2500.00 lakhs. The paid up share capital of the Corporation as on 31st March 2001 is Rs. 1462.38 lakhs. The Corporation receives from the State Government financial assistance in the form of share capital contribution. The State Government has entrusted all commercial and promotional tourism activities to this Corporation. The Corporation receives financial assistance from the state government in the form of share capital and periodical financial contribution. The state government has entrusted all commercial and promotional tourism activities to this corporation. MTDC supplements its resources through institutional finance. Government gives grant in aid to the Directorate of tourism. Eco tourism drives and initiatives are being planned.

MTDC supplements its resources through institutional finance. Government also gives grant-in-aid to the Directorate of Tourism. In an effort to tap the tourism potential, Government of India had identified certain thrust areas, restoration and balanced development of National Heritage projects of cultural, historical and tourist importance. Attracting tourists both domestic as well as International and development of selected tourist sports popular with the tourists.

Deccan Odyssey promises tourists a journey through Maharashtra which is rich with exotic and diverse images. Maharashtra Tourism Development Corporation Ltd in association with Indian Railways and Ministry of Tourism has launched a Super Deluxe luxury train "The Deccan Odyssey". The train has been benchmarked against the best luxury trains in the world like the Blue Train of South Africa, The Orient Express of Europe and the Eastern and Oriental of South East Asia.

The Deccan Odyssey's sheer luxury is a sight to behold. Everything in the train reflects the ways of Indian Royalty. The objective of running "The Deccan Odyssey" train is primarily to showcase the best of tourism assets of Maharashtra like pristine beauty of Konkan coast, the art, the culture, the wildlife, the heritage (including world heritage sites of Ajanta - Ellora) of Maharashtra as well as Maharashtra's local arts, crafts and cuisine.
4.7 IDENTIFICATION OF SPECIAL TOURISM AREAS

Maharashtra can offer a large variety of tourist attractions to meet different category of tourists. The different type of tourist attractions spread all over the Maharashtra State can be grouped as under:

BOX 4.1 TYPES OF TOURISM ATTRACTIONS IN MAHARASHTRA

- **Eco Tourism** - Rivers, forest areas and hills, boating in natural areas, nature trails, educational camps
- **Beach Tourism** - scuba diving, snorkeling, marine park, sea based water sports
- **Adventure Tourism** - Safaris, trekking, hiking, mountain climbing, river rafting, water surfing, parasailing, sailing/yachting, motor boating, water skiing, fun-rides
- **Culture & Heritage Tourism** - Heritage places, monuments, museums, fairs and festivals, handicrafts and archaeological sites
- **Village Tourism** - Cultural understanding, experience the tribal/rural way of life, local food products and traditional cuisine, local folk dance and music
- **Leisure Tourism** - Spot based entertainment facilities
- **Corporate Tourism** - Intra Company brainstorming, corporate planning, marketing, training, dealer interaction and special project work.

4.8 EVALUATION OF EXISTING AND POTENTIAL DESTINATIONS

In order to prioritise the destinations to be developed in Maharashtra over the next 20 years, 45 odd primary and secondary destinations were visited and evaluated on the basis of following criteria.

The parameters are briefly described as under.

The destinations have been divided by the government into A, B, C categories with category ‘A’ being the top most priority. These classifications have been considered to prioritise a
destination. The most important factor for prioritising a destination is its popularity, the number of tourist attractions in the vicinity of a destination, the existing and potential tourist traffic, the availability of tourist facilities, tourist accommodation, internal transport, wayside amenities, entertainment avenues, souvenir / gift / shopping centres, tourism information centres, travel agent / tourist taxi operators, coolies, civic amenities like clean drinking water & toilets, facilities for elderly / disabled / families with young children etc. The availability of basic infrastructure like airport, rail, road, water, electricity, sewerage, communication, banking and emergency medical facilities play a vital role in the prioritisation process. Development of tourism in an area also has impacts on income and employment generation in a region, encourages local crafts and woman entrepreneurship etc. An existing institutional support mechanism like financial institutions, entrepreneurs, NGOs, involved in development of tourism also help to prioritise destinations.

There are other factors which have an influence on deciding about the priority of a tourist place. They are the climate of that area, tourist season, whether the destination is already part of an existing tourist circuit etc.

**4.9 DEVELOPMENT OF HUMAN RESOURCE AND EMPLOYMENT GENERATION**

According to the report on Tourism Satellite Account for India 2002-03 (NCAER 2006), contributions to the nation’s GDP was to the extent of 2.78 per cent directly and 5.83 per cent if the indirect effects were also taken into account. Similarly, the sector enabled creation of 21.5 million jobs in the country directly or about 4.59 per cent of all jobs. Only Australia (5.4 per cent) and Switzerland (5.2 per cent) had a higher share of tourism employment in the total employment. Again if indirect effects were taken into account, the contribution of Indian tourism went up to 38.6 million jobs or 8.27 per cent of all employment opportunities available in 2002-03.

The total employment in 2007-08 has been estimated at 480 million by applying the NSSO’s UPSS work participation rates for 2004-05 to the average of the projected populations for 2007-08 available from Registrar General of India. The direct and indirect tourism employment has then been estimated by applying the percentages of 4.59 and 8.27 to this estimate of total
employment. If these percentages were valid today, the industry would be contributing directly about 22 million jobs and overall (directly and indirectly) about 40 million jobs.

In Maharashtra the percentage distribution of employment in trade, hotels and restaurants has increased from 7.2% in 1993-94 to 11.7% in 2004-05, marginally reduced to 10.3% in 2007-08. The Tourism Satellite Account for Maharashtra needs to be undertaken as the results point to the fact that tourism is an important sector for Maharashtra. It is a desirable proposition to prepare TSA regularly, once in five year, by collecting the reliable data attributed to various issues of tourism sector, as is done by many other developing and developed economies.

**TABLE 4.3 PERCENTAGE DISTRIBUTION OF EMPLOYMENT IN TRADE, HOTELS AND RESTAURANTS**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Trade, Hotels &amp; Restaurants</td>
<td>7.2</td>
<td>10.1</td>
<td>11.7</td>
<td>10.3</td>
</tr>
</tbody>
</table>

Source: Economic Survey of Maharashtra 2008-09

**FIGURE 4.3 PERCENTAGE DISTRIBUTION OF EMPLOYMENT IN TRADE, HOTELS AND RESTAURANTS**

Tourism falls into the service industry which essentially implies that people engaged in this trade deal with people and cater to their needs. Hence, the people in the tourism industry need to develop skills for dealing with tourists and to develop a knowledge base, which has to be constantly updated about the facilities available to the tourists. The need for training people in this industry is felt due to the following reasons hotels, restaurants, travel agents, tour operators and other providers of tourist services require professionally trained personnel in
various trades at all levels. Taxi drivers, coach operators and other grass-roots level workers need to be trained to make them skilled and personable.

The impressions of a tourist during his visit are largely determined by two factors. The first is the impression of the tourist on the site visited and its history and the second, the hospitality, quality of service, knowledge and courtesy extended to the tourist during his stay. Therefore, a lot depends on the locals in the trade to make the tourists’ experience a pleasant one. The right selection, training and development are thus very important.

Being a service industry, it offers tremendous scope for employment to a vast cross section of persons in various capacities like travel agents, guides, hotels (front office, waiters, cooks, stewards, housekeeping, etc.) and private entrepreneurship in travel trade, restaurant, lodges and souvenir shops, artisans involved in production of handicrafts, support and ancillary services. The two major activities in tourism are accommodation & hospitality and travel trade. Training for both these activities has to be based on clearly identified skills and knowledge needed for their effective performance. According to Economic Survey of Maharashtra 2008-09, the number of institutions related to tourism in Maharashtra is provided in Table 4.4

**TABLE 4.4 NUMBER OF HOTEL MANAGEMENT AND INSTITUTIONS IN THE STATE, THEIR INTAKE CAPACITY AND ADMITTED STUDENTS FOR THE YEAR 2008-09**

<table>
<thead>
<tr>
<th>Faculty</th>
<th>Government</th>
<th>Government aided</th>
<th>Unaided</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Institutions</td>
<td>Capacity</td>
<td>Admitted students</td>
</tr>
<tr>
<td>Hotel management and catering technology</td>
<td>Diploma</td>
<td>2</td>
<td>120</td>
</tr>
<tr>
<td></td>
<td>Graduate</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

Source: Economic Survey of Maharashtra 2008-09

The economic survey of Maharashtra 2008-09 shows that there is a need to increase the number of educational and training institutions in tourism services in Maharashtra and the youth should be educated on the employment opportunities in tourism services.

The Government of Maharashtra needs to prioritise education and training as a part of its tourism policies. Along with development of quality institutions that caters to a profession that creates a
brand for tourism, steady and continuous training programs should be organised to train various categories of people engaged in the tourism industry, such as the staff at government tourist offices and information centres, policy makers, local government representatives and emphasis must be on training people from front line jobs. (Maharashtra State Development Report 2005)

4.10 WOMEN AND TOURISM

Tourism sector is the highest employer of manpower in the Country. As per the estimates of Department of Tourism this sector currently employs 4.2 million persons, 2.5 million directly and 1.7 million indirectly. The special feature of this employment is that it employs a large number of women and young persons and the network of hotels, restaurants and other tourism services are widely spread in the rural areas of the country. As per the estimate released by Department of Tourism, every Rs.10 lakhs of fresh investment in hotels and restaurants creates 89 new jobs, compared to 12.6 jobs for manufacturing and 44.6 jobs for agriculture.

Employment generation for Women:

As most of the major tourist destinations in the state are located in the rural and semi-urban places, there exists a great potential to involve local people. Active participation of the locals in tourism will help them generate more and more income from the activities. Women participation can greatly be encouraged in many of these activities befitting the nature and style of the women folk. Hospitality & Service industry in particular (Hotels, restaurants, call centres, ticket & room bookings, tour coordination or even as tour guides) can encourage and provide ample opportunity for the vulnerable sections in society through employing women. IT and Training segments also have high potential so far as women employment generation is concerned.

As per a study on reviewing macro trends in the 1990s for women particularly with special reference to urban informal employment, it was found and suggested that there was greater reliance on subsidiary rather than primary activity and important concerns relating to the quality of employment need to be recognised. There is also a need for policy interventions to consider / rationalise the extent and reasons behind gender wage gaps.

To ensure and encourage healthy participation of women in various streams of activities in the tourism industry, certain the following points mentioned below need to be considered:

1. Adequate measures against exploitation of women in tourist areas.
2. Transparency (on the part of DOT in providing information and data on employment of women in the tourism industry and specify their position for further discussion.

3. Formation of a Specific Purpose Committee in tourism destinations to address the issues of tourism development like issuing and cancellation of licenses.

4. Empowerment of Panchayat in such a way that Panchayat have a say in deciding new projects especially with respect to Special Tourism Area (STA).

5. The state should organise orientation training (workshops) for ward members/ Panchayat leaders on issues of women and tourism.

6. State should train and involve local community as full time guides in all tourism places.

7. Create alternative, viable employment opportunities for local women in tourist places.

8. The Government and the Tourism Industry should refrain from stereotyping of women and their roles.

9. The state and local governments should make it conducive for community participation, particularly women in tourism policy formulation and implementation.

10. Prevention of migration of rural artisans to urban areas. While migration may assist the preservation of traditional craftsmanship, state and civil society needs to look at fresh ways to nurture rural talent.

11. Continued economic / financial support through various schemes / pensions for poor craftsmen based on certain criteria. These would encourage and help poor craftsmen to contribute to the sector in a sustained way.

12. An Artisan Welfare Trust may also be created for promoting local employment and reviving these folk arts from extinction.

13. Besides implementing welfare schemes for artisans, the state government should also work to promote and develop handicrafts and organise exhibitions every year to popularise and market Maharashtra’s handicrafts. Primary survey of stakeholders foreign tourists, Domestic Tourists, Tour operators & Travel agents, Industry Associations, Tourism Departments and other concerned government departments and academic experts should be undertaken regularly.

**4.11 PRESERVATION OF NATURAL ENVIRONMENT**

Tourism has caused concern because of increased human activity and a fragile environment. Tourism is slowly getting recognised as an instrument for sustainable human development including poverty alleviation, employment generation, employment regeneration and empowerment of women.
The policy further states “international tourists visiting interiors of the country for reasons of purity of environment and nature contributes to development of these areas particularly backward areas”.

Tourism in environmentally fragile areas such as forests, mountains, interior villages and heritage monuments and sites thus needs to achieve a balance between the positive and negative impacts on the environment.
4.12 PUBLIC PRIVATE SECTOR PARTNERSHIP IN TOURISM

Tourism development has many advantages for the government as well as the private sector. Due to limited resources it is not possible for the government to spend substantial resources for the development of tourism. PPP will help the government to raise resources for tourism development. The objective is to bring the best practices of public and private sectors.

Figure 4.5 Benefits of PPP in Tourism

The benefits of PPP are to improve the services for the tourists, utilize the full potential of public sector assets and increase the benefits for the economy. Managerial/Administrative capabilities of private sector can be utilised effectively for the development of tourism, increase the income for the state as well as generate employment for the people. Tourism development requires cooperative and coordinated efforts from all stake holders.
1. Government represents local authorities, state, national and international organizations.

2. Private sector includes corporate/business houses.

3. NGO’s like activist groups, youth organisations, locals and groups etc.

According to D.B. Jadhav, Senior Manager (Development) in MTDC, local farmers too have converted/transformed their homes into guesthouses. Both government and branded hotel groups are now planning to open resorts and hotels in the region.

Private players like Kamat Hotels (India) too are making their presence felt here. The group is developing 36 VITS properties in Maharashtra.

Establishment of brand hotels and various government initiatives will help the circuit to become a major tourist destination. It is mutually beneficial for both, government and private players, to join hands for marketing the region and capitalising on the region’s strength.

As Yadavraj concludes, "Kerala and Goa have both identified and marketed their strengths. If we capitalise on the strengths in a similar way, Maharashtra and that too more specifically the Konkan region, which has no dearth of them, will be able to sell the entire belt."
4.13 SUMMARY

In summary, to enhance the economic advantages of tourism, policies need to reflect the sector as a whole. Although it is desirable to have sub-policies for specific activities, e.g. employment, there must be some co-coordinating mechanism. In many countries it is difficult to achieve co-ordination because tourism policies are devised by different agencies and government departments. Unless there is an administrative mechanism to facilitate co-ordination, many of the sub-policies may conflict. It is not unusual to hear of cases where one agency is unaware of another trying to determine policies for identical problems.

It may be that a properly constituted Ministry of Tourism with ministerial representation and staffed by tourism specialists would be one way of ensuring administrative co-ordination between various agencies. As tourism is an activity which involves inputs from many sectors, co-ordination and cohesion are essential, if necessary linkages are to be developed. In many countries too much effort is given to the technical aspects of tourism planning and not enough to the ability of the existing administrative structure to implement the plan. This is a critical and inherent weakness. It is a weakness because in trying to enhance the economic impacts of tourism, one cannot separate the concomitant socio-cultural effects which are likely to arise. An administrative structure which does not facilitate a comprehensive overview of the sector will impose its own limitations on planning and implementation, to the detriment of tourism and the benefits it may bring to the economy and society at large.

Our aim should be always to adopt methods to constantly analyse and improve the way the policies are being implemented. In the tourism policy much has been written about tourism planning, but implementation strategies are often neglected. Perhaps this is symptomatic of the fact that most tourism theories have never become practicable and the gap between theory and practice has remained ever wide.
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