CHAPTER – 6

COMPARATIVE STUDY OF MTDC & TCGL

- Tourism in Maharashtra
  - Introduction
  - Map of Maharashtra
  - History of tourism in Maharashtra
  - Pictorial Maharashtra
  - Highlights of Maharashtra
    1. Aurangabad
    2. Bhandardara
    3. Mahabaleshwar

- Maharashtra Tourism Development Corporation
  - Services of MTDC
    1. Festivals of MTDC
    2. Destinations of MTDC
    3. Wildlife of MTDC
    4. The Deccan Odyssey

- Comparison between TCGL and MTDC
TOURISM IN MAHARASHTRA

INTRODUCTION

In 17th century there was a sudden rise in power of the Marathas, under the leadership of Shivaji who ruled from 1646 – 1680 ensured that the Marathi speaking Hindu warriors of the region be the dominant class in this powerful hindu region through 17,18 and early 19th centuries. Marathas inherit militarism which encouraged them to expand into the deccan and southern India they also became a wall of resistance to British, but eventually split into several groups.

In 1885, first meeting of Indian National Congress took place in Mumbai with many maharashtrian congress leaders playing leading roles, notably Bal Gangadhar Tilak and G. K. Gokhale. With the independence in 1947, the region came to be known as Bombay state and the sate of Maharashtra, as we know today came into existence on May 1960, Maharashtra with the efficient India structure in place, post independence Maharashtra and its thriving capital Mumbai, became the centre of India’s industry and finance.

The most popular stop on a visit to old Maharashtra are its cave-temples over 80% of country’s known rock-carved temples are found here. Modern Maharashtra thrives alongside its ancient traditions. The black soil of Vidarbha is one of India’s most prosperous cotton growing belts.
HISTORY OF TOURISM IN MAHARASHTRA

Maharashtra sprawls across 3,00,000 rugged square km. of western India just south of the tropic of capricorn. Maharashtra is the third largest state in the country. It is naturally bound by its physical features the region is one of remarkable diversity. The Kokan, a 700 km. narrow coastal strip extends eastwards from its estuaries and mangroves across the majestic ranges of the western ghats and 900 km. inland to the dry, deciduous zones of Vidarbha. The Sahayadri range part of western ghats referred to as the physical backbone of Maharashtra, is clothed in semi-evergreen and deciduous forests. This picturesque mountain ranges are among the oldest in the world. They gently deliver the state’s mighty rivers, such as the Bhima, Godavari and Krishna to distant seas. The Saputara hills along the northern border and the Bhamragad Chiroli Gaikhwli ranges along the east, serve as natural limits to the state. In between is the ancient deccan plateau, largely table land, which is geologically contiguous with the deccan traps formed by repeated Laval flours loosing through fissures, about 60-90 million years ago.

Over countries, Maharashtra was ruled by diverse dynasties, each adding to cultural flavor of the region and each leaving behind its own distinctive marks, a new monument peculiar tradition or an altered way of life.
Pictorial Maharashtra

Comparative study of TCGL and MTDC

Shivaji maharaj

Gokul Ashtami
Comparative study of TCGL and MTDC

Traditional Koli women

Kolhapur palace
HIGHLIGHTS OF MAHARASHTRA

1. AURANGABAD

The historic city of Aurangabad, on the Deccan Plateau, has many tourist attractions and could easily stand on its own charm were it not overshadowed by the world-famous Ajanta and Ellora caves nearby.

Founded in 1610 on the site of a village called Khirki by Malik Ambar, prime minister of Murtuza Nizam Shah II, this city was renamed Fatehpur after the Nizam’s son Fateh Khan succeeded the throne in 1626. When Prince Aurangzeb became Viceroy of the Deccan in 1653, he made the city his capital and re-christened it Aurangabad.

The traces of the long artistic and cultural influences that a number of dynasties have cast upon it are present everywhere in Aurangabad. The city continues to attract tourists from all over the world who come to discover an old world carved in stone.

ATTR ACTIONS OF AURANGABAD

- AURANGABAD CAVES

The most forgotten caves of Aurangabad lie just outside the city. Excavated between 2nd and 6th century A.D., they reflect tantric influences in their iconography and architectural designs.
In all, there are nine caves which are mainly viharas. The most interesting among these are Caves 3 and 7. The former is supported on 12 highly ornate columns and has sculptures depicting scenes from the legendary ‘Jataka’ tales. Cave 7 with its detailed figures of be jeweled women also has a dominating sculpture of a ‘Bodhisattva’ praying for deliverance.

• BIBI-KA-MAQBARA
A replica of the Taj Mahal, the Bibi-Ka-Maqbara is the only example of Moghul architecture of its kind in the Deccan plateau. It was built in 1679 by aurangzeb’s son, in tribute to his mother Begum Rabia Durani.

• AJANTA
Nestling in an inner fold of the Sahyadri hills, 100 kms. from Aurangabad in the shape of a mammoth horse-shoe, are the 30 rock-hewn caves of Ajanta, dating from the 2nd century B.C. Discovered in 1819, by a group of British officers, these startling achievements took around 600 years to create. Carved with little more than a hammer and chisel. Ajanta, once the retreat of Buddhist monastic orders features several ‘chaityas’ and ‘viharas’. The exquisite paintings and sculptures of Buddha’s life belong to the Mahayana period.

• ELLORA
Impressive in their own right are the rock-hewn temples and monasteries of Ellora that lie just 30 kms. away from
Comparative study of TCGL and MTDC

Aurangabad city. In all, there are 34 cave temples, 12 Mahayana Buddhist caves 550-750 A.D., 17 Hindu caves 600-875 A.D., 22 more caves, dedicated to Shiva, were recently discovered.

Kailas Temple, the central attraction at Ellora, is the most remarkable. Chiseled by hand from a single massive rock, it includes a gateway, pavilion, courtyard, vestibule, sanctum sanctorum and tower. Both these world heritage sites, Ajanta and Ellora are being developed at a cost of Rs. 200 crores with the help of the Japanese government.

- **DAULATABAD**
  About 15 km. from Aurangabad, on the way to the Ellora Caves, is the hill fortress of Daulatabad – one of the world’s best-preserved medieval forts. Once known as Devgiri, meaning Hill of Gods, this magnificent 12th century fortress was the capital of the Yadava rulers. It was renamed Daulatabad (city of Fortune) in the 14th century by Mohammed Tughlaq, Sultan of Delhi.

- **PANCHAKAKKI**
  This 17th century water mill exemplifies the engineering ingenuity of that age. The mill, which runs on water canalized from a river 6 km. away through an earthen pipeline, was used for grinding food grains for the community kitchen.
Surrounded by a series of fish-filled tanks, it also serves as a memorial to Sufi Saint Baba Shah Muzaffar, the spiritual mentor of Aurangzeb.

2. BHANDARDARA

Nestled among the Sahyadri Hills, Bhandardara has all the makings of a beautiful holiday resort. Sky-high mountains, roaring waterfalls and lush greenery throughout the year, attract tourists from all over.

To reach Bhandardara, detrain at Igatpuri. If you are traveling by road from Mumbai, you need to turn right just a few kilometers after Igatpuri and enter Ghoti. This small town leads to a long narrow road, which cuts across the lofty mountains and ascends to the marvelous retreat. Although it is just about an hour’s journey, the sights are spectacular. Fluorescent green paddy fields contrast with the bright blue skies above and the murky brown streams that crisscross the whole land. When it rains and clouds descent from the sky to blanket the earth, the sight is truly breathtaking!

Bhandardara has many attractions from majestic Wilson Dam to wondrous Arthur Lake. As legend has it, Shri Agasti Rishi meditated here for a year, surviving only on water and air. Pleased with this display of devotion. God came down to earth and blessed Shri Agasti Rishi with a stream of the Ganga river, which is now known as the Pravara River.
Like all scenic spots, the magic of Bhandardara has to be experienced to be appreciated; if you are a nature lover, this spot should definitely appear on the top of your holiday destination list.

3. MAHABALESHWAR

Soaring peaks, breathtaking valleys, lush flora, cool, crisp mountain air this is Mahabaleshwar, Maharashtra’s most popular hill station and once the summer capital of the Bombay Presidency during the British Raj.

Mahabaleshwar means ‘God of Great Power’ in Sanskrit. Indeed, the place is great and beautiful, rewarding the visitor with the mix of old-world charm, natural beauty and modernity.

A tour of Mahabaleshwar town and the surrounding countryside would take at least a couple of days as there is much to see and experience. The town bazaar is called Malcolm Peth after the then British Governor of Bombay, Sir John Malcolm. It lies at the heart of Mahabaleshwar with its hotels, shops, restaurants, outlying bungalows, government offices and jostling crowds.

Mahabaleshwar has proper, motorable roads to every point worth visiting. So one could tour the place by car, jeep or even horseback. There are many buildings and sites that take one back to the days of the Raj. There is Mount Malcolm, the one-time residence of Governor
Malcolm; Morari Castle, where Mahatma Gandhi lived during 1945 and the Mahabaleshwar Club.

A short drive from town is the beautiful Venna Lack, where one can go boating, fishing and pony riding. Or indulge oneself at the entertainment center with its numerous food and game stalls. Near the lake, further down the road on the way to neighbouring Panchgani, are the great strawberry fields.

Mahabaleshwar is known for its numerous sightseeing points, each providing a unique perspective of the majestic hill range. En route to Babington Point is Dhom dam, which is a good place to take break. Or one could visit Old Mahabaleshwar and the famous Panchganga Mandir, which is said to contain the springs of five rivers: Koyna, Venna, Savitri, Gayatri and the sacred Krishna River. There is also the Mahabaleshwar Mandir, revered for its Swayambhu Lingam.

Mahabaleshwar is a great holiday destination throughout the year, except for the monsoon months. During the late-June to mid-September period, torrential rains virtually shut down this hill station, so travel is not advised at this time.
ATTRACTIONS OF MAHABALESHWAR

• MOUNT MALCOLM
  Built in 1829, this was one of the famous buildings of its time.

• HOLY CROSS CHURCH
  The stained glass windows of this old Roman Catholic church still retain their beauty.

• MAHABALESHWAR CLUB
  Built in 1881, the Mahabaleshwar Club offers a peaceful retreat for those wanting to get away from it all. The Club offers many recreational facilities, including a badminton court and a mini golf course. Facilities are available to everyone at very low fee. For those who prefer the quiet outdoors, there is a jogging track encircling the premises, edged with beautiful rose bushes. The Club also offers a clear view of Venna Lake below. Every year, Christmas is celebrated here with much fervour and pomp by the club members.

• MORARJI CASTLE
  Once home to Mahatma Gandhi in 1945, Morarji Castle is worth visiting for its old-world charm.

• PRATAPGAD FORT
  About 24 km. away from Mahabaleshwar lies Pratapgad, the pride of the Maratha Empire. Built in 1656, it is a maze of ponds, chambers and long dark walkways, some of which lead to trap doors that open to a 100 meter fall! It was here that Afzal Khan, the mighty general of Bijapur, met his untimely
death at the hands of Shivaji. Since Pratapagad lies slightly off the road to Mahabaleshwar, a visit to this historic monument is recommended in all travel itineraries.

Mahabaleshwar has many points offering great views of flat-topped ghats, dense forests and lush green valleys. Lodwick Point, towering almost 1240 meters above sea level, is one of the most visited points and holds a monument in memory of General Lodwick. Arthur’s Seat is well liked too for its great view of the Jor Valley. About a kilometer away lies Tiger’s Spring and if you venture further down you will come to a ledge named The Window a Point that is famous for its mesmerizing view. There are many locations offering pleasant views of the plains below; Wilson Point, Carnac Point, Helen’s Point, Elphinstone Point, Babington Point, Bombay Point, Falkland Point and Kate Point are all well known.
MAHARASHTRA TOURISM DEVELOPMENT CORPORATION

INTRODUCTION

Maharashtra’s diversity of physical features and geography is reflected in people and culture. Virtually every major religion is represented in the state. Mumbai possesses endless sites of historic and social significance, too numerous to list. The very same city that ordered the British to “Quit India” and the last remaining westerners leave through the Gateway of India is now the arrival lounge for multinational companies who have come flooding in to take advantage of the commercial on top ranks to a new economic policy which seeks to bring down trade barriers.

A lousy, bursting city, Mumbai seems to have a never ending capacity for dynamic equilibrium, when one set of people decide that it is time to write its epitaph, another creates new opportunities, new solutions and ever more vibrant alternatives to past like styles. Mumbai is a city with its door of the east with its face to the west goes a famous description the statement seems to grow more appropriate with every passing day.
HISTORY OF MTDC

Maharashtra tourism development corporation ltd. has been incorporated under the companies act 1956 on 20th January, 1975 with an authorized share capital of Rs. 3.00 crore which was raised to 15.00 crores in March, 1988 and subsequently further increased to Rs. 25.00 crores on 2nd December, 1998. maharashtra which ranks as the premier industrial sate in the union of India is now passed to become a major tourist destination for local and international tourists.

Recognizing the important, earning of foreign exchange, development of interior areas, preservation of cultural and natural resources, promotion of arts and crafts and the benefits of interaction amongst several cultural people.

Mumbai city the sate has several attraction viz the world heritage monument of Ajanta, Ellora and Elephanta, 80% of the cave, temples in India, 720 kms of the costal line dotted with beautiful beaches and sea felts, wild life sanctuaries, national parks, over 300 forts several lakes, pilgrimage centers. Maharashtra receive about 23% of foreign tourists visiting India but the majorities remain in Mumbai as the infrastructure for tourism in the rest of the state is felt under development. The layout has now come out, with a pragmatic tourism policy to attract private investment on large scale.
OBJECTIVES OF MTDC

1. Facilitate the development of tourism.
2. Creating tourist infrastructure.
3. Marketing of destinations would reduce the traffic of government system.
4. To bring close co-ordination between the Govt. and private sector leading to the fruitful development of MTDC.
5. To develop adventure tourism in MTDC.
6. To train local guides for tourist interest.
7. To renovate the old heritage resorts and forts.
TOURISM POLICY OF MTDC

The broad objectives of the tourism policy are:

- To plan tourism growth and development with the help of experts both in India and abroad and local participation.
- To provide tourism facilities of international standard in selected areas.
- To upgrade existing tourism facilities and special facilities, industrial for youth and budget tourists.
- To provide recreational facilities near major business, industrial and urban areas.
- Disseminate information on tourist attraction and provide visitors with an enriching experience.
- Generating employment, especially in the interior areas of the state.
- Protect its natural resources with integrated development in ecologically sustainable manner.
- Promoting and popularizing its arts and crafts, including handicrafts, handloom and folk arts.

For attracting substantial private sector investment in tourism sector the state government will confine its efforts to infrastructural development dissemination of information and co-ordination of sector activities to create conditions.
PRESENT EFFORTS & FURTHER DIRECTIONS (2000 – 2010)

A master plan for next 10 years has been made which encompasses the objectives laid down in the policy highlighting areas to be developed by state and those to be offered to private entrepreneurs. The idea is to bring about a close co-ordination between the Govt. and private sector leading to a fruitful development of tourism in Maharashtra. The following are some of the important ongoing project and also our vision for the future.

1. Ajanta – Ellora development plan

   Conservation and tourism development at Ajanta and Ellora Dist. Aurangabad is undertaken with financial assistance from Japan government (JBIC). The first phase of this program is already completed which comprises afforestation, road development, electricity supply water supply, air port development etc. The total expenditure was Rs. 87.30 crores and Japan Govt. sanctioned 3745 million yen. The extended phase I program is going on and this will be completed by March 2002. Phase II program is already planned. Total expenditure for this would be around Rs. 321.825 crores.

2. Wayside amenities

   MTDC has selected 64 locations on eight National Highways passing through this state for creating motel facilities. The idea is to have good motel facility such as restaurant, snack bar,
petrol pump, toilet, bathroom, overnight stay arrangement etc. It is proposed to have good motel facility at every 75 kms. on important roads leading to tourist destinations. The Govt. of India Ministry of Tourist has been assisting us in this sector.

3. Development of Beaches
Based on the recommendation of experts 32 beach location have been identified on 720 kms. Konkan coast for development which includes facilities from tent resorts to deluxe hotels with the help of private sector. Eight centers have been developed, such as Bordi, Kihim, Murud-Janjira, Harihareshwar, Murud-Harnai, Bhatye, Ganapatipule and Tarkarli. Similarly six properties which have high potential have been leased out to major Hotel chains such as Taj, Oberoi and Cida-de-goa, etc.

4. Development of forts
Based on the recommendation of a Committee set up by the sate govt. 27 forts have been selected for development, providing basic facilities like drinking water, toilets, minor repairs, etc. Comprehensive development plans for such development were prepared by TATA Consultancy Services Ltd.
5. **Konkan Circuit**

Government of India has declared special circuits all over the country. For Maharashtra, Konkan circuit consisting Mumbai Raigad fort, Janjira fort, Kuda Caves, Harihareshwar, Sindhudurg, Shrivardhan and back is included in the National tourism Action Plan. MTDC has commissioned TATA Services for preparation of feasibility report. Report is ready.

6. **Water Sport Centre**

In keeping with modern trend in tourism 54 centres throughout Maharashtra have been identified for developing water sports. Out of these 34 has already been developed of which 7 centers are run by MTDC, the others through private operators.

7. **Lake Resort Development**

Ten lakes in Pune District have been identified for development of the area on lines of the Lake District of England.

8. **Arts & Crafts Villages**

It is proposed to establish arts & crafts village and tourist reception centers at Mumbai, Pune, Nagpur and Aurangabad to give boost to the rich tradition of arts and crafts in Maharashtra. Government of India, Ministry of Tourism has been requested for assistance for Rs. 50.00 lakhs.
9. Pilgrimage Center

Government has constituted a high level committee to decide the states of such centers those falling in Municipal Areas would be developed by UDD and those in rural area by RDD.

10. Day visitors facility

There are 12 places which have been selected for providing day visitors facilities like shelter, cafeteria, toilet blocks, bathing facilities on beaches etc. At present day visitors facilities are operating in Kihim, Harihareshwar, Alibag etc.

11. Expanding hill stations

The lesser known but beautiful hill resorts like Amboli, Chikhaldara and Panhala are planed to be developed by creating additional facilities and upgrading the existing ones. Preliminary discussions are underway to develop Yerul and Tapola in satara district.

12. Jungle Safari and Wild Life Sanctuaries

There are 25 wild life sanctuaries and 5 national parks in Maharashtra including Melghat Tiger Reserve, Sancturies like Navegaon, Nagzina, Melghat, Radhanagari, Karnala & Borivali national park are to be popularized by operating Jungle safaris.
13. Special Area Development
   Under this scheme Loanr, the world famous crater in Buldhana district and Elephanta Island are to be developed in a planned manner.

14. Golf Course
   Considering the popularity of this game especially amongst tourists from far Eastern countries and also among local business executives. It is planned to have golf courses at Mumbai, Pune and Aurangabad.

15. Adventure Tourism
   A master plan has been prepared to open up facilities of HangGliding at Kamshet and Karia.

16. Convention Centre
   MTDC has planned to develop convention centre and exhibition ground one each in Mumbai and Pune with the help of government.
ORGANISATIONAL STRUCTURE OF MTDC

MANAGING DIRECTOR

JOINT MANAGING DIRECTOR

GENERAL MANAGER

ACCOUNT CAO & COMPANY SECRETARY

SR MANAGER (HOTEL)

- Land & Estate
- Sr. Commercial &
- Resort Operation
- Legal & I.T.
- Management & Development

MANAGER

- Regional Manager Resorts
- P & PR Manager
- Festival Manager
- Aedp Manager
- Adventure & Sports Manager

OFFICERS

- INCENTIVE OFFICER
- REGIONAL OFFICER

WORK'S SUP. ENGINEER
SERVICES OF MTDC

Festivals of MTDC

1. Elephanta festival
The Elephanta Island is the tranquil abode of Lord Shiva, surrounded by the Arabian sea. Ten nautical miles across the sea from the Gateway of India, this breathtakingly beautiful green island is famous for its great cave shrine, an architectural wonder of the sixth century. A monolithic stone elephant found in the island from which the place took its name, the marvelous rock-cut cave temple of Lord Shiva and the famous Maheshmurti that shows Shiva as the creator, protector and the destroyer is a sight worth savoring.

The four entrances to the temple are flanked by four large guardian figures (dwarpalas). The shrine is encircled by different panels depicting Gangadharashiva, the descending river Ganga from the matted lock of Shiva; Arbhanarishvara, (Shiva and Shakti) representing desire and satisfaction; Ravana anugraha, Shiva crushing Ravan with his toe; Kalyanasundara, Shiva as the gentle loving god; Andhakasuravadha, impaling the demon of darkness and the Nrittamurti panel, Shiva as the cosmic dancer (Tandava Nritya).

Maharashtra Tourism Development Corporation pays tribute to the country’s great art and music legacy through the Elephanta Festival. This festival features eminent artistes who showcase the traditional Indian classical art forms in their own unique styles. The traditional
welcome with the catchy tunes of fisher folks ‘Koli’, the aesthetically erected stage, glittering lighting, delicious ethnic food and the marvelously illuminated Maheshmurti cave bold a completely unforgettable experience.

2. Pune festival
The most spectacular festival of Pune is the annual 10-day ‘Ganeshotsav’. “The Pune Festival” is held along with the Ganeshotsav and epitomizes the musical and cultural events held in Maharashtra. It is an event when festivity reaches a crescendo and holds a special significance in the hearts of all Punekars. This event is organized amidst splendor and revelry, and includes dance, drama, music, art, culture and sports activities. It is jointly organized by the Pune Festival Committee, Maharashtra Tourism Development Corporation, Dept. of Tourism; Govt. of India and the people of Pune. The Sarvajanik Ganeshotsav was started by the great social reformer and freedom fighter Bal Gangadhar Tilak as a social cum religious movement in 1882, to unify all Maharashtrians against the British Raj. The festival of Ganapati has over the years assumed enormous significance as a social event in Maharashtra state. Nowhere else is this festival celebrated with greater pomp and gaiety. Pune is renowned for putting up the best and the most uniquely decorated Ganesh pandals complete with magnificent lighting. Aesthetically moulded idols of Lord Ganpati are worshipped with deep reverence and devotion, both in the public pandals and in households for up to 10 days. During the time, the entire Pune city assumes a glorious
look. People queue up to see magnificent, awe-inspiring Ganesh idols at various pandals.

In the evenings, the mandatory ‘aarti’ takes place where devotional songs are sung in the praise of Lord Ganesh with the accompaniment of oil-lit lamps, cymbals, bells and rhythmic clapping. The immersion of the Ganesh idol takes place on the 10th day with tremendous fanfare amidst dance, drumbeats, colour and fireworks, with fervent and soulful cries of ‘Ganpati Bappa Morya’ renting the air.

In the past, many prominent personalities has graced the occasion from various fields viz. Art, Culture, Politics and Industry. Luminaries like former Presidents of India, late Dr. Shankar Dayal Sharma and Shri K.R.Narayan, former Vice President of India Late Shri Krishnakant and ex-Governor of Maharashtra Dr. P.C.Alexander, have inaugurated the Pune Festival. Celebrities like Amitabh Bachchan, Dev Anand, Madhuri Dixit have made their august presence felt.
Comparative study of TCGL and MTDC

PUNE FESTIVAL
3. Kalidas festival
Kalidas, India’s greatest Sanskrit poet and playwright was a man, ahead of his times. One of the Navratnas in Vikramaditya’s court, his epic poems have an enduring appeal and are relevant as much today as they were when he penned them. Ritushamhara, Kumarasambhava, Raghuvamsha, Malavikaagnimitra and Abhigyaanashakuntalam are works of sheer beauty and haunting soul. Each year, MTDC in association with the Nagpur Municipal Corporation and the District Administration of Nagpur pays tribute to Mahakavi Kalidas. The country’s greatest talents in music, dance and drama vie to make this festival memorable with their artistry.

4. Ellora festival
Legend has it that the Gods, growing bored in their celestial abode, asked the Lord if they could visit earth. He granted their wish, on the condition, that they return by dawn. The Gods set up a city here and lost in their pleasures, let time pass by and failed to return as promised. They were thus turned to stone, at the magnificent temples of Ellora. The 1400-year old, rock-hewn temples and exquisite sculptures at Ellora are sheer poetry in stone. Rich in imagery, intense in expression and graceful in form. These marvelous monuments, carved out of solid rock, inspire a deep sense of awe and wonder. Every year in December, the MTDC, organizes performances of renowned music and dance artistes of the country, at the beautiful and eloquent setting of Ellora.
THE KAILASH TEMPLE, ELLORA

Comparative study of TCGL and MTDC
5. **Banganga festival**

It attribute that evokes memories of pilgrims who found their way, over 2500 years ago to this Heritage Site. When boats landed at ‘Lakdi Bunder’, today’s Chowpatty, to allow the faithful to climb up Siri Road, to walk along the ridge to the southern-most tip and then, down the winding steps to the wonder below! The tank that held fresh waters of the underground stream Bhogwati, believed to be the ‘Banganga’ or the Ganga released by the ‘bana’ (arrow), shot by Rama.

Rama, it is said, on his way to Lanka in search of his wife, stopped on the hillock of Malabar Hill. His followers were worshippers of Shiva and they fashioned a ‘Shivalinga’ out of sand and called it the ‘walluka ishwar’ which was later shortened to walkeshwar, the name by which the area is known today. Though surrounded by the sea, they could not find any fresh water to quench their or to perform their thirst daily puja. So, Rama shot a ‘bana’ and the holy Ganga sent forth its waters!

To hold the waters, a tank was dug and in the 13th century A.D., the Shilahara kings constructed this magnificent tank in stone, with steps all around. Settlers through the age built their houses and temples for various Gods in this area.

As the evening sun sets in the western skies and myriad temple bells chime the ‘aartis’ at the end of the day, the festival evokes memories
Comparative study of TCGL and MTDC

of a bygone civilization. Of artisans who toiled, hour, to chisel and shape and carve poetry out of rock and wood. Of an age before cement, concrete and glass dominated the city’s skyline.

The festival, since its inception, has been sponsored by Citibank and the Hongkong and Shanghai Banking Corporation. It has seen many artistes of national and international repute perform over the last decade: Smt. Hema Malini, Ustad Amjad Ali Khan, Pandit Shivkumar Sharma, Pandit Bhimsen Joshi, Pandit Hariprasad Chaurasia and Pandit Jasraj among others.
Tourist Destinations of MTDC

1. Tarkarli
Situated 6 km. south of Malvan, in the Sindhudurg District of Maharashtra. Tarkarli sits at the mouth of the Karli River as it enters the Arabian Sea. It is renowned for its virgin beaches that open to sparkling blue waters. In fact, on a clear day, one can actually see the seaved up to a depth of 20 ft. So pristine is its character that international cruise liners like the Hebridean Sirit have made this paradise a regular port of call. To many, Tarkarli is the ‘Tahiti’ of India.

Tarkarli is a paradise of tiny islands and hamlets, imposing Casuarina trees and rish, blue skies. But it has much appeal for beach lovers, there are other places in the vicinity worth visiting and an array of Malvani culinary delights that are sure to bring out the gourmet in you.

2. Matheran
Matheran is truly what it means : forest of top. This lush, green hill station, at an altitude of 800 mts., is close to Mumbai, but starkly contrasts with the letter in terms of life, nature and environment. Ever since Hugh Malet, the then collector of Thane District, chanced upon it during one of his expeditions in 1850, it has remained a popular weekend getaway with the city crowd.
Matheran is perhaps Asia’s only hill station where is a total ban on all types of motor vehicles within the town limits. This concerted effort to curb noise and environment pollution has made Matheran an unbelievably tranquil respite and a walker’s delight. Just follow the red mud tracks and zig-zag trails and you will come to point after point offering panoramic views of the plains below. In fact, on a clear day you can see (and supposedly even hear) far—away Mumbai from Porcupine Point or Louisa Point.

3. Ganapatipule
Ganapatipule is one of the most spectacular beaches along the Konkan Coast—an idyllic gateway that attracts peace-seekers, beach lovers and pilgrims alike.

The temple of Swayambhu (self-originated) Ganesh is much frequented by thousands every year. The god is considered to be the Paschim Dwardevta (Western Sentinel God of India) and those who visit Ganapatipule, make it a point to pay respects to this great deity.

Aside from its clean beach and clear waters, Ganapatipule is rich in flora, including mangroves and coconut palms. Here, you can leave the hectic world behind as you laze around on golden sands or explore the many trails that lead from the beach.
Comparative study of TCGL and MTDC

Ganpatipule
4. **Khekranala**

The reservoir of Khekranala lies amidst the lush forests of the Khapa Range, in the north-eastern Vidarbha region. Just 55 kms. from Nagpur on the Chhindwara Road, near Khapa, this spot is ideal for setting up base camp for an invigorating trek through the rugged, low-lying hills that surround the reservoir.

Indeed, there is much to see and imbibe. There is a wide variety of flora and fauna – including the occasional tiger – that will intrigue wildlife enthusiasts and scientists alike. The Shiva temple, located in a natural cave, is also worth a visit. Khekranala might be a small spot on the face of Vidarbha, but it is a beauty spot nonetheless.

5. **Ramtek Khindsi**

Ramtek gets its name from Lord Rama who, with Sita and Laxmana, is said to have rested here. The taluka, which is situated along the north and north-eastern areas of Nagpur District, covering an area of 1129 sq. miles, is famous for its Ram mandir and the Kalidas memorial to the celebrated playwright, which grace the top of a hill.

A fascinating aspect of the place is that the stones of the hill, when newly fractured, take on a blood red colour in sunlight, apparently reflecting the blood of the demon Hirannya Kashapu when he was slain by Lord Vishnu in the avatar of Narsimha. Legend has it that, after his victory, Lord Vishnu threw his cudgel down with such force
that it made a crater, which now forms that Ambala tank at the foot of the hill. Around the tank are a number of temples, including two to Narsimha as well as a number of Jain ones.

A trip to Ramtek, especially during the Ramnavami festival, will prove a uniquely fascinating journey, where history, geography and spirituality blend seamlessly to provide an unforgettable travel experience.
6. Elephanta

The Elephanta Island is the tranquil abode of Lord Shiva, surrounded by the Arabian sea. A monolithic stone elephant found in the island from which the place took its name. the marvelous rock-cut cave temple of Lord Shiva and the famous Maheshmurti that shows Shiva as the creator, protector and the destroyer is a sight worth savoring.

The four entrances to the temple are flanked by four large guardian figures (dwarpalas). The shrine is encircled by different panels depicting Gangadharashiva, the descending river Ganga from the matted lock of Shiva; Arbhanarishvara, (Shiva and Shakti) representing desire and satisfaction; Ravana anugraha, Shiva crushing Ravan with his toe; Kalyanasundara, Shiva as the gentle loving god; Andhakasuravadha, impaling the demon of darkness and the Nrittamurti panel, Shiva as the cosmic dancer (Tandava Nritya).

Maharashtra Tourism Development Corporation pays tribute to the country’s great art and music legacy through the Elephanta Festival. This festival features eminent artistes who showcase the traditional Indian classical art forms in their own unique styles. The traditional welcome with the catchy tunes of fisher folks ‘Koli’, the aesthetically erected stage, glittering lighting, delicious ethnic food and the marvelously illuminated Maheshmurti cave bold a completely unforgettable experience.
Comparative study of TCGL and MTDC

ELEPHANTA

Elephanta
Wild life of MTDC

1. Chikhaldara

In the epic Mahabharat, Bheema killed the evil Kichaka after a hercullean bout and threw him into the valley. Hence the name Chikhaldara or Chikhalda from Kichak Dara, the valley of Kichak.

Situated in the Satpuras at a height of 1118 m., Chikhaldara is a green and unspoilt hill station. With gently wooded slopes, rippling streams and an invigorating cool. As you drive up the 40 kms. of ghat road towards the plateau, you can feel that nip in the air that will send your sense tingling. A number of little streams flow across the lush green wetlands spread out, to provide an ideal picnic spot.

The interesting excursions from here are, Gavilgarh, fort Narnala fort, Shakkar Lake where you can go on a pleasant boat ride, Bhimkund where Bheema washed his hands after slaying Kichak, the Shiva Shrine, the Vana Udyan – a botanical garden, the Tribal Museum or any of the various points like Devi, Monkey, Panchbol, Ballentine Shakkar, Long, Hurricane and Prospect. Of all the beautiful things that make up Chikhaldara, the tribes take pride of place. You will be enchanted by their colourful Dances, their infectious sense of rhythm, their talents of crafting unusual musical instruments, their flair for colour or just the genuineness of their smiles. Chikhaldara holds endless fascination for the wildlife enthusiast.
Amidst the teak and bamboo forests is a wealth of wild animals like Solth Bear, Hyena, Wild Dog, Gaur, Sambhar, Nilgai, Barking Deer, Four Horned Antelope, Wild Boar and of course the magnificent Tiger. The largest monument of antiquity in the Akola district is the fine hill fort of Narnala, standing upon an isolated hill of the Satpura range at a height of 1053 m. The fort covers an area of 22 sq. km. and is surrounded by forest. The water tank in the fort area is frequented by the denizens of forest at night. A wildlife sanctuary has been established here recently. The fort is very close to Chikhaldra Hill Station.

2. National Park of Tadoba
Tadoba national park and Andhari wildlife sanctuary together from the Tadoba-Andhari Tiger reserve. The national park derives its name from the local tribal God “Taru”, whereas the Andhari river flowing through the forest gives the sanctuary, its name. Tadoba national park is among the most attractive tourist spots in the country. In the heart of a reserved forest, Tadoba has become an ideal resort for visitors who want to getaway from the hustle and bustle of city life and modern civilization. The species commonly found here are tiger, panther, bison, sloth bear, hyena, jackal, wild dog, blue bull, sambar, cheetah and barking deer.
NATIONAL PARK OF TADOBA

Where tigers reign supreme
The nearest tourist attractions on the way:

**Anandvan (warora)**: it is the place where Magsaysay Award winner Baba Amte has set up a charitable institute for leprosy patients. It is about 100 kilometers from Nagpur on Nagpur Chandrapur road. Leprosy patients are given treatment, trained and rehabilitated here. Initially started for leprosy patients, the welfare programmes were later extended to the blind and the deaf, the physically handicapped, orphans and senior citizens, and even the Madia Gond tribals of South-Central India. There are hospitals, dispensaries, schools, colleges and vocational training centers. This is one of the largest organizations of its kind in the world.

**Bhadrawati**: It is a large flourishing village. Its ancient name was Bhadrawati, which was later changed to Bhandak. Today, it is better known as a place of religious significance for the Jain sect that for its historical identity. A Jain temple is very well-maintained, with the floors paved with marbles. Also has an ancient fort.

**Markanda**: It is a small village situated on the left bank of the river Vainganga and is known as a place of pilgrimage. The Markanda is supposed to have derived its name from sage Markandeya. The sage is believed to have worshiped a Shivalinga in a group of beautiful temples in this town. There are 24 temples in this cluster. There are no inscriptions to tell their style is similar to that of the temples at Khajuraho. Markanda temple is 50 kms. away from Gadchiroli, the district head quarter.
**Bhamragarh**: It is 175 kms. away from Gadchiroli. Situated at the confluence of rivers Indravati, Parlkota and Palam Gautam. The place is known for its vedant green forest. Dr. Prakesh Amte has established a Lokbiradari project at Hemalkasa which is 3 kms. away from Bhamragarh.

**The Royal Indian Rail Experience**

**The Deccan Odyssey**

The Royal Indian train that 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 Extern and Oriental of South East Asia. The royal journey takes you on a week long trip to some of the best places in Maharashtra, namely Mumbai, Ganapatipule, Ratnagiri, Sindhudurg, Tarkarli, Sawantwadi, Goa, Pune, Aurangabad, Ellora, Ajanta and Nashik. So come and get ready to travel to the rich past of the state. The Deccan Odyssey’s sheer luxury is a slight to behold. Everything in the train reflects the ways of Indian royalty. Each coach is named after some of the best places and forts of Maharashtra. With plush interiors, awesome cuisine and great sites to see, this journey surely etches some golden memories in the traveler’s mind.

**The Deccan Odyssey**: 44 suites in 11 cars, 4 presidential suites in 2 cars, 2 restaurant cars, 1 bar car, 1 spa car, 1 staff car, 2 power cars.

**Royal facilities**: Fully air-conditioned train – business centre with internet, FAX, ISD and STD in the conference car – LCD TV in 11

The cost of the package (excluding alcoholic beverages) would be:
For deluxe suite – Rs. 15000 for single occupancy – Rs. 12000 for double occupancy – Rs. 9000 for triple occupancy. For presidential suit – Rs. 30000 for single occupancy – Rs. 24000 for double occupancy.

The Royal Train Schedule:
Day 1 : Mumbai
Day 2 : Jaigad, Ganapatipule & Ratnagiri
Day 3 : Sindhudurg, Tarkarki and Sawant wadi
Day 4 : Goa
Day 5 : Pune
Day 6 : Aurangabad
Day 7 : Ajanta, Ellora & Nashik
Day 8 : Mumbai.
### MTDC OFFICES

<table>
<thead>
<tr>
<th>City</th>
<th>Details</th>
</tr>
</thead>
</table>
| Aurangabad | • Holiday Resort, Station Road, Aurangabad – 431 001. Tel: 31198, 29259, 20713. Telex: 745-271-MTDC IN.  
              • Aurangabad Airport, Aurangabad.                                    |
| Amravati   | • C/o. P.W.D. Rest House, Maltekdi Road, Amravati – 444 601. Tel: 74008. |
| Kolhapur   | • Kedar Complex, Station Road, Kolhapur – 416 001. Tel: 22935, 29435. Telex: 0195-280-MTDC IN.  
              • Mahalaxmi Dharmshala, Tarabai Road, Kolhapur.                      |
| Mumbai     | • Express towers, 9th floor, nariman point, Mumbai – 400 021. Tel: 2024482, 2024522, 2024584; Telex: 11-83980 MTDC IN. Fax: 91222024521.  
              • Opp. LIC bldg. Madame Cama Road, Mumbai – 400 020. Tel: 2026713, 2027762, 2024627.  
              • Kohinoor Road, Near Pritam Hotel, Dadar T.T., Mumbai – 400 014. Tel: 4143200.  
              • Government of India Tourist Office, Churchgate, Mumbai – 400 020. Tel: c/o 293144. |
<table>
<thead>
<tr>
<th>Location</th>
<th>Address</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nashik</td>
<td>T/1, golf Club, Old agra Road, Nashik – 422 002. Tel : 70059. Telex : 0752-322-MTDC IN.</td>
<td></td>
</tr>
<tr>
<td>Nagpur</td>
<td>Sanskrutik Bachat Bhavan, Normal School Area, Sitabuldi, Nagpur – 440 012. Tel : 533325.</td>
<td>Telex : 715-652-MTDC IN.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Terminal I-A (Arrival), Santacruz Airport,</td>
<td>Tel : 6114788.</td>
</tr>
<tr>
<td></td>
<td>Mumbai – 400 099.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Terminal II-A (Arrival), Sahara International</td>
<td>Tel : 6366700 Ext : 3215.</td>
</tr>
<tr>
<td></td>
<td>Airport, Mumbai – 400 049.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• V.T. Railway Station, Mumbai – 400 001.</td>
<td>Tel : 2622859.</td>
</tr>
<tr>
<td></td>
<td>• Chhatrapati Shivaji Marg, Gateway of India,</td>
<td>Tel : 241877.</td>
</tr>
<tr>
<td></td>
<td>Mumbai – 400 039.</td>
<td></td>
</tr>
</tbody>
</table>
Comparative study of TCGL and MTDC

<table>
<thead>
<tr>
<th>Location</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pune</td>
<td>• Central Building, T Block – 411 001. Tel: 668867, 669169. Telex: 1457-697-MTDC IN.</td>
</tr>
<tr>
<td></td>
<td>• Railway Station, Pune – 411 001.</td>
</tr>
<tr>
<td></td>
<td>• Lohagaon Airport, Pune.</td>
</tr>
<tr>
<td></td>
<td>• Saras Hotel, Pune.</td>
</tr>
<tr>
<td>Ratnagiri</td>
<td>• C/o. Zilla Parishad Office, Ratnagiri. Tel: 3847.</td>
</tr>
</tbody>
</table>
Comparative study of TCGL and MTDC

Comparison between TGCL and MTDC

Table – 1 : Tourist centers development in last ten years

<table>
<thead>
<tr>
<th>TCGL</th>
<th>MTDC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saputara</td>
<td>Mahur (Nanded)</td>
</tr>
<tr>
<td>Tithal</td>
<td>Ganpatipule (Ratnagiri)</td>
</tr>
<tr>
<td>Somnath</td>
<td>Harihareshwar (Raigad)</td>
</tr>
<tr>
<td>Pavagadh</td>
<td>Karala (Pune)</td>
</tr>
<tr>
<td>Sasangir</td>
<td>Lonar (Buldana)</td>
</tr>
<tr>
<td>Kutch dessert</td>
<td>Khindsey (Nagpur)</td>
</tr>
<tr>
<td>Dwarka</td>
<td>Tadoba (Nagpur)</td>
</tr>
<tr>
<td>Ahmedabad</td>
<td>Jalgaon (Jalgaon)</td>
</tr>
<tr>
<td>Gandhinagar</td>
<td>Panshet (Pune)</td>
</tr>
<tr>
<td></td>
<td>Pandhasur (Sholapur)</td>
</tr>
</tbody>
</table>

In above table the comparison between TCGL and MTDC is made according to tourist centers development. In last ten years TCGL had developed – Saputara, Tithal, Somnath, Pavagadh, Sasangir, Kutch, Dwarka, Ahmedabad and Gandhinagar as a tourist spot whereas MTDC had developed – Mahur, Ganpatipule, Harihareshwar, Karala (Pune), Lonar, Khindsey & Tadoba (Nagpur), Jalgaon, Panshet (Pune) and Pandhasur (Sholapur).
In the above table refers to the services provided by TCGL and MTDC. TGCL claims that in Gujarat, services are provided by TCGL are: forest jogging, sea sport club, fair and festivals, Royal Charm of heritage hotels, etc. whereas services provided by MTDC are: fair and festivals, architectural caves & Deccan Oddesey.
Table – 3 : Tourists’ turn over

<table>
<thead>
<tr>
<th>Year</th>
<th>TCGL</th>
<th>MTDC</th>
</tr>
</thead>
<tbody>
<tr>
<td>1994-1995</td>
<td>38000</td>
<td>10000</td>
</tr>
<tr>
<td>1995-1996</td>
<td>49200</td>
<td>22000</td>
</tr>
<tr>
<td>1996-1997</td>
<td>22000</td>
<td>8800</td>
</tr>
<tr>
<td>1997-1998</td>
<td>54800</td>
<td>20000</td>
</tr>
<tr>
<td>1998-1999</td>
<td>6368111</td>
<td>18000</td>
</tr>
<tr>
<td>1999-2000</td>
<td>11589424</td>
<td>25000</td>
</tr>
<tr>
<td>2000-2001</td>
<td>11445098</td>
<td>20400</td>
</tr>
<tr>
<td>2001-2002</td>
<td>8924102</td>
<td>7200</td>
</tr>
<tr>
<td>2002-2003</td>
<td>6165218</td>
<td>23000</td>
</tr>
<tr>
<td>2003-2004</td>
<td>7980594</td>
<td>24000</td>
</tr>
</tbody>
</table>

As we can see in the above table, there is significant difference in tourist turn over in Gujarat and Maharashtra in last ten years. As we can see in above table that in Gujarat, during first six years (1994-2000) no. of tourist increased whereas during 2000-2003 it was continuously decreased and in 2003-2004 it was increased as compared to the last year. In Maharashtra, no. of tourists were increased for first two years (1994-1996) then there was not fixed pattern of increasing or decreasing growth. The no. of visitors was fluctuated during last ten years. The mean and standard deviation for the mean are given below. T-test is applied to check the significant difference between these means and p-value is evaluate for the same.
Comparative study of TCGL and MTDC

H₀ : There is no significant difference in average tourist turnover between TCGL and MTDC.

H₁ : There is significant difference in average tourist turnover between TCGL and MTDC.

<table>
<thead>
<tr>
<th>Statistics</th>
<th>TCGL</th>
<th>MTDC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean</td>
<td>5263655</td>
<td>17840</td>
</tr>
<tr>
<td>S.E. (mean)</td>
<td>4832115</td>
<td>6673.2</td>
</tr>
<tr>
<td>p-value</td>
<td>0.0075*</td>
<td></td>
</tr>
</tbody>
</table>

There is significant difference between mean turnover of tourists in Gujarat and Maharashtra. P-value is <0.01. It means that the hypothesis is rejected at 1% level of significance. i.e. there is significant difference in average turnover of tourists between TCGL and MTDC. From the above table we can conclude that TCGL have on an average higher turnover of tourists as compared to MTDC.
Table – 4: Amount of investment

<table>
<thead>
<tr>
<th>Place</th>
<th>Amount of investment</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TCGL</strong></td>
<td><strong>MTDC</strong></td>
</tr>
<tr>
<td>Sea shore / resorts / hill station /</td>
<td></td>
</tr>
<tr>
<td>water park / multiplex</td>
<td>35.9 crore</td>
</tr>
<tr>
<td>Fairs &amp; festivals</td>
<td>12 crore</td>
</tr>
<tr>
<td>Haritage Hotels &amp; Palaces</td>
<td>80 lakhs</td>
</tr>
<tr>
<td>Pilgrims</td>
<td>22 crore</td>
</tr>
</tbody>
</table>

From the above table it can be conclude that both TCGL and MTDC invest comparative large amount to develop the tourist spot. In above table I have summarized the investments done by TCGL and MTDC in last ten years in different categories. Both TCGL and MTDC invest large amount in pilgrims, sea shore, hill stations. As we can see that TCGL invested comparative large amount than MTDC to develop tourist spots.
Comparative study of TCGL and MTDC

Table – 5: Basic facilities provided to the tourists

<table>
<thead>
<tr>
<th>TCGL</th>
<th>MTDC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good accommodation</td>
<td>Restaurants</td>
</tr>
<tr>
<td>Modern facilities (T.V., Intercom, Suit</td>
<td>Drinking water</td>
</tr>
<tr>
<td>rooms)</td>
<td></td>
</tr>
<tr>
<td>Hygienic food</td>
<td>Basic facilities</td>
</tr>
<tr>
<td>Good beverages</td>
<td>Conference halls</td>
</tr>
<tr>
<td>Conference halls</td>
<td>Canteen</td>
</tr>
<tr>
<td></td>
<td>A/C rooms</td>
</tr>
</tbody>
</table>

Above table depicts that TCGL provide good accommodation, modern facilities, hygienic food, good beverages, conference halls, etc. whereas MTDC provide restaurants, drinking water, basic facilities, conference halls, canteen, A/C rooms in the hotels, etc. Thus both TCGL and MTDC provide modern and satisfied facilities to the tourists.
### Table – 6: Comparative study of TCGL and MTDC activities

<table>
<thead>
<tr>
<th>Particulars</th>
<th>TCGL</th>
<th>MTDC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourists satisfied with the services</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Reason : All demands according to occasion</td>
<td>Reason : personal attentions, good services and facilities</td>
<td></td>
</tr>
<tr>
<td>Awareness through advertisement</td>
<td>Yes – Media, video, CD’s, booklets, brochures</td>
<td>Yes - CD’s, newspaper, brochures, boarding</td>
</tr>
<tr>
<td>Increase in number of tourists after publishing brochures on large scale</td>
<td>Yes – increased awareness and number of tourists</td>
<td>Yes – more tourists are attracted and got detailed information about different destinations.</td>
</tr>
<tr>
<td>Motivation amongst tourists through package tours</td>
<td>Offering packages of attractive rates and providing excellent services</td>
<td>Monsoon package, other packages with attractive scheme and discounts and providing personal attention to tourists.</td>
</tr>
<tr>
<td>Popular projects and services</td>
<td>Gyan bhagwati, Multiplexes, Navaratri, Kite festival, Tarmetar fair, Kutch mahotsava, Pavagadh (pilgrim), Dwarka (pilgrim)</td>
<td>Mahur (resort), Sindhkhedraja (resort), Harihareshwar, Anrangabad (caves), Matheran (hill station), Ganpatipule, Karala (pilgrim), Shirdi (pilgrim), Mahabaleshwar</td>
</tr>
<tr>
<td>Profitable projects</td>
<td>Saputara</td>
<td>Ellora, Ganpatipule, Deccan oddessy</td>
</tr>
<tr>
<td>Non profitable projects</td>
<td>Tithal</td>
<td>Titwala</td>
</tr>
</tbody>
</table>

322
### Comparative study of TCGL and MTDC

<table>
<thead>
<tr>
<th>Amount invested for marketing</th>
<th>1 crore</th>
<th>60 lakhs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Benefits through marketing</td>
<td>Yes, developing remote areas and pilgrims</td>
<td>Yes, specially festivals and pilgrims</td>
</tr>
<tr>
<td>Future plans</td>
<td>Tourist infrastructure</td>
<td>Availability of funds</td>
</tr>
<tr>
<td>Attractions for Tourists</td>
<td>Amusement park, Excellent road link, Shopping archives, Attract foreign tourists</td>
<td>Ajanta - Ellora, Beaches, Lake resort, Arts and create villages</td>
</tr>
</tbody>
</table>
| Suggestions regarding development of various tourist destinations | • Create wider publicity internationally  
• Privatization of certain units  
• Upgradation and modernization of various hotels | • Renovation of resorts  
• House boats creation  
• Deccan odyssey |
| Suggestion regarding development in tourism industry | • To create permanent exhibition of tourists activities  
• To serve delicious food to the tourists  
• Provide latest and luxurious facilities to tourists | • Exemption in luxury rate, electricity tax, N.H. road, entertainment taxes etc. |
As per TCGL, tourists are satisfied with their services as all demands are fulfilled whereas with MTDC, tourists are satisfied as it takes personal attentions and provides all facilities. According to TCGL, media, video, CD and brochures are important means for advertisement whereas as for MTDC, CD, newspaper and brochures are important. In Gujarat Saputara is most profitable project for TCGL and in Maharashtra Titwala is profitable project for MTDC. As per TCGL, government should create permanent exhibition of tourists' activities, serve delicious food and provide latest and luxurious facilities to tourists. As per MTDC, government should take steps for exemption in luxury rate, electricity tax and entertainment taxes.