Chapter III

Profile of Tourist Places Maharashtra

The third chapter gives the details of the tourism scenario of Maharashtra state regarding the World heritage sites in Maharashtra State, Key Places of Tourist Attractions in Maharashtra state, Tourism trends in the state, Objectives of the Govt. of Maharashtra for tourism industry Action Plan for the Next Five Years infrastructure for tourism with basic statistical data and information regarding the Tourism in the state of Maharashtra.

Maharashtra has recognized tourism as a major thrust area for economic growth in the state. The Budget 2002-03 for Tourism and Investment Incentive Package 1999 gives clear indications that the G. o. M realizes the potential of tourism for wealth creation and employment generation.

In 2001, Maharashtra received the highest numbers of international tourists and emerged as India’s second most used port of entry. At the same time in the domestic tourist arrivals, the state stood fourth amongst other Indian states. The Travel and Tourism Industry including transport, storage & communication, trade, hotels and restaurants accounted for around 20-22 per cent of the GSDP and 3.5 per cent of the state’s employment. The government’s promotion and development initiatives to harness Maharashtra tourism potential reflect the state’s commitment to this industry.

In Maharashtra, the three world heritage sites located in the Sahyadri Mountain Range are the Ajanta and Ellora caves (Aurangabad) which were built more than 2000 years ago and the Elephanta caves (Mumbai) built more than 1300 years ago. The Konkan coast consists of scenic beaches like Ganpatipule and Guhaghar. Other fascinating tourist spots include the Bassein fort, Gateway of India, Afghan Church and the University with the Rajabai
clock tower, the shrine of Haji Ali, Bibi Ka Makbara. Daulatabad, near Aurangabad, has an impressive medieval fortress on a pyramidshaped hill. In it’s the capital city of Mumbai, few of the main beaches are Alibaug, Aksa, Chowpaty, Erangal, Gorai, Juhu, Madh, Marve, Elephanta, Manori and Versova. Nashik on the banks of river Godavari is one of the ancient holy cities consisting of temples built in the 11th century by the Chalukyas.

Paradoxically however, along with the growing recognition of the importance of Travel & Tourism by the GoM, there seems to be a lack of appreciation of its scope, complexity and dynamism. This industry works beyond the local boundaries at a global level bringing together diverse industries and stakeholders.

It encompasses the development of other areas of economic activity, as well as growth in the social and environmental context. Figure 3.1 shows the World heritage sites (3), National parks (5) and sanctuaries (35) in Maharashtra. The number within circle represents the number of sanctuaries in the corresponding region (MFD, 2005).

**Figure No:- 3.1**

**The World heritage sites in Maharashtra State**
Tourism, from the ancient times has fascinated mankind and is now perceived as an integral part in the modern day social life. The tourism phenomenon has attracted almost the entire world. Speedy development in means of transport and communication has made distant places on this earth practically accessible to wider segments of the population around the globe.

It provides an opportunity to millions to enjoy the prospect from moving from one continent to another in a matter of hours. All modern countries have progressed towards life styles, which favor the growth and development of tourism. Along with industrialization and rapid advancement in technology, Tourism industry has also grown rapidly throughout the world.

Since mid 60’s international tourism has become the number one item of international trade. Globally, tourism accounts for 11 % of the global Gross Domestic Product (GDP) and 5.3 % of India’s GDP. One of the major reasons for the growth in the tourism sector is the overall economic development in the country.

Tourism is now well recognised as a major growth engine. Several countries have transformed their economies by developing their tourism potential. Tourism has great capacity to create large-scale employment – from the most specialized to the unskilled. The Indian economy is undergoing a major transformation. With an annual growth of eight percent, India has become the second most favoured destination for foreign direct investment.

As an economic activity in the service sector, tourism also has enormous potential for contributing to economic growth. Tourism has the potential to change the economic face of a region. The benefits of planned tourism development are manifold. Promotion of tourism would bring many direct and indirect benefits to the people. Some of the direct benefits accruing to the local community of a region as a result of tourism development are:
• Employment opportunities in tourism and hospitality sector
• Development of private enterprise
• Improved standard of living
• Social upliftment and improved quality of life
• Better education and training
• Sustainable environmental practices
• Foreign exchange earning

Some of the indirect benefits accruing to the local community of a region as a result of tourism development are:

• Infrastructure development – power, water, sanitation, hospitals, roads, etc.
• Market for local produce
• Employment in infrastructure sector
• Economic upliftment due to income multiplier effect

The state of Maharashtra is located on the west coast of India and reaches deep into the centre of peninsular India. Maharashtra shares its borders with Gujarat, Madhya Pradesh, Chhattisgarh, Andhra Pradesh, Karnataka, and Goa.

The coastal strip along the Arabian Sea, flanked by the hills called Western Ghats on the east is a culturally distinct region called Konkan. Commercially, Mumbai, Pune and Nagpur are the best-developed cities. Mumbai, or Bombay, is the capital of Maharashtra, the biggest metropolis and the financial capital of India, with the country’s biggest stock exchange. The coastal city occupies land reclaimed from what used to be seven separate islands. Cosmopolitan Mumbai is home to all: from fishmongers to the country’s topmost industrialists; from colonial buildings like the Gateway of India or Victoria Terminus to vibrant pubs and night-life;
from dwindling ethnic communities like Parsis to the ever-growing Hindi film industry popularly called Bollywood.

Maharashtra, one of the most industrialized states of India, occupies the western and central parts of the country and extends over the Sahyadri mountains; a vast stretch of 720 kilometers of the Arabian sea coast providing it a beautiful backdrop.

The present state of Maharashtra was formed on May 1, 1960 on unilingual principle by carving it out of the erstwhile Mumbai state, which included the predominantly Marathi-peaking areas as the former princely state of Hyderabad as well as the central Provinces and Berar.

Maharashtra is the third largest state and the second most literate state in the country, according to 2001 census.

**Location:**

Located in the northern center of peninsular India, Maharashtra is surrounded by the Arabian sea in the west, Gujarat and Madhya Pradesh on the north, Madhya Pradesh in the east and Karnataka and Andhra Pradesh on the south. The state extends between the latitudes 15.6° North and 22.1° North and longitudes 72.6° East and 80.9° East.

As far as the geography of Maharashtra goes, much of the state consists of the high Deccan plateau, which is separated from the straight Konkan coastline by 'Ghats'. The Ghats are a succession of steep hills, periodically bisected by narrow roads, and which are often crowded by medieval forts; Given their altitude, it is not surprising that the Ghats are hill stations.

One of the three major regions of the state is the Sahyadri range with an elevation of 1000 meters. The unique feature of this region is a series of crowning plateau. Lying between the Arabian Sea and the Sahyadri ange, Konkan is narrow coastal lowland, just 50 km wide.
and with an elevation below 200 meters. The third important region is the Satpura hills along the northern border, and the Bhamragad-Chiroli-Gaikhuri ranges on the eastern border form physical barriers preventing easy movement. These ranges also serve as natural limits to the state.

**Best Time to Visit**

The climate of Maharashtra is moderate, with variations in temperature ranging between 16°C and 35°C. July to September are the months when monsoon lashes this state with good rainfall. This does not mean that the whole state gets uniform rainfall; a large part of inner Maharashtra remains dry in comparison to other areas under Sahyadri.

**History**

The first instance of human settlement in the regions of Maharashtra was in the lower Paleolithic age when the early men wandered around the river basins of Ghod, Bhima, Pravara, Godavari, and Wainganga. They were mainly hunters, living a nomadic life. The Mesolithic age forced these people to settle at one place and shift to agriculture for sustenance.

They moved towards other river valleys from Tapi where first evidence of agriculture is found to be of around 1700 BC. Jorwe in the Ahmednagar district has many evidences of the people residing in the region at that time. Between 1000 BC and 500 BC, the megalithic culture started to develop in this region.

With the advent of the Iron Age in 500 BC, the gradual process towards urbanization started in this region and it was greatly helped by the many trade routes that connected it with north India. The Chinese traveler Hiun Tsang visited this region in 640-641 BC and was very impressed with the prosperity of this region.
During third and fourth centuries BC, the region of Konkan remained under the control of the Mauryans, whose policies led to great advancements in the fields of trade and Buddhist learning in the region. After the disintegration of the Mauryan Empire, the Satwahanas (230 BC - AD 225) came to rule this region. Pratishthan or modern Paithan was their capital. This great empire crumbled because of internal feuds in the ranks of vassals. In succession came the great rulers of the Vakataka, Chalukya, and Rashtrakuta empires making Maharashtra a great center of culture and art.

Yadavas were the last of these kingdoms that lost their power in the early 12th century and a long period of Muslim rule started in Maharashtra. Allauddin Khilji was the first ruler to understand the value of the Deccan as the key to extending influence over south India and consecutive rulers from Delhi till the 17th century tried their best to keep this region under their control. From the middle of the 17th century, a new group of warrior people came to dominate the scene in Maharashtra and elsewhere in India called Marathas.

The origin of Marathas is still debatable, but what is known is that they stole the limelight from the great Mughals and at one point of time even captured Delhi. It was only after defeating the Marathas that the English could establish their hegemony on India. Shivaji was the first great ruler of Marathas and it was he who paved the way for future Maratha influence on India.

The heroism and greatness of Shivaji is still remembered by the people of this country and his stories are now part of the great Indian folklores. Maharashtra remained at the forefront of the Indian struggle for independence and Pune was the center of most of the revolutionary activities taking place in the region at that time. Even in the Congress, most of the radicals were from Maharashtra and Lokmanya Bal Gangadhar Tilak was the undisputed leader of this group.
Key Places of Tourist Attraction

The subsequent portion of the chapter takes a brief account of the important tourist places in Maharashtra, where the flow of tourist is maximum. While discussing this, an example of one or two tourist place is/are taken to highlight the beauty of this industry.

Cities

**Mumbai** is the largest metropolis in India and also its financial capital. Major sites in the city include the Gateway of India, Elephanta Island, Prince of Wales Museum, Flora Fountain, Haji Ali's Tomb, Kamla Nehru Park, Hanging Gardens, Chhatrapati Shivaji Terminus or Victoria Terminus, Kalbadevi Temple, Bhuleshwar Temple, Jama Masjid, Mumbadevi Temple, Nehru Planetarium, Nehru Science Center, and its famous Marine Drive. Other places of interest are Taraporewala Aquarium, ISKCON temple, amusement parks like Essel World and Fantasy Land, beaches like Madh Island, Manori, Versova, Goral, Marue, and Juhu.

**Pune** is the second largest city of Maharashtra and was home for a long time to the Maratha leader, Shivaji. One of the city's most famous residents was the self-proclaimed guru, Bhagwan Rajneesh, later known as Osho. Other tourist spots in the city are the Shanwarawada Palace, Raja Kelkar Museum, Gandhi National Memorial, and Samadhi, and Pataleshwar Temple.

Forts

There are nearly 350 forts in Maharashtra, so it is said that forts are the glory of Maharashtra. Most of these forts are associated with the great Maratha ruler, Chhatrapati Shivaji Maharaj. It is believed that he developed as many as thirteen forts. Vijaydurg fort is regarded to be the best sea fort developed by Shivaji. Every fort has temple inside that was a powerful inspiration to the Maratha fighters. 510 km away from Mumbai is the famous Sindhudurg and Vijaydurg forts.
This twin fort was constructed with the special guidelines from Shivaji. This fort is famous for its serene environmental beauty and its historic importance. Shivner fort is the fort where Shivaji was born. This fort is nearly about 120 km from Pune. Pratapgad fort reminds the fiery battle fought between Shivaji and Afzal Khan.

One must see the 300-year old fine architectural fort of Murud - Janjira fort, Lohagad and Visapur Forts, Harishchandragad Fort, Arnala Fort and Ajinkyatara Fort are ideal for trekking. Adventure lovers must visit these forts.

**Pratapgad Fort**

Pratapgad Fort is a mountain fort built by Chatrapati Shivaji Maharaj. The fort is at a distance of 24 km from the hill station of Mahabaleshwar. The fort holds a sturdy view of coastal Konkan. The Bhavani Temple and Afzal Khan’s tomb are other places of interest.

Pratapgad consists of two forts - an upper fort built on the top of the hill and a lower fort immediately below on the south and the east. Surrounding areas can be easily taken guard from the fort on almost all the sides. The southern side is rocky while the eastern side has a strong outwork ending in the Afzal Buruj.

The famous minister More Tirmal Pingale on the command of Shivaji Maharaj to control the rebellious satraps of the surrounding Javali Basin built Pratapgad Fort in 1656. It is believed that Chatrapati Shivaji Maharaja was blessed with a shining sword at the temple of Goddess Bhavani here.

The historic battle between Chatrapati Shivaji and Afzal Khan, the commander of the Bijapur Sultanate fought here. Bhavani Temple and Afzal Khan’s Tomb are major attractions where are situated near the fort. The following are required to be attended/Managed by the Govt. For the tourists

- Motor able Roads
Hill Stations of Maharashtra

As the state of Maharashtra is the Home of Sahyadri Mountains, the state has many appealing hill stations. The Britishers founded most of these hill stations during their colonial era to beat the scorching heat. But the beauty and the charming glory are still alive in these hill stations. The Western Ghats, which form a part of the Sahyadri range, has also lots of beautiful hill stations.

Hill stations of Maharashtra not only attract the foreign tourists but also Indian domestic tourists, which are exhausted with the fast urban life. Popular hill stations of Maharashtra are Matheran, Lonavala, Khandala, Mahabaleshwar, Panchagani, Bhandardara, Malshej Ghat, Amboli, Chikhaldara Panhala, Panchgani, Sawantwadi, Toranmal, and Jawahar. It is said that each hill station of Maharashtra has unique characteristic and its closeness to a city makes it very popular.

Lonavala And Khandala

Locating at an altitude of 625m, Lonavala and Khandala are famous for its beautiful hills, deep green valleys, huge lakes, historic forts and waterfalls etc. These two hill stations are at the Sahyadris Mountains of Maharashtra. Lonavala and Khandala have magnificent waterfalls that give a heart catching view during monsoon. Tourists can plan their trip together with Karla, Bhaja, and Bedsa caves, which are very near from Lonavala. This hill station is also known as the 'Jewel of Sahyadri', because of its nature's gifted of beautiful
valleys, hills, milky waterfalls, lush greenery, and pleasant cool winds.

**Khandala** is smaller than **Lonavala** and relatively calmer. It is known to be the pride of the Sahyadri Mountains. Beautiful waterfall amidst green environment is really splendid to see. The place refreshes the exhausted tourists. Tugauli, Lonavala, Bhushi and Valvan Lake are the important lakes of this hill station. Nearest airport is situated at Pune (64 km). Lonavala and Khandala are 104 km from Mumbai and 64 km from Pune on the Mumbai-Pune highway.

**Mahabaleshwar**

One of the largest hill stations in Maharashtra, spread over 150 sq km, Mahabaleshwar is located on the Western Ghats. It was the summer capital of the Governor of the erstwhile Bombay Presidency during the colonial era. The hill resort is located at a distance of 120 km from Pune and 285 km from Mumbai. With its scenic extravaganza and assuaging climate, Mahabaleshwar is a popular place of recluse for the tourists during the summers. At a height of 1438 m above sea level at its highest lookout point (Sunrise Point), it experiences the footfalls of nature lovers, holidaymakers, adventurous lovers and even filmmakers. The various vantage points and observation towers scattered throughout the place offers some enthralling views of the lush vegetation around and the Koyna and Krishna valleys below. They also offer equally captivating sights of the various waterfalls that constantly meander through its bosom. In fact, the coniferous forest of Mahabaleshwar is one of the few evergreen forests of the world, and imparts a luxuriant feel to the landscape.

It stands in stark contrast to the concrete jungles of the cities, and hence heralds a lot of tourists from the urban metropolis throughout the year. Apart from being a popular tourist getaway and a much-
favored honeymoon destination, Mahabaleshwar is also an important religious site. The famous Hindu temples of Krishna and Mahabaleshwar are located in the place, and are frequented by local devotees and religious tourists.

In fact, the place borrows its name from the famous Hindu deity, 'Mahabali'- the presiding deity of the Mahabaleshwar temple. Moreover, the point of the five rivers- Krishna, Veena, Koyna, Savitri and Gayatri, which flow over the Deccan Plateau, is considered as holy and adds to the mysticism of the place.

Mahabaleshwar also offers ample opportunities for the adventurous souls to unleash their exuberant selves. With facilities for boating, fishing, golfing, horse-riding, trekking and the like, one can enjoy a complete fun-filled holiday in the place.

Be it sitting under the shade of its undulating trees & reading a book, fishing at the Venna Lake & experiencing the mountain breeze, visiting a temple & merging with Divinity or just gallivanting through its streets, you can easily have the best time of your lives on its lap. So, stop playing the same old tune and get ready for a holiday that is surely going to be etched in your memory forever.

**Mahabaleshwar Tourist Attractions**

An evergreen plateau located amidst the Western Ghats of the Sahyadri mountain range, Mahabaleshwar is one of the largest hill stations in the state of Maharashtra. With its resplendent valleys, cascading waterfalls, placid lakes, ancient temples, cobbled streets and large vistas of greenery, Mahabaleshwar is a home to various spots of instantaneous tourist attractions. Be it the spectacular lookout points or the spiritual ardor in its air, Mahabaleshwar remains one of the most popular hill resorts of India. Here are some of the hot-spots that can be included in the sightseeing tours of the place.
**Mahabaleshwar..Temple**

The hill station derives its name from the presiding deity "Mahabali", of this famous Hindu temple. Dedicated to Lord Shiva, the temple is girdled by a five feet tall stone wall on its sides and is divided into a God-chamber and a central hall. The main site of worship is a 'lingam' (black stone), considered to be the manifestation of the Divinity. A landmark of Mahabaleshwar, this temple is frequented by locals and religious tourists throughout the year.

**Waterfalls**

The various waterfalls flowing through the heart of the place form a crucial part of its sightseeing tour. These gurgling waterfalls heighten the beauty of the place and are a source of instant attractions among the tourists. Lingmala waterfall flows down a steep hill and provides an enthralling effect with its illuminating silver water. Dhobi and the Chinaman's waterfalls are two other major waterfalls and picnic spots, and are at their best during the monsoons.

**Venna-Lake**

Venna Lake is a popular lake of Mahabaleshwar, because of its verdure surroundings and sparkling water. With a length of 2.5 m and the availability of boating and fishing facilities, the lake allows people to enjoy the placidness of its water, while feasting on nature’s bounty. There are also strawberry stalls that surround the place, with ponies trotting nearby. This makes it very popular among tourists, especially children.

**Wilson..Point**

Mahabaleshwar has about 30 major lookout points that offer breathtaking view of the entire landscape, with Wilson being the most popular among them. It is the highest point of the place and is located at a height of 1438 m (4710 ft). It has three observation towers that offer spectacular views of the entire place and the valleys
below. Also known as the Sunrise Point, the place is well-known amongst the locals and the tourists for offering splendid views of the sunrise and sunset.

**Other…Attractions**

Some major lookout points that offer views of the landscape from different perspectives are the Echo Point, Elphinstone Point, Connaught Peak, Marjorie Point, Kate's Point, Arthur’s Point, Bombay point, Gaolani Point, Panchgani Point, et al.

Located atop the Sahyadri mountain ranges on the Western Ghats of Maharashtra, at an altitude of 1353m (4438 ft), Mahabaleshwar stretches for 5 km from one corner of the town to the other. The coniferous forests in and around the hill resort plays a major role in determining its rainfall and climate.

Bestowed with some of nature’s choicest splendor, the place is a favorite holidaying destination among tourists, for its pleasant climatic conditions. The weather also facilitates the cultivation and growth of various soft fruits and berries, that adds to its variegated vegetation.

**Summers**

Summers, that generally lasts from March to mid-June, are generally warm. The temperature during summers rises to a maximum of 29oC. Days are warmer, though temperature drops down to a minimum of 16oC during the night. Because of its high altitude, the heat during these months is mild and welcoming. With the constant mountain breezes, the harshness of the summer sun is not felt here.

The place generally remains packed with tourists from the nearby cities of Pune and Mumbai during the summer months, because of its mild and favourable climate.
**Winters**

Winters generally lasts from the month of November to mid-March and the climate is cooler. However, due to its close proximity to the warm water of the Arabian Sea, the hill resort escapes the extremes of nature during these months. Days are warm and pleasant and the sun is soft and solacing, unlike the urban sun. But during the night, the temperature may fall down to a minimum of 13°C. The place sees a lot of tourists during the festive months of December and January and becomes ideal for Christmas and New-Year revelries.

**Monsoons**

During monsoons (mid-June to September), the weather remains wet and extremely damp. But the incessant showers enhances the beauty of the place, and it emanates a charm during this season. Seasonal waterfalls abound the place and the forests and trees prosper in all their lushness.

But the place virtually becomes uninhabited during this season, except for the locals, due to the continuous rainfalls. The best time to visit Mahabaleshwar remains anytime between October and June. During the festive months of October and December, the place radiates a joyous spirit and remains packed with tourists.

**Panchgani**

Panchgani is in Satara district of Maharashtra. One can see the Krishna River on one side and the coastal plain on the other. This hill station lies at an altitude of 1,334m above the sea level. Panchgani is far from the noise and hustle-bustle of cities. One can reach the hill station from Mahabaleshwar on Pune road. Tourists can plan for nature walks through jungle, thickly covered with lush trees and vegetation.

Krishna River flows through tiny hamlets, farms and ravines. Table Land is an important site at Panchgani, which is a flat mountain
peak giving a miniature view of the coastal plains. There is also an enjoyable water sports centre called Tapola. Sydney Point, Rajapuri Caves, Kartikswamin Temple, Parsi Point, Pandav-Ghat, Mandharodeo Kanga point and Kachhabavdi point are other attractions at Panchgani. Nearest airport is Pune at 160 km from Panchagani, while Pune is the most convenient railway station. Panchgani is only 18 km from Mahabaleshwar. It can also be easily reach by road from Mumbai and Pune.

The following are required to be attended/Managed by the Govt. For the tourists:

- Motor able Roads
- Drinking water
- If required, Night halt facilities at subsidized rates for students
- Suitable maintenance and Repair
- Information about the hill stations on the separate Board
- Information of the hill station on ST stand stating the transport availabilities
- Subsidized food and beverages
- Need to institute a separate police force for the tourist protection and increasing their confidence
- Medical facilities and their information at the places of tourist importance
- Instituting minimum 10% police driven hired transport to watch the culprits
- Creating separate for removal of garbage/refuse
- Ban on use of plastic carry bags
- Proper city planning with neatly painted houses
- Implementing the Garden City concept
- Asking the Govt. and municipal servants, teachers/non teachers and Students to declare their identities by putting name plates on chest so as to boost the safety concept amongst the tourists.
**Maharashtra Safari**

Safaris in Maharashtra can be done mainly at Tadoba National Park, Sanjay Gandhi National Park and Navegoan National Park. Spreading over an area of 135 sq km, it consists of a deer park, an aviary and three beautifully landscaped gardens. One can also enjoy staying in a unique treetop house and riding a power or sailboat on lake. So, safari in this park is really a thrilling experience.

**Tadoba National Park**

Is known as 'The Jewel of Vidarbha' because of rich natural resources. It is a heaven for wildlife enthusiasts. A 12-seater minibus is also available at Tadoba for jungle safari for the convenience of the visitors. Binoculars and camera can be used for better viewing. Then one can enjoy the lion and tiger safari at Sanjay Gandhi National Park. The park is also known as the Borivali National Park. The area was developed keeping in mind the natural habitats and habits of tigers, with ample tall grass, lakes, ponds and islands. A 5 m high and 2,200 meter long protective fencing surrounds the area.

**Sanjay Gandhi National Park Safari**

Sanjay Gandhi National Park, also known as Borivali National Park is located at the suburb of Borivali, Mumbai. The main attraction of the park is its lion and tiger safari. One of the main attractions to the National Park is the lion safari, which has been drawing people to the park ever since it was started. The twelve-hectare Lion Safari Park with crisscrossed roads, offer close encounter with the majestic king, from special buses.

There are about 25 lions and six tigers, including 2 white Indian tigers in the park. The lion safari is done on a 12-hectare area, while tiger safari on 20 hectares. Thick dense forest covers the area, with different types of trees like teak, bamboo, ain, khair, kusum and others. The area was developed keeping in mind the natural habitats
and habits of tigers, with ample tall grass, lakes, ponds and islands. A 5 m high and 2,200 meter long protective fencing surrounds the area. Special cages have been made for tigers for having meals and sleeping at night. Two watch towers have been provided for the safety of the tourists. Nearest airport is Santa Cruz, which is at a distance of 16 km for domestic air travel.

**Maharashtra Museums**

Maharashtra has as many as around 13 famous Museums, which preserve different types of antique items and works of art. Having a look at the Tribal Museum in Pune would enable the visitors why the tribal life is unique and colourful. A visit at the Coin Museum in Nashik offers a vast idea of Indian coinage from the earliest period to the modern times with the help of coins, moulds, dyes, replicas, photographs, and brief write-ups.

Prince of Wales Museum in Mumbai offers items of natural history, Indian miniature painting, decorative art and Tibetan and Nepali art, European painting, armoury and textile galleries. It is like experiencing a bunch of 5,000 years of Indian art.

The Jehangir Art Gallery, Mani Bhavan Mahatma Gandhi Museum, National Maritime Museum, Taraporewala Aquarium and the Veermata Jeejamata Museum are all located in Mumbai. Raja Dinkar Kelkar Museum, Tribal Museum and Museum of Arthropoda in Pune and Shahaji Chhatrapati Museum in Kolhapur are the other famous museums of Maharashtra.

**Jehangir Art Gallery**

Jehangir Art Gallery is located at Kala Ghoda locality of Mumbai, Maharashtra. Constructed in 1952, this art gallery is the most prestigious and modern venue for Indian artistes in the city. There are four exhibition halls to exhibit the work of art here. There is huge rush of artistes in this gallery to show one’s works. Many of the
artistes have to wait a couple of years to exhibit their works in this gallery. The gallery has a huge media attention and coverage. Donated by Cawasji Jehangir, Jehangir Art Gallery is it is managed by the Bombay Art Society. The building of the gallery is an enormous beautiful mansion. Jehangir Art Gallery is one of the Mumbai’s well-known art galleries.

**Maharashtra Beaches**

Having a coastline of 330 miles (530 km) along the Arabian Sea, Maharashtra owns variety of beaches. One can find not only crowded and posh beaches like Juhu and Marine Drive Chowpatty beaches but also earthy and sleepy beaches like Harnai and Bassein, which are a bit slow but provide a peaceful and pollution-free environment. There are beaches for adventure lovers as well like Velneshwar and Shriwardhan-Harihareshwar.

In Vijaydurg-Sindhudurg and Dahanu-Bordi beaches, one may went down to the memory lanes of the history. Here, one can discover the remains of ruined forts and even the existence of Portuguese culture in these areas. Murud-Janjira, Dahanu-Bordi and Shriwardhan-Harihareshwar are the beaches, which can enjoy both the sizzles of a typical beach as well as a pilgrimage site.

**Ganapatipule Beach**

The waters of Ganapatipule are crystal clear and pristine. The entire stretch of beach is covered with fresh greeneries. The roadside sceneries on the way to Ganapatipule are captivating with narrow roads, red soil, roofed houses, clean courtyards, innumerable fruit bearing trees and casuarinas lining.

Ganapatipule is regarded as one of the most important beaches of Maharashtra. It is 375 km south of Mumbai. Fine, sifted, silver sands, a gentle lapping sea, which soothes frayed nerves, attracts large number of tourists are the features of this beautiful beach. It is
regarded as a beautiful seaside resort, especially for families in Maharashtra. One can see a glimpse of the entire beach, which is covered with white sand and blue waters from the top of the hill. Ganapatipule is also known as a pilgrimage site for its 400-year-old temple of Swayambhu Ganpati (naturally formed monolithic Ganesh).

Malgund and Ratnagiri are other attractions, which are worth to be visited near this beach. Ratnagiri is the nearest airport, while nearest railway station is at Kolhapur. Ganapatipule is well connected by road with all the places in Maharashtra. Government resort offers a wide range of facilities including dormitories and A.C suites. Tents and water sport facilities are also available over here.

**Maharashtra Culture**

As Maharashtra is a vast state, the people of this colourful state wears different types of costumes, take different cuisines, has different forms of dances and music according to the physical features of their locality. Generally, men wear dhoti and pheta in olden days, while women wear choli and saree. But with the change of time, young Maharashtrians too are fast attracting to the latest fashions imported from the western countries.

The mouth watering Konkan and Varadi cuisines would kill any visitor’s appetite. Although, Maharashtrian cuisines are a bit strong in pepper and spice, but it is the speciality of the dishes of this state that world knows about. And everybody knows about the unbeatable taste of the Mumbai chaats.

The dance forms like Povada, Lavani and Koli with mesmerizing music and rhythmical movements entertain the Maharashtrians. Dhangri Gaja, Dindi, Kala and Tamasha are the folk dances that attach to the heart of the people of this state.
**Maharashtra Monuments**

Maharashtra has a long history that had in turn contributed a lot in the overall history of India. Maharashtra witnessed different eras and dynasties. These all make Maharashtra - a state of historic and magnificent monuments. Different schools of art and architecture can be seen in these monuments. The Gateway of India in Mumbai is one of the most famous monuments in India. It is regarded to be the starting point for most tourists who want to see Mumbai. Anybody who wishes to see the Mughal touch can see the Chand Minar in Daulatabad.

The Maharajah's New Palace in Kolhapur has a museum called Shahaji Chhatrapati seum. The architecture of the palace is a combination of Jain and Hindu influences from Gujarat and Rajasthan, and local Rajwada style. Agakhan Palace is hugely popular and significant monument of Maharashtra, as it is associated with the life and works of Mahatma Gandhi. Khuldabad, Kesari Wada, Lal Mahal, Raste Wada, Shaniwar Wada and Vishrambag Wada are other popular historical monuments of Maharashtra.

**Gateway of India**

Gateway of India is regarded to be the starting point for most tourists who want to travel around the Mumbai city. This monument was built to commemorate the visit of the first ever British Monarch, King George V and Queen Mary in 1911. This 26m-high structure has four turrets and intricate latticework carved into the yellow basalt stone. There are steps leading down to the water behind the arch. There are short cruises on the motor launches from here.

This structure is known to be the pride of Mumbai. Mumbaites, as well as the foreign tourists come down to this place in the evening and take a cool rest from day's exhausting work schedules. Mumbai
is well connected by air, rail and road with the important places within and beyond the state.

**Maharashtra Fairs**

Maharashtra is a land of rich cultural heritage and traditions. The diverse form of landscape and environment make the state’s culture more colourful. Maharashtrians celebrate every fair with great fervour and enthusiasm. The sacred Kumb Mela at Nashik that comes after every twelve years is regarded to be the most important religious fair in Maharashtra.

As Maharashtrians have great belief of Lord Ganesh, Ganesh Utsav at Sangli and Pune are the fairs that Maharashtrians celebrate with great fun fare, which are attended by the maximum number of visitors even from foreign countries. The Maharashtra government in collaboration with the Union government is promoting the Pune fair as a major tourists attraction.

Other important temple fairs include Changdeo fair at the Markandeya Temple near Edlabad, Kiran Utsav at the Mahalaxmi Temple at Kolhapur, Rathyatra at the Kalaram Temple in Nashik, and the Shrirama Rathotsava fair and the Navaratra Mahalaxmi fair at the Navaratra Mahalaxmi temple in Jalgaon.

The Khuldabad Urs is a festival for Muslims; celebrated for five days. Mount Mary Festival, which is held every year at Bandra, Mumbai attracts huge crowds of the city. The Snake festival at Battis Shirala town too attracts large number of tourists from India and aboard.

**Ganesh Chaturthi**

Ganesha festival, also known as ‘Ganesh Utsav’ is the biggest festival in Sangli and the nearby areas of Maharashtra. During this festival, people first purchase Ganesh idols and take it to temples to offer prayer. These idols are again taken to their homes to worship for 8 to 10 days. Then it is immersed at Krishna River near IrwinBridge.
Huge Ganesh idols are worshipped at nicely decorated pandals, also known as Dekhavas for 8 to 10 days.

These Dekhavas are organized by the Mandals, worked collectively for the entire locality. Various Mandals shouting the slogans of Ganpati Bapa Morya take out huge processions during the first day and the day of immersion of the idols throughout the city. People from the city and nearby towns, districts throng to witness the Ganesh festival celebrations. Huge money in terms of crores is spent on decorations of the pandals.

Ganesh Temple at Sangli is very famous, as it was built from pink sand stone of Rajasthan by the king of the then Sangli state, Patwardhan Raje. The people of Maharashtra have great faith to Lord Ganesh. Every new task begins only after taking the blessings of the Lord. Sangli is well connected by rail and road.

**Maharashtra Festivals**

As Maharashtra is a big state, it is home to many religions. The state also nurtures different traditions with diverse communities. Maharashtrians are fun loving people, so that might be another reason why the state has lots of different festivals. Apart from the main festivals of Eid, Holi, Deewali and other festivals, which are celebrated, all over India, there are other festivals, which are celebrated locally and regionally in Maharashtra. Songs, dance and mouth watering cuisines accompany almost every festivals. Ganesh Chaturthi is the most important festival in Maharashtra. It is celebrated for ten days with huge fun fare. Banganga Festival, Kalidas Festival, Ellora Festival and Elephanta Festival are the festivals organized by the Maharashtra Tourism Development Corporation.

Classical music and dance are the main attractions of these festivals. Kojagiri Poornima or Ashwin Poornima, Ganga Dashahara, Banganga
Festival, Nag Panchami, Wat Pournima, Shivaji Maharaj Jayanti and Palkhi Festival are some of the important festivals of Maharashtra.

**Ellora Festival**

Ellora festival is the festival of classical dance and music organized under the backdrop of the Ellora caves. This festival, which is organized by Maharashtra Tourism Development Corporation (MTDC) in experiencing such a magnificent performance on the backdrop of the 1,400-year old caves and rock carvings would be a lifetime experience.

Ellora caves displays the sculptural and architectural splendors. The Kailasa Temple, which is an asset to not only to the state of Maharashtra but also to India because of its sculptured expertise, is at Ellora caves. This temple is carved out of one huge rock, is one of the most beautiful backdrops for an event such as this.

**Maharashtra Religious Places**

Maharashtra has many religious sites and pilgrimage places for different faiths. Nashik is the holy city for Hindus. Kumbh Mela is organized here for every three years and Maha Kumbh Mela for every twelve years. Mumbadevi Temple of Mumbai is a very famous temple known to all over India. Kailash Temple in Aurangabad is one of the oldest and best examples of excellent architecture. Pandharpur, Shirdi, Bahubali Temples are other the famous temples of Maharashtra. Hazi Ali tomb in Mumbai is over eight hundred years old and linked to the mainland by a path that is annually submerged in the high monsoon tide.

Takhat Sachkhand Shri Hazur Abchalnagar Sahib of Nanded is the most important Gurdwara in Maharashtra. It is one of the four high seats of Authority of the Sikhs. Guru Gobind Singh, the 10th Sikh Guru died in Nanded and his ashes are buried in the Sach Khand Shri Huzur Gurdwara on the side of the river Godavari.
Osho Ashram in Pune too attracts a number of devotees each year including a large number of them from the western countries since early 70s even though Osho expired in 1990. Mount Marry Church and Afghan Memorial Church in Mumbai are famous for their old and western architecture.

**Pandharpur**

Pandharpur is located in a place, which is 65 km away from Sholapur on the banks of river Bhimarathi. This place is one of the most revered pilgrimage sites in Maharashtra. Pandharpur preserves Lord Vithoba’s image in a grand temple. Vithoba is a form of Krishna. The name Vithoba means Father Vitthala. Vitthala is said to have been derived from the word Vishnu in Kannada.

The worship of Vishnu - Vitthala at Pandharpur is derived mainly from the puranas and has been augmented by the contribution of the great Vaishnava saints of aharashtra from the 13th to 17th centuries (Namdev, Jnaneshwar, Eknath, Tukaram). The temple with its vast area has a total of six gates. The eastern entrance to this temple is known as the Namdev gate. The sanctum enshrines a standing image of Vithoba also known as Panduranga, Pandhari or itthala. The image dates back to the 5th century. There are inscriptions in this temple dating back to the 13th century. Namdev, the 13th century saint was closely associated with this temple. Copper plate inscriptions of the Rashtrakootas place this shrine in the 6th century.

**Maharashtra Wildlife**

Maharashtra is home to many wildlife sanctuaries and national parks. These national parks and sanctuaries are home to many rare species of flora and fauna. Thanks to the state government, these parks are well safeguarded and try to upgrade with every year to attract foreign and domestic tourists. Modern amenities such as jeep
rides, night safaris, library and audio-visual facilities, comfortable accommodation and efficient transport are also available at these parks at a nominal charge.

Most of the sanctuaries and the park have lakes with serene beauty. Chaprala Wildlife Sanctuary, Tadoba National Park, Chikhaldhara, Dajipur, Bharmragarh Wild Life Sanctuary, Navegaon National Park, Tipeshwer, Bor Wildlife Sanctuary are the important sanctuaries in Maharashtra. Pench Jungle camp is a special accommodation facility available at the Pench National Park, which is located on the border of Maharashtra and Madhya Pradesh.

**Tadoba National Park**

Tadoba National Park is a large park covered with lush, green forestland. It is situated at a distance of 45 km from Chandrapur. Tigers, leopards, gauras, nilgais, sambars and chitals can be seen at night in this park. There is also a lake at the park. Tiger, leopard, leopard cat, Indian wild dog, sloth bear, hyena, wild boar, spotted deer, barking deer, blue bull, four-horned antelope, Indian pangolin and porcupine are the wild animals of this park. February to May is the best time to visit. Around 90,000 people visit the park annually. Nearest airport is at Nagpur (140 km), while nearest railway station is at Chandrapur (45 km). Nearest main bus stand is Chandrapur and Chimur (32 km).

**Trekking in Maharashtra**

Trekking in Maharashtra might not be that adventurous and risky like any Himalayan trekking. It is calm and easy; still it is enjoying and thrilling giving a lifetime experience. Sahyadris is the most important trekking region in the state. Sahyadri is known to be a trekker's paradise with green hills, dotted lakes and forests all around.
This region is popular for its incredible historic forts and wonderful ancient Buddhist caves. Having exotic natural locations, Rajmachi Fort too is famous for trekking. This beautiful place is a historic site as well. Rajmachi can be reached via the town of Lonavla along the Khandala plateau. Fort trekking can also be done at Karla Caves and Bedsa Caves. This trekking is long trekking involving different caves.

**Trekking at Karla Caves**

Karla caves is not that tough to trek. This 2000-year old caves have lots of Buddhists architecture. Karla was built in 2nd century BC. These caves are the best-known examples of the rock cut caves in Maharashtra. These caves are mostly Buddhists monasteries. Having largest cluster of Chaitya caves, Karla Mountains are old as to 160 BC. The mountain has appropriate terrain for a rock climber to reach up to the top.

Such types of architectures can also be seen at Sahyadris and Bedsa caves. These Buddhist caves served as monasteries Trekking begins when one reaches Kamshet station by local train either from Pune or Lonavla. From here, one has to catch a bus or a jeep for Bedsa village. A steep trail, which takes about 45 minutes, leads to the top of Bedsa hill from Bedsa village. Then one must move towards Visapur fort and Lohagad fort.

Then trekkers reach Bhaja forts, the way from Bedsa to Bhaja might sometimes be complicated but one can pay a villager from Bedsa to escort up to Bhaja. It is advisable to leave early in the morning during summer, as it is a hot 5-hour walk.

But from Bhaja caves, it’s an easy 10-minute walk to Bhaja village along steps built into the hillside. Here, one can buy food or provisions and make telephone calls. A twenty-minute walk will bring one to Malavali station. This road will cross the railway track and the Bombay-Pune highway and eventually get one to Karla caves.
in about an hour and a half. Bhandardara, another popular
adventure is at a distance of 180 km by road. This place has a
stunning lake surrounded by hills.

**Maharashtra Travel Tips**

Traveling in Maharashtra is not tough as other tourist destinations.
People here are friendly and cooperative. The Maharashtra
government in collaboration with the central government has
instituted many tourist guide centers all over the state in major cities
and towns. But still foreign tourists have to know a few costumes
and traditions of this state, so that they can enjoy the colorful
cultural heritage of this vast state. Every district of Maharashtra has
distinct cultures.

As India as a whole, is a bit conservative comparing to western
countries, foreign tourists must always keep in mind about what
they wear and do. Tourists also need to take care of the guidelines of
the religious places.

**Tips for tourists**

- Emergency Numbers
- Police - 100
- Fire Force - 101
- Railway Enquiry - 301

**Customs to keep in Mind**

- Not only in Maharashtra but also in whole India, tourists have
to remove shoes before entering any shrine.
- Tourists are prohibited from using alcoholic beverages or
speaking in a raised voice on the premises of any shrine.
- Women are advised to dress properly, and should cover their
head before entering a Sikh Gurudwara or a mosque.
- Visitors are supposed to step the right foot first into the
courtyard when anybody enters a mosque.
- All leather products like shoes, belts, handbags, camera cases etc. are prohibited in some Hindu and Jain temples.
- Visitors are to wash their hands and feet under a tap or tank available on the premises before entering the shrines.
- No visitor in a gurudwara should keep his feet pointing towards the Holy Book or step over any one sitting in prayer or meditation.
- While spinning a prayer wheel of any Buddhist monastery, one must always remember to follow the clockwise direction.
- Cushions and chairs inside the monastery are reserved for lamas (monks). Visitors may sit on the steps outside or on the floor.
- In case one gets the opportunity to meet a Rimpoche (head lama) or a respected monk, it's polite not to turn one's back on him while leaving.
- Also removing the hat and lowering an umbrella within the confines of a monastery is advisable. This courtesy is also observed in the presence of a lama.

**Language**

Official and most common language of Maharashtra is Marathi. However, both Hindi and English are also widely spoken.

**Places to See in Aurangabad**

Aurangabad Caves Aurangabad caves are just a few kilometers away from the famous monument of Bibi Ka Maqbara. These caves are believed to be excavated between 2nd and 6th century AD. Aurangabad caves are carved out of the hillside and are a fine piece of architecture.

A major chunk of the caves in Aurangabad are Viharas. Total number of caves is twelve; out of which cave number 3 and 7 are the most fascinating ones. Cave number 1 to 5 are in the western group.
and caves from 6 to 10 are in the eastern group. Tantric influences are noticeable in Aurangabad caves.

**Bibi Ka Maqbara**

Bibi Ka Maqbara is situated 5 km away from Aurangabad. Aurangazeb's son, Prince Azam Shah built it in 1678 in the memory of his mother Begum Rabia Durani. This mausoleum is a replica of the famous Taj Mahal. Despite the layout and surrounding of the tomb is very much similar to Taj Mahal, somehow the architecture fails to produce the magic of the Taj. Hence, it is considered to be a poor imitation of the Taj Mahal.

**Himroo Factory**

A workshop in Aurangabad’s Zaffar gate is continuing the conventional style of Himroo hand weaving. The workshop also maintains a show room to showcase these products. Here, one can see and shop Himroo shawls and sarees. Bold patterns and colours are the specialities of Mashru fabrics. It is said that Marco Polo has been gifted a fabric woven in silk and gold threads.

**Panchakki**

There is also a shrine of a saint, Baba Shah Musafir at the site where panchaki is situated. Panchakki (Water Wheel) derives its name from the mill that was used at the early days. The mill is driven with the water brought through earthen pipes from the river 6km away.

**Aurangabad Restaurants**

**Hotels**

There are different ranges of hotels in Aurangabad. One can stay at the government tourist lodge as well as private budget and star hotels. Hotel Taj Residency, Rama International and Hotel Quality Inn Vedant are some of the popular hotels in the city.
There is also a youth hostel in Aurangabad. There are lots of hotels, which are close to tourist sites of Ellora Caves and Bibi Ka Maqbara.

**Restaurants**

Aurangabad too offers wide ranges of cuisines from Maharashtrian to Mughlai and Chinese to Italians. There is a cluster of low budget but excellent restaurants along the Station Road.

But one may find lesser eating joints at Ajanta and Ellora. These cave sites have government run restaurants. There is also government resort at Fardapu. Traveller's Lodge at Ajanta, and Hotel Kailas have good restaurants with reasonable rates.

**Climate of Maharashtra**

**Ajanta Caves**

Ajanta caves are at a distance of 99 km from Maharashtra’s Aurangabad district. It is believed that Ajanta caves started carving from 2nd century BC and ended at 6th century AD. The entire course of the evolution of Buddhist architecture can be traced in Ajanta. Images interpreting the life stories of Buddha and animal figures were carved out from the huge rocks.

Everything including the contemporary people, kings, slaves, women, men and children are seen in the Ajanta wall paintings interlaced with flowers, plants, fruits, birds and beasts.

There are also the figures of yakshas, kinneras (half human and half bird) gandharvas (divine musicians), apsaras (heavenly dancers), which were of concern to the people of that time. The total number of caves including the unfinished one is thirty of which five (9, 10, 19, 26 and 29) are Chaitya-Grihas and the rest are Sangharamas or Viharas (monasteries). The caves 1, 2, 16 and 17 can be rated amongst the greatest artistic works of human art.
Ellora Caves

Ellora caves are in Aurangabad district of Maharashtra. Ellora showcases the experiments that had carried out by Hindu, Buddhist and Jain monks some 600 to 300 years back. It is believed that the structures were carved between 350 AD to 700 AD. There are 34 temples in total carved out of stone at Ellora caves, which can be divided into three eras - Buddhist, Hindu and Jain. It took over five centuries in scooping out these monasteries, temples and chapels. The Hindu caves are a bit different from the Jain and Buddhist temples in creative vision and execution skills. Cave number 14 is a Shiva temple, depicting Him as a destroyer.

The Kailasnath temple, which is in the 16th cave, is known for its audacious feats in architecture. It is said that nearly 200,000 tonnes of rock had been removed in carving out this temple taking nearly 100 years. Its area is twice the area of the Parthenon in Athens and is 1 1/2 times higher. Mural paintings are found in 5 caves at Ellora.

Places to See Near Aurangabad

This city is named after Mughal Emperor Aurangzeb. It was called Fatehpur before it took its present name. This city is gateway to the World Heritage Sites of Ajanta and Ellora caves. Developed as a modern city, Aurangabad provides all comforts and modern facilities. There are several luxury budget and star hotels, which caters the tourists of the city. Siteseeings at Aurangabad Caves, Bibi Ka Maqbara, Himroo Factory and Panchakki are always worth to be organized.

Daulatabad, Khuldabad Anwa Temple, Pitalkhora Caves, Lonar Crater and Paithan can also be organized as excursions. Sunheri Mahal Museum, University Museum and Chhatrapati Shivaji Museum are three the museums in the city, housing art treasures of the region.
Aurangabad Caves

A major chunk of the caves in Aurangabad are Viharas. Total number of caves is twelve; out of which cave number 3 and 7 are the most fascinating ones. Cave number 1 to 5 are in the western group and caves from 6 to 10 are in the eastern group. Tantric influences are noticeable in Aurangabad caves. Aurangabad caves are just a few kilometers away from the famous monument of Bibi Ka Maqbara. These caves are believed to be excavated between 2nd and 6th century AD. Aurangabad caves are carved out of the hillside and are a fine piece of architecture.

Cave number 6 showcases women with some exotic hairstyles and ornamentation and one can notice that these sculptures are still undamaged after so many years. A huge Buddha figure and an idol of Ganesh are preserved in this cave.

Cave number 7 is regarded to be the most interesting as it has the figures of women scantily clad and ornately bejeweled are indicative of the rise of tantric Buddhism during this period.

Tourism Potential in Maharashtra

Maharashtra is the third largest State of India, both in area and population. It is located on the West Coast of India with a 720 km long coastline along the lush green Konkan region. Nestled in the Western Ghats and the Sahyadri mountain range are several hill stations and water reservoirs with semi-evergreen and deciduous forests. The Vidarbha region of Maharashtra, with its dense forests, is home to several wild life sanctuaries and nature parks. Thus all the three regions of Maharashtra offer considerable tourism potential. Maharashtra abounds in numerous tourist attractions ranging from ancient cave temples, unspoiled beaches, ancient forts and monuments, forests and wildlife, unique hill stations, pilgrimage centres, and a rich tradition of festivals, art and culture.
Hence our campaign slogan for Maharashtra Tourism – “MAHARASHTRA UNLIMITED!”

**Tourism trends India:**

The growth of tourism in India, has been rapid in the last five years despite a late start. Tourist arrivals have gone up by more than 25% and foreign exchange earnings has jumped by 40%.

The World Travel & Tourism Council has rated India as one of the five fastest growing tourism economies in the world.

The survey conducted by “Lonely Planet” has also supported this view. The rich heritage, trade, culture, history and growing economy have become major attractions for the tourists. The survey conducted by “Conde Nast Traveller” came out with the finding that India is preferred to many other tourist destinations like France, Singapore and Switzerland.

**Maharashtra:**

The domestic tourists visiting Maharashtra doubled during the last decade, from 41.29 lakhs in 1991 to 83.8 lakhs in 2001, whereas the number of foreign tourists visiting Mumbai increased from 7 million in 1991 to 8 million in 2001.

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 Maharashtra. Some of these foreign tourists come to Mumbai as an entry point to India and proceed to various other states.

There is need and scope to attract these visitors into Maharashtra to the various tourist destinations in our State.
Table No: 3.1

Tourists visited in Maharashtra state from 2001 to 2010

<table>
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<tr>
<th>Sr. No.</th>
<th>Year</th>
<th>Tourist</th>
<th>Average Employment In lakhs</th>
<th>Average Turnover In lakhs</th>
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<td>2010</td>
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<td>5,26,963</td>
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Total: 9675333   2980212   466858830


The above table depict the number of tourist visited in the state of Maharashtra from the year 2001 to 2010, it can be seen from the above table that 9675333 number of tourist has visited Maharashtra. Since the year 2001 to 2010 which has generated and employment of over 2980212 numbers and the total turnover of tourism industry in Maharashtra since the year 2001 has been Rs. 466858830.
Table No:-3.2

Domestic Tourists at a glance in Maharashtra State

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<tr>
<td>6</td>
<td>2009</td>
<td>20189632</td>
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</table>

Source- State/U.T Tourism Departments

The above table depict the number of domestic tourist arrived in Maharashtra state for the period of 2004 to 2009, it can be seen that the number of domestic tourist visiting maharashtra have also been increased over the years, the number of tourist arrived in the year 2004 was 13392212, 14329667 in the year 2005, 18965466 in the year 2008 and in the year 2009 the number of tourist visited maharashtra was 20189632. It is said that the working of tourism dept is very good in Maharashtra and also the government had also improved the basic facilities infrastructure at tourist places.

Govt of Maharashtra and tourism development.

The objectives of the Maharashtra Government towards development and management of tourism are narrated below:

(i) It becomes a unifying force nationally and internationally, fostering better understanding through travel.

(ii) It helps to preserve, retain and enrich our image in the world, regarding our life-style, our cultural expressions and
heritage. The prosperity that tourism brings must cause recreation and strength rather than damaging our social and cultural values. India must present itself on its own terms - not as an echo or imitation of other countries, other cultures and other life-styles.

(iii) It brings socio-economic benefits to the community and the state, in terms of employment opportunities, income generation, revenue generation for the state and foreign exchange earnings.

(iv) It gives a direction and opportunity to the youth of the country, both through international and domestic tourism to understand others and thus to bring about a greater national integration and cohesion.

**Action Plan for the Next Five Years.**

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. **Development of infrastructure at tourist destinations:**

   Various tourism facilities such as accommodation facilities, eateries, toilets, information centers, etc. would be developed at all destinations. For this, the incentive policy proposed will encourage private partnership in tourism related activities and infrastructure development. Access to weekend destinations (hill-stations, beaches, etc.) near major cities in Maharashtra would be given Preference.

2. **Accessibility to tourism destinations and wayside amenities:**

   Approach roads would be identified to various tourist destinations in Maharashtra. The roads would be development. Wayside amenities would also be planned while developing roads. In addition, rail linkages and air connectivity to important tourism destination must be strengthened by co-ordination with the concerned departments and Ministries.
3. Development Control Regulation at destinations:

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

3. Strengthening of Bed and Breakfast scheme:

The Bed and Breakfast scheme creates facilities for travellers at remote destinations (where hotel accommodation is not available) and provides income to the local people. With the increasing interest in the rural way of life and the advent of rural tourism, the Bed and Breakfast Scheme offers excellent potential for the mutual benefit of tourists and the local population. This Scheme will be strengthened to form a part of rural micro-financing projects.

5. Recreational facilities at destinations:

Entertainment facilities such as children’s sports, horse rides, light and sound shows (based on feasibility) will be arranged at selected destinations. Providing recreation and entertainment at tourism destinations can convert day tourists into staying tourists.

6. Public-Private-Partnership:

Specific destinations and monuments would be identified where public-private partnership is possible. Conservation plans would be prepared for the identified monuments. The concept of Public Private Partnership would also be applied to the development of resorts at select destinations and for the organization of festivals.

7. World Heritage Sites:

Conservation and tourism development of three heritage sites (Ajanta, Ellora and Elephanta) are covered under external funding. Special attention will be given to the newly declared site - Chhatrapati Shivaji Terminus. A detailed conservation and tourism plan will be prepared to showcase it as one of Mumbai’s tourist
attractions. Other monuments that are suitable to be promoted as world heritage sites would be identified in coordination with the concerned agencies such as ASI, State Directorate of Archaeology, etc.

8. Cultural Tourism:

Distinctive aspects of Maharashtra’s rich culture and tradition would be identified and promoted as an integral part of Maharashtra’s tourism. Identify and promote the State’s folk arts and organize folk dance and music programmes at tourist destinations - State government would identify the artistes in the state and the details (name, art/dance type, contact details, etc.) of these artistes would be recorded in the tourism portal. - Register the artist or his/her group. - Arrange cultural programmes at MTDC resorts/ destinations involving local art forms.

- Prepare and organise a calendar of festivals specially focused to attract tourists.

- Local cuisine would be identified and promoted at MTDC resorts. Food festivals showcasing various types of Maharashtrian cuisine would be organized.

- Identify local melas/festivals that have been traditionally held for many years to showcase these traditions.

9. Crafts:

Since Maharashtra has a number of exclusive handicrafts; the government would undertake the following activities to promote the handicrafts industry in the state:

- Appoint a design agency to develop products based on local crafts.

- Based on their recommendation, training will be arranged for artisans to develop various products.
- Develop and promote the State’s handicrafts industry through e-commerce.

- Handicraft artisans of various crafts would be identified. Quality of the products would be standardized and products would be marketed through e-commerce.

- On-line /e-commerce application would be developed and backward linkages would be established with the artisans.

- Simultaneously, marketing support in terms of providing common sale outlets like bazaars and haats would be provided for handicraft products.

10. Pilgrimage Circuits:

Maharashtra is known for its pilgrimage centers like the Jyotirlingas, the Ashta Vinayaks and other famous temples at Shirdi, Pandarpur, Kolhapur, etc. Pilgrim circuits can be developed, connecting these pilgrimages. Maintaining sanctity and cleanliness at the place of pilgrimage is of utmost importance to provide an enhanced experience and attract more tourists.

The responsibility for development of pilgrimage centers has been entrusted to the Urban Development Department or Rural Development Department vides G.R. No. MIS 7896/1830/CR-78/96/UD-18 dated 17th May, 1996. Maharashtra tourism would assist the Urban Development Department and Rural Development Department for preparing a development model which can be applied to all pilgrimage sites. However, the nodal department will be the Urban Development Department / Rural Development Department.

11. Rural Tourism:

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

12. Fort /Fort Circuits:
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 and State Archeology, develop and conserve these forts for realizing their tourism potential.

13. Application of Information Technology for tourism:

Effective utilization of the website/portal for tourism promotion of Maharashtra in India and abroad would be ensured. Online advertising material would be prepared by MTDC and posted on the portal. Online bookings for the Deccan Odyssey as well as for all MTDC resorts will be operationalised.

13. Information Kiosks:

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.

15. Creating Awareness:

Create awareness among people about the importance of tourism, how to identify and plan tour options and on how to be an enlightened tourist. This would also include creating awareness about safety and environmental awareness.

16. Safety & Security:

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

17. Training and Capacity Building:

Carry out training needs assessment for tourism staff and plan for training programmes, with a view to capacity building of all partners.
and stake holders in the tourism sector. This will be in co-ordination with the "Atithi Devo Bhava" programme of the Central Government.

18. Coordination and Monitoring:

State Government would 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 (either infrastructure or site facilities) at various destinations. Special Task Forces would be created for the following activities: Public-private-partnership, arts and crafts, pilgrimage tourism, Development Control Regulations at destinations.

19. Organizational Review:

A thorough review of institutional and staffing requirements of the Department of Tourism and MTDC would be taken up for restructuring the roles and functions of departments/individuals, based on the needs of tourism development in the State.

20. Nodal Office in New Delhi:

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

21. Single window clearance system:

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

22. Tourist Survey Statistics:

Periodic tourism statistics are not readily available in Maharashtra. A mechanism would be developed to collect tourism statistics in the State. Availability of periodic statistics will help in analysis and
deriving recommendations for better tourism management. Certain statistics are available through sale of tickets. To get complete statistics, MTDC would - tie up with various tourism related institutes such as ASI, State Directorate of Archaeology, hotels near destinations, tour operators, etc. to get statistical information on tourist arrivals
- develop information requirement formats and send to the above agencies
- develop a computerized database to store and analyse the data collected
- collect monthly data/information
- Conduct periodic (may be yearly/once in two years, etc.) tourist surveys and impact analysis.

23. Evaluation and outcome budgeting:

From the financial year 2005-06, Government of Maharashtra has initiated the process of evaluating each department by the outcome of their schemes. The emphasis has shifted from merely spending funds to the actual utility and outcomes of the funds spent.

Accordingly, parameters would be identified and reviewed such as tourist arrivals, increase in employment generation, district (area) domestic products etc.

Studies would be regularly held either through Government departments or Universities, Colleges and private agencies to assess the impacts and outcomes of tourism projects on a sample basis.

Also, feasibility studies would preferably be undertaken before embarking on tourism projects where huge investment is required so that unfruitful expenditure can be avoided.
Table No: -3.3

Total number of visits to Tourist Destinations by Domestic and Foreign Leisure Visitors (2009-10)

<table>
<thead>
<tr>
<th>Month</th>
<th>Overnight Tourists</th>
<th>Same Day Visitors</th>
<th>Total</th>
<th>Overnight Tourists</th>
<th>Same Day Visitors</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>July'09</td>
<td>314619</td>
<td>216821</td>
<td>531440</td>
<td>254136</td>
<td>0</td>
<td>254106</td>
</tr>
<tr>
<td>August'09</td>
<td>322473</td>
<td>36Q387</td>
<td>692409</td>
<td>227022</td>
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<td>September'09</td>
<td>227812</td>
<td>4C20264</td>
<td>647B76</td>
<td>240478</td>
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<td>240478</td>
</tr>
<tr>
<td>October'09</td>
<td>2959497</td>
<td>4530779</td>
<td>7540276</td>
<td>574e59</td>
<td>0</td>
<td>57489</td>
</tr>
<tr>
<td>November'09</td>
<td>299846</td>
<td>4465919</td>
<td>7464764</td>
<td>552132</td>
<td>0</td>
<td>552132</td>
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<td>December'09</td>
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<td>4699078</td>
<td>8200599</td>
<td>538980</td>
<td>0</td>
<td>586960</td>
</tr>
<tr>
<td>January'10</td>
<td>5128423</td>
<td>733792</td>
<td>1248344</td>
<td>63133</td>
<td>0</td>
<td>63133</td>
</tr>
<tr>
<td>February'10</td>
<td>45896C2</td>
<td>7145912</td>
<td>11735714</td>
<td>5045</td>
<td>0</td>
<td>560465</td>
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<tr>
<td>March'10</td>
<td>4397027</td>
<td>7c016</td>
<td>11406042</td>
<td>534158</td>
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<td>534156</td>
</tr>
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<td>April'10</td>
<td>4651391</td>
<td>79333</td>
<td>12587825</td>
<td>5141</td>
<td>0</td>
<td>5141</td>
</tr>
<tr>
<td>May10</td>
<td>4303519</td>
<td>8416360</td>
<td>13219679</td>
<td>5133</td>
<td>0</td>
<td>584133</td>
</tr>
<tr>
<td>June'10</td>
<td>4785666</td>
<td>6129727</td>
<td>12915593</td>
<td>632945</td>
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<td>6325</td>
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<tr>
<td>Total</td>
<td>47114856</td>
<td>69610596</td>
<td>116725452</td>
<td>5846121</td>
<td>0</td>
<td>5846121</td>
</tr>
</tbody>
</table>

Source: - Tourism survey of Maharashtra Ministry of Tourism (Market Research Division) Government of India (2011)

As it is evident from the table, January, May and June have been the peak months as far as visits to tourist destinations is concerned. This trend can be explained by the fact that these months are the primary holiday / vacation months.
### Table No:-3.4

Country wise Total Number of Foreign Tourists/ Same Day Visitors (2009-10)

<table>
<thead>
<tr>
<th>Maharashtra</th>
<th>County of Origin</th>
<th>Estimated No. of Visitors (Non. Leisure)</th>
<th>Estimated No. of Visitors (Leisure)</th>
<th>Estimated Total Visitors</th>
<th>Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>UK</td>
<td>2778</td>
<td>146211</td>
<td>234008</td>
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<td></td>
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<tr>
<td>USA</td>
<td>123741</td>
<td>178107</td>
<td>301848</td>
<td>0.14</td>
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<td>Canada</td>
<td>2283</td>
<td>124473</td>
<td>21683e</td>
<td>0.11</td>
<td></td>
</tr>
<tr>
<td>Germany</td>
<td>84271</td>
<td>121676</td>
<td>16E947</td>
<td>0</td>
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</tr>
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<td>Europe</td>
<td>3385</td>
<td>12541</td>
<td>218876</td>
<td>0.1</td>
<td></td>
</tr>
<tr>
<td>Australia</td>
<td>4141</td>
<td>72884</td>
<td>122052</td>
<td>0.06</td>
<td></td>
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<td>Sri Lanka</td>
<td>31089</td>
<td>46881</td>
<td>73870</td>
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<tr>
<td>France</td>
<td>73327</td>
<td>118595</td>
<td>136022</td>
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<tr>
<td>Japan</td>
<td>11636</td>
<td>15506</td>
<td>27232</td>
<td>0.01</td>
<td></td>
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<tr>
<td>Malaysia</td>
<td>5820</td>
<td>7077</td>
<td>12017</td>
<td>0.01</td>
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<tr>
<td>Singapore</td>
<td>4400</td>
<td>862</td>
<td>11141</td>
<td>0.01</td>
<td></td>
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<tr>
<td>Italy</td>
<td>4551</td>
<td>7585</td>
<td>12138</td>
<td>0.01</td>
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<tr>
<td>Nepal</td>
<td>3361</td>
<td>4983</td>
<td>8021</td>
<td>0</td>
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</tr>
<tr>
<td>Netherlands</td>
<td>34255</td>
<td>43435</td>
<td>77690</td>
<td>0.04</td>
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<tr>
<td>Korea</td>
<td>5127</td>
<td>8635</td>
<td>11762</td>
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<tr>
<td>Israel</td>
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<td>2401</td>
<td>3Q14</td>
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<tr>
<td>Pakistan</td>
<td>2223</td>
<td>1001</td>
<td>4124</td>
<td>0.3</td>
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<td>Bangladesh</td>
<td>2326</td>
<td>3051</td>
<td>5077</td>
<td>0</td>
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<tr>
<td>UAE</td>
<td>86285</td>
<td>162535</td>
<td>248860</td>
<td>0.12</td>
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<tr>
<td>Spain</td>
<td>40801</td>
<td>75502</td>
<td>125483</td>
<td>0.06</td>
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<tr>
<td>Switzerland</td>
<td>3824</td>
<td>5227</td>
<td>3851</td>
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<td>Saudi Arabia</td>
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<td>3081</td>
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<tr>
<td>Greece</td>
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<td>2618</td>
<td>4412</td>
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<td></td>
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<tr>
<td>Argentina</td>
<td>3028</td>
<td>3812</td>
<td>6839</td>
<td>0</td>
<td></td>
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<tr>
<td>Belgium</td>
<td>280</td>
<td>151</td>
<td>421</td>
<td>0.00</td>
<td></td>
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<tr>
<td>Philippines</td>
<td>274</td>
<td>74</td>
<td>348</td>
<td>3.3</td>
<td></td>
</tr>
<tr>
<td>Denmark</td>
<td>155</td>
<td>32</td>
<td>187</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Egypt</td>
<td>127</td>
<td>109</td>
<td>327</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>South Africa</td>
<td>221</td>
<td>620</td>
<td>842</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Finland</td>
<td>470</td>
<td>404</td>
<td>64</td>
<td>3.3</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>841002</td>
<td>1286268</td>
<td>2127270</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>

Source: - Tourism survey of Maharashtra Ministry of Tourism (Market Research Division) Government of India (2011)
The above table gives the country wise distribution of tourists under the leisure and nonleisure categories. The table also estimates the total no. of visitors and proportion of visitors from each country. The above ratio suggests that maximum no. of foreign tourists to Maharashtra were from UK, USA and UAE.

**Table No:-3.5**

**Tourism policy and employment generation**

<table>
<thead>
<tr>
<th>Area (as proposed in Tourism Policy 2006)</th>
<th>Investment Employment</th>
<th>Generation (Rs.in Crores)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>100</td>
<td>500</td>
</tr>
<tr>
<td>B</td>
<td>50</td>
<td>300</td>
</tr>
<tr>
<td>C</td>
<td>25</td>
<td>100</td>
</tr>
</tbody>
</table>

*Source: - Dept of tourism development Govt of Maharashtra (2009-10)*

a) The Tourism project should be eligible for 'Mega Project' either by way of investment or by way of employment generation.

b) The indirect employment generation in tourism industry is very high. Of the employment generation indicated above, not more than 25% employment will be considered as indirect employment.

c) The tourism sector is an employment intensive sector. A single room of 3 to 5 star hotel creates 9 direct employments and 18 indirect employments. Moreover, apart from the skilled, even the unskilled, and semi-skilled can be absorbed in the tourism sector.

Considering the above, it is proposed that the benefits/incentives of 'Mega Project' as envisaged by Industry Department, should be made available to tourism projects also (as per the table above).
LAND POLICY FOR TOURISM

(1) One of the problems in tourism development is the non-availability of encumbrance-free land for the purpose of tourism. A potential investor in the industrial sector gets industrial land as per his choice in the various industrial areas developed by the Maharashtra Industrial Development Corporation. The MTDC does not have a similar pool of land available with it. Similarly, the MTDC does not have powers of land acquisition like the MIDC. Therefore, the tourism potential at many places remains unexploited or exploited haphazardly. It is, therefore, proposed to bring an investor-friendly land policy for tourism on the lines of the industrial policy.

(2) If an investor approaches the MTDC with a viable project on a particular plot of land and undertakes to bear the cost of acquisition and escalation thereof, the MTDC will acquire such land through the Collector and lease the same to the private investor on stipulated terms and conditions in accordance with the govt. rules and regulations.

(3) No modification/alteration/deletion shall be made in the lands identified and reserved for tourism in the Town Planning in the State without prior consultation and concurrence of the Department of Tourism, Govt. of Maharashtra.

INFRASTRUCTURE FOR TOURISM

Modern tourism is greatly dependent on infrastructural facilities. In order to promote any destination, it is necessary to have infrastructural linkages in place. Although, Maharashtra has a sound infrastructure base, it still needs to be fine-tuned from the tourism point of view. Tourism infrastructure has not yet been perceived as a single package. It takes about 8-10 years for the development of a particular destination and for all necessary
infrastructures to become available there. It is necessary to bring down this duration to not more than two years.

At present there is no infrastructure Department or Corporation for planning and development of infrastructure taking into account, the needs identified by the Tourism Department. Hence it is proposed that all infrastructure providing Departments (PWD, Irrigation, Power etc.) and Corporations (MSRTC, CIDCO, MMB, etc.) shall reserve a minimum of 5% of their annual budget outlay to be spent strictly on projects and development plans prepared by the Tourism Department.

PUBLIC - PRIVATE-PARTNERSHIP FOR DEVELOPMENT OF TOURISM DESTINATIONS

It is essential to attract investment in the tourism sector in order to upgrade infrastructure facilities as well as to market tourism destinations. Many tourist destinations all over the world have been privatized and are running successfully. This model of PPP should be suitably applied to tourist destinations in Maharashtra. The privatization policy will help tourism in the following respects –

a) It will develop the destination as a tourist centre and provide necessary amenities;

b) It will help to preserve our heritage and culture which require considerable resources.

c) The private investor will work to promote the destination in order to recover his investment. This will boost marketing of the destinations in Maharashtra.

MUMBAI TOURISM

Mumbai being the financial capital of the country and the biggest business centre, it naturally attracts a large number of visitors all year. Mumbai receives about 35% of the foreign tourist arrivals in
India. It is also estimated that about 70% of tourists from the South-East Asian countries regard Mumbai as a gateway city while visiting India. Maharashtra will aim to tap this potential by promoting its tourism to this captive base of visitors.

Mumbai’s glamour and glitter, shopping plazas and malls, the indomitable spirit of its people and the large number of interesting places in Mumbai, make it a destination of choice. This tourism policy envisages a special focus on Mumbai to develop a Convention Centre, a Mumbai Haat, a "Bollywood" Theme Park and other attractions to make Mumbai an unlimited tourism destination. Apart from the existing tourist attractions in Mumbai, efforts will be made to create additional tourist attractions as follows :-

(a) The concept of "Bollywood Tourism" will be developed as this forms a great attraction for tourists coming to Mumbai.

(b) Night Cruises will be promoted along the illuminated coastline of Mumbai, Water sport facilities by day could be another attraction.

(c) A Mumbai Haat will be set up along the lines of the Delhi Haat to promote local, arts, crafts and cuisines.

(d) A well equipped Convention Centre in Mumbai.

(e) Festivals and cultural events will be organized and supported by Maharashtra Tourism.

(f) The concept of Medical Tourism will be developed and marketed at international tourism flora.

(g) The total star room capacity available in Mumbai is 9100 rooms which is quite inadequate. There is an acute shortage of 3 star, 4 star and budget hotels. The Govt. will encourage hotels in this category by devising a package of incentives.
The marketing and promotional activities for tourism in the State are being undertaken by the MTDC. In order to reiterate our commitment to tourism development and effective promotion and marketing of tourism in the State, the following steps will be taken:

(a) Improved Budgetary support of at least Rs.25 Crores will be ensured in the State budget of the Tourism Department for marketing and promotion with a 5% increase in the budget allocation every year during the span of this policy.

(b) The Department of Tourism and MTDC will be allowed to participate in a minimum of 3 important International Tourism Meets/Conventions every year on the following conditions:

(i) The team will not consist of more than 5 delegates;

(ii) MTDC will not ask for any additional grant or budget for the purpose;

(iii) The Travel Marts or Shows should be globally important events; and

(v) MTDC will obtain in-principle approval of the Govt. for participation in specified events at the beginning of each financial year.

(c) M.T.D.C. will identify areas of common interest with other states. The State Govt. will enter into MOUs that will emphasise the areas of co-operation between two States, thus maximizing business and promotion of the tourism sector to mutual advantage. The Corporation will explore the possibility and viability of having MOU/Collaboration with other national/international organisations working in the tourism sector, with prior approval of the State Govt.

(d) Information Technology will be used for the purpose of tourism promotion. The Corporation web site will be further developed and
enriched. This will be a dynamic web site giving all necessary information and visuals of tourism in the State. The MTDC will device and implement an online booking system for the Deccan Odyssey train as well as MTDC’s resorts in the State. The online booking system can be further extended to the private sector tourism bookings. The Corporation will network all its Regional Offices and important Resorts for instant communication of information.

**Concluding Remarks:-**

Tourism is now well recognized as a major growth engine. Several countries have transformed their economies by developing their tourism potential. Tourism has great capacity to create large-scale employment – from the most specialized to the unskilled. The Indian economy is undergoing a major transformation.

With an annual growth of eight percent, India has become the second most favored destination for foreign direct investment. As an economic activity in the service sector, tourism also has enormous potential for contributing to economic growth. Tourism has the potential to change the economic face of a region.
References:-

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