CHAPTER 4

COMPARATIVE STUDY OF THE MARKETING STRATEGY OF MTDC AND UPSTDC
MTDC AND UPSTDC

MTDC:

Maharashtra Tourism Development Corporation (MTDC) has been established under the Companies Act, 1956, (fully owned by Govt, of Maharashtra) for systematic development of tourism on commercial lines. The Corporation receives from the State Government financial assistance in the form of share capital and grants. The State Government has entrusted all commercial and promotional tourism activities to this Corporation.

MTDC has, since its inception, been involved in the development and maintenance of the various tourist locations of Maharashtra.

Apart from acting as the nodal agency of the state for promotion and development of tourism, MTDC also projects and enhances its historical, physical and cultural heritage. A State Tourism Board, MTDC has been playing a pivotal role in projecting the multi-faceted culture and heritage of Maharashtra among visitors from all over the country and the world.

The main role of this Government body is to act as the nodal agency for the development of tourism in the state, run holiday resorts, hotels, motels, restaurants, and produce publicity and promotional material for tourists. It also organises festivals at the heritage sites and places of historical and tourist attractions in the state, such as Banganga, Kala Ghoda, Pune etc. It gets the support from Corporates and other sponsors for such initiatives.

Years of diligent efforts, MTDC have seen the much-needed development of a wide network of MTDC resorts and tourist information centres across the state. At present MTDC has 55 units at various tourist destinations in the state, which are being monitored through the regional offices established at Aurangabad, Pune, Nagpur, Amravati, Nashik, Ratnagiri and Sindhudurg. Apart from this there are as many as 17 information and reservation counters located strategically in the state.

MTDC has undertaken various initiatives to promote tourism in the state of Maharashtra and change its image from a favourable tourist destination to a premier tourist destination.

Meaning of Tourism Marketing:

Tourism Marketing or the marketing in relation to tourism means the process of achieving voluntary exchanges between:

Tourists who want to appreciate/experience products and services.

Organizations which put together and offer the products and services.
In terms of tourists, marketing is concerned with:

Understanding their needs and desires (why they might visit, their motivations). Which products they choose, when, how often and how much (if they need to pay). How they feel after their visit/experience—expectations versus reality. In terms of organizations, marketing focuses on the following: What to offer and why?

What is the appropriate charge for arranging the experience? When and to whom to make the offer available? **Definition of Tourism**

**Marketing:**

The WTO (World Tourism Organisation) defines tourism marketing as a ‘management philosophy that in the light of tourism demand makes it possible through research, forecasting and selection to place tourism products on the market most in line with the organisation’s purpose for the greatest benefit.’

According to Gilbert, ‘Marketing within tourism becomes the application of marketing process to the specific characteristics which apply to the tourism industry and its products.’

Tourism Marketing is defined by the British Institute of Marketing as, ‘the management process responsible for identifying, anticipating and satisfying consumers, profitably.’

Kotler defines tourism marketing as, ‘a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and values with others.’

The American Marketing Association (AMA) defines marketing as, ‘an organizational function and a set or processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.’

**Definition of Marketing Strategy:**

Kotler, (1990), defines marketing strategy as ‘the broad principles by which the business unit expects to achieve its marketing objectives. It consists of basic decisions on total marketing expenditure, marketing mix and marketing allocation.

Marketing Strategy, according to Kotler, Armstrong, Saunders and Wong (1999) is ‘the marketing logic by which the business unit hopes to achieve its marketing objectives.’ That is it shows how
strategies for target markets and positioning build upon the firm’s differential advantages. It should detail the market segments on which the company will focus. These segments differ in their needs and wants, responses to marketing and profitability.

In the view of Bovee and Thill, (1992), ‘marketing strategy is the overall plan for choosing a target and succeeding within it through product, pricing, distribution and promotional choices.’

Marketing Strategy, in the words of Bearden, Ingram and Laforge, (1995), ‘consists of selecting a target market and developing a marketing mix to satisfy that market’s needs.'

A marketing strategy, in the words of Berkowitz, Kerin, Hartley and Rudelius, (1997), is ‘the means by which a marketing goal is to be achieved, usually characterized by a target market and a marketing programme to reach it.’

**Marketing Strategy of MTDC:**

The marketing strategy of MTDC can be divided into two parts -

1. **Before the Ajanta-Ellora Conservation and Development Plan.**
2. **After the Ajanta-Ellora Conservation and Development Plan.**

**AJANTAELLORA CONSERVATION AND TOURISM DEVELOPMENT PLAN**

**PROJECT BRIEF**

Maharashtra Tourism Development Corporation - an undertaking of the Government of Maharashtra State conceived the Ajanta Ellora Conservation and Tourism Development Project and got prepared in 1991, a Master Plan from M/s. Tata Consultancy Services, on the basis of which the Government of India requested the Government of Japan to consider grant of Financial Assistance for the Project. The Government of Japan got the Master Plan assessed by the Overseas Economic Co-operation Fund (OECF) now Japan Bank for International Co-operation (JBIC) and offered Loan assistance to Government of India for implementation of a part of the Master Plan as Phase I of the Project. The two Governments entered into an agreement for the Loan in January 1992. A Joint Venture of Pacific Consultants International (PCI) and Tata Consultancy Services (TCS) were appointed in November 1993 as Consultants for planning and overseeing the implementation of the works under the Loan.

The objectives of the project are:

(a) To conserve and preserve monuments and natural resources in the Ajanta-Ellora Region.
(b) To improve the infrastructure in order to accommodate the increasing number of tourists to the region and enhance their experience by providing improved facilities and services.

The present Phase of the project consists mainly of building up essential infrastructure facilities and it is completed. As stipulated in the Terms of Reference the Consultants have reviewed the original Master Plan and have formulated proposals for Phase 2. The proposals were presented by the Ministry of Tourism for consideration of OECF at an Interministerial Meeting. The proposals were reviewed by the fact-finding Mission of OECF in February 1998. The OECF requested the Government of India to submit the proposals next year for consideration. The OECF also asked for provision of certain more details and completion of expert panel review before forwarding the proposals.

The Total project cost was estimated at Yen 4,406 million, which was equal to Rs. 817.1 Million at the exchange rate of Rs. 1 equals Yen 5.39. The support from JBIC was Yen 3,745 million (Rs. 494.8 Million) and this is around 85% of the total project cost.

The major works completed in Phase -1:

**MONUMENT CONSERVATION**

Improvement of approach path to the caves, Procurement of conservation and logistic equipment, Geological investigations of caves for formulating conservation plan.

**AIRPORT**

Extension of existing runway of 6000 ft. to 7500 ft. Installation of ILS and other navigational equipment, Strengthening of runway, Air conditioning of departure lounge and Erection of boundary wall.

**AFFORESTATION**

Afforestation of 500 Ha of forest land near Ajanta caves and 237 Ha. Around Ellora Caves totaling 737 Ha. in the region has been completed.

**ROADS**

Upgradation of 162 Kms. of road in Ajanta Ellora Region connecting Aurangabad - Ajanta, Ajanta View Point, Aurangabad - Ellora and Khultabad - Phulambri by fair road connectivity to Ajanta and Ellora Caves.
WATER SUPPLY

Raising height of Tondapur Dam, Installation of filtration plants and Water Supply System at Ajanta and Ellora.

• ELECTRICITY

Augmentation of electric supply at Ajanta and Ellora, and provision of related supply network.

VISITOR MANAGEMENT SYSTEM (VMS)

Preparation of media film, brochure, guide map, leaflets and posters in national and international languages; Signage in the project region.

The above works were undertaken during Phase-I. In the meanwhile there was a balance of approximately Rs.380 million from the loan amount due to the depreciation of Rupee, after the signing of the loan agreement. The Government of India requested the Government of Japan for extending the loan agreement, which was agreed. The loan agreement has now been extended to 31st March 2002 and further works are being undertaken based on the recommendations of 5th Steering Committee meeting.

The Sub projects to be executed in extension Phase are shown below and summary of Additional Work Package for the extended period is given as enclosure. The proposed works are completed before February 2002.

Phase I & Extended Phase Expenditure

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Sub Project</th>
<th>Impl. Agency</th>
<th>Estimated Cost</th>
<th>Actual Exp.</th>
<th>Reimbursement</th>
<th>Present Status</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>Phase 1 Programme</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Monument Conservation</td>
<td>ASI</td>
<td>13,230</td>
<td>3,440</td>
<td>2,821</td>
<td>Completed</td>
</tr>
<tr>
<td>2</td>
<td>National Airport Authority</td>
<td>AAI</td>
<td>148,270</td>
<td>156,380</td>
<td>124,271</td>
<td>Completed</td>
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</table>
AJANTA ELLORA CONSERVATION AND TOURISM DEVELOPMENT PROJECT Phase-II

The second phase of the Ajanta-Ellora conservation and tourism development project with the Japanese Bank of International Co-operation (JBIC) sanctioning a soft loan of Rs.300 crores has become effective from July 31, 2003.

The loan clearance was announced after the JBIC held a series of talks with the central department of Tourism and Culture and the Maharashtra Tourism Development Corporation (MTDC) in Delhi. The first phase of the Ajanta - Ellora heritage circuit upgradation scheme has won appreciation not only from the Japanese but also from UNESCO. The second phase envisages taking forward the conservation and development scheme initiated in the first phase, and is estimated to Rs.360 crores. The remaining Rs.60 crores will be brought in by various agencies like the Archaeological Survey of India, Airport Authority of India and five state government agencies.

The second phase was completed in five year time and has generated additional employment in the Aurangabad Ajanta area. This time, the funds are being utilized for not only the restoration of the Ajanta and Ellora caves but for the entire cave circuit of Maharashtra, which stretches from Mumbai to Aurangabad. The plan envisages development and repair in the Elephanta caves, Nasik Ghat, Malshej Ghat, the Shivneri
fort as well as forts around Bhaja and Bedsa. Aurangabad’s fabulous but long-neglected heritage monuments will also be spruced up. These include the Bibi-ka-Maqbara, Soneri Mahal, Delhi Gate, Makai Gate, Bhadkal Gate, in the Aurangabad. Pitalkhora caves, Daulatabad Fort and the Patnadevi temple. The work to be carried out at these places includes structural reinforcement, chemical conservation of the paintings and artifacts, preservation of percolation within the caves, upgrading the environment, training conservation staff and improving visitor management system.

Another major area of development is be the Lonar Crater, one of the oldest meteorite impact crater in the world (in Buldhana District). Last year, the MTDC built a resort near the crater to attract tourists. Now it plans to clean up the ancient temples on the beach of the lake in the crater and create heritage walks while simultaneously protecting the lake and wooded environs of the crater. Another important project that will be completed in the second phase is up-grading Aurangabad airport into an international airport.

**AJANTA ELLORA CONSERVATION AND TOURISM DEVELOPMENT PROJECT**

<table>
<thead>
<tr>
<th>Type of work</th>
<th>Estimated cost in Million. Rs.</th>
<th>Implementing Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monument Conservation</td>
<td>368</td>
<td>ASI</td>
</tr>
<tr>
<td>Improvement of Airport</td>
<td>607</td>
<td>AAI</td>
</tr>
<tr>
<td>Afforestation</td>
<td>14</td>
<td>Maharashtra Forest Department</td>
</tr>
<tr>
<td>Improvement of roads</td>
<td>185</td>
<td>Maharashtra P.W.D.</td>
</tr>
<tr>
<td>Water Supply Systems</td>
<td>49</td>
<td>Maharashtra Jeevan Pradhikaran</td>
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<tr>
<td>Tourist complexes at Ajanta &amp; Ellora with</td>
<td>532</td>
<td>MTDC</td>
</tr>
<tr>
<td>interpretation centers and replica caves</td>
<td></td>
<td></td>
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<tr>
<td>Public Awareness Activities</td>
<td>302</td>
<td>MTDC</td>
</tr>
<tr>
<td>Human Resource Development</td>
<td>9</td>
<td>MTDC</td>
</tr>
<tr>
<td>Computerization of Tourist Information</td>
<td>18</td>
<td>MTDC</td>
</tr>
<tr>
<td>Micro Credit</td>
<td>5</td>
<td>MTDC</td>
</tr>
<tr>
<td>Lonar Conservation and Development</td>
<td>25</td>
<td>MTDC</td>
</tr>
<tr>
<td>-----------------------------------</td>
<td>----</td>
<td>------</td>
</tr>
<tr>
<td>State Archaeological Monuments</td>
<td>9</td>
<td>MTDC</td>
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<tr>
<td>Additional sub projects in vicinity of Buddhist caves circuit</td>
<td>237</td>
<td>MTDC</td>
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<tr>
<td>Contingency</td>
<td>270</td>
<td></td>
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<tr>
<td>Consulting Services</td>
<td>169</td>
<td></td>
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<tr>
<td>Interest during construction</td>
<td>194</td>
<td></td>
</tr>
<tr>
<td>Total Project Cost</td>
<td>2992</td>
<td>Rs. in million</td>
</tr>
</tbody>
</table>

The brief description of work being undertaken by each implementing agency is given below:

**MONUMENT CONSERVATION:**

*(Executing Agency: Archaeological Survey of India)*

It covers implementing short and long term measures for the conservation & preservation at Ajanta Caves, Ellora Caves, Pitalkhora Caves, Aurangabad Caves, Bibi-ka-Maqbara, Daulatabad Fort, Kanari Caves, Elephanta and Nasik Caves. It also includes project packages of ASI (Chemical Branch) for Chemical Conservation of Monuments, Survey and Maintenance/Operation of Equipment & purchase of equipment's for the conservation laboratory at Aurangabad & detailed documentation of heritage monuments.

**The proposed project package include:**

Protection of rock mass.


Restoration of essential/structural elements and Investigation/exploration of surroundings.
AURANGABAD AIRPORT:

(Executing Agency Airport Authority of India)

To facilitate domestic and international flights to land in Aurangabad the airport facilities are planned to be upgraded. After the up-gradation wide-bodied aircraft's operated by charter flight operators could land at Aurangabad Airport. This development will significantly boost the international tourist traffic to the region.

The proposed project package include:

Construction of new passenger terminal building and Ancillary support facilities. Construction of new apron 500x400 and construction of taxi track.

AFFORESTATION:

(Forest Department, Maharashtra)

Afforestation of land in Ajanta-Ellora Region. This will help in improving vegetation cover, which will prevent soil erosion and will reduce pollution in the vicinity of the caves.

The proposed project package include:

Afforestation at Daulatabad, Maliwada & Mitmita, Daulatabad and surroundings.

Information and Maintenance: Erection of fire towers, Fire line cutting every year, Fire fighting equipments and display card on trees.

Tourist facilities at Gawatala sanctuary: Camping and Accommodation facilities, Establishment of nature trails and watch towers.

ROAD:

(Executing Agency Public Works Department, Maharashtra State)

The following roads are recommended for up gradation in phase-2

1. Improvement of Bhusawal-Jamner-Pahur road (41.3 km)
2. Improvement of Satkund-Pitalkhora road (10 km)

All the roads lead to important tourist destinations and the proposed improvements will lead to reduction in travel time & commuting costs. The towns/villages in the vicinity of these roads will also benefit.
WATER SUPPLY:

(Executing Agency: Maharashtra Jeevan Pradhikaran)

The existing water supply scheme will take care of water supply & sanitation at tourist destinations at Ellora caves, Ajanta View Point. This facility will benefit tourists visiting the above tourist destinations.

TOURISM MARKETING & VISITOR MANAGEMENT SYSTEM (MTDC):

Development of Ajanta Tourist Complex: which includes construction of visitor information center, arrival area, interpretation center, site museum, virtual reality hall, cave replicas, restaurants, plazas & service areas.

Development of Ellora Tourist Complex: which includes construction of visitor center, arrival area, interpretation center, site museum, virtual reality hall, restaurants, plazas & service areas.

Public Awareness Activities: for promotion of Maharashtra and Buddhist circuits along with Ajanta Ellora region using press, print, audiovisual and electronic media.

Human Resource Development: This will take care of training to staff for maintenance and operation of tourism destinations, visitor management service, tourism planning and environment conservation, etc.

Computerisation of Tourist Information:

Conservation of State Archaeological Monuments: The following gates and temples in & around Aurangabad: Soneri Mahal, Delhi gate, Makai gate, Bhadkal gate are to be conserved & preserved.

Development of Lonar Crater: This includes construction of pathway, fencing work, construction of toilet, clearing of prosopis plants, restoration, conservation, creation of visitor information and management system.

Additional sub projects in the vicinity of the Cave: This will include development of Elephanta Caves, River front development of Nasik Ghat, Development of Malshej ghat, Development around Bhaja and Bedsa, Development of Shivneri fort nearjunner caves, Development of Rustic valley. The development work will include the improvement of access roads, signage, power and water infrastructure at these tourist destinations.

MICROCREDIT FOR LOW INCOME TOURIST SERVICE PROVIDERS:

This is the first scheme of its kind in tourism sector in India and will aim to organize and train service providers at tourist sites who are otherwise considered nuisance by tourists and planners alike, but are essential part of Indian tourism scenario. Along with the development of infrastructure in the Aurangabad, Nasik and Elephanta/Ghorapuri regions there is a need to cater to small routine necessities of tourists, which are today met by mushrooming hawkers whose service to tourists leave much to desire. The micro financing sub projects would aim at organizing, training and financing this low income segment. Women entrepreneurs will be given preference and suitable NGOs have been identified to train, disburse and monitor the micro credit funding and recovery. The beneficiaries include small restaurants, tea shops, kiosks, guides, photographers, hawkers, fruit vendors, taxi operators. This would make them more
presentable as well as increase their entrepreneurial ability. The loan amount will be scheme will channalised through rural bank.

**Marketing Strategy of MTDC before the Ajanta-Ellora Conservation and Development Plan:**

The marketing strategy of MTDC before the plan was very weak and minimal as a result of which it failed to attract tourists.

**Following was the marketing strategy of MTDC:**

**I. Conducting Travel Fairs in Association with TTF (Travel and Tourism Fair):**

In orderto promote the World Heritage Monuments of Maharashtra (Ajanta, Ellora and Elephanta), MTDC conducted various travel fairs in association with TTF.

TTF is India’s leading travel trade show network. Started in 1989, TTF covers nine top domestic and outbound tourism markets of India - Mumbai, New Delhi, Kolkata, Chennai, Bangalore, Hyderabad, Ahmedabad, Surat and Pune.

With a committed visitorship of over 186,000 and more than 2,500 exhibitors from 70 countries and 35 Indian states and UTs, TTF is the most trusted market leader in India.

TTF is dedicated to following the globe’s latest travel and tourism trends, with a focus on serving the needs of its extensive B2B clientele. TTF presents an unparalleled marketing opportunity for exhibitors and is the best place for networking, face-to-face meetings, striking the deals of the future and building successful, steady business partnerships. TTF is the ideal platform for the travel trade to meet, mix, and market-all under one roof.

**1. Inviting Travel Writers:**

With a view to promote the World Heritage Monuments of Maharashtra (Ajanta, Ellora and Elephanta), MTDC would invite travel writers to write about Ajanta, Ellora and Elephanta with the sole motive of making the beauty of these exquisite monuments reach the people in India as well as abroad as the material written by them used to get published in well known travel and other interest magazines.

A travel writer specializes in bringing tourist destinations to life through descriptions of the sights and sounds of various locations. A travel writer usually works freelance, contributing to multiple publications, but they might work for a travel publication or company. Although some travel writers work for print or online media outlets, others combine the two or may contribute to guidebooks.

**2. Organising Familiarisation (FAM) Tours:**

To promote the World Heritage Monuments of Maharashtra (Ajanta, Ellora and Elephanta) and to create awareness about them among the tour operators, travel agents and the travel media, MTDC started organizing FAM tours for all the travel personnel and the travel media.

A Familiarization (FAM) Tour involves hosting tour operators, travel agents and travel media in an effort to create awareness about a particular tourist destination.
The purpose of hosting a travel agent or tour operator FAM tour is to either increase product knowledge and/or destination knowledge. One of the key roles of MTDC is to sell the region as an exciting destination. In doing so, one of the most effective methods is to initiate and organize FAM tours. These FAM tours can only be successful with the participation and cooperation of local tourism operators.

Only when FAM tour participants experience Ajanta, Ellora and Elephanta first hand, they would be able to better relay information to their readers and clients, since their jobs involve dispersing information to large numbers of people. It is with this purpose that MTDC organized the FAM tours.

3. Participating in all the events at international travel fairs such as World Travel Mart (London), ITB (Berlin) and FITUR (Spain):

Keeping in mind the importance of international travel fairs and the platform that they give to the tour operators and travel agents globally and government related travel agencies, MTDC started participating in all the major international travel fairs such as World Travel Mart (London), ITB (Berlin) and FITUR (Spain) to give a global platform to Ajanta, Ellora and Elephanta.

World Travel Mart (London), the leading global event for the travel industry - is a vibrant must attend business-to-business event presenting a diverse range of destinations and industry sectors to UK and International travel professionals. It is a unique opportunity for the whole global travel trade to meet, network, negotiate and conduct business.

The ITB Berlin (Internationale Tourismus-Borse Berlin) is the world's largest tourism trade fair. The companies represented at the fair include hotels, tourist boards, tour operators, system providers, airlines and car rental companies.

ITB Berlin is one of the renowned trade shows related to the travel and tourism industry of Germany. Held at the Messe Berlin for a period 5 days, this focused trade show enlightens the visitors and qualified buyers about the global travel, tourism and hospitality sectors and highlights the exotic destinations of more than 180 countries under one roof in a friendly environment. Giving a huge exposure to the entire tourism industry of the region, this show welcomes more than 11,163 exhibitors from various nations to exhibit their newest tour locations, hotel services, resort facilities and many more to render the perfect holiday and travel experience to all the interested visitors. The ideal business to business platform provides an ideal opportunity for the exhibitors to generate sales and meet with their industry peers and qualified buyers among 170,000 visitors.

FITUR (Spain) International Tourism and Trade Fair is a promotional showcase, presenting products and services on offer in Spain and abroad, with some 1,000 companies taking part - an ideal place for making commercial contacts to develop future business.
I. Representing Ajanta and Ellora in the niche markets such as the Far-East (Japan and Korea), South-East Asia, Indo-China, China, Sri Lanka:

MTDC took a step further in promoting Ajanta, Ellora and Elephanta by representing them in the niche markets of the Far-East (Japan and Korea), South-East Asia, Indo-China, China and Sri Lanka by participating in various conferences and seminars.

These conferences gave MTDC an opportunity to promote Ajanta, Ellora and Elephanta in these countries as most of these countries are Buddhist countries and give prime importance to Buddha, Buddhism and all the things related to Buddha's life. Ajanta, Ellora and Elephanta are also Buddhist monuments and taking advantage of this MTDC started promoting Ajanta, Ellora and Elephanta as Buddhist sites.

Officials from MTDC gave presentations highlighting the importance and exemplary beauty of Ajanta, Ellora and Elephanta as Buddhist sites with the status of being World Heritage Monuments.

2. Ajanta - Ellora Festival:

With the motive of attracting tourists, especially domestic, and promoting Ajanta, Ellora and Elephanta nationally, MTDC started organizing the Ajanta - Ellora Festival. The Ajanta-Ellora Festival is an exotic and delightful dance and music festival held at the Soneri Mahal in the traditional city of Aurangabad. The festival showcases renowned musicians and dancers from all over India as well as provides an opportunity to explore the magnificent caves, filled with history. The Kailash temple, sculptured out of one huge rock, is one of the most beautiful backdrop for this event.

Earlier this festival used to be held near the Ellora caves and it is because of this reason that the festival failed to attract people. The accessibility was very poor because at that time there were no buses run by MTDC to make the people reach the Ellora caves to become a part of the festival and people did have enough means to reach the Ellora caves.

3. Elephanta Festival:

Just like the Ajanta - Ellora Festival, MTDC started the Elephanta at the Elephanta Island to attract tourists. Renowned artists from different fields were invited to perform at the festival, making it the highlight of the festival.

Elephanta Island is about 10 kilometres (6.2 miles) from the south east coast of Mumbai. Accessibility again was a problem because at that time there were not enough ferries to carry people to Elephanta. Because of the lack of people attending the festival, this initiative could not gain popularity.

4. Distribution of Brochures:

A brochure is a pamphlet bound in the form of a booklet. Special emphasis is given on the quality of paper, the reproduction of illustrations, the graphic design of the cover and the layout of the pages. Travel agents and tour operators use brochures as one of their principal aids.

MTDC distributed brochures on Ajanta, Ellora and Elephanta to the travel agents of the state so that they could sell Ajanta, Ellora and Elephanta as one of the primary tourist destinations of the country.
Marketing Strategy after the Ajanta - Ellora Conservation and Development Plan (Current Marketing Strategy):

After the completion of phase I of the plan, MTDC adopted an aggressive marketing strategy as a result of which the tourist arrivals has gone high at Ajanta, Ellora and Elephanta and these monuments have become much more visible in terms of marketing and promotion.

Following is the aggressive marketing strategy adopted by MTDC -

1. **Information Literature:**

   Unlike the earlier times and before the Ajanta - Ellora Conservation and Development Plan, a lot of information material in the form of brochures, pamphlets, maps, banners, standees, post cards etc. is published now. Besides this, interactive CD’s and DVD’s showcasing the beauty and cultural importance of Ajanat, Ellora and Elephanta are also made.

   All this information literature is distributed to all the major travel agents and tour operators, hoteliers and airlines so that they can sell and put across the beauty of these monuments to the people. This information literature has become a principal selling aid for the travel agents and tour operators. People who come to the MTDC offices for general enquiry or for making a booking are given brochures and pamphlets about Ajanta, Ellora and Elephanta so that they come to know what are these monuments all about.

2. **Launching of the 'Maharashtra Unlimited' Magazine:**

   Through 'Maharashtra Unlimited', MTDC hopes to take the readers on a journey of discovery across the various forts and beaches, forests, caves and temples, and finally arts and festivals that make the culture of Maharashtra so distinct. MTDC’s aim is to showcase the wealth of natural beauty and history, to uncover the hidden treasures of the state. With Maharashtra being home to 1200 caves (i.e. 80 percent of the caves of India), 720 kilometres of a coastline and over 400 forts, there is plenty to read about in each issue.

   This magazine was launched not only to promote Ajanta, Ellora and Elephanta but also Maharashtra overall as tourist destination.

   1. **Launching of an interactive Website:**

      MTDC launched an interactive website [www.maharashtratourism.gov.in](http://www.maharashtratourism.gov.in) which was especially created to give information about the various and unique tourist attractions of Maharashtra through which people get information about Maharashtra, its cities, its tourist attractions, its caves, beaches and forts and its culture. People can get information about accommodation and can even book MTDC resorts and hotels online.

   2. **Online Reservation for Ajanta- Ellora:**

      In the year 2004, MTDC started the online reservation facility for Ajanta- Ellora. This facility helped the people coming to Maharashtra in pre-booking MTDC accommodation for themselves so that later on they do not have to face the problem of not getting reservation in case the MTDC hotels were full.
3. **Links in the MTDC Website:**

Several links in the website of MTDC i.e. [www.maharashtratourism.gov.in](http://www.maharashtratourism.gov.in) like 'About Maharashtra, Tourist Delights, Cities to Visit, Plan your Trip, Travel Tips and Tools and MTDC Connect' are given so that people coming to Maharashtra or planning to visit Maharashtra get all the necessary information.

4. **Internet Advertisements:**

Since people have become more technology oriented and internet is accessible in any corner of the world, MTDC has come up with online advertisements of Ajanta, Ellora and Elephant. This is a very unique and one of its kind way of promoting these monuments since it has far reaching effects as anyone anywhere in the world can see these advertisements online. This also helps in the international promotion of these monuments.

5. **TV Commercials:**

To promote Ajanta, Ellora and Elephanta to as many as people as possible we can say to almost everyone in the country, MTDC has come up with TV commercials that let people know about these monuments and about Maharashtra.

6. **Radio Broadcasts:**

To promote Ajanta, Ellora and Elephanta, not only in the urban areas not in rural areas as well, MTDC has launched the radio broadcast service for these monuments on All India Radio (AIR). Since the rural population is a keen listener of radio, it has helped in the promotion of these monuments.

In Maharashtra, these broadcasts can also be heard in the local language.

7. **Advertisements in National Newspapers:**

In another step in promoting Ajanta, Ellora and Elephanta, MTDC has started advertising these monuments in the national newspapers like ‘The Times of India’ and ‘Indian Express’. This is another important step in the promotion of Ajanta, Ellora and Elephanta, through print material.

1. **Opening up of MTDC Offices outside Maharashtra:**

MTDC has opened its two new offices outside Maharashtra i.e. in New Delhi and Hyderabad. The information related to all the tourist destinations including Ajanta, Ellora and Elephanta will be available at these offices. These offices will become one point source of information for the tourist enthusiasts.

2. **Online Brochures:**

Online brochures for all the tourist destinations of Maharashtra are available on the website [www.maharashtratourism.gov.in](http://www.maharashtratourism.gov.in). People who plan to visit Maharashtra but cannot get time or find it
difficult to go an MTDC office or places or cities where there is no MTDC office, people can log onto the above mentioned website and come to know and get an idea about the tourist attractions of Maharashtra by seeing the online brochures. Brochures for Ajanta, Ellora and Elephanta are also available online.

3. Representing and Advocating first-hand Promotion at Specific Level Programmes:

MTDC represented and advocated first-hand promotion at specific level programmes for instance, the International Buddhist Conclave held from 27-9-2012 - 02-10-2012 at Varanasi and Bodh Gaya collectively with 33 Buddhist countries and 135 world wide travel agents participating.

First-hand action taken -

1. An oral presentation along with an audio-visual representing the Buddhist sites of Maharashtra, especially Ajanta, Ellora and Elephanta was given by MTDC officials in front of all the 200 delegates.

2. A panel discussion on Buddhist sites in India was done, persuading all the delegates and host countries to bring in more tourists to the much-known and the lesser-known Buddhist places in Maharashtra, including Ajanta, Ellora and Elephanta.

3. The panel discussion was followed by specific questions on Ajanta and Ellora and on the facilities available there were taken up with the foreign delegates and the travel agents and tour operators of India and abroad.

4. Organising Cultural Shows in Foreign Countries:

Maharashtra Tourism's (MTDC) organized a promotional event at Times Square in New York City with a road-show in which all prominent international tour operators were requested to participate in the cultural events and promote Maharashtra tourism in the international markets.

This show had all the possible glimpses of the State and it would be exactly what is there in Maharashtra as all performers and artists had flown in from their respective native places. Maharashtra is the first state in India to have organized such a show in a foreign country and MTDC is the first tourism body in the country to have organized such a show abroad.

5. Integrated Communication Practices to Promote Tourism in Maharashtra:

(MTDC) announced its plan to appoint new communication agencies to promote Maharashtra as one of the best tourism destinations in the country. It has invited applications from experienced advertisement companies/agencies.

MTDC plans to reach domestic and international potential tourist through market strategy, promotional strategy and digital media recommendations across traditional and new age multiplatform delivery platforms such as Internet, smart phones, social media(blogging, online promotion) etc.
6. **MTDC's 10 - City Road Show:**

In the most aggressive marketing plan, to the date, Maharashtra Tourism Development Corporation (MTDC) kick started its mission to cover 10 prominent cities of India to promote tourist destinations of Maharashtra.

Starting with its first marketing campaign from Hyderabad, Maharashtra Tourism is all set to attract the tourists from Andhra Pradesh by setting up a facility in Hyderabad to assist tourists and tour operators in Andhra Pradesh, at Tourism Bhavan, Begumpet in Hyderabad.

Andhra Pradesh is one of the most developed States of India with a large class of educated and affluent society. Maharashtra has rich tourist destinations to satiate the needs of tourists from Andhra Pradesh. From exotic beaches to historic forts, delicious cuisine to culture and heritage, there is a lot to explore in Maharashtra.

The Corporation is also ready with a Television Commercial (TVC) which will launched soon on the national televisions.

**I. Ajanta - Ellora get Tourist Visitor Centres:**

Aurangabad received a boost in tourism with the commissioning of world class tourist visitor centres, namely the Ajanta Visitor Centre (AVC) and Ellora Visitor Centre (EVC) near the World Heritage Sites of Ajanta and Ellora caves.

The centres, which were inaugurated by the Union Minister for Tourism, Dr. K. Chiranjeevi, were the key milestones of the Ajanta-Ellora conservation & tourism Development Plan (AEDP) phase I & II under the auspices of Incredible India and Japanese International Cooperation Agency (JICA).

With Maharashtra receiving the highest Foreign Tourist Arrivals (FTAs), this development will place the state prominently on the global tourist map.

The Tourist Information Centres were one of the ambitious projects of Maharashtra Tourism. These World Heritage Sites are also major attractions for the foreign tourists and hence, it was required to create world class facilities here. The project was funded by Japan International Cooperation Agency (JICA) through the Union Tourism ministry and the plan was implemented by MTDC under the able guidance of State Tourism department.

The ancient caves depicting cultures of Buddhism, Hinduism and Jainism have been restored and now attract foreign tourists in a big number. The objective of the project was to conserve and preserve monuments and natural resources in the Ajanta-Ellora region. The project also endeavoured to improve the infrastructure in order to accommodate increasing number of tourists and enhance their experience by providing world class facilities.

Aurangabad is the tourism capital of Maharashtra with rich history, heritage and monuments. Maharashtra Tourism, Archaeological Survey of India and Aurangabad Municipal Corporation have undertaken various
conversation, development and beautification projects in Aurangabad. These information centres will serve
as the one-stop location for all information, history and importance of these destinations for tourists."

MTDC has about 254 hectares of land adjacent to Ajanta caves and about 34 hectares of land adjacent to
the Ellora caves. Considering the importance of these heritage sites from the tourism point of view, MTDC
intended to develop world class tourist infrastructure to provide impetus to the tourism activity in the
region around Ajanta and Ellora Caves.

Ajanta Visitor Centre (Part-1) is spread in 17,936 sq m. The replicas of four main caves (No. 1, 2, 16 and 17)
have been created here using stimulated stone technology to give shape of the stone, colouring, carving
etc. Similarly, Ellora Visitor Centre has been erected in 12,090 sq m. A real life replica of Kailasha Temple of I
/10 size has been erected here. With the various development phases, the total investment under AEDP is
pegged at Rs 380 crore.

Both centres also house audio-visual presentations, library, cafeteria, amphitheatre and ample parking
space.

I. MTDC's Maharashtra Tourism Diamond Alliance to give a boost to tourism in State:

Maharashtra Tourism Development Corporation (MTDC) has formed Diamond Alliance, an initiative of
tying up with the industry stakeholders to increase tourist footfalls in the state. Maharashtra Tourism
Diamond Alliance with private players of the travel industry will include tour operators, hoteliers, airlines and
car rental companies. This combined strength of stakeholders will promote Maharashtra tourism in
international and domestic market. This would be a step forward to increase international tourist footfalls in
Maharashtra and create demand in the domestic market.

This is first time in the country when the state tourism body has initiated such an endeavour. Role of MTDC
is, developing infrastructure across tourist destinations and is the facilitator to promote Maharashtra
aggressively in domestic and international markets. MTDC is floating systematic plans for international
promotions in order to increase tourist footfall in Maharashtra. Therefore it is essential to have ready
products and saleable packages to international tour operators, travel agents, tourists and to media for
promotions.

In current market trend, tourists prefer bouquet option to pick and choose their choice of itinerary, hotels,
nature of products, etc. The major inbound tour operators, travel agents and hoteliers well known for their
presence in international market, are already handling international tourist visits and stays in Maharashtra.
These private entrepreneurs have established business relations and goodwill in the international and
domestic market. On the other hand MTDC being a government body holds the right and can influence for
favourable infrastructure development; build strong PR for promotion of tourist circuits; provide access and
make the environment conducive to the private travel and tourism players of the industry within the state
and thus creating win-win situation.

A Steering Committee has been appointed and will be chaired by Additional Chief Secretary (Tourism)
Govt, of Maharashtra. It shall have 8 more members from alliance including MD & GM of MTDC as 2
permanent members. Six other members will be selected unanimously by allied partners. Duration of
committee will remain for 2 years from the date of formation.

The steering committee will jointly decide the destinations for developing tourists circuits/packages of
exclusively Maharashtra and Maharashtra combined with other states. The steering committee will
encourage and assist the allied hoteliers to invest in destination adoption, develop new hotels in Maharashtra especially to begin with Konkan and Forest Areas.

Once the Alliance starts with the initial promotion developed destinations, the steering committee along with allied partners will identify the next set of circuits to be promoted in international and domestic market. These circuits will be focused on the basic amenities and infrastructure development. Thus gradually we develop and promote all tourist destinations of Maharashtra in long term.

The Steering Committee members include, Mr Devendra Bharma of Oberoi Hotels, Ms Anjali Pratap of Meadows Resorts, Mr Aditya Dhanvantay, Tiger Trails jungle Lodges, Mr Yusuf Poonawala of Cox and Kings, Mr Sushil Bhatt of Forvel International Services and Mr Shailesh Kedia from car rentals services.

Maharashtra has numerous, varied and unique tourist attractions having potential to attract all types of travel motivators. Its geographic features with 720 kms long coastal line, the Sahyadri Mountain Ranges and the dense forest of Central India has given rise to diversified attractions having good potential to develop tourism. The rich Historic traditions have shaped its rich culture and heritage.

Maharashtra is known for its delicious cuisine with its food preparations and taste varying as you travel from one place to another. The range of festivals celebrated in Maharashtra throughout the year with great enthusiasm identifies Maharashtra as the vibrant state and pulls food and culture tourism lovers to visit the state. Moreover, the globally famous Bollywood industry is based in Mumbai, the capital of Maharashtra which has a wide scope for Bollywood Tourism.

Many tourism features yet to mention like the best wineries and vineyards, medical tourism, shrines, nature, adventure, etc, etc. describes Maharashtra being Unlimited that goes along with its name. To package the best of all and present Maharashtra as wonderful tourist destination globally and nationally it has been decided to form diamond alliance of various segments in the tourism industry.

Festivals Organised by MTDC:

In a bid to promote tourism, MTDC here are certain festivals organized by MTDC by which MTDC hopes to increase the tourist arrivals in the state and to Ajanta, Ellora and Elephanta.

Following are the festivals organized by MTDC -

1. **Banganga Festival (January):**

The Banganga Festival is a musical extravaganza organized by the Maharashtra Tourism Development Corporation in January at the atmospheric Banganga tank at Walkeshwar.

Top artists from around the country perform live classical music concerts and cultural enthusiasts attend the festival and feast the soul as well as the mind.

2. **Ajanta - Ellora Festival:**

The Ajanta-Ellora Festival is an exotic and delightful dance and music festival held at the Soneri Mahal in the traditional city of Aurangabad. The impressive surroundings of the Ajanta-Ellora Caves and temples will make your visit all the more alluring.
This festival, organised annually by Maharashtra Tourism Development Corporation, showcases renowned musicians and dancers from all over India as well as provides an opportunity to explore the magnificent caves, filled with history.

Ajanta Ellora Festival is cited as one of the biggest cultural extravaganza showcasing some of the finest talents the country has. This grand ceremony of Indian classical art features some of the world-renowned performers of the country, who with their talents have mesmerised the audience across the world.

The festival has seen some of the finest performers like Zakir Hussain, Pandit Jasraj, Bharat Ratna Ustad Bismillah Khan, Ghulam Ali, Hariharan and Hema Malini gracing the stage previously.

1. **Elephanta Festival (February):**

The Elephanta Island is the site of the magnificent Elephanta caves, containing beautiful carvings, sculptures, and a temple to the Hindu God, Lord Shiva. These caves are located at a distance of 11 km from Mumbai.

Organized by MTDC, every year, renowned dancers and musicians perform outside the caves, beneath a star-studded sky, to a select and appreciative audience. Special launch services and catering arrangements are provided for visitors.

2. **Pune Festival (August - September):**

The Pune Festival is a celebration of art and culture, song and dance, custom and tradition. Originally conceived as a localised cultural event, it has evolved into one of the few festivals that has been actively promoted abroad by the government of India, as a major tourist attraction.

While Pune Festival has provided a unique platform for exponents of classical music and dance, keeping pace with changing times, it has also helped to promote modern trends in the performing arts, notably the dramatic arts and the traditional art of rangoli.

The week-long Pune Festival provides a feast of entertainment for visitors who can participate in traditional and modern sports events, shop for exquisite textiles and handicrafts and rejoice in the colourful customs of Maharashtra.

3. **Kalidas Festival (November):**

MTDC organize Kalidas Festival in November every year at Nagpur, to commemorate one of the greatest poets of all times, 'Kalidasa' (4th century AD) who had enriched Indian literature with his works of Abhijnanasakuntalam, 'Meghadootham', 'Raghuvaamsam' and 'Kumarasambhavam'. some of the greatest exponents of music, dance and drama perform in the picturesque setting of Ramtek, celebrating its glorious heritage over two exciting days and nights.
Uttar Pradesh State Tourism Development Corporation Ltd.(UPSTDC):

In order to prepare schemes relating to the development of tourism and to execute them, the Directorate of Tourism was established in the year 1972 of which the Director General is an I.A.S. officer. In 1974 the Uttar Pradesh State Tourism Development Corporation was established to look after the commercial activities which are a part of development of tourism. Its Managing Director is also an IAS officer.

Aim:

The main aims of the Department of Tourism are as follows -

1. To do proper publicity about such places which, because of their historical importance may attract tourists.

2. To maintain the historical, cultural and religious traditions of Uttar Pradesh and to promote tourism.

3. To provide cheap, clean and satisfactory facilities to tourists in matters of transport, accommodation, food and recreation.

4. To get factual and informative literature printed which highlights the tourist spots and monuments, their cultural importance and other details, and make such literature available to tourists which will serve as a guide and provide necessary information to them in order to explore India.

5. To enhance and encourage the participation of the private sector and efforts of the State Government for providing necessary facilities to domestic and international tourists.

6. To organize cultural shows on occasion of different fairs and festivals and seminars with a view to attract more and more tourists.

Marketing Strategy of UPSTDC:

1. Information Literature:

Huge amount of information material in the form of brochures, pamphlets, maps, banners, standees, postcards, folders etc. is published on the World Heritage Monuments of Uttar Pradesh (Taj Mahal, Agra Fort and Fatehpur Sikri) Besides this, interactive CD's and DVD's showcasing the beauty and cultural importance of the Taj Mahal, Agra Fort and Fatehpur Sikri.

All this information literature is distributed to all the major travel agents and tour operators, hoteliers of Uttar Pradesh and outside Uttar Pradesh and airlines so that they can sell and put across the beauty of these monuments to the people. This information literature has become a principal selling aid for the travel
agents and tour operators. People who come to the UPSTDC offices for general enquiry or for making a booking are given brochures and pamphlets about the Taj Mahal, Agra Fort and Fatehpur Sikri so that they come to know what are these monuments all about.

2. **Display Material:**

Display Material includes posters, dispensers for sales literature, cardboard stands, articles of handicrafts, exhibits etc. All this material is distributed by UPSTDC to all the major travel agents and tour operators in Uttar Pradesh and outside Uttar Pradesh and is used in the travel agency’s office or in the travel agent’s sales room. The material is displayed in such a way that it attracts the attention of a visitor as soon he enters the office.

3. **Sales Letter:**

Sales Letter is a direct-mail material. It is a tool through which an attempt is made to gain agreement or favourable action towards a product. They can be used along with brochures or folders. These letters are sent out to potential users or buyers. Such letters are being sent by UPSTDC to all the important and potential travel companies, travel agents, tour operators and various state government tourism organizations to give knowledge about the products related to the Taj Mahal, Agra Fort and Fatehpur Sikri and also inviting them to come to Agra and witness the beauty of these monuments. The products are mainly handicrafts and exhibits.

4. **Special Offers:**

Special offers like temporary price reductions, free gifts, premiums and various types of discounts are being extensively used to promote the Taj Mahal, Agra Fort and Fatehpur Sikri.

5. **Familiarisation (FAM) Tours:**

To promote the World Heritage Monuments of Uttar Pradesh (the Taj Mahal, Agra Fort and Fatehpur Sikri) and to create awareness about them among the tour operators, travel agents and the travel media, UPSTDC organizes FAM tours for all the travel personnel and the travel media. Such tours are also organized for hoteliers and also for the school students. Even students of private institutes and universities are invited for such tours.

A Familiarization (FAM) Tour involves hosting tour operators, travel agents and travel media in an effort to create awareness about a particular tourist destination.

The purpose of hosting a travel agent or tour operator FAM tour is to either increase product knowledge and/or destination knowledge. One of the key roles of UPSTDC is to sell the region as an exciting destination. In doing so, one of the most effective methods is to initiate and organize FAM tours.
6. **Participating in all the events at international travel fairs such as World Travel Mart (London), ITB (Berlin) and FITUR (Spain):**

Keeping in mind the importance of international travel fairs and the platform that they give to the tour operators and travel agents globally and government related travel agencies, UPSTDC participates in all the major international travel fairs such as World Travel Mart (London), ITB (Berlin) and FITUR (Spain) to give a global platform to the Taj Mahal, Agra Fort and Fatehpur Sikri and to attract more and more number of international tourists.

World Travel Mart (London), the leading global event for the travel industry - is a vibrant must attend business-to-business event presenting a diverse range of destinations and industry sectors to UK and International travel professionals. It is a unique opportunity for the whole global travel trade to meet, network, negotiate and conduct business.

The ITB Berlin (Internationale Tourismus-Borse Berlin) is the world's largest tourism trade fair. The companies represented at the fair include hotels, tourist boards, tour operators, system providers, airlines and car rental companies.

ITB Berlin is one of the renowned trade shows related to the travel and tourism industry of Germany. Held at the Messe Berlin for a period 5 days, this focused trade show enlightens the visitors and qualified buyers about the global travel, tourism and hospitality sectors and highlights the exotic destinations of more than 180 countries under one roof in a friendly environment. Giving a huge exposure to the entire tourism industry of the region, this show welcomes more than 11 163 exhibitors from various nations to exhibit their newest tour locations, hotel services, resort facilities and many more to render the perfect holiday and travel experience to all the interested visitors. The ideal business to business platform provides an ideal opportunity for the exhibitors to generate sales and meet with their industry peers and qualified buyers among 170000 visitors.

7. **An Informative and Interactive Website:**

UPSTDC has an interactive website www.up-tourism.com which was especially created to give information about the various and unique tourist attractions of Uttar Pradesh through which people can get information about Uttar Pradesh, its cities, its tourist attractions, its crafts and culture, its heritage and its cuisine. People can get information about accommodation and can even book UPSTDC hotels online.

8. **Package Tours:**

The UPSTDC offers around 16 types of package tours for its various tourist circuits to people who plan a visit to Uttar Pradesh. This is a very good strategy as all the packages are very budget friendly and suit the needs of the common man.

9. **Links in the Website:**

Various other links in the website like 'the tourist circuits', 'heritage properties', 'crafts and culture' and 'cuisine' give a deep insight to people about Uttar Pradesh and what it has to offer.
10. **Night Viewing of the Taj Mahal:**

Night viewing of Taj Mahal has been allowed from 28th November, 2004 for five nights in a month including the Full Moon night and two days before and two days after except Fridays and month of Ramzan as per the order of Hon’ble Supreme Court of India. The night viewing of Taj Mahal is opened from 8-30 p.m. to 12-30 in eight batches of 50 persons for half an hour duration. The visitors of the night viewing of Taj Mahal have to report at Shilpagram complex half an hour in advance of the viewing time. The entry is allowed from the Eastern Gate of the Taj Mahal only after security check near the Eastern gate. The visitors have to keep their luggage at the counter fee of cost. No video camera is allowed inside the monument during the night viewing.

This is a one of its kind initiative taken by the UPSTDC to promote the Taj Mahal, one of its three World Heritage Monuments.

11. **Internet Advertisements:**

Since people have become more technology oriented and internet is accessible in any corner of the world, UPSTDC does online advertisements of the Taj Mahal, Agra Fort, Fatehpur Sikri and its various tourist circuits. This is a very unique and time saving way of promoting these monuments since it has far reaching effects as anyone anywhere in the world can see these advertisements online. This also helps in the international promotion of these monuments.

12. **Advertisements in National and Local Newspapers:**

UPSTDC promotes and gives advertisements for the Taj Mahal, Agra Fort and Fatehpur Sikri in National and local newspapers like the 'Times of India', 'Indian Express', 'Lokmat Times', 'Navbharat Times' and 'Dainik Jagran'. Besides this, advertisements are also given in various other regional newspapers.

13. **Use of Integrated Communication Practices:**

UPSTDC has been reaching domestic and international tourists through market strategy, promotional strategy and digital media recommendations across traditional and new age multi-platform delivery platforms such as Internet, smart phones, social media (blogging, online promotion) etc.

14. **Promotional Videos on Youtube:**

One can see the promotional videos of the Taj Mahal on the site www.youtube.com.

15. **Sound and Light Shows:**

A sound and light programme is held at the Agra Fort highlighting the important events in its history. Two one-hour shows are held every evening.

16. **Advertisements in TV:**

To promote the World Heritage Monuments and its other tourist circuits, UPSTDC advertises them on TV in National channels, in regional channels, and in the channels of dish TV.
17. **Setting up UPSTDC offices outside Uttar Pradesh:**

To promote the World Heritage Monuments of Uttar Pradesh on a National level, UPSTDC has set up its offices in various cities of India besides Uttar Pradesh.

Following is the list cities where UPSTDC has set up its offices -

1. Ahmedabad
2. Chandigarh
3. Chennai
4. Kolkata
5. Mumbai
6. New Delhi

18. **Advertisements at the Delhi International Airport:**

UPSTDC has put up flex posters and banners of the Taj Mahal, Agra Fort and Fatehpur Sikri at the Delhi International Airport to give first hand promotion to these monuments because airports are the first disembarkation point for national as well international travelers. Information counters are also set up by UPSTDC at the International Airport. Domestic as well as international travelers can collect information about the tourist attractions of Uttar Pradesh from these counters.

19. **Advertisements at the Domestic Airports:**

Advertisements of the World Heritage Monuments of Uttar Pradesh have also been put up by UPSTDC at all the major domestic airports of India in the form of posters and banners and information counters are set up at these airports as well. Information can easily be collected from these counters.

20. **Tie-in Events and Promotions:**

From time to time, UPSTDC has been promoting the World Heritage Monuments of Uttar Pradesh through charity events, fashion shows, athletic competitions and other events of such nature.

21. **Taj Mahal in TV Soaps:**

UPSTDC has given permission to channels like Zee TV to shoot episodes of their serials in the vicinity of the Taj Mahal. Through this measure the Taj Mahal gets immense popularity and promotion. Eg. One of the episodes of the latest serial 'Qubool Hai' was shot in the vicinity of the Taj Mahal.

22. **Taj Mahal in Bollywood:**

From a very long time, the Taj Mahal has been seen in movies as many songs and scenes of many movies have been in the vicinity of the Taj Mahal with the Taj Mahal in backdrop. Eg. The song 'suno na sangemar mar' from the latest movie "Youngistaan" was shot here.

23. **Tie-ups with Government and Private Companies:**

UPSTDC has tie ups with Government and private companies like Delhi Transport Corporation (DTC), Brihanmumbai Electric Supply and Transport (BEST), Meru Cabs to promote the World Heritage
Monuments of Uttar Pradesh. These companies use the pictures of mainly the Taj Mahal on their buses and cabs.

24. Tie-ups with Construction Companies:

UPSTDC also has tie-ups with big construction companies like Ansals. These companies use the Taj Mahal as the drop in advertisements of their flats and apartments and use it as a Unique Selling Point (USP).

25. Advertisements in Foreign Newspapers:

The Ministry of Tourism, Government of India, in collaboration with the UPSTDC and Ministry of Information and Broadcasting, promotes the Taj Mahal, Agra Fort and Fatehpur Sikri in foreign newspapers so that the people abroad come to know about these wonderful monuments and have an urge to visit them.

26. Advertisements in TV Abroad:

In collaboration with UPSTDC and the Ministry of Information and Broadcasting, the Ministry of Tourism promotes the Taj Mahal in the TV commercials abroad.

27. Participating in International Conferences and Seminars:

Officials from UPSTDC participate in international conferences and seminars worldwide and give presentations on the World Heritage Monuments of Uttar Pradesh giving detailed description about the beauty and importance of these world class monuments. After this detailed discussions are also done with the officials of various tourism organizations and invitations are given to them to visit and witness the beauty of these monuments.

28. Road Shows:

The Ministry of Tourism, Government of India, in collaboration with the various state tourism organisations organizes road shows in many foreign countries like USA, Canada, Brazil, Argentina, United Kingdom, France, Italy, Poland, Russia, Israel, Australia, New Zealand, China, Vietnam, Malaysia, Thailand, Singapore, Kenya, Tanzania, UAE, Oman, Turkey, Saudi Arabia and Jordan.

29. Uttar Pradesh Government turns to Royalty to Promote Heritage Tourism in State:

Bhairon Singh Shekawat used heritage tourism in Rajasthan with the help and support of erstwhile maharajas and taluqdars and in turn won the mandate to rule the state for years. Now, Chief Minister Akhilesh Yadav is promoting heritage tourism in UP on the same model.

Yadav’s plan has already found favour among the erstwhile rajas and taluqdars of U R who have hailed his initiative.

The motive of this step is to save culture, share it with visitors and reap economic benefits of tourism. According to the Chief Minister Akhilesh Yadav, tourism helped create jobs as well new business opportunities, strengthening local economies. When cultural heritage tourism development is done right, it helps protect nation’s natural and cultural treasures and improve the quality of life or residents and visitors alike.
All the modules of this model would be for community and economic development. In this scheme, food was another way to win visitors' heart, especially with the wide interest in tasting different cuisines from all parts of the state.

30. Fairs and Festivals Organised by UPSTDC:

I. Taj Mahotsav:

This cultural bonanza was started in year 1992 and since then its grandeur has reached to greater heights. This festival also figures in the calendar of events of the Department of Tourism, Government of India. A large number of Indian and foreign tourists coming to Agra join this festivity in the month of February. One of the objectives of this craft mela is to provide encouragement to the Artisans. It also makes available the magnificent work of art and craft at the most reasonable and authentic prices that are not inflated by high maintenance cost.

Arts & Crafts:

At the Taj Mahotsav about 400 legendary artisans from different parts of the country get an opportunity to display their exquisite works of art. To name a few among them are the wood/stone carvings from Tamil Nadu, Bamboo/cane work from North East India, Paper mash work from South India and Kashmir, the marble and zardozi work from Agra, wood carving from Saharanpur, brass wares from Moradabad, hand made carpets from Bhadohi, Pottery from Khurja, Chikan work from Lucknow, silk & zari work from Banaras, shawls & carpets from Kashmir/Gujarat and hand printing from Farrukhabad and Kantha stitch from west Bengal etc.

Culture:

Apart from the exquisite craft work one can experience the majestic and magnetic performances by artistes from every walks of life. The soul-stirring performances will engulf you to the extent of casting a spell. Throughout the Mahotsav, one can experience a profusion of folk & classical music & dances of various regions, especially the Brij Bhumi, performed the way they used to be centuries ago.

The festival starts with a road procession with decorated elephants and camels like victory processions of Mughal Emperors and warlords. Drum beaters, trumpet players, folk dancers, skilled crafts men and artisans also join the procession. Artists from all over India come here to display their art and craftsmanship.

Besides the folk, the Mahotsav also exhibit the performance from the world renowned artistes from classical, semi-classical and popular art forms.

Cuisine:

Beside being the right destination for the arts & crafts, the Mahotsav is also a delight for the connoisseurs of good food as it is the ideal place to pamper the taste buds of the visitors with endless varieties of scrumptious dishes. Some of the oldest exponents of the cuisine-art prepare the lip-smacking dishes. One can also relish the typical preparations from the interiors of Uttar Pradesh.

Theme:
Every year the Taj Mahotsav is celebrated with a message or theme for the world. This year the theme of the festival was ‘Paigham-e-Mohabbat.’ The purpose of this theme was to spread the message of universal love.

**Fun Fair:**

Funfair is the biggest attraction for children in the festival. It is a complete family entertainment which offers thrill and amusement for every one. Teenagers and adults enjoy various rides and roller coaster while children are happy with small ride such as merry-go-round, Train-rides and Ferris wheel.

2. **Buddha Mahotsav (Kushinagar):**

Buddhism is one of the four great religions to have its origins in India. The teachings of the Buddha soon spread all over South East Asia, where Buddhism has since taken root. Lately, it has also witnessed an increased following in the West.

The ancient Indian townships, rich in the physical and spiritual history of the Buddha, have been places of pilgrimage for many a Buddhist over the years. They are also important venues for the congregation of Buddhist teachers and scholars, monks and devotees.

The Buddha Mahotsava (Great Buddha Festival) is India's humble attempt to facilitate a cultural, intellectual and spiritual exchange among students, devotees and followers of Buddhism, in the environs where the Enlightened One spent his days of physical existence.

The event is organised by Uttar Pradesh Tourism Department every year. This year the Mahotsava is proposed to be organised on 14th November 2000 to 18th November 2000 as per following schedule. The event is being organised at Buddha Inter College ground, Kushinagar.

3. **Buddha Purnima (Buddha Mahotsav), Sarnath, Shravasti:**

Buddha Purnima alias Buddha Mahotsav or Buddha Jayanti is a unique Buddhist festival held at Sarnath to commemorate the birth, enlightenment and death of Gautama Buddha, who is believed to be the ninth incarnation of Lord Vishnu. It falls on the full moon day in the Hindu month of Vaisakh (April/May). The main attraction of the festival is the procession carried out by taking remnants of Buddha.

During the festive day, the Buddhist monks gather at the various Buddhist temples at Sarnath, wearing white clothes and spent the whole day in the temple offering prayers, sermons, meditation and recitation of the scriptures. Fruits, flowers, candles etc. are offered to the statues of Lord Buddha. Their houses were decorated with papers and cloths illustrating stories from Jatakas. On this day, the abstain from taking meat and eat kheer (rice cooked in milk and sugar) and they share it with the poor and invite monks to their house.

Besides the religious ceremonies, various cultural programmes like craft bazaars, seminars and exhibitions are also conducted for more than three days.

4. **Ganga Mahotsav, Varanasi:**

Varanasi or Kashi, i.e. the City of Spiritual Light is considered to be one of the oldest living cities in the world. The glorious traditions and mythological legacy of this shining city are virtually unrivalled.
Varanasi is a multifaceted city, that is why it offers a breathtaking experience to every visitor. The rays of the dawn shimmering across the mother Ganga... the high banks, the temples and shrines... soul steering hymns and mantras along with the fragrance of incense filling the air the refreshing dip in the holy water gently splashing at the magnificent 'Ghats'... and a rich tapestry of music, arts, crafts & education. Truly this is the city where experience and discovery reach the ultimate bliss.

This city is also reputed for its schools of dance & music, arts, silk and carpet industries and handicrafts.

A row of ghats, temples and the revered neighbourhood of Sarnath have added manifold glory to this city.

Keeping in view the importance of Varanasi, the Department of Tourism, Uttar Pradesh organises Ganga Mahotsav here every year.

Ganga Mahotsav, a festival only once of its kind, certainly doubles the attraction of this city of temples, Ghats and traditions.

As classical music fills the atmosphere, a mystique seems to envelop the environs awaiting a mood both celestial and soulful. The classical music rendered by maestros indeed imparts an unforgettable flavour. The attraction of the five-day-long Ganga Mahotsav is its message of faith and culture, that increases with the daily Shilp Mela and the unique Deepawali with innumerable 'Diyas' or earthen lamps in chain, lit by devotees and which floating down the river on the full moon night of Kartik, a spectacle both mystical and heart winning.

5. **Buddha Mahotsav, Kapilvastu:**

One of the greatest spiritual teachers of mankind which India has produced is undoubtedly, Buddha. Edwin Arnold has fittingly called him the "Light of Asia". Buddha's message has traveled far and wide and captured the hearts and minds of billions of people outside India also.

This festival celebrates the birth of bird of Lord Buddha with traditional religious fervor. A large fair is held at Sarnath and the relics of the Buddha are taken out for public display in a procession on this day in the month of May. The beauty of this event is amplified by millions of earthen lamps "Diyas" placed dottedly in Mulgand Kuti Vihar and two days Cultural Programmer organized by U.R Tourism adds the magnificence to the event.

6. **Kajari Mahotsav, Mirzapur:**

It is among the famous festivals of Mirzapur. Respected all over India, 'Kajali' took birth here. King Kantit Naresh's daughter Kajali loved her husband very much and sang songs in the moment of separation from her husband, although she could not meet her husband throughout her life and died, yet she remains alive through these deep sad-love songs.

Her voice and songs impresses Mirzapur locals very much, so they remember her through this festival paying homage to her.

'Kajari', derived from the Hindi word 'Kajra', or 'Kohl', is a genre of Hindustani classical music singing, popular in Uttar Pradesh and Bihar. It is often used to describe the hanging in the summer skies, and the style is notably sung during the rainy season.
It comes in the series of season songs, like 'Chaiti', 'Hori' and 'Sawani', and is traditionally sung in the villages and towns of Uttar Pradesh: around Banaras, Mirzapur, Mathura, Allahabad and the Bhojpur regions of Bihar.

UP Tourism along with District Administration organizes a two days cultural Programme at Govt. Inter College in Mirzapur as a tribute to this exclusive musical art form of Mirzapur in the month of August or Akshay Tritiya of Bhado Month of Indian Calendar.

7. **Ganga Water Rally, Allahabad-Mirzapur-Chunar- Varanasi:**

Exploring scenic beauty along with river Ganga with historical ghats on its bank, Ganga water rally develops adventure tourism in India.

It is an event of complete adventure and fun. The Boat Club Allahabad patronizes this event and the participants coming from all the corners of India and abroad use kayaks, canoes or row boats in this nomadic sport. Occurring in the month of November, Ganga Water Rally is the first major water sporting events of its kind in the state. Here, the adventurous persons would be taken on a nerve rattling sojourn down the Ganga from Allahabad to Varanasi through Mirzapur and Chunar.

8. **Ayurveda Jhansi Mahotsav, Jhansi (Uttar Pradesh):**

A wonderful conglomeration of indigenous art forms such as folk songs, dances, mushiras and Gazals, the Ayurveda Jhansi Mahotsav is a week-long festival that put on display the arts, crafts and culture of a splendid city - Jhansi. The festival holds special attraction for those with interest in poetry as it brings back the memories of legendary poets. The festival also promotes Ayurveda, the world-renowned Indian specialty in the field of medical science. Ayurveda apart from being a system of healing is a way of life; regular observance of Ayurveda prescriptions keeps help the mind and body young and healthy. Other attractions of the fair are the handicraft fair and the traditional folkart performances by the local artistes. This event attracts a monstrous crowd.

9. **Lucknow Mahotsav:**

**History:**

The year 1975-76 was observed and organized by Southern Asians as The Tourism Year. On this occasion it became a motive to promote Lucknow Mahotsav's Art, Culture, and Tourism for national and international tourists. The decision to organize the Lucknow Festival was taken. During this period, with the exception of a few years, Lucknow Mahotsav has been celebrated every year. During the festival, an array of displays and events from Tonga races to Vintage automobiles reminds one of the past glories.

**Cuisine:**
The Mahotsav is a delight for the connoisseurs of good food as it is the ideal place to pamper the taste buds of the visitors with endless varieties of scrumptious dishes as a wide range of cuisines are available at the festival, including Kesaria Doodh, Kabab-parathas and other mouth watering non-vegetarian exotic dishes.

**Objectives:**

Lucknow Mahotsav is organized every year to showcase Uttar Pradesh Art and Culture and in particular Lucknowavi ‘Tehzeeb’ so as to promote Tourism. One of the objectives of the cultural bonanza is to provide encouragement to the Artisans. Craftsmen from all over the country bring their masterpieces to the festival to the delight of shoppers. Colorful processions, traditional dramas, Kathak dances in the style of Lucknow Gharana, Sarangi and sitar recitals, ghazals, qawalis and thumri produce a cheerful atmosphere during the ten day long festival. Exciting events like ekka races, kite flying, cock fighting and other customary village games re-establish an ambiance of the bygone Nawabi days.

**Entertainment:**

The 10 days long festival is one such example. The festival invites many musical as well as comical artists for completing your day in its full sense. The festival celebrated between 25 November and 5 December in Lucknow, the capital of Uttar Pradesh, is a cultural extravaganza.