



## **A STUDY ON DEVELOPMENT OF TOURISM INDUSTRY IN MAHARASHTRA (INDIA)**

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### **Abstract:**

Travel and tourism is one of the largest, relatively great size industries in India also Maharashtra state. India a place of rich cultural and heritage site and theme and tourism sector to source of income for many it has having the capacity to develop into something to the future economic growth thus it can be improve it by. The essential foundation and basic courses of this rapid growth of demand for tourism in the highly developed industrialized countries in the course of recent decades are economic, social and technological in the basic or inherent features. Increasing per capita incomes leading to higher purchasing power and a growth in discretionary incomes have made tourism able to be reached to a large majority of people. India a place of rich cultural and heritage and tourism sector to source of income for many it has latent qualities and abilities that may be developed and usefulness economic growth thus it can be improve, also economic development and created employability effect on increases source of income, become a strongest tourism industry. Tourism industry also effect on strongest nation's economy. Tourism industry provides the direct and indirect jobs of tourism sector the employment of the country. This tourism industry created various types of new jobs which was affected the nation's economy. This year direct job and indirect job's created in tourism sector.

**Keywords:** Tourism Industry, Economic growth, employment, Domestic tourism, development.

### **Introduction**

The basic causes of this at a larger scale of demand for tourism in the more developed industrialized countries in the course to the present situations are economic, social and technological in the basic or internet features. Increasing per capita income most important to increases high purchasing power. An increase, growth in available for use at the direction of the user incomes have made tourism able to be reached to a large majority of people. In this course of present day in modern and recently developed advanced countries. A relatively great size majority of people can have enough money to pay for an annual holiday. In proved to be true many can even a have enough money or time to pay for to take second holiday of longer or shorter the time during which something continues.

The social causes of the happening in a short time or at a great rate growth of tourism are a relationship between two things with new attitudes towards travel and opportunity afforded by free time to do something leisure. In a way that is based on a particular tradition considered a luxury both are now held to be a conforming to a standard, usual, nearly almost absolutely necessary part of the life style and the action of using up a resource, reduce their energy consumption pattern of all them.

### **Objectives**

1. To study the various tourist destinations in Maharashtra.
2. To know the development of tourism in Maharashtra.
3. To identified the tourist problems and solutions in Rural Maharashtra.
4. To analysis about tourist industry and created to employability in rural areas.

### **Research Methodology**

The Research data collect from Primary and Secondary source. Data collect to various sites, areas. The Primary data was collect from interview methods and collect the information about visit to various tourist destinations.

Secondary Data has been collected from various available Tourist record, Ministry of Tourism , Government of India, M.T.D.C. Report, collect the information Travel agency, various types Reports, Journals, Magazines, Reference Books and websites.

Tourism has the capable of development into actuality potential benefits, to change the economic face of a region. The promotion of tourism would bring many direct and indirect benefits to the people.

Maharashtra attracts tourists from other states in India and foreign countries. Maharashtra is the second most visited Indian states by foreigners and fifth most visited state by domestic tourists in the country in 2021. Tourism development is the procedure of establishing and maintaining a tourism industry in a various location in Maharashtra. At its greatest in quantity fundamental level, tourism development can be defined as the process of developing strategies and plans to increase, develop, encourage tourism in a special destination. The Maharashtra state boasts of thickly forested hills and valleys that are home to very different from each other flora and fauna, ancient caves and a rich cultural heritage. Maharashtra is also known as the rotating on of the Indian entertainment industry or Bollywood as it is commonly called. The Maharashtra state is a main part of tourist destination in India. Western Ghats in Maharashtra is full of natural riches and satisfies the several types of tourists. The tourist experiences fun, enjoy, presents events and safe experience in Western Ghats.

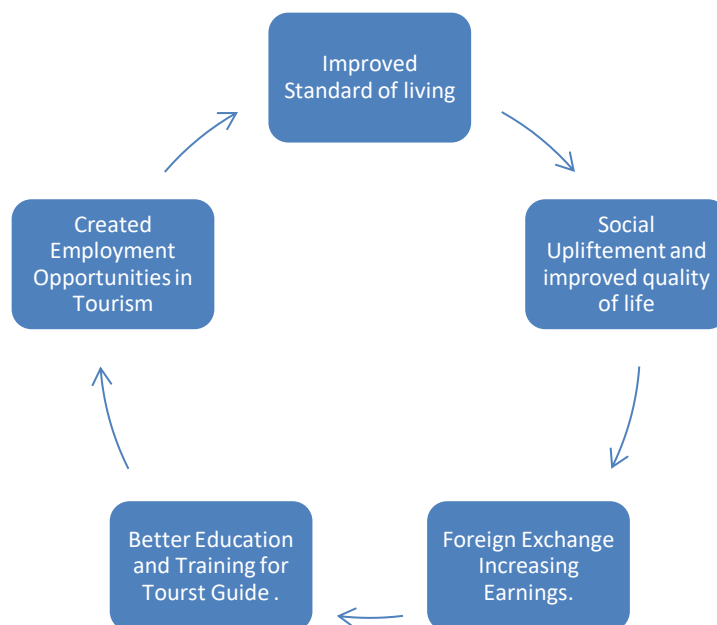
The economic effects of tourism to have as contain improved tax revenue and personal income, increased standards of living and greater employment opportunities. Socio-cultural impacts are associated with interactions between are associated with interaction cultural backgrounds, attitudes and behaviors and relationship to material goods.

Maharashtra attracts tourists from other states and foreign countries. Maharashtra has tremendous positive for nature Tourism. Many private and public organizations have begun conservative and innovative forms of nature tourism.

Maharashtra boasts of a large number of popular and feel deep respect religious places that are heavily frequented by locals as well as out of states visitors.

The direct benefited to the local community of a region as a result of tourism development.

### Result of Tourism Development



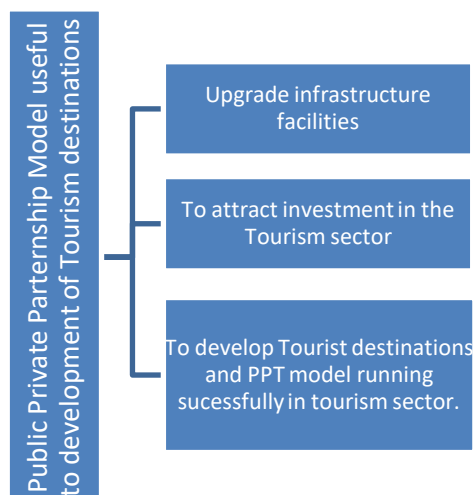
The rapid growth of domestic tourism can be done by something to the ever increasing middle class people increase in for a short time income, improved facilities, stress on urban families, boost economy, ,improved connectivity to tourist destinations etc. Not all foreign tourists visiting Mumbai, but mostly visit in Maharashtra. Some of these foreign tourists come to Mumbai as an gate way of India and process to various places in all over India.. These are need and scope to attract these visitors into Maharashtra to the various different types of tourist destinations in our state such as historical, domestic, Agro Tourism, Adventure, visit to Hill station etc.,.

In India Public private partnership was a helpful to development of tourist destinations. It is necessary to attract investment in the tourism sector in order to rise to higher infrastructure facilities adding to market tourism destinations. Many tourist destinations all over the world have been privatized and are quickly in particular direction successfully this model of public private partnership should be appropriate for a particular situation applied to tourist destinations in Maharashtra state.

The Public Private Partnership which was a privatization policy will help tourism in develop the destinations as a tourist centers and provide necessary amenities and help to preserve heritage and culture. The private investor will work to promote the destination place and his tourist project.

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## The public private partnership model very useful the developed of tourism sector



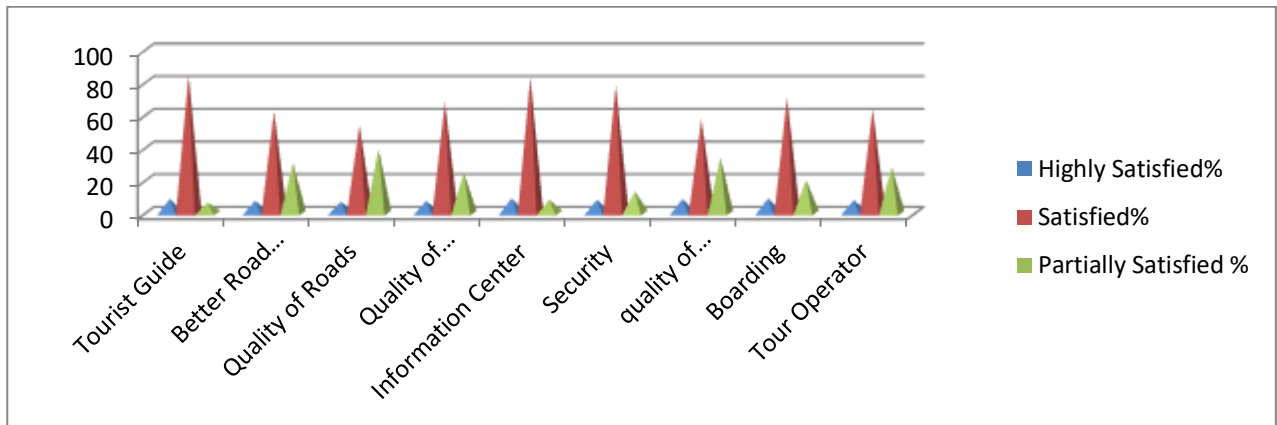
Maharashtra attracts towards from all over the world for its many attractions including various types tourist destinations, Beaches, colonial architectures, Ancient temples, forts and Heritage sites attract to the tourist.

The tourism industry in Maharashtra is considerable and vibrant and is fast growth becoming a major global destination.

Satisfaction level of various types of service provide by domestic tourist. Satisfaction survey is conducted by researcher in sample domestic tourist. (in percent %.)

Types of facility/ service.	Highly Satisfied %	Satisfied %	Partially satisfied %
Availability of Tourist Guide	8.7	84.9	6.4
Availability of better road connectivity	7.5	62.0	30.5
Availability quality of roads	6.9	53.9	39.2
Availability quality of accommodation	7.3	67.9	24.8
Availability information center	8.9	82.9	8.2
Availability of security	8.1	78.5	13.4
Availability quality of accommodation	8.5	57.6	33.9
Availability of boarding	8.9	70.8	20.3
Availability of Tour Operator	7.9	63.8	28.3

Satisfaction level of various types of service provide by domestic tourist. Satisfaction survey is conducted by researcher in sample domestic tourist in percent %.



(Source – Field Survey by Researcher)

Tourism and Hospitality creates diversified employment opportunities in different sectors. Such as Transportation services, Travel agencies, accommodation, food and beverage, travel agencies, Tour organizers, natural and cultural attraction sites, selling local goods and farming products etc., Direct Travel and Tourism Contribution are various commodities Hotels & Catering retail, Transportation services, Business services, Commodities, Accommodation, Transportation, Entertainment attractions. There are various types of employment with different scopes that is direct or indirect. Induced employment direct employment is generated created directly from the consumption of or spending of tourist. The private sector has opportunities and helpful to development in travel agencies, tour operators, hotels, transport and cargo companies transport facilities, and Government sector develop airlines Rail yatri bhavan and rail transport facility helpful to development tourism industry.

Indirect travel and Tourism contribution, Impact of purchases from suppliers, Government collective travel and tourism investment spending etc., Travel and Tourism contribution spending of direct and indirect employees food and averages, recreation, clothing, Housing, Households Goods, Overall travel and tourism contribution to GDP and to employment.

Tourism Industry includes-

- Hospitality – Accommodation, restaurants.
- Travel facilitation & information – Tour operator, Travel agents, tourist information centers, Tourist Guide.
- Transportation facilities – Air lines, Rail, Car rental, ferry boat service.
- Attraction and entertainment – Heritage, sites and theme, national wild life.

Five Sectors of Tourism is very important on tourism Industry.

- Accommodation
- Transportation.
- Food and beverage
- Recreation
- Entertainment.

Tourism is a great opportunities for newly created and growing in strength economics and

developing countries. It creates job and become a strongest the local economy, support to local infrastructure development and can help to conserve the natural environment and cultural assets and traditions and to make less quantity of poverty and inequality. In its having a distance larger than usual from side to side sense, the tourism industry is the total of all businesses that directly provide goods or services to facilitate business. Tourism is a pleasure and leisure activities away from the home environment.

### **Conclusion**

In conclusion, we can say that tourism is a provide lager scale activity for the tourist and increases revenue in the government. As they support and existing or occurring at the same time. Also, the government should consider improving the conditions and provides various facilities of the country as more and more number of tourist visit their country.

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