

Tourism Economy in Maharashtra

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Abstract:

The tourism vertical is quite extensive. It consists of six sectors, making it one of the most diverse industries. These sectors are transportation, accommodation, food and beverage, travel agencies, and attractions. This article attempt to take a closer look of the Maharashtra's Tourism sectors, their size, and their economic impact. Maharashtra, a state in western India, boasts diverse landscapes, historical sites, and vibrant culture. Tourism plays a crucial role in Maharashtra's economy, contributing to revenue generation, job creation, and infrastructure development. Maharashtra is home to bustling cities like Mumbai, serene hill stations like Lonavala, ancient caves of Ajanta and Ellora, and pristine beaches along the Konkan coast. The state attracts both domestic and international tourists. The trend in tourist arrivals has been positive over the years. State Government has made efforts to enhance tourist infrastructure, including integrated facilities and basic amenities.

Key words – Tourism sector, Employment.

Introduction:

Maharashtra tourism a diverse Indian state officers a rich tapestry of experience its vibrant urban hubs to serene natural wonders, Maharashtra Caters to wide range of travelers. Its bustling metropolis boasts historical landmarks, cultural festivals. The state's pictures landscape feature Cush hills. Pristine beaches and wildlife sanctuaries, making it a heaven for nature.

Tourism industry and government agencies with existing infrastructure and private investment, tourism could generate numerous job opportunities. Maharashtra government Department through DCFL has outlined a 20 years' sustainable tourism development plan. Phasing of investing for development of categories into private and public sector. Hotels and Resorts of private

sector and MTDC, its revenue generating projects. Western region including Kolan and Sambhajinagar Priority for tourism Maharashtra tourism accounts for only 3.95% of total arrivals in Indian.

The history of tourism in Maharashtra is fascinating and multifaceted. Let's explore its journey through time:

Early Beginnings: The roots of tourism in Maharashtra can be traced back to the times of the Silk Route. This region served as a strategic trade link between different parts of India and the rest of the world.

The development of ports under various dynasties made it a hub for trade and cultural exchange, inadvertently laying the groundwork for tourism.

Colonial Impact: During the colonial era, Maharashtra witnessed significant changes due to British influence. Mumbai (then Bombay) emerged as a major port city, attracting traders, explorers, and travelers. The city’s architectural heritage, including landmarks like the Gateway of India and Chhatrapati Shivaji Terminus, became tourist attractions.

Post-Independence Growth: After India gained independence, tourism activity gained momentum. Maharashtra’s rich history, diverse landscapes, and cultural heritage drew visitors from across the country. Pune, with its forts, shrines, and historical significance, played a central role in Maharashtra’s tourism story.

Modern Developments: Maharashtra’s tourism capital, Aurangabad, became a gateway to the Ajanta and Ellora Caves, both UNESCO World Heritage Sites. Nashik, known as the “Wine Capital of India,” offers vineyards, hiking trails, and religious sites like the Trimbakeshwar Temple. Mumbai, with its cosmopolitan vibe, continues to attract tourists for its beaches, temples, and vibrant culture.

Current Tourism Trends:

In 2021, Maharashtra was the second most visited state by foreigners and the fifth most visited state by domestic tourists in India. The state’s blend of history, nature, and urban experiences continues to captivate travelers.

Maharashtra tourism holds immense growth potential, thanks to its robust infrastructure and diverse attractions. While the state boasts a rich historical and cultural heritage, these facets have been

underexplored by both the tourism industry and government agencies. With existing infrastructure and private investments, tourism could generate numerous job opportunities. However, the lack of comprehensive planning and coordination among various government departments has hindered progress. The Maharashtra government, through DCEL, has outlined a 20-year sustainable tourism development plan that prioritizes private sector involvement, environmental considerations, and socio-economic factors, fostering an integrated approach among concerned. The land of alluring bio-diversity, diverse climate and varying topography, Maharashtra continues to be a delight for the aficionados of eco-tourism. The state receives adequate rainfall throughout the year resulting in the growth of lush greenery evenly throughout the state. As a result, a significant group of critically endangered birds and animals get the safest rescue in its wildest regions. To promote this boon of nature without affecting the eco-system or natural habitats of endangered species, the Government of Maharashtra has divided its wildlife spots into various relatively less crowded wildlife reserves such as Melghat Tiger Reserve, Bor Wildlife Sanctuary or Umred – Kharandla Sanctuary. These wildlife reserves even have enlisted their names among the best place to see tigers in India. Thus, for the nature lovers, Maharashtra appears to be a treasure trove of fascinating natural grandeurs. Tourism is a socio-economic phenomenon comprising of the activities and experiences of tourists and visitors away from their home. Tourism industry in Maharashtra has a great potential for growth, given the availability of basic infrastructure. Maharashtra has a

rich historical and cultural heritage, which has been under-explored by the tourism industry and the government agencies. This paper analyses the crucial role played by the tourism sector in the economic development of Maharashtra. The paper highlights the tourism policy of the state, assesses the impact of tourism development, identifies specific tourist centres and suggest certain policy measures for the development of tourism activity.

Accommodation Projects
 Accommodation facilities play a very important role in development of tourism at any destination. Almost 50% of the total expenditure of tourists per day goes for accommodation at tourist locations. Accommodation projects are amongst the first revenue-generating projects to come up at tourist destinations. The required additional accommodation facility at tourist destination is directly proportional to the number of tourist arrivals staying at that destination. Out of the total investment of Rs 433.54 Cr, for revenue generating projects, almost 48.21% would be in projects providing accommodation facilities tourists. The accommodation projects include Beach resorts, Budget Accommodation, Non Star Luxury Hotels and Star Hotels. Other Revenue Generating Projects Revenue generating projects suggested at different locations depend on the target market of tourists expected to visit that destination. Projects like Amusement parks and convention centers would not be feasible at remote locations and hence should be located near major cities and business hubs. At exclusive tourist destinations away from major cities, less capital intensive, small-scale projects such as water sports, mall road and shopping centres etc are suggested.

National tourism policy:

Tourism policy was announced for the first time in Nov. 1982. The measures suggested in the policy included Granting export industry status to tourism, adopting a selective approach for developing tourist circuits, inviting private sector participation and Utilization of national heritage for attracting tourists. The policy recognized the importance of international tourism in earning foreign exchange and accorded high priority to its development. The policy recognized that facilities provided are minimal for the large number of domestic tourists who travel on pilgrimage or as tourists for other motivations and the need to substantially improve and expand facilities for domestic tourists. A national action plan for tourism was drawn up in May 1992. The objectives of the action plan included Socio economic development of areas, increasing employment opportunities, Developing domestic tourism especially for the budget category, Preservation of national heritage and environment, Development of international tourism and optimization of foreign exchange earnings, Diversification of tourism product and Increase in India's share in world tourism. The strategies for achieving the objectives outlined Improvement of tourism infrastructure, developing areas on a selective basis for integrated growth along with marketing of destinations to ensure optimal use of existing infrastructure, Restructuring and strengthening the institutions for development of human resources and Evolving a suitable policy for increasing foreign tourist arrivals and foreign exchange earnings. Tourism was declared as a priority sector for foreign investment in July 1991. A new national tourism policy

has been drafted to keep pace with the developments taking place around the world and under consideration of the Government of India. The national tourism policy 2002 includes provisions like facilitating the development of a dynamic private sector in tourism, promoting eco-tourism and rural tourism, facilitating domestic tourism by promoting amenities and facilities for budget tourist, giving greater stress to development of pilgrimage centers and integrated development of identified tourist destinations with the involvement of all the infrastructural departments, states and the private sector. Study Report on Preparation of 20 Years Perspective Plan for Dalal Mott MacDonald Development of Sustainable Tourism in Joint Director

Key Features of the New Tourism Policy:

Harness the direct and multiplier effects of tourism for employment generation, economic development and providing impetus to rural tourism. Focus on domestic tourism as a major driver of tourism growth Position India as a global brand to take advantage of the burgeoning global travel and trade and the vast untapped potential of Indian destinations. Private sector is acknowledged as a critical player in tourism growth with government acting as a pro-active facilitator and catalyst Integrated development of identified tourist destinations with the involvement of all the infrastructural departments/State govts and the private sector. In relation to the development of products that are related to special interests of the target market, the product development strategy in the Tourism Policy 2002 suggests the following Expansion of cultural tourism leveraging on India's 22

World Heritage sites. Development of beach and coastal tourism in the states of Goa, North Karnataka and Kerala. Development of Cochin and Andaman-Nicobar Islands as international cruise destinations. Promote India's unmatched variety of traditional cuisines internationally and encourage Indian entrepreneurs to establish Indian ethnic cuisine restaurants across the world. Active promotion of village tourism to reap socio-economic benefits in the regions of North East, Uttaranchal, Rajasthan, Ladakh, Kutch, Chattisgarh and the plantation regions. Integrate National parks and major wild life sanctuaries into the main tourism product through Interpretation centres, visitor management systems and promoting elephant and tiger as 'brands' of Indian Wildlife Tourism. Promote adventure tourism in the 'Himalayas' through products such as white water and great river rafting. Regulations and certification of tour operators in this field should be introduced. A world-class international convention Centre should be constructed in Mumbai to promote business tourism. Promote dedicated shopping centers such as Dilli Haat and Shilpagram along with dissemination of information about shopping in India to tourists. Reintroduce "Festivals of India" program in top 12 future markets for India starting with annual programs in UK and USA. Promote eco and health tourism. Six new circuits to be developed for tourism were announced in the 2002-03 budget by the finance minister. The selection is specially aimed at attracting tourists from Japan, Korea, Thailand, Indonesia and other far eastern countries.

Table-1 District wise most visited tourist places in Maharashtra

Sr.No.	District	Domestic Visitors	Foreign visitors
1	Ahmadnagar	12921487	7884
2	Mumbai	28691854	1677446
3	Pune	8779119	787553
4	Thane	1600831	8549
5	Solapur	4113127	70
6	Aurangabad	7604421	117712
7	Nagpur	4013137	9754

District wise domestic tourist visitors of Mumbai are the largest, Mumbai harbors various beaches, Gateway of India, Heritage sculptures Bollywood which are the special attractions.

Shirdi is a religious tourist place of Ahmednagar District. This place frequented even by various foreigners.

According to the data complain by the federation of Hotel & Restaurant total numbers of approved hotels of various categories is 242 with total rooms amounting to 13854.

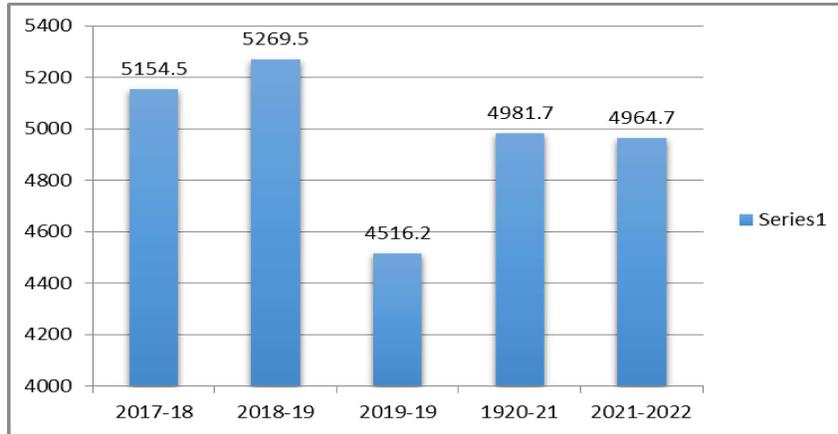
In this periods MSRDC has proposed development of Maharashtra hill station the Government of Maharashtra has approved the project and in addition to the road development and basic infrastructure at various tourist destinations. The government of Maharashtra has declared entire.

Sindhudurg district as Tourism distirct Tourist circuits in Maharashtra including those in western ghats and central regions as well as the Nagpur and Ajanta Ellora Circuits in the Northern and eastern zones respectively. Encompass various inter connected destinations.

Table-2 Tourism Investment Plant year wise

Category	2017-18	2018-19	2019-19	1920-21	2021-2022
Accommodation	2347.1	2462.7	1668.9	1434.8	3303.9
Tourism projects	1224.5	1224.0	1224.5	1224.5	238.4
Tour Infrastructure	170.0	170.0	170.0	10.0	10.0
Basic Infrastructure	0.0	0.0	0.0	0.0	0.0
Promotion	960.8	960.8	960.8	960.8	960.8
HRM	133.1	133.1	133.1	133.1	133.1
TM & A	92.6	92.6	92.6	92.6	92.6
Others	225.7	225.7	225.7	225.7	225.7
Total	5154.5	5269.5	4516.2	4981.7	4964.7

Graph-1 Maharashtra Tourism Total Investment year wise

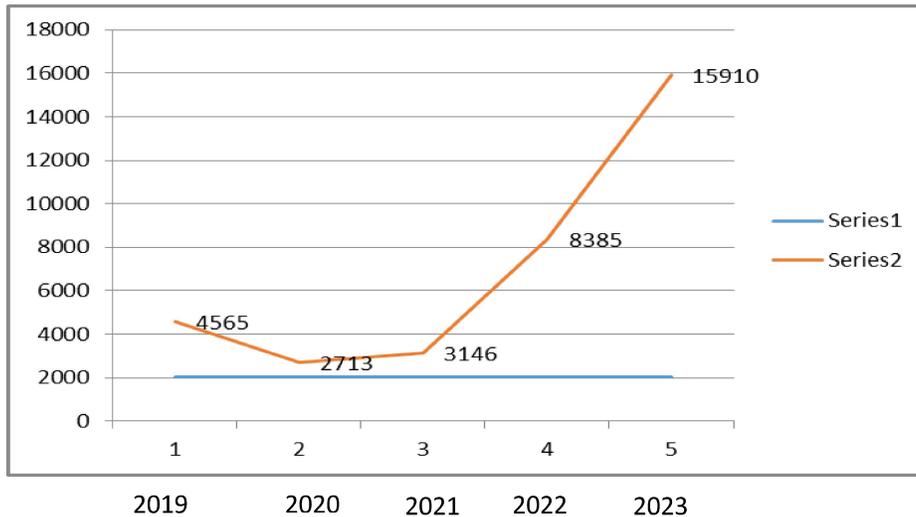


Tourism and Employment

The travel and tourism sector in India provided employment to nearly 40 million people in financial year 2022. Number of direct and indirect jobs in the travel and tourism sector. Last five years from 2019-20 near about 75 million people got job in tourism. In the corona tourism

employment got decreased. Travel and tourism are two of the largest industries in India. Trade and Restaurants accounts 16% Share in GDP and tourism sector generators employment 12.36% The special features of the employments that women have more jobs.

Graph-2 Maharashtra tourism statistics and growth Economical Analysis



Maharashtra revenue expenditure development economic general tourism data was reported 15910. This government data increase from the previous year.

According above torurism decreasing pandemic period 2020. In CEIC reported by RBI and public finance

Findings and Conclusion:

- 25% of the total domestic visitors to the state visited Mumbai during the study period.
- 79% of the foreign tourists / visitors to the state of Maharashtra visited Mumbai. The next favorite is Pune (14%).
- 36% of the domestic overnight visitors/ tourists to the state of Maharashtra belong to the state of Andhra Pradesh. 11% of domestic overnight visitors are from Gujarat. This data is from the accommodation survey.
- 16% of the foreign overnight tourists / visitors are from the USA, while 13% are from United Kingdom. This data is from the accommodation survey.
- The most visited destination is Juhu Beach in Mumbai.
- Amongst packaged components, majority of people had opted for
- Travel + accommodation. Domestic visitors spend more on accommodation than anything else.

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