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PROBLEMS & PROSPECTUS OF TOURISM IN MAHARASHTRA



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Abstract: Due to lack of awareness and connectivity and many other reasons Tourism Industry in Maharashtra is still unexplored and it is still hovering at its infancy stage. Unsecured condition of law and order, economic blockade on National Highways, lack of infrastructure, and lack of trained manpower are the main causes, threats and obstacles in the development of Tourism industry in the state. But it has the potential to become a major tourist destination in our country provided its potentials are streamlined in a proper direction. This study focuses on famous and interesting sight-seeing places of Maharashtra. This study also attempts to identify the problems and prospects for the development of Tourism Industry and also tourism industry and employment generation in the state. A few suggestions regarding the strategies that may be adopted by Government and Private Sector are also given in this paper.

Keywords: Prospectus , Tourism Industry , Problems , economic blockade .

INTRODUCTION:

Maharashtra is a state in the western region of India. It is the second most populous state after Uttar Pradesh and third largest state by area in India. Maharashtra is the wealthiest state in India, contributing 15% of the country's industrial output and 13.3% of its GDP (2006–2007).

Maharashtra is bordered by the Arabian Sea to the west, Gujarat and the Union territory of Dadra and Nagar Haveli to the northwest, Madhya Pradesh to the north and northeast, Chhattisgarh to the east, Karnataka to the south, Andhra Pradesh to the southeast and Goa to the southwest. The state covers an area of 307,731 km² (118,816 sq mi) or 9.84% of the total geographical area of India. Mumbai, the capital city of the state, is India's largest city and the financial capital of the nation. Nagpur is the second (winter) capital of the state. Marathi is the state's official language.

Maharashtra is the world's second most populous first-level administrative country sub-division. Were it a nation in its own right, Maharashtra would be the world's twelfth most populous country ahead of Philippines.

In the 16th century, the Marathas rose under the leadership of Chhatrapati Shivaji Maharaj against the Mughals, who ruled a large part of India. By 1760, Maratha power had reached its zenith with a territory of over 250 million acres (1 million km²) or one-third of the Indian sub-continent. After the Third Anglo-Maratha War, the empire ended and most of Maharashtra became part of Bombay State under a British Raj. After Indian independence, Samyukta Maharashtra Samiti demanded unification of all Marathi-speaking regions under one state. At that time, Dr. Babasaheb Ambedkar was of the opinion that linguistic reorganization of states should be done on a "One state – One

language" principle and not on a "One language – One state" principle. He submitted a memorandum to the reorganization commission stating that a "single government can not administer such a huge state as United Maharashtra". The first state reorganization committee created the current Maharashtra state on 1 May 1960 (known as Maharashtra Day). The Marathi-speaking areas of Bombay State, Deccan states and Vidarbha (which was part of Central Provinces and Berar) united, under the agreement known as Nagpur Pact, to form the current stat.

TOURIST PLACES IN MAHARASHTRA

1. Mumbai

The eastern equivalent of New York City and Los Angeles and the financial capital and entertainment (Bollywood) capital of the country,[4] is constantly abuzz with activities. It has a very active nightlife for those inclined towards urban modes of entertainment. Some places of interest to include on the must-watch list are: Gateway of India, The Bandra-Worli Sea Link, Chhatrapati Shivaji Maharaj Vastu Sangrahalaya, Chhatrapati Shivaji Terminus, a humongous architectural stone structure built by the British more than 200 years ago, Girgaon chowpati (beach), Downtown Mumbai - reminiscent of the 19th century British architecture. Some pristine beaches can be found towards the south of Mumbai, for e.g. Madh island beach. Elephanta Caves, carved out of a giant stone on an island are a short ferry away into the Arabian sea. Ferries can be rented from The Gateway of India. There is no dearth of luxury hotels that dot the city near all important tourist places. The city has one of the most active public transport system rivaling the best in the world in terms of density and reach.... Due to is

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cosmopolitan nature, Mumbai has proven a popular tourism destination for backpackers from around the world. A large English and Australian youth take a gap year to backpack around India, and often start in Mumbai.

2.Pune

Undoubtedly the cultural capital of the state of Maharashtra, is said to be the educational center of India. Pune has forts dating back to the seventeenth century such as Sinhagad, Purandar, Shaniwar Wada (a weekend residence of the Peshwas) and Lal Mahal (the red palace), residence of Chhatrapati Shivaji maharaj. Pune also has educational institutes of repute such as Fergusson College, a 200-year old college built by the British.

Pune has many beautiful temples which are visited by thousand of devotees. Amongst them are Parvati temples, Chaturshringi Temple, Pataleshwar and many temples of Lord Ganesh in the cross roads of the peths. Lakshmi Road, the avenue for buying all things Maharashtra. These are just some of the places that register high on the tourist's agenda.

3.Aurangabad

This city lies in the central parts of Maharashtra and is one of the most popular cities that figure on the international tourist map. The city is situated in the beauty of nature. On the outskirts lie the caves of Ajanta and Ellora. Both are internationally renowned for their intricate carvings of Lord Buddha in stone. Ancient Buddhist life has been depicted in delicate stonework. Guided tours are readily available. Summers are not advisable for touring as temperatures can reach up to and above 44 degrees C during the day. There are other famous tourism places like Bibi Ka Maqbara (The Taj Mahal of deccan), Daulatabad Fort, Panchakki, Sunheri Mahal and a lot of more places. It is connected to whole India by air, road and railways. SO do come to Aurangabad, you will not get depressed.

4.Nanded

Nanded is a place of religious importance for adherents of the Sikh faith; its best known landmark is the Hazur Sahib Nanded Gurdwara, a former Sikh palace. Nanded is also the holy place for Hindus as it has Renukadevi shaktipeetha temple at Mahur. Nanded has many Sufi shrines as well.

5.Nagpur

The winter capital of the state senate is a wonderful city. With a tradition of producing the best Oranges, this city would be a great place to visit during the winter. Summer along with Aurangabad, would not be a good time to visit with temperatures hovering in the low-to-mid 40s. Nagpur being in the heart of the country has a Zero Mile monument which is a milestone from which the distances of major cities were calculated. The city also has a beautiful stupa at Deekshabhoomi-the place where under the leadership of Dalit leader Dr B R Ambedkar thousands of dalits embraced Buddhism. Another important place to visit is Tekadi Ganesh mandir on Sitabuildi fort complex. The Orange city has other places of tourist importance such as Maharajbagh zoo, Futala lake chowpati, Raman science center, RSS headquarters and

some premier research institutions such as NEERI, CICR, NBSSLUP.

6.Nashik

This city is a holy pilgrim city. It is the place where Lord Rama spent 14 years of his exile. It is also a city of temples. It is known for its picturesque surrounding and a pleasant climate. It can be visited any time except in rainy season. Trimbakeshwar near Nashik is a jyotirling. Godavari river originates from here. In recent times, this city has developed a lot and is rapidly developing into a metro. The "Wine Capital of India", or the "Grape City", as it is popularly known in recent times, is located in the Western Ghats, on the western edge of the Deccan peninsula on the banks of the Godavari River. The city is known for its picturesque surroundings and pleasant climate. The Godavari River flows through Nasik from its source, which lies to the southwest of the city, in Trimbakeshwar. It is a rapidly developing city with a population close to 1.4 million

7.Satara

This city lies on western Maharashtra. City is well known for tourist places like Mahabaleshwar, Wai, Panchgani and rivers such as Koyna and Krishna. Mahabaleshwar and Panchgani are one of the famous tourist places of India. River Krishna rises at Mahabaleswar near the Jor village in the extreme north of Wai district. From here on it flows into Karnataka and joins the Bay of Bengal after traveling distance of 1400 km.

PROBLEMS OF TOURISM INDUSTRY IN MAHARASHTRA

Insurgency problem, economic blockade, lack of infrastructure, lack of trained manpower and awareness are the main causes and obstacles in the development of tourism industry in the state. Firstly, The regional problem is the major threats in the development of tourism industry. Secondly, the people living near and around the National Highways are simultaneously using this two life line of Maharashtra as a means for getting their demand from the government of Maharashtra. They start their agitation to get a demand by blockading the National Highways for going to Maharashtra. Thirdly, being hilly region, there is no sign of waterways and railways and Airways are present and provide services to Maharashtra. As for Airways there is not much problems though because there are so many airports in Maharashtra. The problem is on roadways. Tourist means a person who makes a tour. A tour represents an attempt by the traveler to discover something about a place he visits. A tourist wants to see himself something he had heard about. So transportation is very important for the promotion of tourism. As we know that Transport means movement of person or things from origin to destination. It is very essential for civilization and indispensable in the economic life of any region. The limited means of transport is the main hurdle in the development of tourism in the state. Moreover, it is well known fact that the hilly roads are time consuming. Hence, the facilities such as infrastructure, transport and communication should be developed.

Lastly, due to the infancy of Tourism industry in

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Maharashtra, trained manpower is very less. Tourism is a service industry where a high degree of training and professional required. Trained guides must be appointed by the Tourism Department. The guides must be in a position to explain the historical importance of the places in the respective languages. We are agree that things are better understood and get satisfaction when they are explained in their own language. Lack of awareness and knowledge about tourism gives an impact on the day to day life of the people, their attitudes towards tourism and benefits are lost as a result. This lack of awareness of the people is due to the infancy of Tourism in Maharashtra.

So, the government of Maharashtra must know these problems and obstacles and must try to solve the problems in order to develop Tourism Industry in Maharashtra.

PROSPECTS OF TOURISM INDUSTRY

The state of Maharashtra has the potential to become a major tourist destination in the country provided its potentials are streamlined in a proper direction. So, the study can focus on some of the important and famous sight- seeing places.

There are no any major industries in Maharashtra which we can say existing or developing only Tourism Industry existing and developing but that too at discovery stage. Tourism Industry provides maximum number of employment to the local people. Due to lack of major industries in Maharashtra, employment is a big problem which is one of the major problems of the state Government, but Tourism Industry provides about 20% employment to the unemployed youth. The employment provides by the travel agencies, Tour Operators, hotel, Restaurants, Cottage Industries, small food stalls is the great important to the people of Maharashtra. In the rural areas women make unique traditional cloths which are a great demand from the tourists. This makes generation of income and makes economic growth to the family.

The government of Maharashtra has been trying to make special schemes to promote such women entrepreneurs. Even at this discovery stage of Tourism industry, it provides immense employment to the local people. So when it is fully developed, it may be able to provide maximum employment to the people. In this way tourism industry plays a major role in achieving economic growth of the local people and the whole state as well.

Role of Government and Private Sectors for the development of tourism industry in Maharashtra

A. Role of the Government

Tourism is a multi-sector activity and the industry is influences by a many other sectors. The Government efforts will be directed at ensuing inter-governmental linkage and effective co-ordination government has to play an important role in tourism management and promotion which include:

- i) Government is providing public infrastructure facility including local planning
- ii) Creating rules infrastructure in the initial stage of

development to demonstrate the potential of the area.

iii)State Government is providing support facilities and facilitation services to provide enterprises along with appropriate incentives.

iv)State Government is introducing regulatory measures to endure social, cultural and environmental sustainability.

v)Ensuing that the local community is full involved and the benefits of tourism accrue to them.

vi)Facilitating availability of trained manpower and providing training and exposure particularly from amongst the local population jointly with departments like the industry, minority and other backward classes, Tribal Development, Border Trade etc.

vii)State Government is undertaking research including folklore legends etc. and compiling, preparing master plans and facilitating formulation of marking strategies.

viii)Government s providing efficient transport and communication services.

ix)Providing clean and adequate basic amenities like drinking water, toilet facilities, wayside refreshment centers, health-care centers, etc.

x)Providing aggressive publicity in all the Metropolitan cities as well as abroad and setting of tourism information centers including interned web-site publicity, telecast etc.

B. Roles for Private Sectors

The Private Sector has always been playing a bigger role in the field of tourism. The Government Policy will aim to encourage the private sectors. It is expected that the dominant role of the private sector will be in the following area –

i.Building and managing the required tourist facilities in all places of tourist interest of the state.

ii.Assuring collective responsibility for laying down standards, ethics and fair practices.

iii.Involving the local community in tourism project and ensuing that the benefits of tourism accrue to them right measure.

iv.Undertaking or imparting training and manpower development for achieving excellence in quality of services.

v.Participating in the preparation of investment guidelines and marketing strategies and assisting in database creation and research.

vi.Facilitating safety and security of tourists.

vii.Ensuing preservation and protection of tourist attractions.

viii.Endavoring to promote tourism on a sustained and long term perspective.

The private sector being the implementing agencies, their opinions, suggestions, participation and perspective must need to be taken seriously and in order to harness the co-operation.

SUGGESTIONS

There are some suggestions which are helpful for the development of tourism Industry in Maharashtra. Being hilly region, there is no sign of waterways and railways and Airways are present and provide services to Maharashtra. As for Airways there is not much problems though only one airport is present in Maharashtra. The problem is on

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roadways. So, the state government and Central Government must develop or improve the roadways in order to be helpful in the Tourism Industry in Maharashtra. Insurgency is one big problem that threatens the development of Tourism in Maharashtra. Day to day killing of militants by security forces, security by militants and among militants cause a lot of problem in the law and other situation of the state. In such a situation, development of tourism is impossible because tourists do not like to visit which have a bad law and other situation. So, the government of Maharashtra must try to find a solution to this problem. There is a series of bandh and strikes. Important tourist home resorts and many others are now occupied by the Indian Army Counter insurgency problems. The tourists do not like to see the army when they are coming to see and enjoy in a particular place and take permission from the security forces to enter the place. So, this creates a bad image in the mind of tourists and they did not like to visit it again. In this way, the number of tourists visiting Maharashtra is decreased year by year. So, government must remove this securities forces from these important tourists home in order to maintain a full or a steady flow of tourists in Maharashtra.

There is no other major industry in Maharashtra so far which we can say developing and growing. But, Tourism Industry has a potential to develop successful in Maharashtra because Maharashtra has also the features to develop tourism. If the tourism industry is developed in Maharashtra it will be helpful in developing the economy and also be very much helpful in solving the unemployment problem of the state. So, Tourism Industry needs the support of the people along with government and Private Sector organizations who are engaged in this industry. Proper knowledge for development have to be gained by conducting seminar, conference, workshop etc. Then proper education should be given to the people so that the tourism industry in Manipur will surely develop within a short period of time.

CONCLUSION

There is no doubt that tourism industry will provide a large number of employments to the people of Maharashtra which would be helpful to solve the unemployment problem to a great extent if this industry is developed in Maharashtra. Yet, it provides a large number of employments though tourism is at the stage of discovery. It also provides economic and social development of the people of Maharashtra. Again, we must know its threats and obstacles faced by the tourism industry like insurgency problem, lack of infrastructure and so and so. Thus, the Government along with private sector organizations with joint effort should try to solve the above obstacles and have to maintain peaceful environment which will be again helpful for the devolvement of tourism industry and then only people at large will ultimately enjoy its benefits.

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