

19.

OVERVIEW OF TOURISM DEVELOPMENT IN INDIA AND MAHARASHTRA

Dr.Makarand Raghunath Sakhalkar

Associate Professor

Gogate Jogalekar College Ratnagiri 415612

Abstract: Tourism deals with the physical, psychological and sometimes even spiritual demands for the different motives, interests, preferences and immediate needs. The tourism development in any area depends on availability of recreational resources, in addition to factors like climate, seasons, accessibility, attitude of the local people, planning and tourist facilities. All this put together creates a tourism magnetic atmosphere which is resource base for the tourism. The factors influencing tourism includes system of holidays with pay, hike in income, increased mobility, education, leave travel concessions, improved communication facilities, eco-tourism, yoga-tourism, adventure tourism, pilgrimage etc. Important tourism attractions in India are historical monuments, nature and environment, wildlife, ethnic culture, diverse lifestyles, colorful festivals, rich heritage, adventure tourism, golf tourism, pilgrimage tourism; yoga tourism. Maharashtra state has a long tradition of tolerance and symbolic interaction with different religious faiths. Majority of India's cave temples are in Maharashtra. The Maharashtra state was established on 1st May 1960. Mumbai the capital of Maharashtra is a major international airport and harbor. Gothic architecture is seen in the Gateway of India, Mumbai High court, Old Secretariat, University buildings and Victoria Terminus. The Maharashtra Tourism Development Corporation is the only agency involved in the promotion of tourism.

Key Words: Tourism, Development, ITDC, MTDC

Introduction:

Earning foreign exchange is major economic benefit of tourism. Income from the foreign tourists in the form of foreign exchange adds to the national income and it is an invisible export. Tourism plays an important role in improving international understanding, since it brings about an interaction between visitors and the local people. India has been recognized as top ten preferred destinations, however the truth remains to be that in the world tourism market India's share is very less.

Tourism has a long history in India. Indian tourism is primarily cultural tourism because Indian culture is one of the very few cultures where several

elements of the past continue to live in the present. Tourism promotes national integration and creates employment opportunities. It gives support to local handicrafts and cultural activities. As a human resource intensive industry, tourism's greatest impact is on the generation of employment. Domestic tourism is equally important because it improves balance of national economy through re-distribution of the national income.

Tourism is an activity which generates a number of economic benefits. It is an invisible trade stimulating the economy. Expenditure by the tourist has a multiplier effect. These benefits are achieved with a relatively low level of investment. It generates abundant employment opportunities and raises national income. The exchange of cultural values and ideas is the greatest positive outcome of tourism. Tourism helps in standard of living of local people by providing amenities related to education, sanitation, transport and communication, recreational centres, catering services, proper distribution of commodities etc.

Objectives of the Study:

- To take an overview of tourism development in India.
- To take an overview of tourism development in Maharashtra.

Review of Research and Development in the Tourism:

There are different organization workings for tourism development in national and international level. In India important organizations are Indian Tourism Development Corporation (ITDC) and various State Tourism Development Corporations. Department of Tourism and Directorate of Tourism also working for tourism development. There have been various studies undertaken for tourism development at different states, national and international level.

Research Methodology:

This study is based on the secondary data. It is collected from ITDC, MTDC and surveys of other government and non government agencies. Newspapers, internet websites, journals, books, reports etc also used for scrutiny. It is also available from Government records,

related books, articles, journal, magazines, research reports, websites etc.

Overview of Tourism Development in India:

Tourism development in India has passed through many phases. At Government level the development of tourist facilities was taken up in a planned manner in 1956 coinciding with the Second Five Year Plan. The approach has evolved from isolated planning of single unit facilities in the Second and Third Five Year Plans. The Sixth Plan marked the beginning of a new era when tourism began to be considered a major instrument for social integration and economic development.

But it was only after the 1980's that tourism activity gained momentum. The Government took several significant steps. A National Policy on tourism was announced in 1982. Later in 1988, the National Committee on Tourism formulated a comprehensive plan for achieving a sustainable growth in tourism. In 1992, a National Action Plan was prepared and in 1996 the National Strategy for Promotion of Tourism was drafted. In 1997, a draft new tourism policy was published for public debate. The need for involvement of Panchayati Raj institutions, local bodies, non-governmental organisations and the local youth in the creation of tourism facilities has also been recognised.

The other major development that took place was the setting up of the India Tourism Development Corporation in 1966 to promote India as a tourist destination and the Tourism Finance Corporation in 1989 to finance tourism projects. Altogether, 21 Government-run Hotel Management and Catering Technology Institutes and 14 Food Craft Institutes were also established for imparting specialised training in hoteliering and catering.

Tourist Attractions:

India is a country known for its lavish treatment to all visitors, no matter where they come from. Its visitor-friendly traditions, varied life styles and cultural heritage and colourful fairs and festivals held abiding attractions for the tourists. The other attractions include beautiful beaches, forests and wild life and landscapes for eco-tourism, snow, river and mountain peaks for adventure tourism, technological parks and science museums for science tourism; centres of pilgrimage for spiritual tourism; heritage trains and hotels for heritage tourism. Yoga, ayurveda and natural health resorts also attract tourists.

The Indian handicrafts particularly, jewellery, carpets, leather goods, ivory and brass work are the main shopping items of foreign tourists. The estimates available through surveys indicate that nearly forty per cent of the tourist expenditure on shopping is spent on such items.

Organisation:

The organisations involved in the development of tourism in India are the Ministry of Tourism with its 21 field offices within the country and 18 abroad, Indian Institute of Tourism and Travel Management, National Council for Hotel Management and Catering Technology, India Tourism Development Corporation, Indian Institute of Skiing and Mountaineering and the National Institute of Water Sports.

Boosting Tourism:

Some of the recent initiatives taken by the Government to boost tourism include grant of export house status to the tourism sector and incentives for promoting private investment in the form of Income Tax exemptions, interest subsidy and reduced import duty. The hotel and tourism-related industry has been declared a high priority industry for foreign investment which entails automatic approval of direct investment up to 51 per cent of foreign equity and allowing 100 per cent non-resident Indian investment and simplifying rules regarding the grant of approval to travel agents, tour operators and tourist transport operators.

Constraints:

The major constraint in the expansion of international tourist traffic to India is non-availability of adequate infrastructure including adequate air seat capacity, accessibility to tourist destinations, accommodation and trained manpower in sufficient number.

Poor visitor experience, particularly, due to inadequate infrastructural facilities, poor hygienic conditions and incidents of touting and harassment of tourists in some places are factors that contribute to poor visitor experience.

To sum up, Indian tourism has vast potential for generating employment and earning large sums of foreign exchange besides giving a fillip to the country's overall economic and social development. Much has been achieved by way of increasing air seat capacity, increasing trains and railway connectivity to important tourist destinations, four-laning of roads connecting important tourist centres and increasing availability of accommodation by adding heritage hotels to the hotel industry and encouraging paying guest accommodation. But much more remains to be done. Since tourism is a multi-dimensional activity, and basically a service industry, it would be necessary that all wings of the Central and State governments, private sector and voluntary organisations become active partners in the endeavour to attain sustainable growth in tourism if

India is to become a world player in the tourist industry.

India Tourism Development Corporation (ITDC):

ITDC came into existence in October 1966 and has been the prime mover in the progressive development, promotion and expansion of tourism in the country. Broadly, the main objectives of the Corporation are:

- To construct, take over and manage existing hotels and market hotels, Beach Resorts, Travellers' Lodges/Restaurants;
- To provide transport, entertainment, shopping and conventional services;
- To produce, distribute, tourist publicity material;
- To render consultancy-cum-managerial services in India and abroad;
- To carry on the business as Full-Fledged Money Changers (FFMC), restricted money changers etc;
- To provide innovating, dependable and value for money solutions to the needs of tourism development and engineering industry including providing consultancy and project implementation.

The Corporation is running hotels, restaurants at various places for tourists, besides providing transport facilities. In addition, the Corporation is engaged in production, distribution and sale of tourist publicity literature and providing entertainment and duty free shopping facilities to the tourists. The Corporation has diversified into new avenues/innovative services like Full-Fledged Money Changer (FFMC) services, engineering related consultancy services etc. The Ashok Institute of Hospitality & Tourism Management of the Corporation imparts training and education in the field of tourism and hospitality.

Presently, ITDC has a network of eight Ashok Group of Hotels, six Joint Venture Hotels, 2 Restaurants (including one Airport Restaurant), 12 Transport Units, one Tourist Service Station, 37 Duty Free Shops at International as well as Domestic Customs Airports, one Tax Free outlet and two Sound & Light Shows.

Besides, ITDC is also managing a hotel at Bharatpur and a restaurant at Kosi on behalf of the Department of Tourism. In addition, it is also managing catering services at Western Court, Vigyan Bhawan, Hyderabad House and National Media Press Centre at Shastri Bhawan, New Delhi.

Overview of Tourism Development in Maharashtra:

Maharashtra state has a long tradition of tolerance and symbolic interaction with different religious

faiths. Majority of India's cave temples are in Maharashtra. The Maharashtra state was established on 1st May 1960. Mumbai the capital of Maharashtra is a major international airport and harbor. Gothic architecture is seen in the Gateway of India, Mumbai High court, Old Secretariat, University buildings and Victoria Terminus. The prominent tourist places in Mumbai include Chowpatty beach, Juhu beach, Wildlife Park at Borivali, Jahangir Art Gallery, and National Centre for Performing Arts. Maharashtra is also the home of several hill stations and most of them belong to colonial era. They remain to be ideal holiday escape destinations- Matheran, Khanadala, Lonavala, Panchgani, Mahabaleshwar, Amboli, Chikaldara, Melghat Tiger sanctuary. Maharashtra celebrates many festivals of the most significant being the Kumbhmela held every twelve year on the Banks of Godavari at Nasik, the Pandharpur Yatra, Ashtaavinayaka yatra and Saibaba temple of Shirdi. Unlike other states there is no strong Department of Tourism or Directorate of Tourism in Maharashtra. The Maharashtra Tourism Development Corporation is the only agency involved in the promotion of tourism.

Maharashtra Tourism Development Corporation (MTDC):

Maharashtra Tourism Development Corporation 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. MTDC owns and maintains resorts at all key tourist centers and having more resorts is on the plan.

Features of Maharashtra:

Maharashtra, area wise (3.08 lakh sq. km.) & by population, (10 crore i.e. 9.4 percent of total country population as per 2001 census; whereas 11, 23, 72,972 as per 2011 census) stood as second largest state of the country. The population growth rate during 2001-11 was 15.99% in the State & is less than the same at national level which is 17.64%. Maharashtra is highly urbanized as compare to other states of the country; but still share of rural population is around 68 percent in total. The state occupies costal & central part of the country with a 720km costal line of Arabian Sea. The State has 35 districts which are divided into six revenue division's viz. Konkan, Pune, Nashik, Aurangabad, Amravati and Nagpur for

administrative purposes. The State is a major contributor to the nation's economy accounting for almost 21 % of the industrial output, 13 % of the national GDP, 13.7% of total factory employment. Mumbai, the capital is regarded as the hub for financial and business activities of the country and is the headquarters of many of the large business establishments and financial institutions. The city also contributes about 60% of customs duty collections and around 40% of income tax to the national exchequer. The state industrial growth rate has remained at around 10% over the past few years and efforts are required to push this growth rate by creating an efficient infrastructure for facilitating sustained industrial production. The agriculture & forest coverage of State was 224.5 lakh hectares and 52.1 lakh hectares respectively at the end of 2010. The major cash crops of the state are like sugarcane, soyabean, cotton, oilseeds and onions. The last few years have seen a healthy shift towards horticulture crops. The State is well known for its alphonso, grapes, bananas and oranges. According to state Economic survey 2012 the industrial and services sector both these sectors presently contribute about 89 per cent of the State's domestic product. The agriculture & allied activities sector contributes 11 per cent to the State's income. The State has well spread road network of 2.87 lakh km. and that are connected about 97.5 per cent villages. As well as in addition to BOT work procedure government has encouraged huge investment in infrastructural development under public private participation scheme.

Tourism Development in Maharashtra:

The state of Maharashtra offers a wide range of themes including leisure, heritage, pilgrimage, eco, history for tourism industry in the state. It also offers various tourism circuits like water tourism, Deccan odyssey, adventure tourism etc. Maharashtra Tourism Development Corporation (MTDC) is the state government agency for promotion and regulation of tourism sector. It is also responsible for developing, managing and maintaining the tourist places in the state. From 1991 to 2010, the amount of FDI approved in the state for the projects in Hotel & Tourism Industry is to the tune of Rs. 6,326 Cr. for development of 95 Projects. The tourist inflow in the State ranged between 157.80 lakh and 257.38 lakh tourists during 2005-10. The tourism potential of the state however has not yet been fully tapped on account of lack of an integrated approach from various government departments and agencies. The important issue is that tourism is not an isolated function or activity in itself but spreads across multiple sectors and hence the role of coordination between different agencies becomes very

important. Further, developing tourism industry demands capital intensive projects which have the longer gestation period of 8-12 years, depending up on the size and potential.

Infrastructure for Tourism:

Modern tourism is greatly dependent on infrastructural facilities. In order to promote any destination, it is necessary to have infrastructural linkages in place. Although, Maharashtra has a sound infrastructure base, it still needs to be fine tuned from the tourism point of view. Tourism infrastructure has not yet been perceived as a single package. It takes about 8-10 years for the development of a particular destination and for all necessary infrastructure to become available there. It is necessary to bring down this duration to not more than two years. At present there is no infrastructure Department or Corporation for planning and development of infrastructure taking into account, the needs identified by the Tourism Department. Hence it is proposed that all infrastructure providing Departments (PWD, Irrigation, Power etc.) and Corporations (MSRTC, CIDCO, etc.) shall reserve a minimum of 5% of their annual budget outlay to be spent strictly on projects and development plans prepared by the Tourism Department.

Public-Private-Partnership for Development of Tourism Destinations:

It is essential to attract investment in the tourism sector in order to upgrade infrastructure facilities as well as to market tourism destinations. Many tourist destinations all over the world have been privatized and are running successfully. This model of PPP should be suitably applied to tourist destinations in Maharashtra. The privatization policy will help tourism in various ways. It will develop the destination as a tourist centre and provide necessary amenities. It will help to preserve our heritage and culture which require considerable resources. The private investor will work to promote the destination in order to recover his investment. This will boost marketing of the destinations in Maharashtra.

Action Plan for the Next Five Years:

There is need and scope to attract visitors into Maharashtra to the various tourist destinations in our State. The following action plan will be implemented in the next five years to achieve the tourism objectives and the long-term vision for 2025.

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

Various tourism facilities such as accommodation facilities, eateries, toilets, information centres, etc.

would be developed at all destinations. For this, the incentive policy proposed will encourage private partnership in tourism related activities and infrastructure development. Access to weekend destinations (hill-stations, beaches, etc.) near major cities in Maharashtra would be given preference.

- **Accessibility to tourism destinations and wayside amenities:**

Approach roads would be identified to various tourist destinations in Maharashtra. The roads would be assessed for suitability (carrying capacity, quality, etc.) and would be considered for further development. Wayside amenities would also be planned while developing roads. In addition, rail linkages and air connectivity to important tourism destination must be strengthened by co-ordination with the concerned departments and Ministries.

- **Strengthening of Bed and Breakfast scheme:**

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

- **Recreational facilities at destinations:**

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

- **Public-Private-Partnership:**

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

- **World Heritage Sites:**

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

concerned agencies such as State Directorate of Archaeology, etc.

- **Cultural Tourism:**

Distinctive aspects of Maharashtra's rich culture and tradition would be identified and promoted as an integral part of Maharashtra's tourism. Identify and promote the State's folk arts and organize folk dance and music programmes at tourist destinations - State government would identify the artistes in the state and the details of these artistes would be recorded in the tourism portal. Arrange cultural programmes at MTDC resorts/ destinations involving local art forms. Prepare and organise a calendar of festivals specially focused to attract tourists. Local cuisine would be identified and promoted at MTDC resorts. Food festivals showcasing various types of Maharashtrian cuisine would be organised. Identify local melas/festivals that have been traditionally held for many years to showcase these traditions.

- **Crafts:**

Since Maharashtra has a number of exclusive handicrafts; the government would undertake the following activities to promote the handicrafts industry in the state: Appoint a design agency to develop products based on local crafts. Based on their recommendation, training will be arranged for artisans to develop various products. Develop and promote the State's handicrafts industry through e-commerce. Handicraft artisans of various crafts would be identified. Quality of the products would be standardized and products would be marketed through e-commerce. On-line /e-commerce application would be developed and backward linkages would be established with the artisans. Simultaneously, marketing support in terms of providing common sale outlets like bazaars would be provided for handicraft products.

- **Pilgrimage Circuits:**

Maharashtra is known for its pilgrimage centers like the Jyotirlingas, the Ashta Vinayaks and other famous temples at Shirdi, Pandarpur, Kolhapur, etc. Pilgrim circuits can be developed, connecting these pilgrimages. Maintaining sanctity and cleanliness at the place of pilgrimage is of utmost importance to provide an enhanced experience and attract more tourists. The responsibility for development of pilgrimage centres has been entrusted to the Urban Development Department or Rural Development Department. Maharashtra tourism would assist the Urban Development Department and Rural Development Department for preparing a development model which can be applied to all pilgrimage sites.

- **Fort /Fort Circuits:**

Maharashtra has a large number of forts which are valued not only for their historical significance but also for their architectural excellence. The Government of Maharashtra in coordination with ASI and State Archeology, develop and conserve these forts for realizing their tourism potential.

- **Application of Information Technology for tourism :**

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

- **Information Kiosks:**

Government of Maharashtra would create kiosks at important airports, railway stations, bus stations and important public places to provide tourism information on an interactive basis with links to the tourism portal and on-line booking systems.

- **Creating Awareness:**

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

- **Training and Capacity Building :**

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

- **Coordination and Monitoring:**

State Government would form a committee involving the Department of Tourism, MTDC, and other related departments to play a coordinating role. This committee would also identify developmental needs (either infrastructure or site facilities) at various destinations. Special Task Forces would be created for the following activities: Public-private-partnership, arts and crafts, pilgrimage tourism, Development Control Regulations at destinations.

- **Organisational Review:**

A thorough review of institutional and staffing requirements of the Department of Tourism and MTDC would be taken up for restructuring the roles and functions of departments/individuals,

based on the needs of tourism development in the State.

- **Single window clearance system:**

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

- **Tourist Survey Statistics:**

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

- **Evaluation and outcome budgeting:**

From the financial year 2005-06, Government of Maharashtra has initiated the process of evaluating each department by the outcome of their schemes. The emphasis has shifted from merely spending funds to the actual utility and outcomes of the funds spent. Accordingly, parameters would be identified and reviewed such as tourist arrivals, increase in employment generation, district (area) domestic products etc. Studies would be regularly held either through Government departments or Universities, Colleges and private agencies to assess the impacts and outcomes of tourism projects on a sample basis. Also, feasibility studies would preferably be undertaken before embarking on tourism projects where huge investment is required so that unfruitful expenditure can be avoided.

Findings of the Study:

After making study of Overview of Tourism Development in India and Maharashtra the major findings are as follows.

- Tourism has grown up as worldwide industry. Its growth & development has proved that industry has huge potential as an economic contributor in world and regional economies. The countries which are developing and under developed may boost their economies by exploring their tourist's resources as major

source of foreign exchange earnings including employment source for local people.

- Tourism has emerged as an instrument of employment generation, poverty alleviation and sustainable human development and foreign exchange earner for the country.
- In order to speed up the development of tourism in the country several thrust areas have been identified which includes development of infrastructure, products, trekking, winter sports, wildlife and beach resorts and streamlining of facilitation procedures at airports, human resource development and facilitating private sector participation in the growth of infrastructure.
- Share of Asian countries in world tourism revenue need to grow as compare to percentage of their population.
- India's position in FEE from tourism is also not satisfactory as compare to availability of tourism resources.
- FTA scenario in Maharashtra is comparatively good on the basis of statistical records in respect to other states; but practically most of these tourists visit Maharashtra for landing purpose only during their transit.
- The position of State of Maharashtra was at 4th to 5th stage in total number of domestic tourist arrivals in between 2005-10; no major changes have observed in this scenario till to 2013.
- Konkan has emerged as new tourist zones due to its religious, natural & cultural resources.
- Government of Maharashtra has also given attention to develop infrastructure in the district to boost tourism in the region.
- Further study is required to explore the true benefits of tourism developments for the betterment of main stakeholders.

Bibliography:

1. Bhatt, Harish and Badan, B. S. (2006): Ecotourism, Crescent Publishing Corporation.
2. Bhatt, S. (2004): Environment Protection and Sustainable Development, APH Publishing Corporation, New Delhi.
3. Chawla, Romila (2006): "Agri-Tourism", Sonali Publications. New Delhi 10002.
4. Government of India (2010): Incredible India, India Tourism Statistics at a Glance.
5. Government of India, Planning Commission Report on Tourism Development in Maharashtra.
6. <http://www.maharashtratourism.gov.in>
7. Kapoor, Rakesh (1997): "Tourism policy organization and management", Kanishka Publishers Distributor, New Delhi 110002

