

A Study on Development of Tourism in Maharashtra

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Abstract- Travelling and exploring new things is the nature of every human being. Now a day's every person is stressed out and want some change from routine activities. People visit new places to appreciate their beauty, in course of time, has given birth to modern industry called tourism.

Maharashtra is the third largest state in India having 36 districts and each district is attracting thousands of tourist visitors.

Travel and tourism is the largest service industry in India. It is expected that tourism sectors contribution to the country's Gross Domestic Product will grow at the rate of 7.8% yearly in the period 2013-2013. In 2013 the travel and tourism industry contributed Rs. 2,170 billion or 2% to the country's GDP. This is expected to rise to Rs. 4,350 billion in the year 2024.

The Paper attempts to focus on the following:-

1. To know the drivers behind increase in tourist traffic
2. To know about various destinations in Maharashtra.
3. To find out the purpose of visit to the state.
4. To understand the travel behavior of the visitors.
5. To know the Reasons for choosing this state as a tourist destination
6. To find out the Names of top 10 destinations in Maharashtra
7. To ascertain the Most visited tourist destination
8. To know about the Satisfaction level of services by Visitor

The tourism industry in Maharashtra is substantial and vibrant, and is fast becoming a major global destination.

Index Terms- Tourism, Tourism Industry, Development, tourist traffic, destinations

I. INTRODUCTION

Tourism means experiencing a culture, location, language, cuisine and activities different than one's own. Maharashtra's culture and heritage has to be preserved, conserved and promoted in order to develop tourism. Most of the villages in Maharashtra is having potential to attract tourist, but because of the inadequate infrastructural facilities, it is lacking behind.

Drivers behind increase in Tourist Traffic

Domestic Tourist Traffic

1. Rapidly increasing purchasing power of the middle class.
2. Better road connectivity
3. Evolving lifestyle

International Tourist Traffic

1. Value for money/economical holiday destination
2. Business cum pleasure destination
3. Opening of the sectors of the economy to private sector/ foreign investment.
4. Reform in the aviation sector such as Open Skies Policy has led to better connectivity with many countries with India.

Table 1: District Wise Tourist Destination List

District	Destination
Ahmednagar	Shirdi, Shanisignapur Siddhivinayak Siddhatek, Ahmednagar fort, Newas, Rehakuri Black Black Sanctuary, Bhandardara (Dam), Revakudi Ahmadnagar, Amruteshwar Ratanwadi
Akola	Narmala wildlife sanctuary/Fort, Balapur Fort, Kurankhed, Mahan, Popatkhed Bird Sanchury, Postal, Raja Mir Chaatri, Vaari Katepurna WLS
Amravati	Gugamal National park/ Melghat Tiger Projeet, Salbardi (Chakradher Swami Mandir), Belkund (Maleghat), Ambadevi & Ekvira Temple, Chaurakund Chikhaldara, Chunkhadi Jarida, Dhargad Maleghat, Ghatang Satpada, Harisal Maleghat, Jarida Maleghat East, Khatkali Maleghat, Kolkas Maleghat, Kotku Maleghat, Makhala Maleghat, Paratvada Maleghat Rangubeli Maleghat, Tarubandha Maleghat, Melghat Tiger Project Amner Fort, Amaravati, Bakadari And Kalalkund DHARKHURA, Gawilgad Muktagiri, Raipur Chikaldhara, Rashtr Sant Tukdoji Maharaj Gurukunj, Asharam Mojhri, Ridhapur , Wan WLS (Semadoha Chikaldhara) Dnyanganga WLS
Aurangabad	Ajanta, Daultabad Fort, Ellora, Bibi ka Makbara, Grishneshwar (Jyotirling), Shri Bhadra Maruti Temple, Paithan

	– Jayakwadi (Paithani Sari), Aurangabad Daultabad Devigiri, Jayakwadi, Maish Maal, Pithalkhora, Tara Paanwala, The Gautala Forest Reserve, Verul, Naygaon Mayur WLS,
Beed	Kapildhera (Ashram Of Kapilmuni), Parali Vaishnath, Ambejogai, Anand Gadh, Ashvalinga Temple, Bankat Swami Temple, Beed, Beteshwar Temple, Bhagwan Gadh, Dargah Neknoor, Dev Dahiphal, Gorakshanath Temple, Jarud, Kille Dharur, Lmba Ganesh, Mukunraj, Nagnath Temple Manur, Naigaon Peacock Sanctuary, Namalgaon, Navagan Rajuri, Pohicha Dev, Purushottam Puri, Rakshbhuvani Shani Dev, Sautada,
Bhandara	Ambagar Fort, Chinchgad, Dighod, Brahmi, Andhalgaon, Bhandara Chandpur Dam, Chaundeshwari Devi, Gaimukh, Koka Sanctury, Pauni Fort, Pawni, Sangarh,
Buldhana	Sheogaon (Samadhi of Gajanan Maharaj), Datyasudan Temple, Lonar Crater, Balaji Temple, Fardapur, Hiwara Ashram Vivekanand, Sailani Baba Dargah, Sant Gajanan Maharaj Sheogaon, Sindkhedara, Ambabarva WLS,
Chandrapur	Nagbhir (Ghodajhart) Picnic Spot, Tadoba Tadoba national park(TATR), Anandwan Ashram,
Dhule	Anerdam Wildlife Sanctuary, Balasane, Bhamargarh Wild Life Sanchtuary, Laling, Nakane Lake, Songir,
Gadchiroli	Jinganur (Bhamergargh Wildlife Sanctury), Aheri Ta Aheri, Chaprala Wild Life Sanctuary, Markanda Deo Ta Chamorshi,
Gondia	Nayagaon Wild Life Sanctury(NNTR), Hajra Fall, Ngzira Wild Life Sanctuary,
Hingoli	Aundha Nagnath (Jyotirling), Hingoli, Mallinath Digambar Jain Temple, Sant Namdev Sansthan Narsi, Tulajadevi Sansthan, Narsi Namdev,
Jalgaon	Unapdev hot Spring mouth Like GOMUKH) Adavad, Pal Yaval Sanctuary, Parola Fort, Swinging Towers of Farkande, Changdev Maharaj Bhusawai, Amainer Tirath (Like Pandherpur) / Amalner Fort Patandevi Temple,

Jalna	Shree Ganesh of Raju, The Matsyodari Devi Temple & Moti bagh Jamb Samartha, Anandi Swami Temple, Jamb Samarth, Kali Masjid, Mamma Devi, Mastyodari Dev
Kolhapur	Radhanagari (Dazipur Wild Life Sanctuary, Vishalgad Fort, Panhala fort, Rankala lake, Mahalaxmi Temple, Maharaja Palace, Shalini Palace Museum, Bhubali Teerthakshtra Kumboj, Dajipur Bison Sanctuary, Gaganawda, Jotiba, Khirdrapur, Kolhapur, Kolhapur Museum Town Hall, Koppeshwar, Narsobachi Wadi Siddhagiri
Latur	City park, Ausa Fort, Ganj Golai, Hajrat Pir Pasha Dargah, Hattibet Devarjan, Kharosa Caves, Lord Mahadev Temple Hippalgaon, Renuka Devi Temple, Shirur Anatpal, Siddheshwar, Udgir, Wadwal Nagnath Hill Wadwal Nagnath,
Mumbai	Gateway of India ,Prince of wales museum, Jahangir art gallery, Marine Drive, Hanging Garden, Mahalaxmi temple, Haji Ali, Juhu Beach, Sidhivinayak, Chhatrapati Shivaji Terminus Victoria Terminus Girgaon Chowpatty, RBI Monetray Museum, Lonad Caves, Shiv Temple of Ambarnath, SGNP The Borvali National Park, Erangal Mumbai, Malabar hill, Elephanta caves, Nehru Planetarium, Tungarveshwar Sanctuary, Yeur Sanctuary
Mumbai Sub	Sanjay Gandhi National park, Kanheri Caves, Mahakali Caves, Giribert Hill, Andheri, Juhu Chowpatty, Aksa Beach, Madh Island
Nagpur	Kanhan, Pench National park, Ramtek (Shri Ram Temple), Ambazari Lake, Balaji Temple, Maharaj Baug zoo, Ambhora, Central Museum Ajab Bangla, Deeksha BHUMI, Gandhi Sagar Lake, Japanese Rose Garden, Kalidas Smarak And Festival, Kasturchand Park, Khekrangala Lake in Nagpur, Khindsi Lake, Lake Garden Sakkardara Mansar, Marbat Festival, Markanda, Nagardhan Fort, Umred – Karhandala WLS, Narrow Gauge Rail Museum, Raman Science Centre, Satpuda Botanical Garden,

	Shegoan, Sitabuldi Fort, Tipeshawar-TADOBA, Mansingdeo WLS, Zero Mile,
Nandurbar	Taranmal Toranmal shiv temple, Hidimba's forest, Sardar Sarovar Project kevadia dam Fort Akka Rani Historical Well of Tawalal ,Sideshwar Temple
Nasik	Trimbakeshwari (Jyotirling), Pandav caves, Sinhastha Kumbh Mela (Punchvati Godavari Ghat), Lgatpuri (Kalsubai-Harish Chandragarh WLS), Coins Anjaneri, Gangapur Dam, Gangoti Crystals, Kalaramram Mandir, Mangi Tung, Nandur Madhyamshwar Bird Sanctuary, Nashk City, Ozarkhed Dam, Ozar Vigneshwara, Panchvati, Pandavleni Caves, Saptashringi Van, Shri Ghodeshwar Temple Sinnar
Nanded	Sahastra kund, Painganga wildlife, Mahurgad, Nanded Fort Sachkant Gurudwara, Hottal Temple, Kandhar, Kinwat Reserve Forest, Mahur Caves, Masjid Of Biloli, Takht Sachkhand Shri Hazur Abchalnagar Sahib, Unkeshwar Hot Springs, Vishnupuri Dam, Akkarani Fort, Asthamba, Nagardhan, Sarangkhed, Sardar Sarovar Project Kevadia Dam
Osmanabad	Ramlingam ghat, Dharashiv Caves Balaghat Mountains, Tulja Devi, Nidurg, Naidurg Fort, Osmanabad, Paranda Fort, Saint Goroba Kaka Mandir, Shri Tulijabhavani Mandir Tulijapur, Yedai Devi Yermukh
Parbhani	Hajarat Turabul Huq, Pathri, Shirdi Saibaba Janmshtan Mandir, Balaji Mandir Dashahara, Datta Mandir, Nemagiri, Sant Janabai Mandir, Shri Neminath Jain Mandir
Pune	Shivheri Fort, Bhimashanker (Jyotriling), Aland (Samradhi of Sant Driyaneshwari), Lonavala, Khandala, Lohagad, Karia Caves, Dehu (Mahasamadhi Of Sant Tukaram), Kelkar Museum, Sinhgad (Fort) , Ranjangaon (Ashtvinayak), Shaniwat wada, Khadakwasala, (Dam) , Panchet (Dam) Pune Chowpatri, Agha Khan Place, Chattri (Architecture Memorial), Katraj Garden, Parvati (hill and Temple Oldest heritage), Pataleshwar Caves,

	Moregaon (Ashtvinayak), Rajgarh Fort, Torna Fort, Theur (ashtvinayak), Amruteshwar Bhor, Bedse Caves, Bhaje, Darya Ghat, Dehu Alandi, Dhakoba, Hot Air Baloon Kamshet, Jejuri, Joshi Miniature Railway Museum, Kalote Lake, Kapuskar, Karla Caves, Kathingad Tung, Koraigad, Kukdeshwar, Lenyadri Ashtavinayak, Lonawala Bushi Dam, Manas Resorts, Manikdoh, Manikgad And Savne Lake at food hills of Manikgad Mrityunjeshwar, Mulshi Lake, Nadhai Lake, Naney Ghat, Ozar Vighneshwar Astvinayak, Panshet, Para Gliding Hadapsar, Potholes Of Nighoj, Purundar Fort, Rajmachi, Shinde Ka Chattri (Architecture Memorial), The Dr Ambedkar Museum And Memorial, The Lokmanya Tilak Museum, The Raj Dinkar Kelkar Museum, The Rock Bridge Of Gulanchawadi, The Salt Pillar of Vadgoan Darya, Khurondar Fort,
Raighad	Jeuri khandoba of khandobachi temple, Matheran, Alibag Fort, Mandva, Murud-Janjira, Phansad wildlife sanctuary, Harihareshwar, Mahad (Ashtavinayak), AVACHITAGAD, Bankot FORT, Bhilawale Lake, Birwadi Fort, Chanderi, Chandragad, Chaul Temple, Diveagar, Elephanta, Gadeshwar Lake, Ghosalgad, Hot Spring at Sav, Kanakeshwar, Kangauri Fort, Karnala Bird Sanctuary, Kashid Raigad, Kaula Fort, Kihim Beach, Korlai, Kothligad, Kuda, Lingana Fort, Mandva, Mangad, Meera Hill, Murud Janjira, Pali Ballaleshwar Ashtavinayak, Raigad Raigadh Fort, Ratnagad, SAGARGAD, Sankshi Fort, Shivthargal, Shrivadhan, Songiri Fort, Akshi Nagao Beach, Sudhangad, Tadgoan, Talgad, The Gandhaar Pali Caves, The Kamarkar Museum, The Murud Forests, The Thanale Khadsamble Caves, The Wood Exhibits of Kolad, Uddar Unhere, Varandha Ghat, Vishramgad, White Water Rafting Raigad
Ratnagiri	Harnai Beach, Ganpatipule, Ganga/Hot Water Spring, Ambolga, Anjarle, Arevare, Bhandarpule, Bhatye

	Suruban, Chiplun, Derwan, Fort of Kohoj, Ganesh Gule, Govalkotgad, GUHAGAR, Harnai Fort, Hedavi, Jaigad, Kanaledurg, Kelshi, Lote Parshuram, Mahagarh Beach, Marleshwar, Napaane Vaibhavwadi, Pawas, Purnagad Fort, Ratnadurg Fort, Ratnagad, Ratnagiri, Suwarnadurg, Tilak Birth Place, Velas, Velneshwar
Sangli	Chandoli Wildlife Sanctuary, Sagarshwar Wildlife Sanctuary, Audumbar, Kundai Jain Temple, Sangali, Shirala,
Satara	Mahabale/prapgarh fort, Panchgani, Shri Bhavani Museum, Thosegarh water fall, Kaslake, Ajinkyatra/Sajahgarh, Koyna lake, Ajinkyata Fort, Aundh Museum, Bamnoli and its Periphery, Bangnoli, Bhairvgad, Bhopalgad Bhushagad, Chandan Vandan Gad, Dategad Patan, Gondawale Maharaj Math, Gunvantgad, Kaas Pathar, Kalyangad, Kyona Forest Reserve, Machhindragad, Morgaon, Pardeshwar, Phaltan, Pandavgad, Pratapgad, Sadashivgad, Sajjangadh, Shikar Signapur, Shivsagar Lake, Sitabai Hill, Tapola Lake, The Satara Museum, Vairatgad, Vardhangad Kahatav, Vasantgad Karad, Vasota, Wai, Wathar Nimbalkar,
Sindhurg	Malvan beach, Fort, Tarkarli, Vijaydurg fort, Amboli Waterfalls, Achara Beach, Arunda Creek, Bhogwe Beach, Chiwla, Dashavtar, Devbaug, Dhamapur, Dodamarg Talkot, Kharepatan, Kunkeshwar, Napadne Waterfalls, Nivati, Pinguri, Sagarshwar Beach, Sawantwadi, Shiroda Beach, Sindhudurg Fort Malvan, Sindhudurga, Tondavali, Vengurla,
Solapur	Kundalsangam, Akalkote, Pandharpur, Mangalwedha, Akkalkot, Akluj, Nannaj Bird Sanctuary (GIB), Solapur
Thane	Kelve Beach, Fort And And Dame, Ganeshpuri (swaminyanand Maharaj), Purtgali Fort, AMBARNATH (shiv Temple)/Ganesh Temple in Titwala, Aahupe Ghat, Ajoba Mountain, Akloli, Bhoj Lake, Bilya Mountain, Bordi, Davkop Lake, Fort of Kohoj, Gambhirgad, Kakuli Lake, Khodala

	Jawahar Mokhada Devbandh Suryamal, Kukdeshwar Lake, Malshej Ghat, Pallu Waterfall, Pandavgad, Sakhre Lake, Satpati, Tansa Sanchury, The Pelher Lake, The Surya River Area,, Tilsa, Titwala, Tungareshwar, Upper Vaitarna, Vandri Lake AND hot Spring At Satvali, Vasai Bassein, Vihigoan Village Waterfall ,Vikramgad,
Wardha	SEVAGRAM, Bor Dam, Bor Wildlife Sanctuary, Dhaga, Gandhi Gyan Mandir, Garpit, Girad, Gitai Mandir Temple, Hue EN SANG Dhamma Camp Centre & Stup, Kelzer, Laxmi Narayana Mandir Temple Magan Sangrahalaya, Paunar Paramdham Ashram, Vishwa Shanti Stup,
Washim	Shirpur (Parshwanath Digamber Jain Mandir), Padmateerth, Balaji, Chamunda Devi, Darga Tarhala, Shri Nath Nange Maharaj Temple Dawha, Shri Sakham Maharaj Temple,
Yavatmal	Kalamb Tipeswar Sanctury, Ghatanji & Kaleshwar, Chintamani Ganesh Temple, Kapeswar, Pohara Devi Manora, Shri Ranganath Swami, Tipeswar Bird & Wildlife Sanctuary, Umerkhed Wildlife Sanctuary

II. METHODOLOGY

An exploratory research is used in the study. This study was designed to find out the Development of Tourism in Maharashtra. 250 tourists were taken as sample for this research. For collecting information structured questionnaire was prepared. It was not possible to visit each and every destination personally. The data was collected by giving questionnaires at Bus station, Railway station and Airport and some through mail and telephonic conversation.

Table 2: Purpose of visit by Visitors (%)

Purpose	Domestic overnight	Same Day	Foreign
Business	12	8.6	17.4
Holidays, Leisure & Recreation	45.5	53.1	62.8
Social Activity	5.5	2.6	0
Pilgrimage / Religious	24.6	14.2	6.3

Activity			
Education / Training	2.6	4.6	3.2
Health & Medical	3.8	2.4	5.7
Shopping	2.8	3.9	2.8
Others	3.2	10.6	1.8
Total	100	100	100

Tourist when asked about the purpose of visit, 45.5% domestic overnight visitors, 53.1% same day visitors and 62.8% of foreign visitors prefer it for holiday for leisure and recreation while religious activity was next preferred.

Table 3: Travel Behavior of Visitors (%)

Travel Behavior	Domestic Overnight	Domestic Same Day	Foreign Overnight
Once a week or more often	4.3	3.9	0
Once a fortnight	3.8	6.1	0
Once a month	4.5	21.3	0
Once in 3 months	5.1	1.7	0
Once in 6 months	8.3	7.8	1.3
Once in a Year	70.2	51.6	19.5
Less Often	3.8	7.6	79.2
Total	100	100	100

It was observed that Domestic overnight visitors and Domestic same day visitors travel at least once in a year while foreign overnight visitors travel less often.

Table 4: Reasons for choosing this state as a tourist destination(%)

Reason	Domestic	Foreign
Location of preferred destination.	87.8	81.5
Visiting Friends and relatives or for Business and Professional Purposes.	36.6	8.5
Nearer to the Place of Residence.	58.1	0
Better infrastructure.	95.6	93.86

Less costly.	8.7	0
Attracted by Publicity Measures.	76.7	76.5
Others	8.4	5.3

Many respondents had given mixed opinion about choosing Maharashtra as tourist destination.

Table 5: Names of top 10 destinations in Maharashtra are given in Table

Shirdi	Gateway of India
Ellora	Juhu Chowpatti
Gateway of India	Tadoba Tiger project
Tadoba Tiger project	Marine Drive
Elephanta Caves	Ellora
Mahalakshmi Temple, Mumbai	Lonovala
Mahalakshmi Temple, Kolhapur	Khandala
Lonovala	Haji Ali
Khandala	Agha Khan Palace

Table 6: Most visited tourist destination of Sample Visitors (in %)

Most visited tourist destination	Domestic Overnight Visitors	Domestic Same Day Visitors	Foreign Overnight Visitors	Total
Ellora	24.3	75.5	0.2	100
Shirdi	20.5	79.3	0.2	100
Gateway of India	14.3	81.1	4.6	100
Tulja Devi	12.5	87.5	0	100
Dharashiv Caves Balaghat Mountains	9.3	90.7	0	100
Shanisignapur	15.5	83.3	1.2	100
Juhu Chowpatty	18.7	80.3	1.0	100
Ajanta	6.8	92.0	1.2	100
Daultabad Fort	19.9	79.8	0.3	100
Mahalaxmi temple	20.1	77.1	3.8	100

Table 7: Satisfaction level of services by Domestic Overnight Visitors (%)

Satisfaction	Domestic overnight visitors				
	Highly Satisfied	Satisfied	Satisfied but not completely	Unsatisfied	Completely dissatisfied
Availability of Tour Operator	5.7	48.3	37.4	8.6	0
Availability of Transportation	3.2	46.8	48.6	1.4	0
Availability of Tourist Guide	9.5	80.4	10.1	0	0
Quality of accommodation	10.8	57.3	25.4	6.5	0
Public Convenience	4.9	65.6	23.7	5.8	0
Eating Places	33.7	50.2	11.5	4.6	0
Information Centers	1.4	61.5	33.9	3.2	0
Souvenir Shops	0	46.4	50.8	2.8	0
Entertainment Places	41.5	56.4	2.1	0	0
Quality of Roads	0	22.5	72.9	4.6	0
Security	0	33.8	51.7	14.5	0
Behavior of Local People	34.8	60.6	4.6	0	0
Shops other than souvenir	0	69.6	22.5	7.9	0
Upkeep of tourist sites	0	51.2	28.7	13.6	6.5
Accommodation tariff	0	46.4	9.5	25.7	18.4
Quality of Information	23.1	46.6	24.7	5.6	0

68% of the respondents agreed that the most popular destinations in Maharashtra are overloaded 24% disagreed and 4% were neutral.

The respondents were of the opinion that there is unplanned development and overcrowding at eco-sensitive zones like Panchgani and Mahabaleshwar. The respondents suggested that Bhandardara in the Sahyadris, Amboli can take the pressure off Mahabaleshwar.

When the respondents were asked about the development of tourism because of forts, they said the state has unique history of forts 76% agreed, 18 were neutral and 6% showed disagreement. Those who agreed were majorly of the opinion that Maharashtra is the only state in the whole world having highest number of forts. The glorious Maratha history of which we are so proud would not have been possible without these forts. Today, these forts lie in ruins. Their history, architecture and their purpose are a unique factor which has not been sufficiently capitalized upon.

The Sahyadri mountain range in the Western Ghats as a potential tourist destination is totally neglected. The Sahyadris are a trekker's paradise. It is a potential hot-spot for nature trails, camping, guided nature walks and trekking. The Sahyadri ranges are even used for preparatory climbing by many trekking enthusiasts before embarking for the Himalayas. A Sahyadri mountain range institute can be established to train and conduct trekking camps on the lines of the Himalayan Mountaineering Institute.

There are numerous historical 'wadās' in and around Pune belonging to Mahatma Phule, Lokmanya Tilak and other eminent

personalities. The history of social reform in Maharashtra and even in India cannot be told without a reference to these locations. There is a general air of unconcern about conservation and maintenance of these monuments. If they were to be revived, conserved and promoted properly, a new form of historical tourism can take place.

Maharashtra is home to several forests and tiger reserves. Besides Nagpur, there are tiger reserves in Sahyadri, Nagzira, Bor and Sindhudurg. Setting up ecological resorts and tourism centers will help to boost the employment opportunities for the locals and also maintain and the resort.

III. CONCLUSION

Tourism development is on-going, gradual and continuous process, Maharashtra has a long way to go if it has to be portrayed to the whole world. For development of tourism in Maharashtra, long term plans should be set with creativity and free thinking. Maharashtra tourism industry should provide scope for local entrepreneurship, so that it will provide dynamic environment for the local communities to grow and become one of the powerful tools of economic growth.

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