

A CASE STUDY ON IMPORTANCE OF TOURISM POLICY IN PROMOTION OF TOURISM WITH REFERENCE TO MAHARASHTRA TOURISM POLICY

Geetanjali Kale^{1*}

**¹Professor, Kohinoor International Management institute, Khandala Email: gitanjalikale@gmail.com*

***Corresponding Author: -**

Email: gitanjalikale@gmail.com

Abstract: -

Tourism is fast growing industry with creating a billion job opportunities every year. Government is making the tourism policies for the development of the destination, their upkeep and maintenance. Policies implemented well help the tourism industry to achieve the better result. Tourism creates direct and indirect job opportunities and opens the various segments for revenue generation. Foreign exchange is important for any country to make the economy stronger; tourism is one of the service industries which support in economic development. Proper evaluation of the policy after certain period shared with the service provider and proper data management system for the same can help all the tourism support industry to improve on the services to achieve the great tourist satisfaction.

Keywords: - *Tourism Policy, Data management*



Distributed under Creative Commons CC BY-NC 4.0 OPEN ACCESS

INTRODUCTION

Maharashtra is the third largest State of India, both in area and population. It is located on the West Coast of India with a 720 km long coastline along the lush green Konkan region. Nestled in the Western Ghats and the Sahyadri mountain range are several hill stations and water reservoirs with semi-evergreen and deciduous forests. The Vidarbha region of Maharashtra, with its dense forests, is home to several wild life sanctuaries and nature parks. Thus all the three regions of Maharashtra offer considerable tourism potential. Maharashtra abounds in numerous tourist attractions ranging from ancient cave temples, unspoiled beaches, ancient forts and monuments, forests and wildlife, unique hill stations, pilgrimage centres, and a rich tradition of festivals, art and culture. Hence our campaign slogan for Maharashtra Tourism – “MAHARASHTRA UNLIMITED!”

Maharashtra Tourism Development Corporation (MTDC), a company set-up by the Government of Maharashtra in 1975, with an authorised share capital of Rs.25 Crores. The objective of this Government Body is to double tourist traffic into the state in the next 5 years. The main role of this Government body is to act as a nodal agency for the development of tourism in the state, run holiday resorts, hotels, motels, restaurants and produce publicity and promotional materials for tourist. MTDC has 55 units at various tourist destinations in the state, which are being monitored through the regional offices established at Aurangabad, Pune, Nagpur, Amravati, Nashik, Ratnagiri and Sindhudurg.

Objectives of research article

1. To review the tourism policies for Konkan region of Maharashtra State
2. To suggest recommendation for effectiveness of policy

Research Methodology

This research article is based on secondary data, sourced from research articles, internet, website, articles from magazine and the Website of Maharashtra Tourism Development Corporation and Kerala Tourism Development Corporation.

Overview of Maharashtra Tourism Policy 2006 and 2016

Tourism has the potential to change the economic face of a region. The benefits of planned tourism development are manifold. Promotion of tourism would bring many direct and indirect benefits to the people. Some of the direct benefits accruing to the local community of a region as a result of tourism development as per 2006 policy are:

- Employment opportunities in tourism and hospitality sector
- Development of private enterprise
- Improved standard of living
- Social upliftment and improved quality of life
- Better education and training
- Sustainable environmental practices
- Foreign exchange earning

Some of the indirect benefits accruing to the local community of a region as a result of tourism development are:

- Infrastructure development – power, water, sanitation, hospitals, roads, etc.
- Market for local produce
- Employment in infrastructure sector
- Economic upliftment due to income multiplier effect

Future plan as per MTDC Maharashtra Tourism policy draft 2016.

The main highlights of 2016 Maharashtra Tourism policy is as follows:

1. Designate Tourism as a priority sector since it holds the potential to usher in economic development and generate high employment opportunities in Maharashtra – change—the policy will establish.
2. Achieve sector growth of 10% per annum and share of 15% in GSDP through tourism and tourism related activities.
3. Generate fresh investments in the tourism sector to the tune of INR 30,000 crore by 2025
4. Create 1 million additional jobs in the tourism sector by 2025
5. Incentivize tourism units in the state by linking it to the Package Scheme of Incentives, 2013 of Industries, Energy and Labour Department or any modifications thereafter. The incentives under this policy are designed as per the needs of the tourism sector in the state.
6. Key strategic interventions are identified and special incentives for respective intervention have been laid out.
7. Strengthening of tourism infrastructure especially in the form of PPP model, special tourism infrastructure Tourism Infrastructure development fund, CSR, etc. are defined in this policy.

Overview of Kerala Tourism Policy 2011

- a. Ensure quality visitor experience- As tourist is the important factor in the tourism industry through which revenue can be generated and many people will get the employment opportunity at the destination. Prime focus is given to quality service and improving customer satisfaction because in highly competitive market, a destination can flourish only by delivering world class experience to the tourists. To achieve this, importance will be given to provision of

basic amenities in destination, constant improvement in services in hotels, restaurants and visitor points, up gradation of visitor facilities in places of interest and overall improvement in upkeep and maintenance of local attractions at destinations.

- b. Community and Tourism- Local community also has been given an importance in policy document. It is considered that it is important to minimize the negative impact of tourism on local community and maximize positive impacts.
- c. To create enabling environment for investment- Considering the peculiar geographical conditions of the state, we give priority for small and medium level investment. Government will also take steps to encourage private investment in tourism adhering to the principles and practices of sustainability.
- d. To market Kerala as a visible global brand with equal focus in domestic and international markets.
- e. To develop Human resources in tourism and hospitality- The employment opportunities are found both in the formal and informal segments and the role of informal segment is more prominent in tourism. The HR requirement of the industry is at present met by all the educational institutes in Kerala. Kerala Institute of Tourism and Travel Studies will take more efforts and activities to enhance the quality of HR in tourism. More skill oriented and industry demanded courses will be offered by government institute and aided private institute

Observation

If we see the actual development done by Kerala tourism in comparison to Maharashtra tourism it is clearly visible that the policies made and regulated by KTDC are more in favour of the development of tourism and hospitality sector than that of MTDC. The experience the tourist has during his visit to Kerala is richer than that of the one visiting Maharashtra simply because the first policy objective of KTDC ensures this. In Maharashtra under the MTDC for tourism on the policy draft of 2016 it says to designate tourism as a priority sector since it holds potential to usher in economic development and generate high employment opportunity not much has been achieved as the footfall of tourist to Maharashtra and especially the Konkan belt is much lower than those areas on the sea front.

Achieving a growth of 10% per annum with a share of 15% in GSDP through tourism and tourism related activities is one of the points of the draft of 2016 in the policy as per MTDC. Little has been achieved as the gross footfall of tourist has not increased as per desired growth.

Generate fresh investments in tourism sector is another policy draft of 2016-17. The infrastructure development which has slowed down due to demonetization has become a barrier to the growth of tourism in Maharashtra. Liquid cash that could be spent on leisure travel with which hospitality experience in 5 star hotels has also being slow since 2016.

Creating job opportunities have which is also a policy of the MTDC has also taken slow down as tourism by itself in Maharashtra has been slow.

Comparing these policies and involvement of the Government of Kerala to promote tourism in the state, it is clearly visible that the policies in KTDC are stronger, achievable with record of all information available in a structured format.

Recommendation

1. The information related to number of tourist and revenue generated through tourism activities is easily available for Kerala Tourism. At the same time it is difficult to find the information about Konkan tourism though both have the significance. Data mechanism should be set to gather the information as it is very important to understand the type of tourist, their spending capacity, their expectation which will help the destination to improve.
2. If information is available at any source it should be shared with the service providers to understand the peak period, problems associated with the tourist which will help them in understanding their market well to improve the level of touristsatisfaction.
3. MTDC along with the Government needs to relook at policies and promote tourism in Maharashtra which has definitely got more potential than in any other state in India as Maharashtra has got a terrain which is suitable to adventure tourism, leisure along the long sea coast and rich heritage of the state.
4. As tourism is service industry, experience of consumer has the most value. Technology support is more important to share the information as it can be utilized by service provider which will help in effective service marketing.

Conclusion:

In order to be a successful, a business must attract new customers, but it must also develop long- term relationship with existing customers. Tourism is a Service industry as the experience of the consumer is completely based on the experience and the feedback they share. Kerala tourism policies are more focused on Tourism, tourist and steps taken for the satisfaction of tourist which will lead to business development. Whereas Maharashtra tourism policies are more focused on infrastructure, PPP and strategies. To evaluate the effectiveness of policy relevant information should be available which will help the service provider to understand the market. Further it can be useful for the Tourism marketing of the destination.

References:

Research article:

- [1].Marketing research and planning
- [2].Future research direction in tourism marketing Rodoula Tsiotsou Vanessa Ratten
- [3].Human Resource development for tourism in rural communities: A case study of Kerala
- [4].Key success factors in digital Marketing in service industry and the development strategies: A case study of fleur de chine at sun moon lake

[5].Service marketing: A measure that examines job-related attitudes of employees in the service sector- Sharon clinebell, University of Northen Colorado and Ronald K taylor, Shippensburg University

Website:

[1].www.maharashtratourism.gov.in

[2].Tourism.govt.in

[3].www.mtdc.in

[4].www.unwto.org