

“THE EFFECT OF GOVERNMENT POLICIES ON TOURIST DESTINATION A CASE STUDY ON KARLA CAVES, LONAVALA”

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Abstract

The natural beauty of Lonavala is unique and attracts visitors from across the globe. Lonavala has a cool, beautiful climate especially during the rainy season. The number of cascade has changed the entire landscape during this season. We discovered that visitors flock towards huge waterfalls found in this region. The Dams and waterfalls help to rejuvenate tourists as they come in contact with nature.

Tourism in Lonavala generates job opportunities for the local population. The number of policies implemented by the government are corporate development policy, national growth policy, transport and infrastructure policy, social and education policy which will boost the tourism in lonavala.

Government policies prepared by state tourism ministry which will in terms help to elevate state development and employment generation. The main focus of the state tourism policies, are to promote rural tourism, agricultural tourism, adventure tourism. The enhancement of tourism promotion includes cultural tourist attractions with a special focus on festivals & exhibitions, historical sites, pilgrimage sites, markets. The strategy of policy implementation is to promote tourism as a fuel for financial development which immediately impact on job generation and the abolition of poverty in an ecologically viable way.

The link between the tourist location of lonavala and its effect on the social, cultural and financial development of the town is obviously noticeable and meaningful. The primary motivation behind the research is to explore lonavala in detail as a tourist destination and socioeconomic effect on the people around the destination.

Keywords: *Lonavala Tourism, Mtdc, Tourism Infrastructure, Tourism Policies, Sustainable Tourism.*

1. INTRODUCTION

Maharashtra State was founded in 1960 as a separate State of the Union of India State. Maharashtra's earliest history shows that the region of Konkan belonged to Maurya. The state has a wide tourism potential, and appealing tourist destination consist of beaches, forts, mountain resorts, historical monuments and shrines. The Buddhist impact spread throughout the area during this era. In Maharashtra, under Shivaji Maharaj, Marathas could create an autonomous kingdom in a brief period of time. Maharashtra has a wealthy legacy of culture. There is a continuity of wealthy tradition through the centuries in religions, art, literature, theater and music.

CHOICE OF THE RESEARCH TOPIC

There are a range of factors why the current subject under study is selected? The link between the tourist location of Lonavala and its effect on the social, cultural and financial development of the town is obviously noticeable and immediately meaningful. The primary motivation behind selecting subject is to explore Lonavala in detail as a visitor destination, namely the socioeconomic effect of tourism in Lonavala.

The natural beauty of Lonavala is unique and attracts visitors from across the globe, as visitors from all over the globe often visit it. Lonavala has a cool, beautiful mind, especially during the rainy season, but has now been distinguished for “all ages”. The rainy season rendered this city insane for visitors from the immediate area. The number of cascades is changing the entire landscape. We discover that visitors flock towards the always flowing waterfall. The precipitation and waterfalls make them forget all their difficulties once they are in contact with nature.

1.1 GEOGRAPHICAL COVERAGE

Maharashtra state enclosed in west by the Arabian Sea; southwest by Gujarat; southwest by Madhya Pradesh; east by Chhattisgarh; in southeast by Andhra Pradesh and south by Karnataka and Goa. The Maharashtra triangle is split into certain natural areas. The west Ghats is also known as the Sahyadri range, the great divide which runs North West. Konkan is known as the tight strip between the Arab Sea and Western Ghats. The East section is called Vidarbha, the North section is called Khandesh and the Central section is known as Marathwada.

Pune was regarded as the Paradise of Pensioners, and therefore those who had retired and wished a quiet life came to live here. The town is currently one of India's fastest growing metro companies and is already a hub for the automotive, data technology, engineering and a place for quality education. It is also the administrative office of the Pune district, formerly the power center of the Maratha empire. In reality, the contemporary town of Pune was once a tiny village near the confluence of the rivers Mula and Mutha. The name Pune likely comes from Punawadi's origin, with Punya being its fundamental meaning. Pune had become a bigger township during the Yadava era. In Indian Architecture and Sculpture, the most important creations are rock cut cave temples and Monastic dwellings. There are some 1000 shrines and caves of this kind. These are Brahmin, Buddhist or Jain orders with their allegiance. In addition to the constructions, it contains outstanding works of Indian sculpture and some painting in a few instances.

Karla Caves (Exploring the Karla Caves in Maharashtra- by Sharell Cook)

The northeastern India is the source of Buddhism, one of the world's leading culture. The foundation for fresh lines of thinking called Buddhism was set by Siddhartha Gautama or the Buddha's teaching.

Once a Buddhist convent, the Karla Caves consist of 16 excavation sites. Much of the hills belong to the early Hinayana period, with the exception of three from the subsequent stage of the Mahayana period. Caves are not simply a dwelling place for individuals who lived millennia. Karla is regarded by the Buddhist shrine caves as the best instance. The Mithuna pair sculpture is high in the capitals of the pillars. The primary cave is an enormous church hall, which is thought to have been built since the 1st century BC, called Chaitanyagriha. The building has a splendid ceiling made up of wood sculpture from the teak, rows of columns furnished with men's, women's, beasts', and horses' carvings and a big sun window that divides light rays into the stub.

Since the early days of religion, Maharashtra has been a home to Buddhism. The state in specific is unrivaled for the richness of the country's magnificent rocky caves, some of which are essential for studying Buddhist art and architect.

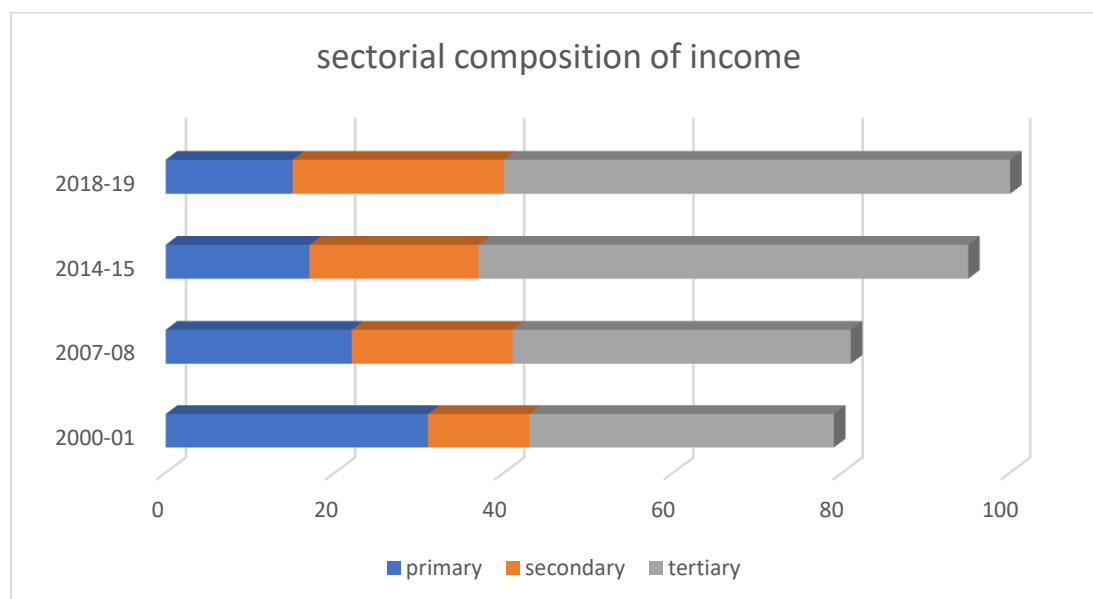
2. TOURISM AND THE ROLE OF GOVERNMENT

The tourism industry in India is significant and dynamic and the nation is quickly becoming a noteworthy worldwide destination. India has one of the most lucrative travel sectors in the nation and has also contributed significant amount of foreign currency. The ministry of Tourism also played an essential part in the industry's growth and launched promotion initiatives like the 'Incredible Campaign by India', which has freshly and unforgettably supported India's culture and tourism sights.

The development of a fresh global financial order to assist to break the widening financial division between emerging and advanced nations can lead to globe tourism. Ensuring continuous speed advancement in a financial and social development. A flagship program, 'Honhar Se Rozgar' was also launched. A social awareness campaign, featuring Amir Khan, was also launched to inculcate good public hygiene habits. (Bhatia, 2013; Plan Documents of relevant years)

2.1 SECTOR COMPOSITION OF INCOME IN MAHARASHTRA

The sector that benefited most from the New Economic Policy was the services sector. India, with its huge demographic dividend potential, has emerged. New employment opportunities are being created in this sector. Tourism sector has led to the growth of service sector competencies. (Sharma, 2019; Indian Economy: an overview)



Source: Economic Survey of Maharashtra 2018-19

There is a changing Sectorial Composition of income in Maharashtra from primary to tertiary sector which shows the service sector plays an important sector role. The industry makes up approximately 20-22% of the gross domestic product and 3.5% of state's job. The creation of employment and of economic activities is driven by Tourism.

Tourism is the main foreign exchange source. Hence, tourism industry is also one of the main foreign exchange earning source. The Ministry of Tourism (MoT) is a leading government agency in the tourism sector in India, responsible for implementing a variety of policies oriented towards growth,

developing plans and programs, coordinating with the public and private sector agencies, and promoting and marketing tourism in Indian and outside as well.

2.2 CENTRAL GOVERNMENT INITIATIVES

2.2.1 TOURISM POLICY 2018-19: MINISTRY OF TOURISM

- Budget 2018-19 INR 2,250 Cr allocation for integrated tourist circuit development of the Swadesh and PRASAD schemes.
- Five special zones located in SPV's in collaboration with the states proposed.
- 17 islands have been identified as Tourism Growth Zones and the IDA have been established.
- Tourism and Hospitality is one of the 25 focal points of the "Make in India" government, which aims at "transforming India into a worldwide development and production center".
- Ministry of Tourism (MoT) is interested in focusing on the high market segment for both domestic and foreign tourists.
- Tourism sustainability would mainly rely on high-income initiatives and a high return on investment.
- A highly labor-intensive sector, essential to the generation of jobs in a variety of regions, is the tourism industry.

2.2.2 GOVERNMENT POLICY OBJECTIVES

The general goals of the tourism strategy for the Maharashtra state are to create the government an extremely appealing tourist destination and to render tourism profitable, thereby contributing to viable development and enhanced jobs by the government.

The essentiality of Sustainable Tourism was highlighted for the first time in Tourism Policy 2002, which considered sustainability as a guiding principle, the real trust on developing tourism in India in a sustainable manner figured in the Tourism policy 2015. This is supported by the statement of 2017 by the India as "The International Year of Sustainable Tourism for Development".

A growing middle class, increased disposable revenues, improved facilities and better connectivity to the tourist destination of Maharashtra can be attributed to the rapid growth in domestic tourist activities. Tourism 2018 policy is based on two perspectives – the promotion of business and tourism destination Maharashtra.

Under the current target implementation system, the creation of infrastructures in rural regions with opportunities for tourism is endorsed. The aim is to display rural life, art, culture and heritage in rural areas and towns with core competence as well as an asset base in the natural environment in art and craft, handloom and fabrics.

2.2.3 GOVERNMENT POLICY SCOPE

Tourism is a very tiny company sector, but it can generate a huge job possibility for the truthful population of many regions. The growth of tourism in a number of policy areas has an impact like corporate development policy, national growth policy, transport and infrastructure policy, social and education policy.

2.2.4 GOVERNMENT POLICY FOCUS

Government projects for the tourism industry are both essential to boost state development and employment opportunities. In the face of the State's potential and varieties, rural tourism, agricultural tourism, adventure tourism and wine tourism are to be promoted. Different plans and operations such as incorporated growth of the tourist location, facilities and the growth of destinations, promotions and business study advancement of human resources development will be taken into account.

Emphasis on integrated infrastructure for the promotion of tourism, the diversification and enhancement of tourism products includes cultural tourist attractiveness with a special focus on festivals & exhibitions, rural tourism, historical sites and buildings of heritage, the development of pilgrimage sites, the exploration of markets abroad, and the promotion of governmental support. The strategy sought to place tourism as the motor for financial development and to use its immediate impact on jobs and the eradication of poverty in an ecologically viable way.

3. OBJECTIVES AND HYPOTHESIS

3.1 OBJECTIVES

1. To study the policy of MTDC to attract the tourist destination in Lonavala.
2. To study the growth of tourist in Lonavala.
3. To analyze the tourist infrastructure facilities for tourists to visit various tourist destinations in Lonavala.
4. To understand the sustainable tourism development in Lonavala.

3.2 HYPOTHESIS

1. Promoting policies to attract tourists to destination.
2. Promoting 'Atithi Devo Bhava' attracts the tourists to visit the destination.
3. Proper accommodation facilities, well connectivity of roads, and nearby eateries contributes to grow the domestic tourism.
4. Sustainable Tourism Development meets the needs of present tourists while protecting and enhancing opportunities for the future.

4. RESEARCH DESIGN

4.1 SURVEY

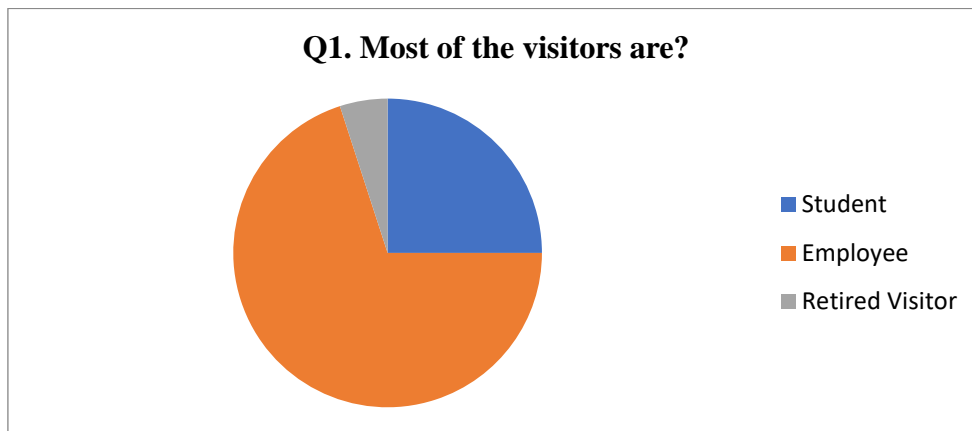
Economics is a social science centered on human conduct. This also applies to the Lonavala tourism research. For that we required appropriate data about this location in order to investigate the Sustainability of tourism in Lonavala. The sustainable tourism means tourism which fully addresses visitation requirements, business, the climate and the host groups with the present and future financial, cultural and environmental effects. The field work gathers this data. Therefore, the necessary information from main and secondary sources have been gathered for this study –

4.2 QUESTIONNAIRE

- A) A questionnaire of 10 questions responded by tourist (25 respondents)
- B) A questionnaire of 10 questions responded by local stays (25 respondents)

4.3 DATA ANALYSIS

QUESTIONNAIRE FOR TOURISTS

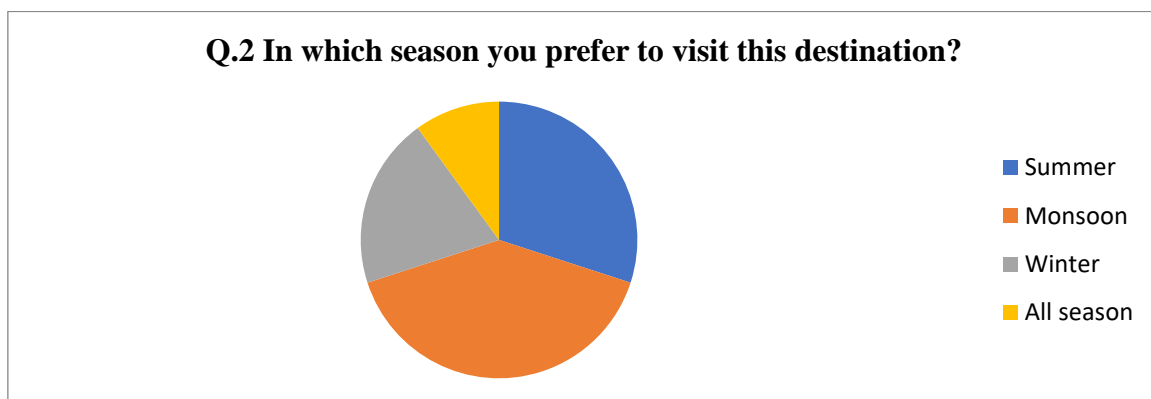


As per our survey the most visitors who visit Karla caves are Employee's which 70% from total visitors are. Due to following reasons:

The most visitors are of Agri-koli religion, due to temple of Goddess Ekvira is near by the share of these visitor's helps to on the revenue at Karla Caves. These visitors are mostly Employee's/Self-Employed personnel. These visitors have potential to spend money for leisure purpose. As the Employee's travel in weekends just because to release their stress since they are working 5 to 6 days of week. As per the survey it was observed that the least sharing % of visitors are "retired personnel" which is 5 %. This is due to following reason:

Age: The retired visitors are mostly senior+ citizens who are above 50s. Due to their old age they are not able to climb such tourist destination ea*+---+

sily. Lack of facilities offered by government: The above point (Age) of the retired visitor's i-***/s taken in consideration can be minimized if there may be a facility offered by the government to climb such tourist destination like ropeways. As per the survey the share of student visitors is 25%. The students are more enthusiastic to know the historical background of the caves and forts as well as to travel for Adventure.



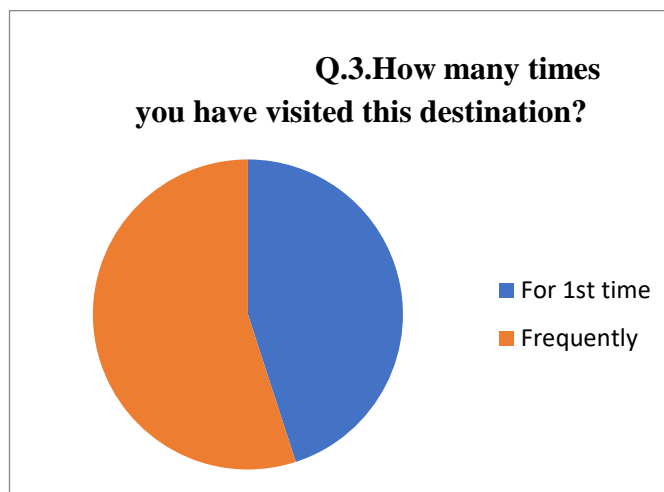
As per survey it has been cleared that most of the visitor's visit in the season of monsoon i.e. June to September is 40%. The reasons are as follow:

1. Location: - The Karla caves is located 11km from Lonavala's which is the moderate location for all visitors south east of Mumbai as well as different cities from Maharashtra . Lonavala is important hill station in state of Maharashtra. It is popular known as jewel of Sahyadri Mountain. Lonavala is set amongst the sylvan hills of Western Ghats and popular gateway from Pune and Mumbai. It serves as a base for visitors interested in visiting Bhaje and Karla's renowned old Buddhist caves.

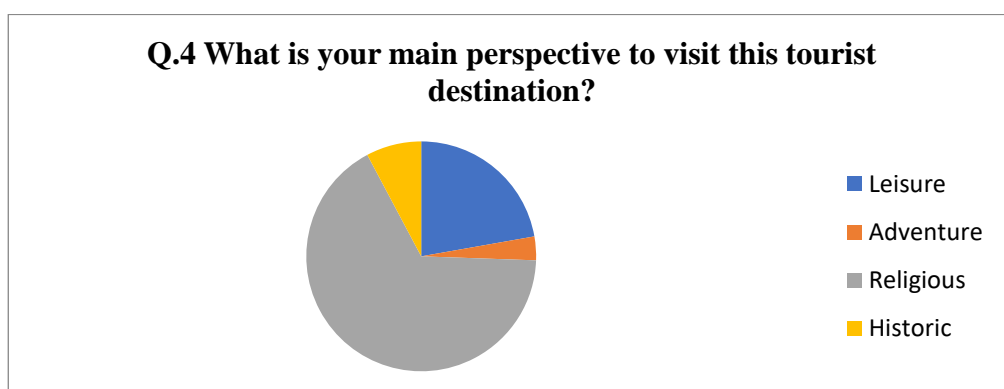
2. Climate: - Lonavala's climate is very pleasing to visitors, summer is mild and winter is cool. Between June and September it is experiencing heavy south-west monsoon.

3. Tourist Attraction: - Lonavala offers panoramic perspective of the lush green Sahyadri area. This is the location of visitor in the peaceful surrounding of the city, a wonderful escape from Mumbai's busy hustle and bustle. Visitors can walk around the waterfalls, the abundance of grass and the mountains and around.

4. Adventure: - The location of the caves is perfect for hiking and trekking. Adventure searchers can attempt their hand on climbing rocks on the Nose duke peak and elsewhere in the Karla Hills.

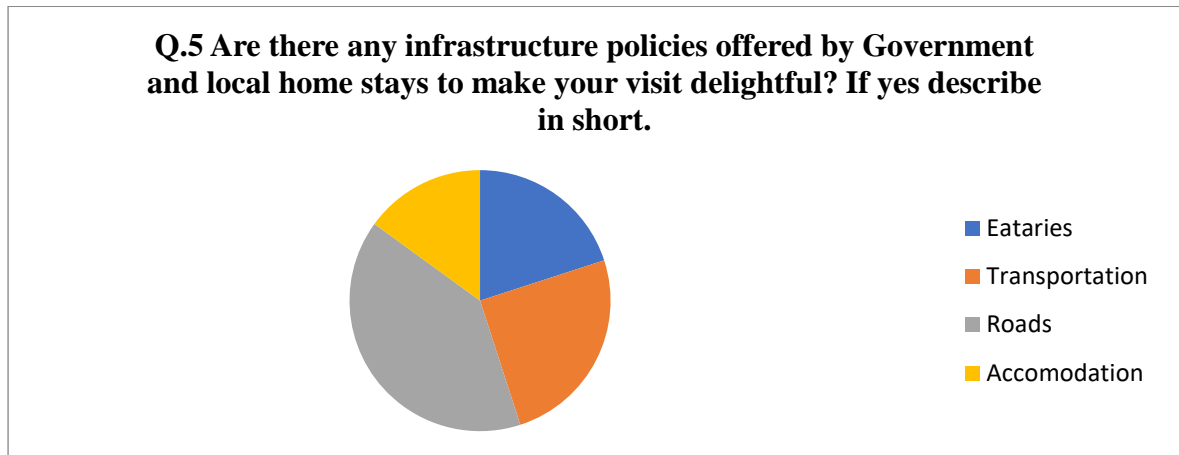


As per our survey it showed that ratio of frequently visitors is very high that is 55%. The reasons behind this may be Religious purpose, Climatic conditions, Adventure.As per our survey 45% of tourist are visiting for 1st time. We understand that lack of promotion. Most of the people are unaware of this tourist destination.

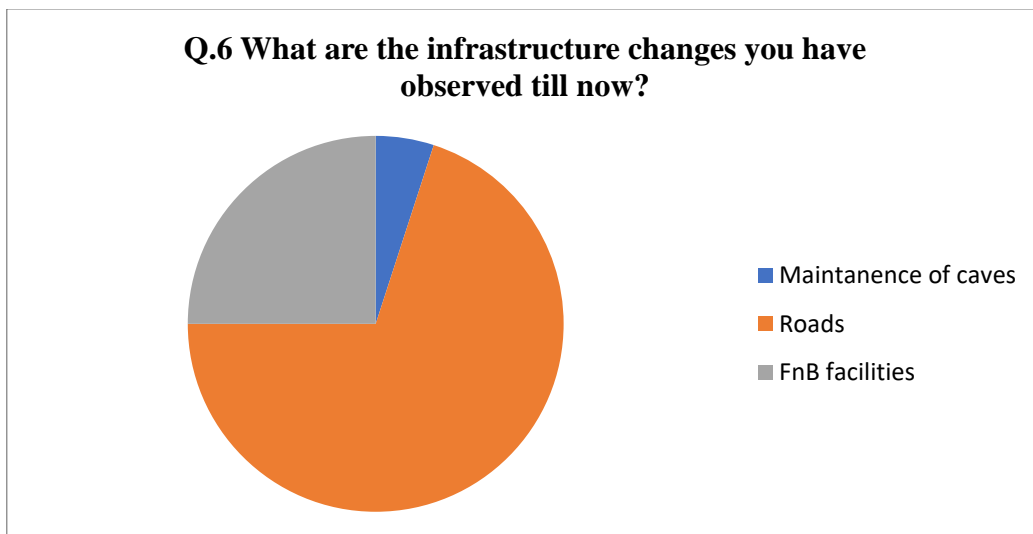


As per the survey it seems very clear that the share of visitors who visit for religious purpose are more than any other reasons i.e. 60%. It is because of goddess Ekvira temple which is just beside to the Karla caves. The visitors who are visiting this tourist place are mostly of Agri-Koli community. They

visit frequently due to holy purpose. As per survey least share of visitors are for historic purpose i.e. 7%. In this 7%, 5% of visitors are parents who come to give historic knowledge to their children's and 2% of visitors are foreigners who visit India to gain the knowledge of Indian Historic background.

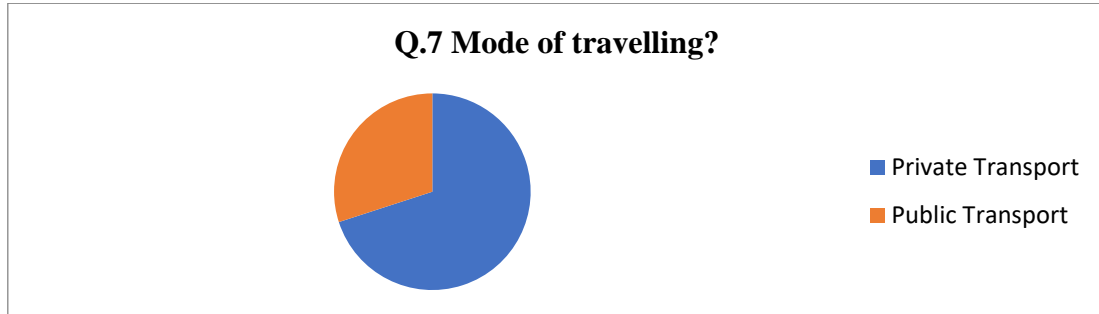


As per the survey the most developed infrastructure facilities is road facility i.e. 40%. Roads facilities had been an integral part of the tourism industry. Road link tourist with tourist attraction. Tourism is one of the most important sectors of economy. As per the survey most of the visitors do not stay at this tourist destination because of the good transportation and road facilities. Due to this Accommodation ratio is very low i.e. 15%. The other reason for low ratio of accommodation is that there are also not good hotel/accommodation facilities available at this tourist destination. Most of the people are unaware of MTDC hotel facility.

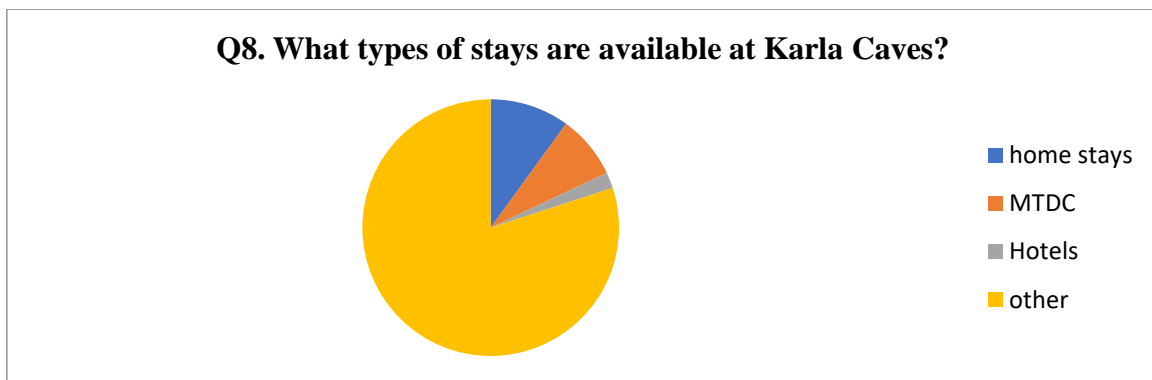


As per the survey the most developed infrastructure facility is road facilities i.e. 70%. Roads facilities is been on integral part of the tourism industry. Roads links tourist with tourist attraction. Tourism is one of the most important sectors of economy. As per the survey the maintenance of caves

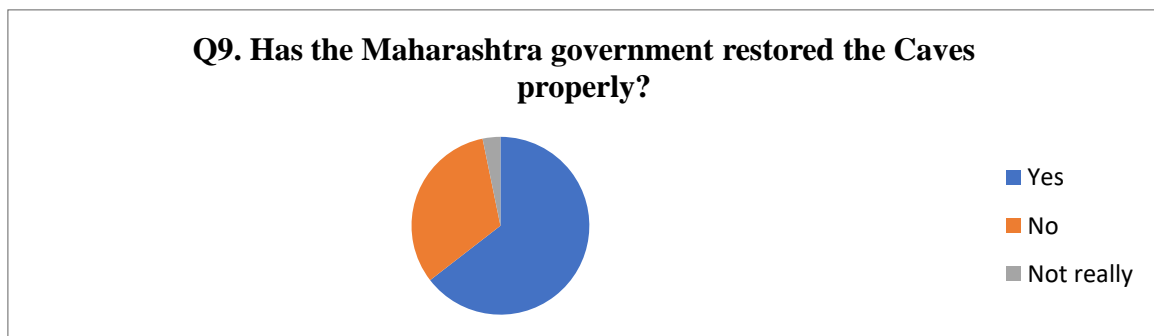
is not been carried out it is just 5%. As the monsoon season comes it's hard to climb the mountain to reach the caves.



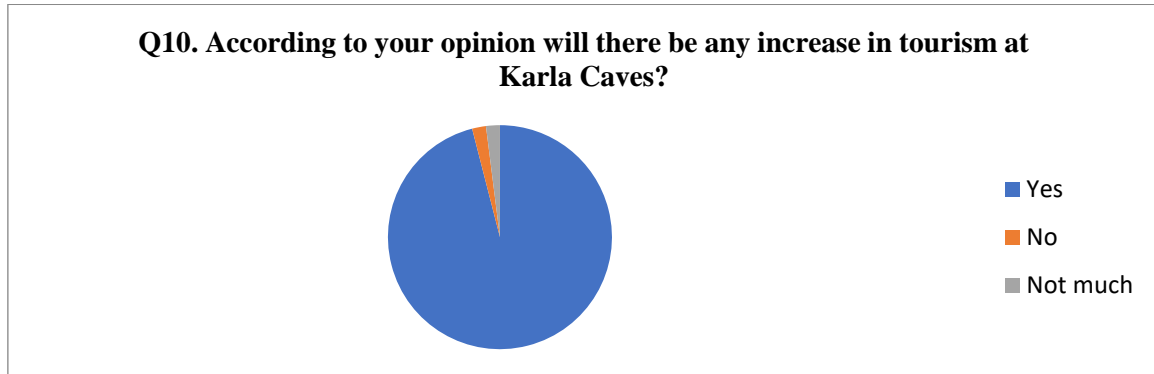
As per our survey it was observed that 70% of tourist travel by the private transport. The infrastructure changes is responsible for the growth of private transport. As there are good facilities of road the People from Mumbai-Pune or from other surrounding area can travel to the destination and can return back to their home. This is the reason that ratio of public transport is reducing day by day. As per our survey we get that ratio of public transport is just 30%.



As per survey , it was found that, there are 2% Hotels are available at the Karla Caves because of the location, transportation facility as well the improper construction of roads. It was found that, MTDC resorts are also available but in short range as there is no such facility provide there. There are quite a good amount of local stays available at the Karla Caves. The other option shows that the maximum amount of people are localities, hence they don't have to live at any of the above staying facilities. The percentage is 80%.

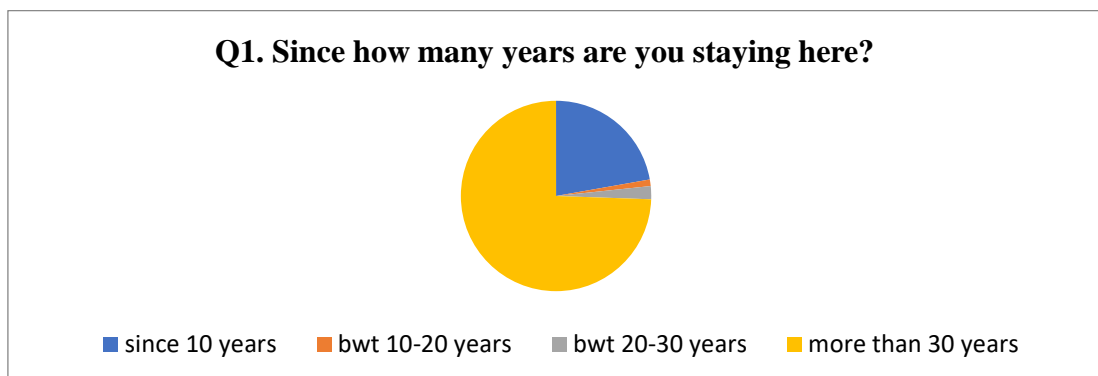


As per survey, it was observed that, the government is not looking after the restoration of actual caves but the exterior of caves. They are not restoring but preserving the out skirting of caves. Most of the tourists are saying that the government is not working at all i.e. 62%. Other people are saying that the government can't really change or restore the caves as the stone is very historic, i.e. 25%



As per survey, it was observed that, the tourism has taken over the Caves since 2016, when the sustainable and green tourism came in picture. The trend is increasing day by day and emerging quiet fast. The temple of Ekvira Goddess is also at the side of Caves; hence people do come for religious, holy purpose. They are all Koli, Agri community.

QUESTIONNAIRE FOR LOCALITES



As per survey, it was observed that the maximum home stayers localites and they are living there since there birth, around more than 30 years. As well they are developing their business as home stays in the same locality. They are growing their sons, grandsons in same place, and make them follow their business path. There are many Koli and Agri people who are having their own houses there for more than 30 years but for business purpose they lives in cities and at the time of Ekvira Goddess fest they come back to visit home place. As per survey 10% people are living there less than 10 years and as well they have sold their houses at karla caves and settled in cities.

Q2. According to your opinion will there be any increase in tourism at Karla Caves?



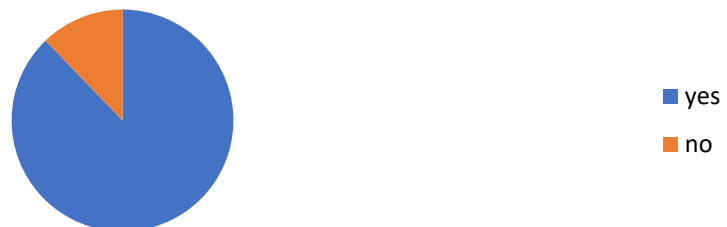
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Q3. Has the Maharashtra government restored the Caves properly?



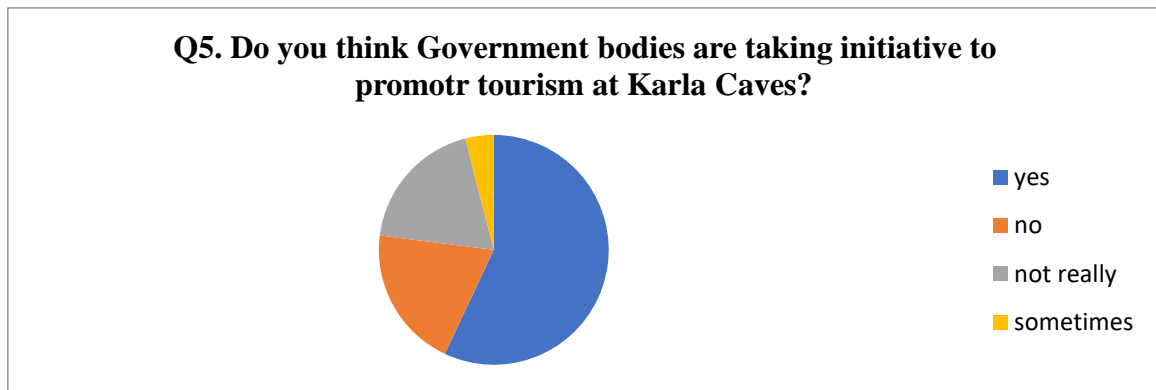
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Q4. Do you think Goddess Ekvira temple is an important aspect to promote tourism at Karla caves?



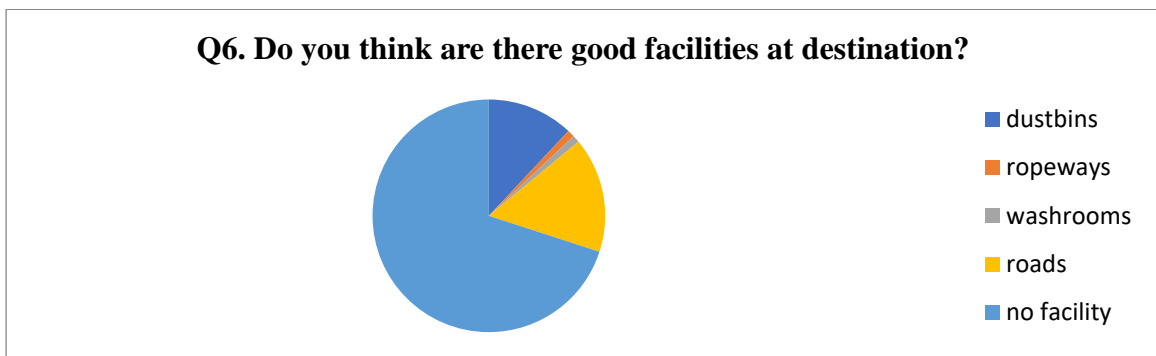
As per survey, it was seen that the Ekvira Goddess temple helps the tourism to increase the revenue at the destination. The most tourists coming to the destination are from Koli, Agri community hence they come to visit at Karla Caves for holy reason. Maximum people are i.e. 79% comes for religious purpose hence it helps to promote the destination as religious tourism.

It was seen that, some people are visiting the destination for archeology purpose to search on the historic background of the Caves i.e. 11%.

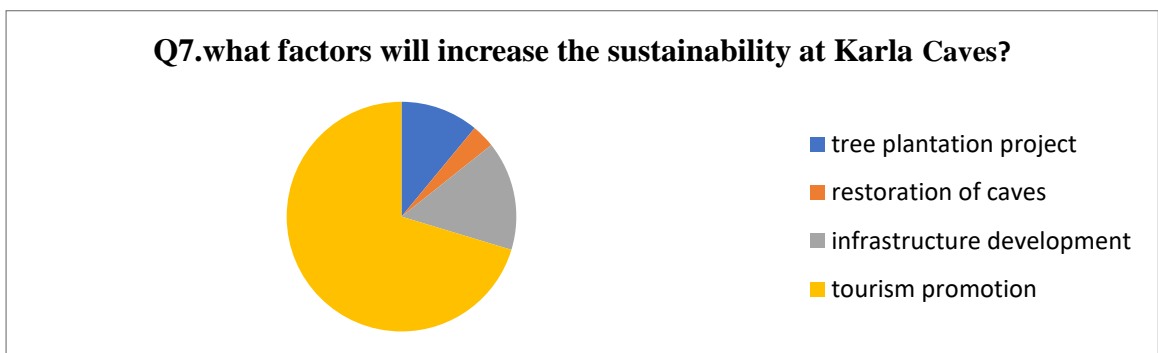


As per the survey, it was seen that majority of people who stay here have given information that to advertise the tourism here the government is giving the tourist to visit and explore the tourism places easily and few people also say that government provides advertisement in various languages,i.e. 57%

As it is really hard to advertise globally many people think that it has done effectively by government. The percentage is 4%.

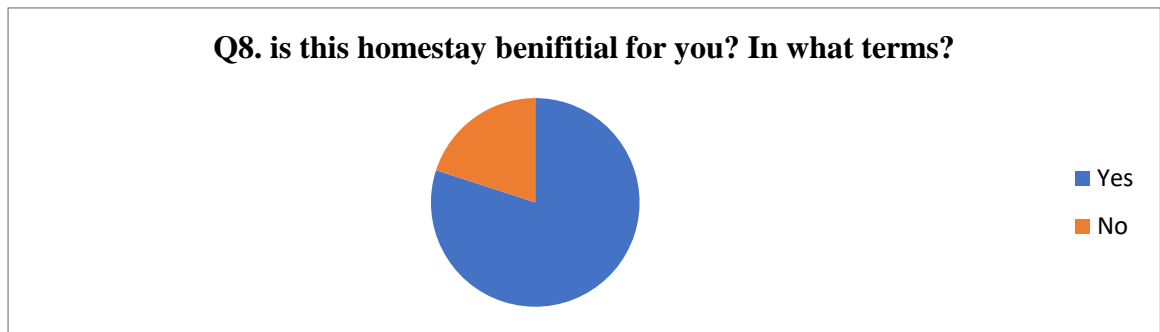


As per survey, it was seen that, the facilities are not really provided though some facilities like roads, water facility, dustbins are being provided. Still there is no washroom facility and no ropeways have seen. It is difficult for aged people to climb out at such high distance own their own.

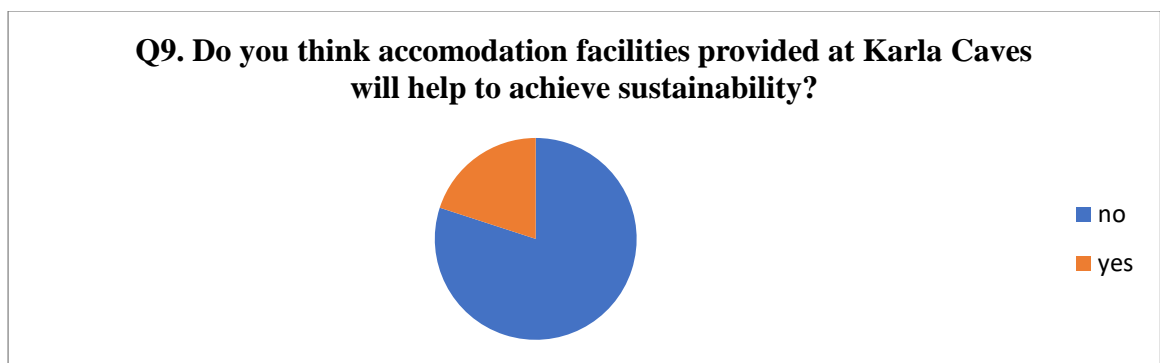


As per the survey, the sustainability is the biggest concern while in the recent era there is a trend of green that is sustainability of tourism hence people are getting aware and taking initiative in

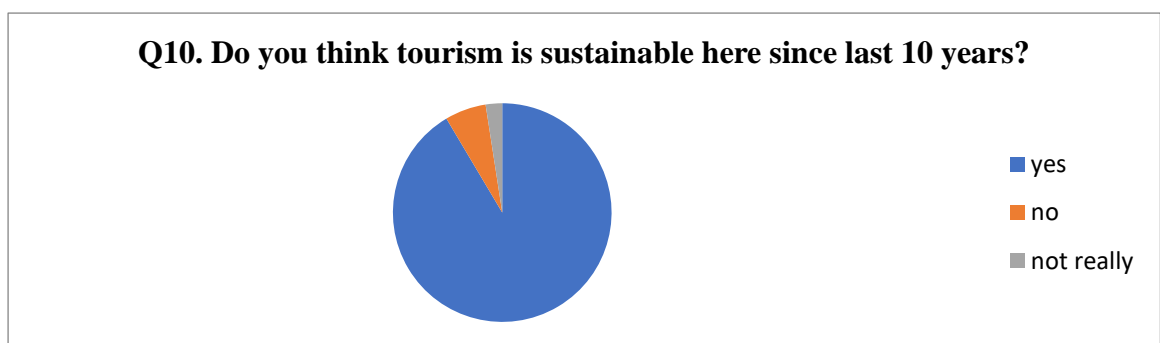
such actions to preserve the resources, developing naturalistic community. The maximum percentage of making Karla Caves sustainable is promoting tourism as a destination.



As per survey, it was observed that, Yes it is beneficial for us because due to home stay facilities people stay here and visitors stay here on per day rent basis and which is very good income source. It helps us for making our financial conditions good by which we can fulfill our needs & wants easily. It is also beneficial for the most of the villagers those who have opened stores as there income source. They get good business because of the home stay Guest.



As per the survey, it shows that many of the respondents are disagreeing on the above question as there is not as such accommodation facility provided at the destination. MTDC has a small accommodation facility with some rooms and a small water sport park provided. The tourists not really use it as may not result in achieving sustainability.



As per survey, it was observed that the large number of respondents think that from last 10 years the tourism at Karla Caves has increased in large numbers and if the tourism still keeps on increasing then it will sustain for more than 10 in the future. But very few people think that if the tourism does not get any growth, then the tourism will not sustain in the following 10years.

4.4 SECONDARY DATA

- a. Tourism Guides of India, Maharashtra, Lonavala Tourism Spots
- b. Information regarding Lonavala Municipal Corporation Resort, MTDC Resort, Lonavala, Other related published material, MTDC sites, E-books, Research Papers, Articles, Journals, etc.
- c. Use of Websites.
- d. Many books were mentioned in order to know the growth of tourism in India, its issues, the planning of tourism, tourism as the motor of international profits, public systems and strategies for tourism. The guide to tourist accommodation, transport and accessibility, tourist destinations in Lonavala.

5. FINDINGS

PLANS AND PROJECTS FOR TOURISM IN LONAVALA

1. MAHARASHTRA TOURISM DEVELOPMENT CORPORATION

Under Company Law 1956 for the deliberate growth of the tourism on business routes with authorized share capital of the 2500 lakhs rupees, the Maharashtra Tourism Development Corporation was set up. The company gets economic help from the State Government by way of the share capital grant.

2. ROLE OF SUSTAINABLE TOURISM POLICY

Eight papers on sustainable tourism assessment are included in Community 6. While tourism scientists and professionals have given much attention in latest years to sustainable tourism growth, they have never succeeded in connecting the notion of sustainable development with their parading-theory in tourism studies. Few individuals are therefore wondering whether the notion of sustainable development relates to the particular tourism scenario. A review of the design method of the concept of viable tourism is possible to conclude that although viable growth, the two ideas differ significantly. Sustainable development as a specific economic and social activity cannot be transmitted to the tourism sector. This does not mean that many viable tourism values are useless. These sustainable tourism policies instead encourage people to focus on the integrity of tourism and the environment and promote the development of environmental-friendly tourism that best fulfills the goals of the destination in terms of social and economic development. The potential direction of growth is sustainable tourism, and it is in this idea that individuals are increasingly interested. However, this does not guarantee that viable tourism growth targets are achieved.

3. SUSTAINABLE TOURISM DEVELOPMENT OF LONAVALA

Lonavala is tourist place to develop through the application of sustainable tourism growth concepts and strategies. Site security, stress due to tourist amounts touring the place, the use of intensity linked to high waiting times for visitors and the economic consequences that involve tourists proportion to local people during the peak period are the four first key indicators of sustainable tourism. The next three key measures of sustainable tourism growth are growth checks over site growth and use densities, waste management and planning processes which implies there's an organization of the national tourist destination area strategy. In the following six categories of tourism, the sustainability of Lonavala tourism will need to be planned. This is the roadmap in Lonavala for tourism growth. There are growing numbers of visitors to Lonavala year after year, but the visitors ear multiple

products, decompose them and adversely affect the atmosphere through production, pollution, waste and waste. The ecological disequilibrium induced by tourist journeys must be placed in the right equilibrium. Naturally, the first eco-tourism category in Lonavala will start with the six tourism classifications that can be created in Lonavala. Cultural tourism pilgrimage is the next tourism category to be established in Lonavala along the lines of sustainable tourism development. Lonavala is combined with the locations of technological heritage in a mixture of the ancestral environment. The old monuments are the cellars of Buddhist religion. The old cart track connecting the region on the Arab shore from Nala Sopara, Kalyan, Cheul and Vasai with the main interior of Paathan, is also an old path which can be seen in the west side of the caves of Kondane and Ambavali below the highway and in the caves of Karla, Bhaje and Bedse from a sequence of cave shrines. Lonavala's cellar houses are ancestral heritage places. The accessibility to the Karla caves is now adequate. The only disadvantage is that the "Stupa", a distinctive caves structure, must be better preserved and safe. The surrounding caves are still ruined and nearly ignored, the old place of the monument has the old Ekvira temple in front of it. The old architectural characteristics of the temple are disfigured and distorted by unlawful additional characteristics. There must be discipline amongst the crowds, not allowing the "Sacrifices" ritual either within the temple or outside it and close to Karla caves.

The legacy of the medieval period is located between ancient monuments such as the old cattle cart path from the coasts to coastal areas and the Buddlian house shrines of Karla, Bhaje and Bedse and the ancient Ekvira Goddess Temple.

4. LEVERAGING PRIVATE SECTOR PARTICIPATION: NEW AND EMERGING PARTNERSHIP MODELS-

The development of infrastructure remains one of the most important advocates of socio-economic prosperity, but the government cannot build all the necessary funding and technical skills in an upward population scenario, and hence private sector participation is imperative in order to maintain a momentum of growth while guaranteeing social welfare.

In the Indian context, during 2007-12, 36.6% of total infrastructure investment was provided in the private sector, leading to investments in infrastructure increasing from ~5% of GDP in 2002-07 to ~7% of GDP during 2007-12. Public Private Partnerships bridges the policies which otherwise are diverging from tourism perspective: firstly, the need to reduce public spending and include municipal budgets and, secondly the push to make tourism services more competitive and effective, as well as more efficient.

6. CONCLUSION

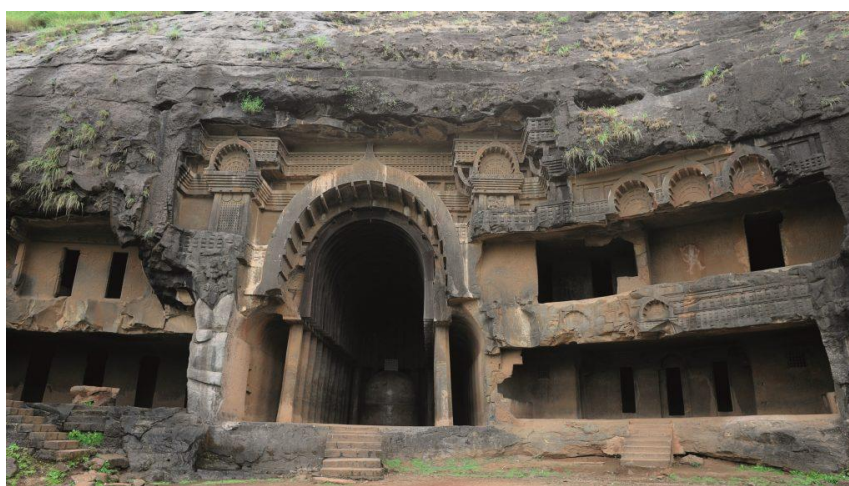
The tourism boom has engulfed the globe over the last five decades or so. If India need to participate meaningfully in this revolution, it must change its strategies and its implementing machine's techniques and tools. At the institutional level, there is lack of co-ordination between the various players involved. This has created bad facilities for infrastructure, lack of health services and tourists' sense of insecurity. A Government-led, privately-owned sector and community-welfare system is required to be established. The government shall provide a system of legislation governing the trade and industry in tourism, ensuring the tourist's safety and security, and providing basic infrastructure and facilities for health care.

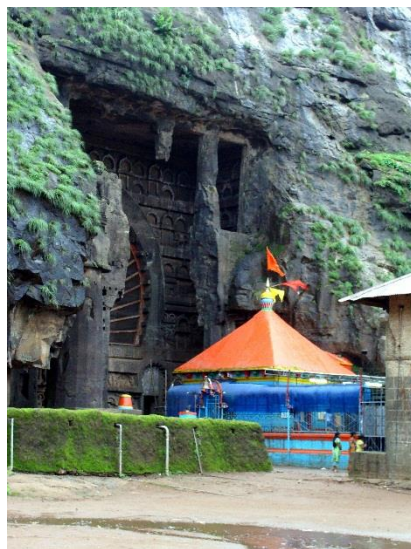
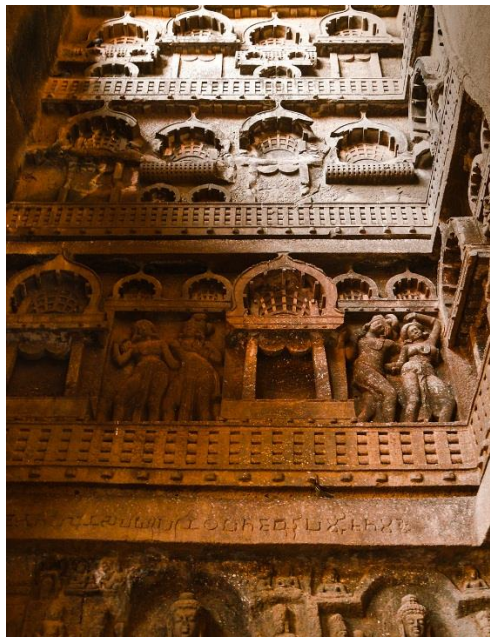
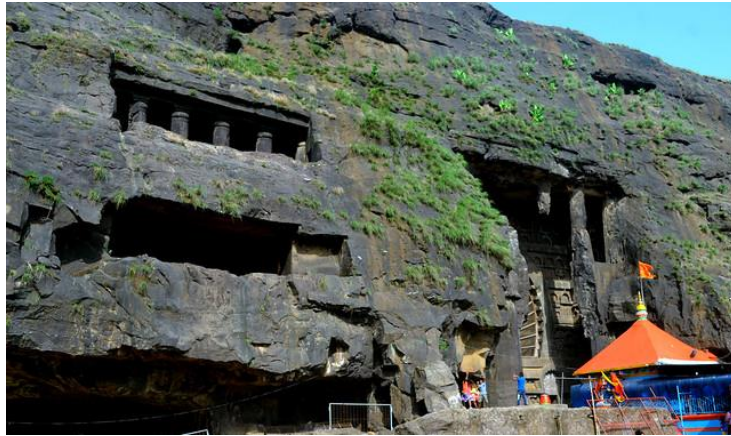
A main source of the operation should be the private sector and the process of growth and sustainability should be dynamited and speeded up. The sustainable, social and economic development of local communities and the community neighborhoods would be needed by both governments and the private sector. Moreover, effective ties with departments such as civil aviation, the environment, forests, railways and close co-ordination should be established. The tourist industry has developed and implemented the Code of Ethics on a voluntary basis in order to ensure the security and protection of visitors, and the Tourism and Travel Associations must be firmly committed to its infringement.

The relationship between tourism, the cultural resources and the country's climate has been deficient in comprehension. All of these things are deeply linked and mutually beneficial. In this sense it is necessary to improve and update protected monuments in environmental terms. Tourism industry's areas surrounding them should be considered as linchpin. The lack of participation and inability of local communities to interact with visitors is a major obstacle to tourism growth in the state. For this reason, a special thrust in small settlements where significant cultural and natural resources occur should be given to rural tourism and tourism.

A society revolutionizing the income earning capability of an ordinary Indian has taken into its fold during the nineties. This leads to exuberant growth in domestic tourism in the country. This front is also deficient in infrastructure. Infrastructure for this type of tourism is needed, in general for pilgrimage-linked tourism, and should be built to provide a foundation for international tourism in future times for the infrastructures generated under this form of tourism. The growth of touristic activity is constant, incremental and ongoing; Maharashtra is far from being portrayed in the world. Long-term plans should be established with creativity and free thinking for the development of tourism in Maharashtra. The tourism industry in Maharashtra should provide regional entrepreneurship with potential to provide local communities with a dynamic environment to develop and be one of the powerful instruments of development. In recent years, the study of sustainable tourism policy has attracted more and more scholars' attention and the number of researched has been increasing. At the same time, it has different content and methodology for study and a wide range of test events. Almost half of all the documents collected were published over the past five years from the time the literature was published. Students have paid more attention in recent years to the issue of ecotourism policy research in India. The growth and application of sustainable tourism policies are an effective response to global environmental and sustainable development encounters.

5.2 PHOTOGRAPHS





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