

# The Growth of Experiential Tourism in Maharashtra

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## Abstract

Explore the new things by visiting different location and enjoy the activities. This concept is growing very fast in India. This is the best opportunity to generate the maximum revenue for the particular location. In Maharashtra lot of local people at different location coming forward with different facilities and activities for the tourist.

**Keywords:** Experiential, Mobilizing, Urbanization

## INTRODUCTION

Tourism has emerged as one of the largest industry in the world which has considerable economic benefit and better opportunity. The tourism is playing vital role in contributing to the growth of gross domestic product, generating the employment, human resource development, poverty reduction across the Maharashtra.

In overall India there is huge growth of foreign tourist arrival compare to past 7 years. In 2017, 10.07 million travelers visited to India. Total Rs. 1, 77,874 Crore earning through foreign exchange & Rs. 16.5 Crore from domestic tourist generated in the year 2017. Number of tourist visited to Maharashtra 11.65 crore were domestic and 0.46 crore were foreigners.

(Economic Survey of Maharashtra 2017-18)

Even to promote adventure tourism, The Ministry of Tourism decided to Celebrate 2018 as year of Adventure tourism. Ministry also taken the decision from purchase of 25 satellite for mountaineering and trekking expedition to fulfill the industries demand.

Not to stick with seasonality; to promote India as 365 days tourism destination & ensure repeat visits to India, Ministry also promoting cruise, medical, wellness, adventure, golf, polo tourism.

## EXPERIENTIAL TOURISM

Learning to identify the call of birds, exploring the ancient structure of Maharashtra or enjoy trekking on Sahyadri or western ghat. Concept of experiential travel is fast growing concept & gaining more & more popularity know a days. Basically Indian travelers are going some extra miles to explore the road less travel.

Travelling in vacation doesn't mean to enjoy luxury of five star hotel or just to spend the vacation with family or friends. Rather, visiting places immersing themselves in the activity, creating your personal, emotional memories which will stay longer with you.

Know a day's travelers prefer to be a part of something unique. They want something unique experience which will completely different from what they have experienced elsewhere. Traveler's want to be a part of culture or heritage of destination where they want to visit.

Experiential travel segment mark a continuous growth in Maharashtra hence the travel companies & small tour operator are concentrating more on preference of travelers to create customize package with flexible holiday's with personalized service to attract the travelers.

Exploring the unseen places is the top most priority of travelers. They want to visit the place where they get personalized experience. There are multiple choices in experiential tourism out of which there are few popular trends booming in the Maharashtra.

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## ADVENTURE TOURISM

There are multiple activities involved in adventure tourism,

- a) *Trekking*: Sahyadri's mountain ranges offer one of the best trekking places in India. Maharashtra has nearly 350 hill forts, hill rock climbing areas. Most popular destinations are Sandhan Valley, Harishchandragadh, Lohagad fort, Rajmachi, Vasota fort, Kalsubai peak & many more. There are several groups that represent these activities by providing all facilities, training required for the trekking & personal guide as well. Through this they are generating good business. These attract the solo traveler as well.
- b) *Water Sports & Under water Tourism*: Maharashtra is blessed with raging rivers & Deep Ocean. Tarkarli – Kokan makes water sports capital of Maharashtra. Travelers can try and take an experience of snorkeling or scuba diving in the presence of a professional trainer. Along with it you can enjoy the water sports like water scooter to jet skiing. Even state government is encouraging the locals as well as tourists to come and enjoy the unique marine life under Arabian sea. Local bodies are supporting the local to produce and provide the facilities to the tourist as they can generate more revenue through this.

If you want to experience the rafting you don't need to go to Himalaya. You can enjoy white water rafting in Kolad-Kundalika river as well as you can enjoy water rappelling and trekking. There are several who will provide proper tour packages along with the sports activity and personal trainer.

- c) *Paragliding*: Paragliding is a thrilling sport for hardcore adventure junkies who have a will to fly. It is the most nerve-wrecking adventure sport, it is meant for the brave and the terrifying. Maharashtra, being one of the most picturesque travel destinations, here paragliding is counted as the adventure activities to do. There are many locations for paragliding in Maharashtra like Talegaon Dabhad, Saputara and Nasik. Kamshet is one of the popular destinations for paragliding where most of the adventure freaks take part in it. It is home of paragliding of Maharashtra offers an excellent facility to the visitors round the year.

## AGRI-TOURISM

Maharashtra is the agricultural state of India which has maximum urban population. State government is also promoting and encouraging the people for the development of agro tourism project. Due to urbanization people are busy in their daily activity. To come out of busy life people want to spend the quality time with family and friends.

Travelers get the opportunity to be involved in the activity like ploughing, harrowing, sowing, cutting, winnowing, bullock cart riding, cleaning of cow sheds, feeding animals, milking cows, planting trees. Along with it they enjoy local food and they can stay in village huts. They get a personalized experience as they learn the new things which they cannot experience in daily life.

Developing an agro tourism destination involves mobilizing local villages and communities. Encouraging investors and local villagers to come together to develop the destination that is owned and managed by local communities.

There are many places in Maharashtra where you can visit and enjoy agri tourism like;

- Parashar Agritourism - Junnar, Maharashtra
- Baramati Agri Tourism - Baramati, Maharashtra
- Krishivan Agri Tourism - Alibaug, Maharashtra, India

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