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AN IMPACT OF CONTRIBUTION OF INDIAN TOURISM INDUSTRY IN FOREIGN EXCHANGE EARNINGS

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Introduction: Tourism industry plays a major role in any country's economic development. It helps significantly to the country for creating the employment opportunities to the large number of people. Moreover, it is also one of the important engines to attract more foreign exchanges with its potential. Tourism in India is important for the country's economy and is growing rapidly. The World Travel and Tourism Council calculated that tourism generated ₹16.91 lakh crore (US\$240 billion) or 9.2% of India's GDP in 2018 and supported 42.673 million jobs, 8.1% of its total employment.

Tourists contribute to sales, profits, jobs, tax revenues, and income in an area. ... Through secondary effects, tourism affects most sectors of the economy. An economic impact analysis of tourism activity normally focuses on changes in sales, income, and employment in a region resulting from tourism activity. Tourism promotes international connections which can increase business opportunities. With this background an attempt has been made in this paper to study an impact of contribution of Indian Tourism Industry in Foreign Exchange Earnings.”

Scenario of Indian Tourism Industry: India is a large market for travel and tourism. It offers a diverse portfolio of niche tourism products - cruises, adventure, medical, wellness, sports, MICE, eco-tourism, film, rural and religious tourism. India has been recognized as a destination for spiritual tourism for domestic and international tourists. In his Independence speech from Red Fort, Prime Minister Narendra Modi urged people to visit 15 domestic tourist destinations in India by 2022 to promote tourism. India ranked 34 in the Travel & Tourism Competitiveness Report 2019 published by the World Economic Forum. It indicates that this is a market for travel and tourism in India.

The total contribution by travel and tourism sector to India's GDP is expected to increase from Rs 15.24 lakh crore (US\$ 234.03 billion) in 2017 to Rs 32.05 lakh crore (US\$ 492.21 billion) in 2028. Total earning from the sector in India is targeted to reach US\$ 50 billion by 2022.

As of 2019, 4.2 crore jobs were created in the tourism sector in India, which was 8.1 per cent of the total employment in the country. International Tourists arrival is expected to reach 30.5 billion by 2028. e-Visa facility was offered to 169 countries as of December 2019.

During 2019, foreign tourist arrivals (FTAs) in India stood at 10.89 million, achieving a growth rate of 3.20 per cent y-o-y. During 2019, FEEs from tourism increased 4.8 per cent y-o-y to Rs 1,94,881 crore (US\$ 29.96 billion). In 2019, arrivals through e-Tourist Visa increased by 23.6 per cent y-o-y to 2.9 million.

It was found that there are different schemes planned for attraction of tourists. These schemes are as follows.

a) Swadesh Darshan scheme: Under the Swadesh Darshan scheme, 77 projects have been sanctioned of worth Rs 6,035.70 crore (US\$ 863.60 million). In Union Budget 2020-21, the Government has allotted Rs 1,200 crore (US\$ 171.70 million) for the development of tourist circuits under Swadesh Darshan for Northeast.

b) Branding and marketing initiatives: The launch of several branding and marketing initiatives by the Government of India such as 'Incredible India!' and 'Athiti Devo Bhava' has provided a focused impetus to growth.

c) Fresh category of visa: The Indian Government has also released a fresh category of visa - the medical visa or M-visa, to encourage medical tourism in the country. The Government is working to achieve one per cent share in world's international tourist arrivals by 2020 and two per cent share by 2025.

d) Boost investment: The Government is also making serious efforts to boost investment in the tourism sector. In the hotel and tourism sector, 100 per cent FDI (Foreign Direct Investment) is allowed through the automatic route. A five-year tax holiday has been offered for 2-, 3- and 4-star category hotels located around UNESCO World Heritage sites (except Delhi and Mumbai). Hotel and Tourism sector received cumulative FDI inflow of US\$ 15.28 billion between April 2000 and March 2020.

e) Tax Refund Scheme: In Union Budget 2019-20, the Government introduced a Tax Refund for Tourists (TRT) scheme in line with countries like Singapore to encourage tourists to spend more in India and boost tourism. The Government of India also announced to develop 17 iconic tourist sites in India into world-class destinations as per Union Budget 2019-20.

f) Dekho Apna Desh webinar: Ministry of Tourism launched DekhoApnaDesh webinar in April 2020 to provide information on the many destinations and the sheer depth and expanse of the culture and heritage of Incredible India. Till July 20, 2020, 42 webinars were conducted under the series.

Analysis of Tourism in India: The number of Foreign Tourist Arrivals (FTAs) in India during 2018 increased to 10.56 million as compared to 10.04 million in 2017. The growth rate in FTAs during 2018 over 2017 was 5.2% as compared to 14.0% during 2017 over 2016. The share of India in international tourist arrivals in 2018 was 1.2%. India accounted for 5.0% of international tourist arrivals in Asia Pacific Region in 2018, with the rank of 7th.

About 79.6% of the Foreign Tourist arrived in India through air routes followed by 19.6% by land routes and 0.8% by sea routes. Delhi and Mumbai airports accounted for about 44.5% of the total FTAs in India. The top 15 source markets for FTAs in India in 2018 were Bangladesh followed by United States, United Kingdom, Sri Lanka, Canada, Australia, Malaysia, China, Germany, Russia Federation, France, Japan, Singapore, Nepal and Thailand. The top 15 countries accounted for about 75.33% of total FTAs in India in 2018.

Tourism continues to play an important role as a foreign exchange earner for the country. In 2018, foreign exchange earnings (FEE) from tourism were US\$ 28.59 billion as compared to US\$ 27.31 billion in 2017, registering a growth of 4.7%.

Number of domestic tourist visits in India during 2018 was 1854 million (revise) as compared to 1657 million in 2017, with a growth rate of 11.9%. • Number of Indian national departures from India during 2018 was 26.29 million as compared to 23.94 million in 2017, registering a growth rate of 9.8%.

Data on varied aspects of Inbound Tourism are presented. The Foreign Tourist Arrivals (FTAs) in India continued to grow from 1.28 million in 1981 to 1.68 million in 1991, 2.54 million in 2001, to reach 10.56 million in 2018. During the year 2018, FTAs in India registered a growth of 5.2% over 2017. The Compound Annual Growth Rate (CAGR) in FTAs in India during 2001 to 2018 was 8.75%. Ministry has also initiated compilation and dissemination of arrivals of Non-Resident Indians (NRIs) and the International Tourist Arrivals (ITAs) since 2014.

The following table gives the number of FTAs, NRIs Arrivals and ITAs in India along with the corresponding growth rate over previous year. The table is constructed by considering the span of three years. Since the 1991 when Indian Economy has changed its direction to the Liberalization, Privatization and Globalization. Because of this the data in the table is considered since 1997.

Table No. 1
Foreign Tourists Arrival in India (1997 – 2018)

Year	Arrival(millions)	% Change	Year	Arrival(millions)	% Change
1997	2.37	3.8	2008	5.28	4.00
1998	2.36	- 0.7	2009	5.17	- 2.2
1999	2.48	5.2	2010	5.78	11.8
2000	2.65	6.7	2011	6.31	09.2
2001	2.54	- 4.2	2012	6.58	04.3
2002	2.38	- 6.0	2013	6.97	05.9
2003	2.76	14.3	2014	7.68	10.2
2004	3.46	26.8	2015	8.03	04.5
2005	3.92	13.3	2016	8.80	09.7
2006	4.45	13.5	2017	10.04	14.00
2007	5.08	14.3	2018	10.56	5.2

The above table no.1 shows that the tourists were arrived in the year 1997 only 2.7 millions which increased more than five times i.e. 10.56 millions in the year 2018. The yearly percentage of arriving tourists is not increased continuously because the absolute number of arrival tourists is not changed with higher number. Within a span of twenty years the actual number of arriving tourists is increased five times i.e.2.7 million to 10.56 millions.

Foreign Exchange earnings from Tourism in India

If we considered the increased number of foreign tourists towards India it will be more interesting to see what the impact on foreign exchange is earning of India. By taking into account this relationship it has shown that how much of foreign exchange is earned during the period i.e.1997 to 2018. The Table no.2 denotes that as the foreign tourist's arrival is increased the foreign exchange inflow is increased in India. It means tourism industry has contributed much more to India's foreign exchange earnings activity. The foreign exchange earnings is shown in the Dollar as well as in INR i.e.in Indian rupees. The earning rate of foreign exchange is not changing in a continues increasing manner but in some years it is increased and another some years it is negative.

If we see the foreign exchange earnings in the Dollar form it has seen that in the years 1997,1998 and 1999 the earning was increased by two per cent. It means in the years 1997,1998,1999 the foreign exchange was earned \$2889, \$2948, and \$ 3009 million. The increasing rate was very low i.e.2%. The table also shows that in the year 2000 the foreign exchange earnings is increased by 15 per cent because the number of foreign visitors is increased.It has seen that 43 per cent which is the highest increase in the foreign exchange earnings in the year 2003 which it was negative in the previous year. After 2003 the percentage of increase in foreign exchange earnings in the Dollar form is decreased as 38 %,21 % and 15% in the year 2004,2005 and 2006. In the year 2007 the parentage of change in foreign exchange earnings increased by 24% then again it is decreased up to 10.3 per cent.

Table no.2
Foreign Exchange earnings from Tourism in India
(1997 – 2018)

Year	Earnings in (US\$ million)	% change	Earning in Rs (crores)	% change
1997	2889	2.0	10,511	4.6
1998	2948	2.0	12,150	15.6
1999	3009	2.1	12,951	6.6
2000	3460	15	12625	20.7
2001	3198	-7.6	15,083	-3.5
2002	3103	-3.0	15064	-0.1

2003	4463	43.8	20729	37.6
2004	6170	38.2	27,944	34.8
2005	7493	21.4	33,123	18.5
2006	8634	15.2	39025	17.8
2007	10729	24.3	44362	13.7
2008	11832	10.3	51294	15.6
2009	11136	-5.9	53754	4.8
2010	14193	27.5	66172	23.1
2011	16564	16.11	83036	25.5
2012	17737	07.1	95607	15.1
2013	18445	04.0	107563	12.5
2014	20236	09.7	120367	11.9
2015	21071	04.1	134844	12
2016	22923	09.1	154146	14.3
2017	27310	19.1	177874	15.4
2018	28585	04.7	194882	9.6

In the year 2010 the foreign exchange earnings increased by 27.5 per cent while it was negative in the previous year and it again decreased as 16.11%,7.1%,4.0%,in the years 2011,2012,2013, but again increased by 9.7 per cent in the year 2014. The percentage of change in foreign exchange earnings was 4.1%,9.1 %,19.1% and 4.7 percent in the years i.e. 2015,2016,2017 and 2018. The above analysis indicates that, though the rate of foreign exchange earnings has been fluctuating throughout the years, the earning in Dollars is increased from \$2889 million in 1997 to \$28585 million in 2018.

If we see this earning in the form of INR it will come to know that the income earned from tourism is increased from Rs.10511 crores in the year1997 to Rs.194882 crores in the year 2018. This earning is only from visits and tours by foreign tourists.

Conclusion: The number of tourists from all over the world are contributed to India through foreign exchange. The share of tourism income in National Income was considerable. The tourism industry has not only contributed to national income, but it has contributed to employment generation activities by different ways. Therefore, it is worthwhile to say that the tourism industry has made sizable impact in supporting to economy stimulates economic development activities of the nation.

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INDIAN GOVERNMENT POLICIES AND DEVELOPMENT OF TOURISM INDUSTRY**Dr. Amol Pandurang Mohite***Asst. Prof., Sau.Nirmalatai Thopte College Of Education,Bhor.*

Introduction: Development of tourism industry requires tourism planning. Tourism Planning leads to tourism development. Tourism Planning is the process for tourism development. Planning refers to methods and means used in making decisions about the future. Tourism Planning helps in problem solving and arriving at decisions which help planner in achieving desired objectives. Planning for tourism is very crucial. Several Countries of the world, especially the developing countries have lately realized the importance of tourism and benefits which it brings out. The use of macroeconomic planning techniques for tourism sector are relatively new .The use of macroeconomic planning methods for national economic development which have been largely utilized since the end of world war second, did not always cover tourism development as a particular field. The increasing significance of tourism as a source of income, employment generation, regional development, foreign exchange and major factor in balance of payment for many countries has been attracting the attention of many government as well as others with an interest in economic development .

Definition of Tourism: In the early 1980s, Gantzer and Gantzer, wrote about an increasing awareness among government officials of the need to redefine tourism in order to make a clear distinction between... 'the functional business of travel and the essential escapism of tourism' (1983:125). Regretfully, this increasing awareness didn't lead to a change in definitions. Both on an international and national level, relatively straightforward all-travel-inclusive definitions have become the general norm The U.N. World Tourism Organization (WTO) and the World Travel and Tourism Council (WTTC) define tourists as people who 'travel to and stay in places outside their usual environment for more than twenty-four hours and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited'. The Indian Department of Tourism's definition is almost the same. It explicitly includes people traveling for the following reasons: leisure - recreation, holiday, health, study, religion, sport, business, family mission and meeting (GOI, 2008:257-260).

VARIOUS TOURISM POLICIES IN INDIA

1. The First Tourism policy 1982: The First Tourism policy was announced by the Government of India on November 1982. The mission of First Tourism Policy was to promote sustainable tourism as means of economic growth, social integration and to promote the image of India abroad as a country with a glorious past, a vibrant present and a bright future. Policies to achieve this will be evolved around six broad areas such as Welcome, Information, Facilitation, Safety, Cooperation and Infrastructure Development. This policy also gives importance to conservation of heritage, natural environment, development and promotion of tourist products.

The objectives of tourism development are to foster understanding between people, to create employment opportunities and bring about socio-economic benefits to the community, particularly in the interior and remote areas. It also strives towards balance, sustainable development and preserve, enrich and promote India's cultural heritage. One of the major objectives is the preservation and protection of natural resources and environment to achieve sustainable development.

Inclusion Of Tourism Sector In The Concurrent List Of The Constitution Of India: Tourism was recognized as an industry by the Planning commission of India in June, 1982. Tourism as a separate subject does not find a place in the Seventh Schedule of the Constitution of India even though a number of its components are either in the Union List, State List or in the Concurrent List. Under the new Policy, Tourism will be placed in the Concurrent List as such a step will provide a Constitutional recognition to the tourism sector and help in channelizing development of tourism in a systematic manner by enabling the Central Government to bring in legislation governing the activities of various service providers in the tourism sector. Inclusion of Tourism sector in the Concurrent List of the Constitution of India is very important mile stone of the first tourism policy.

2. National Committee On Tourism: In June 1986, the planning Commission of India set up the National Committee on Tourism to prepare perspective plan for tourism sector. The Committee headed by Mr. Mohammed Yunus, submitted its recommendation in November 1987. Mr. Mohammed Yunus report recommended that the existing Department of Tourism would be replaced by a National Tourism Board and create separate cadre on Indian Tourism Service to look after the functioning of the National Tourism Board. It also submitted proposal for partial privatization of the two airlines owned by Government of India.

3. Tourism policy Under Seventh five year plan: (1985-1989)

Indian tourism planning increased with the seventh five year plan (1985-1989). The various policies advocated by the seventh five year plan for tourism planning in India are:

1. To promote aggressively domestic tourism.
2. It laid stress on creating more beach resorts.
3. To conduct conferences, trekking conventions and winter sports so that various options are available to the foreign tourists.

These policies of the seventh five year plan in India gave a boost to the tourism planning in India.

4. Tourism policy Under Eight five year plan: (1992-1997): To encourage tourism planning in India, Eighth Five year plan emphasized that the private sector should increase its participation in the tourism sector. Union government had provided various facilities for the development of tourism sector, which included the announcement of the National action plan for the tourism in 1992. National Action plan for Tourism was announced in May, 1992. In April 1993, the Government announced further measures aimed at export promotion. The existing Export Promotion of Capital Goods Scheme (EPCG) was extended to tourism and related services. The first ever Indian Tourism Day was celebrated on January 25, 1998.

5. National Tourism policy 2002: Announcement of National tourism policy 2002 by the Government of India is a mile stone in tourism planning in India. This tourism policy 2002 is based on a multi faced approach, which includes faster or speedy implementation of tourism project development of integrated tourism circuits, capacity building in the hospitality sector and new marketing strategies. Main aim of National tourism policy 2002 is to position tourism as a major driver of economic growth. Government tries to achieve this aim by promoting domestic and international inbound tourism, developing tourist infrastructure, developing new destinations, promoting of agro rural tourism, new tourist circuits, and public private partnership

6. Tenth five plan initiatives for tourism (2002-2007): Tenth five year plan working within the National Tourism Policy 2002, promoted skill building by promoting training programmes in hotel and food industries. Tenth five year plan promoted adventure tourism in the Himalayas, beach tourism in costal line. Wellness tourism included traditional health practice like Ayurveda, shopping centre"s for traditional crafts and pilgrimage spots.

7. Eleventh five year plan initiatives for tourism (2007-12): The Eleventh five year plan has allotted more funds for tourism development. With the extension of national tourism policy 2002, eleventh five year plan tries to promote partnership between the central, state government and private sectors. There are some of the areas selected for funding which includes Srirangam, Vellore fort (heritage destination), the beach at Pudacherry and Chennai (sea tourism), Wayanad in Kerala, the Udhagamandalam, Madumalai, Anaimalai circuits in Tamil Nadu (Eco-tourism), Jammu and Kashmir and North eastern states have given special attention and also tries to diversify the sources of tourism marketing.

Government initiatives: The Ministry tourism undertakes various initiatives to promote tourism in the country. This includes:

Infrastructure Development:

. Infrastructure development schemes for tourism in India are:

1. Tourism product or infrastructure and destination development.
2. Integrated development of tourist circuits.
3. Assistance for large revenue generating project.
4. Capacity building for rural tourism.
5. Public private partnership in infrastructure development.
6. Tourism market development for domestic tourism.

Marketing and promotion initiatives: Government of India initiated number of measures to promote tourism marketing and promotions. The important marketing and promotion initiatives are:-

Incredible India Campaign: Incredible India Campaign was introduced by the Government of India in 2002 to promote India as an ultimate tourist destination on the world tourism map. Incredible India campaign was conducted globally to attract tourists to the country. It projected India as an attractive tourist destination by showcasing Indian culture, history, spirituality and yoga.

Atithi Devo Bhavah: Atithi Devo Bhavah is a programme conducted by the Government of India to complement the Incredible India Campaign. Main aim is to create awareness about the effect of tourism and sensitize people about our country's rich heritage, culture, cleanliness and warm hospitality. Atithi Devo Bhavah is a seven point's programme of hospitality and training.

Visit India 2009: The main vision of Visit India 2009 campaign was to boost the inflow of visitors and tourists after the terror attacks in Mumbai in 2008 as well as global economic crises. The programme was jointly announced by the Ministry of Tourism and World Travel and Tourism Council. This scheme was valid from April to December 2009 and had the support of the hospitality sector, tour operators, and travel and airlines companies.

Different tourism products: Government of India introduced several tourism products such as rural tourism, cruise tourism, adventure tourism, medical tourism, open sky policy etc.

Foreign direct Investment: Government of India allowed 100% Foreign Direct Investment in hotels and tourism industry. Hotels refer to restaurants, beach resorts and other tourist complexes providing accommodation and catering facilities to the tourists. Tourism industry includes travel agencies, tour operating agencies, tourist transport operating agencies and facilities for cultural, adventure and wild life experience, surface, air and water transport facilities, leisure, entertainment, sports, health and convention etc.

8. Plan schemes during the Eleventh Five Year Plan: (2007-2012): Several plan schemes were introduced during the eleventh five year plan period to achieve the targets. To accomplish the targets set forth in the 11th FYP the Ministry of tourism implemented the following schemes during 2007-2012.

- ❖ Product Infrastructure Development for Destination and Circuits (PIDDC)
- ❖ Overseas Promotion and Publicity Including Market Development Assistance
- ❖ Domestic Promotion and Publicity
- ❖ Assistance to Large Revenue Generating Projects
- ❖ Incentives to Accommodation Infrastructure
- ❖ Creation of Land Banks
- ❖ Assistance to Central Agencies
- ❖ Market Research including Twenty Years Perspective Plan.
- ❖ Computerization and Information Technology

9. Tourism policy under 12th Five year plan: (2012-2017)

12th five year plan introduced a new dimension to the contribution of tourism. The plan highlights the need to adopt a „pro-poor tourism“ approach aimed at increasing the net benefits to the poor from tourism and ensure that tourism growth contributes to poverty reduction. The approach paper also underpins the need to develop a comprehensive set of strategies for a diverse set of actions, from macro to micro level, including product and infrastructure development, marketing, branding and promotion, planning, policy and investment.

10. Various Targets for Tourism Sector in 12th Five Year Plan:

As Tourism Sector is one of the major component of the service sector in India, its growth targets have to be linked to the targeted growth of service sector during the 12th Five Year Plan. Indian economy is expected to grow at the rate of 9%. To achieve this, services sector as well as the tourism sector have to grow at the rate of 12% per annum..

Challenges In Tourism Industris:

- 1.Lack of proper infrastructure
- 2.Access and Connectivity
- 3.Amenities
- 4.Human Resources
- 5.Service Level
- 6.Marketing and Promotion
- 7.Taxation
- 8.Security
- 9.Regularity Issues

Serving Tourism Industry:

- 1.Accommodation For Visitors
- 2.Food And Beverage Serving Activities
- 3.Railway Passenger Transport
- 4.Road Passenger Transport
- 5.water Passenger Transport
- 6.Air Passenger Transport
- 7.Transport Equipment Rental
- 8.Travel Agencies And Other Reservation Services
- 9.Cultural Activities
- 10.Sports And Recreation Activities
- 11.Retail Trade Of Country-specific Tourism Characteristics Goods
- 12.Other Country-specific Tourism Characteristics Activities

Benefits Of Tourism Industry In Indian Economy

- Growth and Boost in Economic Activity
- Infrastructure Development
- Generating Income and Employment
- Prevention Of National Heritage
- Source Of Foreign Exchange
- Source Of Employment Generation
- Boost Wide Scale Industry Revenues
- Tourism Contributes in Medicine Sector
- Contribute to Development Of GDP
- Development of Various Serving Tourism Industries
- Visas For India
- Build up Social Bonding within Country And Foreign Country

Conclusion: *India's tourism sector ranks 7th in the world in terms of its total contribution to the country's GDP, according to a new report of the World Travel and Tourism Council (WTTC).. Tourism is very sensitive to economic, environmental, and socio-political events affecting tourists' willingness to travel. In the absence of insurance cover and social security, the poor can be particularly vulnerable to sudden downswings in demand. However, tourism demand often bounces back quickly when circumstances change. If the Indian government is continue to adopt policies that encourage travellers, such as the new visa regime, enable investment in vital infrastructure, and allow companies to do business. India is a beautiful and diverse tourism destination, with the right policies in place it will no doubt continue to grow towards ranking even higher in terms of its tourism economy."*

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PROMOTION OF PEACE EDUCATION THROUGH TOURISM**Kamble Vishal Dnyaneshwar***Asst. Prof. Research Scholar, Sou. Nirmalatai Thopte College of Education, Bhor***Abstract**

People travel frequently all over the world, it helps them get to know new people, culture, values etc. That experience is capable of increasing mutual understanding among people who have been living in diverse cultural backgrounds. Tourism provides an effective tool for promoting peace which in turn leads to cross-cultural interaction resulting in tolerance, national integration, compassion, goodwill, educational standards, justice and mutual respect for each other. The tourism could further bring desired level of closeness among the people and may go a long way in creating peaceful environment. Tourism doesn't involve any borders or hatred and offers positive experiences to the tourists. The paper argues that the tourism scenario in India is ideal for formulating effective tourism strategies for promoting peace.

Introduction:

Travel has become one of the great forces for peace and understanding in our time. As people move throughout the world and learn to know each other, to understand each other's customs and to appreciate the qualities of individuals of each nation, we are building a level of international understanding which can sharply improve the atmosphere for world peace.

John F. Kennedy

I have watched the cultures of all lands blow around my house
and other winds have blown the seeds of peace, for travel is the language of peace.

Mahatma Gandhi

Mahatma Gandhi described travel as 'The Language of Peace.' Gandhiji realized the importance of attaining freedom through non-violence and travelled all over India to develop a sense of personal touch among the populace and succeeded in achieving freedom through peace. With the development of civilization people started sharing their contentment, sorrows, inventions and accomplishments. Human instinct for curiosity and search led to the birth of tourism which removed differences between cultures, ethnic groups, religious groups, values and lifestyles, and languages. Tourism and travel industry helps in bridging the gap amongst communities, religions and different cultures. Tourism truly acts as a vehicle for mutual understanding through cultural exchange and promotes peace at national and international levels. Tourism as a peace tool intends to reduce root causes that create situations where violence has been perceived as inevitable. Most of the countries are in the process of promoting peace and establishing brotherhood with neighboring countries with the view of exchanging ideas and values. The role of tourism as an Ambassador and means of understanding and peace between people has been recognized by many international bodies such as the United Nations. The major assumption behind the notion of peace tourism is that when people travel frequently all over the world, it helps them get to know new people, culture, values etc. That experience is capable of increasing mutual understanding among people who have been living in diverse cultural backgrounds. Tourism provides an effective tool for promoting peace which in turn leads to cross-cultural interaction resulting in tolerance, national integration, compassion, goodwill, educational standards, justice and mutual respect for each other. The tourism could further bring desired level of closeness among the people and may go a long way in creating peaceful environment. Tourism doesn't involve any borders or hatred and offers positive experiences to the tourists.

Concept of Peace through Tourism: To begin with the analysis it is necessary to clarify the concept. Peace through Tourism refers to the reduction and hopeful elimination of conditions that lead to violence (Kelly, 2006a). This concept stands of the belief that these conditions can be avoided through

the channel of tourism (Kelly, 2006a). When talking about tourism as channel it refers to the virtue of traveling promoting international understanding.

Relevance of peace in tourism : Tourism is playing a prominent role in developing and promoting peace in the world. In 2012, 1 billion tourists are expected to travel the world; that number has been consistently growing over the years and is forecasted to still grow. For example travel and tourism has been instrumental in softening the relations between India and Pakistan leading to peace. This way tourism is a means of world peace and dialogue. Taken seriously tourism can play a vital role in bringing peace. Tourism promotes peace through cultural exchange. Most peace efforts take place after the conflict. The peace promoting aspirants focus on reconciliation. This reconciliation takes place usually between victim, perpetrators and hostile communities. It also involves reintegration of ex-combatants. Tourism also reconstructs the social, political and economic environment. Tourism can be seen as a link of commercial and cultural exchange between two countries. Now a days people want to know the world and find out a place in people's heart which becomes possible only through tourism. Tourism helps in exploring the rich and varied cuisine, colorful dress, monuments and palaces, hospitality, diversity etc of various places. At a time when tourism initiatives have gained momentum in India, the situation is ripe for popularizing the concept of "Peace through Tourism" in a big way through strong advocacy and practical action. Tourism as a strategy to promote peace by solving the problems of poverty, unemployment, etc. can succeed if effective inter-linkages are established between "tourism initiatives" and "peace", and appropriate action plans are devised accordingly. India has strong community and democratic ethos. Community-based initiatives based on people's participation have been quite effective in India in solving the socio-economic problems of the people. They have also been successful in building up strong collaborations based on people's efforts which have led to creation of a peaceful and cordial atmosphere. In fact, the peaceful under-currents of Indian democracy are evident in the working of community-based ventures. Limitations of the centralized form of planning have compelled the policy-makers to pin their faiths on such people-based ventures. The paper argues that if the tourism strategies are geared towards involving the community-based organizations, they can promote peace in a real way.

Become an Ambassador for Peace when you travel: IIPT (International institute for Peace through Tourism) International invites all travel agents, tour operators, hotel companies, airlines, cruise lines and travel publications to become members of the Travel for Peace Campaign. The movement encourages travelers around the world to become Ambassadors for Peace by practicing the IIPT Credo of the Peaceful Traveler and the travel ethic inherent in the belief that we are 'One Earth One Family'. In April 2016, IIPT Founder and President, Louis D'Amore, announced the campaign and World Expeditions concurrently became the first charter member. The campaign aims to create awareness that the privilege of travelling provides a unique opportunity to learn more about Earth, the wonder of its natural beauty, and its many diverse peoples, cultures and heritage while fostering mutual respect, understanding and appreciation with each person we encounter in the process. World Expeditions is honored to be a part of an industry that is recognized for its ability to foster peace, security, and mutual understanding. We urge you to put the IIPT Credo of the Peaceful Traveler into practice during your next adventure.

IIPT Credo of the Peaceful Traveler: Grateful for the opportunity to travel and experience the world, and because peace begins with the individual, I affirm my personal responsibility and commitment to:

- Journey with an open mind and gentle heart
- Accept with grace and gratitude the diversity I encounter
- Revere and protect the natural environment which sustains all life
- Appreciate all cultures I discover

- Respect and thank my hosts for their welcome
- Offer my hand in friendship to everyone I meet
- Support travel services that share these views and act upon them and,
- By my spirit, words and actions, encourage others to travel the world in peace

Government Tourism policy for peace: Tourism emerged as the largest global industry of the 20th century and is projected to grow even faster in the 21st century. India has immense possibilities of growth in the tourism sector with vast culture and religious heritage, varied natural attractions, but a comparatively small role in the world tourism scene. Tourism policy strengthens the tourism sector and envisages new initiatives towards making tourism the catalyst in employment generation, environmental regeneration, development of remote areas, development of women and other disadvantaged groups and developing and promoting peace in the country. It would lead to larger foreign exchange earnings and create conditions for more foreign direct investment.

Boost to Tourism: The economic liberalization in India has given a big push to Indian tourism. Tourism is today projected as an engine of economic growth and an instrument for eliminating poverty, curbing unemployment problems, opening up new fields of activity and the upliftment of downtrodden sections of society. New opportunities are being tapped to promote eco, adventure, rural, postage, wildlife and health and herbal including medical tourism. With the increasing number of foreign tourists coming to India every year and domestic tourism gaining popularity, public and private sector bodies are actively involved in promoting tourism in the country. The international and regional dimensions of tourism are also getting due recognition. For example, travel links leading to establishing people-to-people contacts between India and Pakistan are given prime importance. As a result of this, tourism has been instrumental in softening the relations between India and Pakistan leading to peace.

Conclusion: Peace tourism becomes a recognized aspect of cultural & heritage tourism. In the recent years India has emerged as a major global power. India's economic reforms have made the Indian economy as vibrant as ever. A conducive climate for foreign investment has been created. Indian democracy despite its contradictions has given the nation political stability which has no doubt strengthened the country's developmental plank. However, despite all this India has been straggling with peace as the problems of poverty, unemployment, environmental degradation, social inequalities, insurgency, etc. continue to plague the nation. The strategies formulated to tackle these problems have not paid full dividends. Tourism as an effective strategy to promote peace has not been discussed or debated despite tourism sector remaining in prominence in the recent years.

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WOMEN ENTREPRENEURSHIP AND TOURISM**Dr. Golhar Anuradha Sandip***S.N.T College of education, Bhor.***Abstract**

Women are generally called home makers. But today. In modern society, they have moved out of the house and are taking part in all areas of life. Today, the entrepreneurial world is open to the womenfolk. Thailand tops the list with 18.5% of women as entrepreneurs followed by India by India with 14.1 % women entrepreneurs. Japan has the lowest rate of women entrepreneurs with just 0.6 % women as entrepreneurs. Women entrepreneur may be defined as a women or a group of women who initiate, organize and operate a business enterprise. The government of india has defined a women entrepreneurship as “an enterprise owned and controlled by a women having a minimum financial interest of 51 % of the capital and giving at least 51 % of the employment generated in the enterprise to women” . Kerala Government defined women industrial units owned/ organized by women and engages in small scale and cottage industries with not less than 80% of the total workers as women.

The Concept of Women Entrepreneurship: According to the general concept, women entrepreneur may be defined as a women or a group of women who initiate, organize and operate a business enterprise. Has defined a women entrepreneurship as “an enterprise owned and controlled by a women having a minimum financial interest of 51 % of the capital and giving at least 51 % of the employment generated in the enterprise to women. Kerala Government defined women industrial units as units owned/ organized by women and engages in small scale and cottage industries with not less than 80 % of the total workers as women. With effect from 6th Feb. 1992, the definition of ‘Women entrepreneurs’ Enterprises in as follows: “ A small scale industrial units/ industrially related services of business enterprise managed by one or more women entrepreneurs in proprietary concerns in which she/they will individually or jointly have share capital of not less than 51 % as partners/ shareholders/ directors of private limited company, members of co – operative society”.

Reasons for the Slow Growth of Women Entrepreneurship

In spite of the initiatives taken by the government, the growth of women entrepreneurship is very slow, the reasons are outlined as below :

- Unfavourable family background.
- Lack of business education.
- Dual role of Women
- Lack of aptitudes and training.
- Absence of individualistic spirit.
- Lack of freedom to choose a job according to ability, influence of sex, custom etc.
- Inadequate infrastructure facilities.
- Shortage of capital and technical knowhow.
- Lack of adequate transport and communication facilities.
- Shortage of power.
- Lack of security.
- Absence of ideal market conditions.
- Corruption in administration.

Problems of Women Entrepreneurs: The basic problem of a women entrepreneur is that she is a women. Women entrepreneurs face two sets of problems specific to women entrepreneurs. These are summarized as follows. Shortage of Finance: Women and small entrepreneurs always suffer from inadequate fixed and working capital. Owing to lack of confidence in women’s ability, male members in th family do not like to risk their capital in ventures run by women. Banks have also taken negative

attitude while leading to women entrepreneurs. Thus women entrepreneurs rely often on personal saving and loans from family and friends.

Shortage of Raw Material: Women entrepreneurs find it difficult to procure material and other necessary inputs. The prices of many raw materials are quite high.

Inadequate Marketing Facilities : Most of the women entrepreneurs depend on intermediaries for marketing their products. It is very difficult for the women entrepreneurs to explore the market and to make their product popular. For women, market is a chakravatyuh.

Keen Competition: Women entrepreneurs face tough competition from male entrepreneurs and also from organized industries. They cannot afford to spend large sums of advertisement.

High cost of Production: High prices of material, low productivity. Under utilization of capacity etc. account for high cost of production. The government assistance and subsidies would not be sufficient for the survival.

Family Responsibilities: Management of family may be more complicated than the management of the business. Hence she cannot put her full involvement in the business. Occupational backgrounds of the family and education level of husband has a direct impact on the entrepreneurs ship development : 85 development of women entrepreneurship\

Low Mobility: one of the biggest handicaps for women entrepreneur is her inability to travel from one place to another for business purposes. A single women asking for room is looked upon with suspicion. Sometimes licensing authorities, labour officials and sales tax officials may harass them.

Lack of education: About 60 % of women are still illiterate in india. There exists a belief that investing in women's education is a liability, not an asset. Lack of knowledge and experience creates further problems in the setting up and operation of business.

Low Capacity to Bear Risks: Women lead a protected life dominated by the family members. She is not economically independent. She may not have confidence to bear the risk alone. If she faces discrimination. The male ego stands in the way of success of women entrepreneurs. Thus the rigid social attitudes prevent a women from becoming a successful entrepreneur.

Low Need For achievement: Generally, a women will not have strong need for achievement. Every women suffers from the painful feeling that she is forced to depend on others in her life. Her pre-conceived notions about her role in life inhibit achievement and independence.

Lack of Training: A women entrepreneur from middle class starts her first entrepreneurial venture in her late thirties or early forties due to her commitments towards children. Her biggest problem is the lack of sufficient business training.

Lack of information: Women entrepreneurs sometimes are not aware of technological developments and other information on subsidies and concessions available to them. They may not know how to get loans, industrial estates, raw materials etc.

Remedies to Solve the Problems of Women Entrepreneurs

The following measures may be taken to solve the problems faced women entrepreneurs in india.

- In banks and public financial institutions, special cells may be opened for providing easy finance to women entrepreneurs. Finance may be provided at concessional rates of interest.
- Women entrepreneurs' should be encouraged and assisted to set up co-operatives with a priority basis.
- Scarce and imported raw materials may be made available to women entrepreneurs on priority basis.
- Steps may be taken to make family members aware of the potential of girls and their due role in society.

- Honest and sincere attempts should be undertaken by the government and social organization to increase literacy among females.
- In rural areas self employment opportunities should be developed for helping women.
- Marketing facilities for the purpose of buying and selling of both raw and finished goods should be provided in easy reach.
- Facilities for training and development must be made available to women entrepreneurs. Family members do not like women to go to distant place for training. There fore mobile training centres should be arranged. Additional facilities like stipend, good hygienic chreches, transport facilities etc., should be offered to attract more women to training centres.

Measures taken for the development of women entrepreneurship in India: Women empowerment should be one of the primary goals of society. Women should be given equality, right of decision-making and entitlements in terms of dignity. They should attain economic independence. The most important step to achieve women empowerment is to create awareness among women the selves. Development of women can be achieved through health, education and economic independence. Realizing the importance of women entrepreneurs, Govt. of india has taken a number of measures to assist them. Some of the important measures are outlined as follows.

TRYSEM : Training of rural youth for self employment was launched of 15th august 1979 which is still continuing. The objective of TRYSEM is to provide technical skills to rural youth between 18 and 35 years of age from families below the poverty line to enable them to take up self employment in agriculture and allied activities, industries, services and business activities. This ia a sub scheme of IRDP. Training given through ITIs, Polytechnics, Krishi Vigyan Kendra, Nehru Yuva Kendras etc has helped many rural women set up their own micro enterprises with IRDP assistance.

BANKS : Banks particularly commercial banks have formulated several schemes to benefit women entrepreneurs. These includes rural entrepreneurship development programmes and other training programmes, promotion of rural non – farm enterprise, women ventures etc.

NABARD : NABARD as an apex institution guides and assists commercial banks in paying special attention to women beneficiaries while financing. It has also been providing refinance to commercial banks so as to help latter institutions to supplement their resources which could be deployed for the purpose of financing women beneficiaries.

INDUSTRIAL POLICY: The new industrial policy of government has specially highlighted the need for conduction special entrepreneurship programme for women.

NATIONAL POLICY FOR TH EMPOWERMENT OF WOMEN,2001: As to the commitments made by india during the fourth world conference on women held in Beijing during September, 1995, the department of women and children has drafted a national policy for the empowerment of women. This is meant to enhance the status of women in all walks of life at par with men.

Assistance to women entrepreneurs: Entrepreneurs does not differentiate the sex. A number of facilities and assistance are offered to the entrepreneurs. However, certain additional incentives or facilities offered to women entrepreneurs are discussed as follws.

Small Industrial Development Organisation (SIDO): SIDO through a network of SISI conduct the EDPS exclusively for women entrepreneurs. The aim is to develop entrepreneurial traits and qualities among women and enable them to identify entrepreneurial opportunities etc.

National Small industries corporation (NSIC): The H.P scheme of NSIC provides preferential treatment to women etrepreneurs. It also conducts entrepreneurs and enterprise building programmes for women.

Industrial development bank of india (IDBI): The schemes of IDBI for women entrepreneurs are summarized as follows.

Promoter's Contribution: The IDBI set up the mahila udyan nidhi (MUN) and mahila vikas nidhi (MVN) schemes to help women entrepreneurs. IDBI conduct programmes of training and extension services through designated approved agencies and association with other development agencies like EDII, TCos, KVIC etc

Mall Industries Development Bank of India (SIDBI): SIDBI has special schemes for financial assistance to women entrepreneurs. It provides training and extension services it gives financial assistance at concessional terms in setting up tiny and small units.

Commercial Banks: The sthree Shakti Package Scheme of SBI provides a package of assistance to women entrepreneurs. The consultancy wings of SBI give guidance on project identification and project viability. Th program of assistance such as repair and servicing photo copying dry cleaning retail trade business enterprises, poultry farming, tailoring etc. the bank of india has introduced a scheme known ass 'Priyadarshini Yojana' to help women entrepreneurs.

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PROBLEMS AND PROSPECTS OF TOURISM INDUSTRY IN INDIA**Dr. Anant Bapurao Mane***Associate Professor & Head Dept. of Economics, Annasaheb Magar Mahavidyalaya, Hadapsar. Pune***Abstract**

India is a land of rich history, cultural and geographical diversity. Being the home of one of the Seven Wonders of the World, India also has huge plethora of flora and fauna spread across its national territories. Such appealing features about the Indian culture and its diversity make India one of the best international tourist destinations. India presents heritage and cultural tourism along with medical, business and sports tourism. Tourism is expanding the fastest and is the most rewarding industry of the modern world. International tourism constitutes the invisible export trade. No wonder then that some more enterprising countries have turned this flourishing industry into a means of spinning money. In recent years, India too has woken up to this great reality and concerted efforts are being made to develop and promote this foreign exchange earning industry in a big way. India, with her rich cultural heritage, ancient monuments, world famous temples, architectural masterpieces, wild animal sanctuaries and scenic spots, holds a great attraction for the tourists on the move. This paper tries to know the problems and prospects of tourism industry in India and government initiative for the development of tourism industry.

Keywords: *Tourism, problems, prospects, foreign exchange and Tourist.*

Introduction: Tourism industry is the largest service industry prevailing in the Indian economy and contributes as high as 6.4% to the national GDP. Apart from this, the industry plays a huge role in the employment of the people of India and contributes almost 8.1% to the total employment in India. Revenue generated from the industry we see that the country generated as high as 200 billion US dollars in 2008 from the industry, which is expected to increase to 375.5 billion US dollars by the end of year 2018. This expectation would result in a growth of almost 9.5% annually for the industry. According to World Travel and Tourism Council, India will be the one of the most hot-spot for tourism from the year 2009 to 2018, having the highest 10-year growth potential. *Tourism revenue is expected to surge by almost 42% by the end of 2017* as compared to the year 2007 irrespective of the fact that the industry faces major setbacks during peak times due to the *shortage of hotel rooms and infrastructure*. In current time, when the world economy is becoming more globalized with every passing day, it is still a long way to go for the Indian economy to achieve sustainable tourism.

In India, the travel and tourism industry has really come of age. But India's share in world's tourism earnings of \$ 3.5 trillion is just 0.37 per cent and receipts are 0.51 per cent of the world receipts. Tourism is presently India's third largest export industry after gem and jeweler and ready-made garments. The foreign exchange earnings from tourism during 1997-98 were about Rs. 300 crore. In 1995-96, India received 2.1 million foreign tourists.

Objectives of the study:

- To role of tourism industry in Indian economy.
- To assess the problems faced by tourism industry
- To know the tourism industry in Indian scenario
- To evaluate the future opportunities of prospects of tourism industry
- Suggestions and government initiative for development of tourism industry

Research Methodology: The data and information has been collected through secondary sources such as published articles, magazines, periodicals and books and e-sources etc. The research is completely based on descriptive in nature and theoretical one.

Problems of India's Tourism Industry: Some of the major road blocks or hurdles for the proper development of the industry are:

1. Lack of proper infrastructure which includes non-availability of good roads and poor connectivity to the tourist destinations.

2. Lack of aggressive online and other **marketing** strategies to promote India as a must-visit location
3. Too many points of differentiation available but not cashed upon (such as rare animal sanctuaries, religious pilgrimage tours and extreme Himalaya tours)
4. Lack of funds due to which a long list of heritage monuments that are still sitting in squalid environments etc.

On the other hand, India is at the threshold of looming opportunities. Tourism in India is one of those sectors which are currently witnessing widespread growth. Thanks to the increasing inbound tourism by the burgeoning Indian middle class. Rising inflow of foreign tourists into the Indian Territory along with successful government campaigns for promoting 'Incredible India' stature has done a lot to develop the Indian tourism industry.

- Another problem of recent origin is that Indian tourists have started travelling abroad rather than travelling within the country. In 2004, as many as 6.2 million Indian tourists went abroad in contrast to only 2.9 million foreign tourists visiting India.
- The main cause of outflow of Indian tourists is high aviation cost in the domestic sector. When a tourist in North India can get cheaper return tickets to Sri Lanka or Thailand than to Goa or Kerala, he will obviously go abroad.
- Our foreign exchange earnings from tourism is getting neutralized because of large number of Indians going abroad. It is estimated that by 2007-08, as many as 8 million Indian tourists will be going abroad. Majority of them will be visiting Cambodia (15%), Hong Kong (15%), Australia (13%), Malaysia (13%), Singapore, and Pakistan.
- The" unplanned and unrestricted growth of tourism has a detrimental effect on environment. The origin and growth of tourism in India as elsewhere in the world, is distinctly urban oriented rather than being spread over the countryside. This is due to the fact that urban centers provide the necessary infrastructure and wider choice of facilities and price ranges for accommodation, food, entertainment, etc.
- There is lack of appreciation of the holistic approach to tourism development which takes into account the linkages between environment and pressure of tourists. The result is that, almost all the popular tourist centers are groaning under the pressure of annual visitors and quite often facing difficult situation.
- The unplanned and unchecked growth of tourist centers deprives them of their original charm and ultimately proves disastrous. This is what is happening to some of the famous tourist centers like Shimla, Mussoorie, Darjeeling, etc. where sometimes even drinking water is not available to cater to the needs of the tourists.

Prospects of Tourism Industry:

- India is gifted with massive diversity in culture, geography, and art which pull in a colossal measure of voyagers to the nation. Different new forms of tourism that are being introduced in recent years are also helping to build up the country's tourism industry. Medical tourism, eco-tourism, adventure tourism, and cruise tourism have also gained a lot of popularity and attention among foreigners now and have the potential for high growth in the near future. The Himalayas are the greatest assets of India in adventure tourism.
- Tourism industry for India is a beautifully prospering and promising field. Taking sufficient measures to confront the difficulties presented and further enhancing the prospects can guarantee unlimited chances and development of the nation

Government Initiative for development of tourism industry:

- With a view to improve tourism and at the same time taking care of the environment, the central and state governments are coming forward with new development plans. Although tourism is the responsibility of the state governments, the Central Government lends all help to develop tourism. India Tourism Development Corporation (ITDC) was established in October 1966.
- The central Department of Tourism is extending financial assistance for improving tourism infrastructural facilities like yatriniwas, tourist lodges, wayside facilities, restaurants, cafeterias, tourist bungalows, etc. It also extends financial assistance for adventure sports activities, tourist transport, tented accommodation, etc.
- Travel Trade and Tourist Service Division of the Department of Tourism is helping the travel trade, both national and international. Department of Tourism has simplified and streamlined the rules from April 1992, regarding the grant of approval to travel agents, tour operators and tourist transport operators so that their services are standardized and are made broad-based, both for domestic and foreign tourists.
- The main thrust during the Eighth Five Year Plan had been, (i) development of selected tourist places/areas, (ii) diversification from culture-oriented tourism to holiday and leisure tourism, (iii) development of trekking, winter sports, wildlife and beach resort tourism, (iv) exploring new source markets in regions and countries having cultural affinity, (v) restoration of national heritage projects, (vi) launching of national image building and marketing plans in key markets, (vii) providing inexpensive accommodation in different tourist centers, (viii) improving service efficiency in public sector corporations and (ix) streamlining of facilitation procedures of airports.
- Indian railways have also recognized its role in tourism development. The launching of Rajdhani and Shatabdi trains is a step in the right direction. 'Palace on Wheels' is already operational in Rajasthan. Another special tourist train 'Orient Express' has been introduced in Gujarat and one more covering temple towns of Tamil Nadu will become operational soon.
- Five more such luxury tourist trains with private sector participation connecting major tourist centers will soon be on the rails. Lane for about 100 hotels at various railway stations has been set apart to augment accommodation for travellers. Considering the recent development, it is hoped that India will get her due share of tourism and at the same time steps will be taken to preserve the physical and social environment of the country.
- Government as well as private organizations should jointly adventure some plans to attract foreign tourists. Heritage Hotel scheme is one of them. Railways play a crucial role in the development and promotion of tourism. The scheme of Palace on Wheels is a tourism promotion project of Indian Railways. This is a joint venture of Indian Railways with Rajasthan Tourism Development Corporation.

Govt. Initiative for improving the tourism industry:

- It is needless to say that development in **Infrastructure** holds the key to success for any industry and the economy as a whole.
- Infrastructure has a major role to play in the Indian Tourism industry. Ministry of Tourism has made consistent efforts to develop quality tourism infrastructure at tourist destinations and circuits. The Government has allowed 100 per cent foreign investment under the automatic route in the Hotel and Tourism related industry, to improve the quality of tourism and help the industry grow at rapid pace.

- Tourism Industry in India has grown at rapid pace but in order to achieve a sustained growth a lot needs to be done and there exists plenty of ideas, plethora of opportunities for one to make the most of it.
- Government as well as private organizations should jointly adventure some plans to attract foreign tourists. Heritage Hotel scheme is one of them. Railways play a crucial role in the development and promotion of tourism. The scheme of Palace on Wheels is a tourism promotion project of Indian Railways. This is a joint venture of Indian Railways with Rajasthan Tourism Development Corporation.

Conclusion: Tourism industry is acts as a powerful agent of both economic and social change. It stimulates employment, investment and modifies economic structure and makes positive contributions to the India economy and GDP. The Government has already made a good start in this regard by easing visa processes. The Government must also focus on making India more accessible to the world. There is need to develop linkage between air transportation as well as better rail and road connectivity within the country. The Government also needs to think out-of-the-box to make the most of India's tourism potential. For example, there is a lot that can be done to make religious tourism more attractive. Need to be developed and marketed aggressively. Also, given India's huge coast line, tourism on cruise ship can be promoted. Medical tourism is also a growing sector and is expected to grow in coming future.

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AN ECONOMIC EVALUATION OF TOURISM INDUSTRY IN INDIA**Dr. B. D. Awaghade***Associate Professor, Economics Department, Shri. R. R. Patil College, Sawalaj, Tal.: Tasgaon
Dist.: Sangli***Mr. Gurunath Waghale***Research Scholar, Economics Department, Shivaji University, Kolhapur***Abstract**

The Indian tourism industry is playing a crucial role in the economic development of many sectors of the economy through the employment generation for skilled as well as unskilled population, improving the standard of living especially of remote and rural areas, earning of foreign exchange, development of infrastructure and importantly promotion of world famous Indian arts and handicraft industry. From the last two decades tourism has become an important tool of development of the world economy. Socio-economic development of both rural and urban areas has been achieved in the last two decades due to increase in tourism services. Due to the availability of infrastructure facilities, communication facilities, globalization and raised standard of living of the world, the tourism sector has got many opportunities to grow. Tourism industry has potential to achieve inclusive economic development as well as sustainable development. It is a limitless industry which will achieve both socio-economic development of the Indian economy and having a growth potential. In this research paper researcher attempt to check the economic viability of the Indian tourism industry by using the secondary data published in various national and international reports, books, magazines, journals and other relevant literature.

Keywords: *Tourism industry, economic development, foreign exchange, employment, standard of living.*

INTRODUCTION: This research is an attempt to analyze the impact of the tourism industry on different economic aspects such as, employment, foreign exchange and reserves, standard of living, development of arts and handicraft industry of rural sector as well as to understand the performance of Indian tourism industry. From the last two decades tourism has become one of the important industries for achieving faster socio-economic development of rural as well as urban areas of Indian economy. Tourism sector is an important instrument for generating employment opportunities in the economy. Therefore, it is considered amongst the top export sectors. The recently state as well as central governments are trying to attract domestic and foreign tourists through advertising, guidance, developing tourist places and providing security to foreign tourists. For this present research, required data is collected from the secondary sources such as published research papers, journals, books, official publications of the government, internet, etc. the data required to understand the importance of Indian tourism industry for achieving inclusive economic development have taken from various documents like books, newspapers, reports, journals, magazines, as well as from existing literature. Collected quantitative data is used to examine the impact of the tourism industry on different economic variables such as employment, foreign exchange, export, infrastructure development and rural development in India. Also, for understanding performance and future perspectives of the Indian tourism industry.

OBJECTIVES

1. To examine the impact of the tourism industry on different economic variables of Indian economy.
2. To analyze the performance and future perspective of Indian tourism industry.
3. To understand the importance of the tourism industry for the inclusive economic development of Indian economy.

A. Participants in Tourism Industry:

Tourism is known as multifaceted activity, as it touches nearly all sectors of the economy. Many sectors directly or indirectly associated with satisfying needs of travelers. Importantly it is considered

a smokeless industry as it does not require plants, machinery and chimney but earns large amounts of foreign exchange for the county as compared to other exporting industries.

Table: 1.1: Participants in Tourism Industry

Core of Tourism	Promoters of Tourism	Tourism Service Suppliers	External Environments
Travelers	Travel Operator	Accommodation	Economical
	Travel Agents	Destination	Political
	Tourist Boards	Food & Beverages	Social & Cultural
	Direct Marketing	Entertainment	Environmental
	Meeting Planners	Attraction	

Tourism industry is a complementary industry of service providers like travel agents, operators, travel and tour guides, hotels, guest house owners and workers, entertainment organizers, government departments, retail shop owners, immigration & customer service providers are engaged in exchanging goods or services, which helps in deriving economic development of the nation.

B. Role of Tourism Industry in Inclusive Economic Development of India

Tourism industry is having a diversified role in attaining overall economic development of the nation. This sector is contributing to socio-economic development in various ways and strengthening interconnected processes. This sector reveals as a solution for many problems of the economy such as unemployment, low standard of living, low national income, low level of foreign reserves, inclusive growth, etc. therefore it is known as one of the dynamic industries in the world economy. According to the World Travel & Tourism Council (WTTC), contribution of travel and tourism industry was 9% of total world's GDP. Whereas it has generated employment opportunities for more than 235 million workforces by representing 8% of global employment.

Table No. 1.2: Contribution of Travel & Tourism Sector in India

	2011			2021		
	INR, bn	% of Total	Growth	INR, bn	% of Total	Growth
Direct Contribution to GDP	1,570.5	1.9	8.7	3,414.8	2.0	8.1
Total contribution to GDP	3,680.4	4.5	8.7	8,523.1	4.9	8.8
Direct contribution to employment	24,931	5.0	2.4	30,439	5.2	2.0
Total contribution employment	37,655	7.5	2.4	47,480	8.1	2.3
Visitor exports	678.6	3.8	5.7	1,344.7	2.1	7.1
Domestic spending	509.6	4.3	9.1	7,758.3	4.4	8.3
Leisure spending	3,003.0	3.7	7.5	6,332.8	3.6	7.7
Business spending	1,196.6	1.5	11.1	2,791.8	1.6	8.1
Capital Investment	12,330	4.7	12.2	2,527.5	4.8	8.7

Source: World Travel & Tourism Council (WTTC)

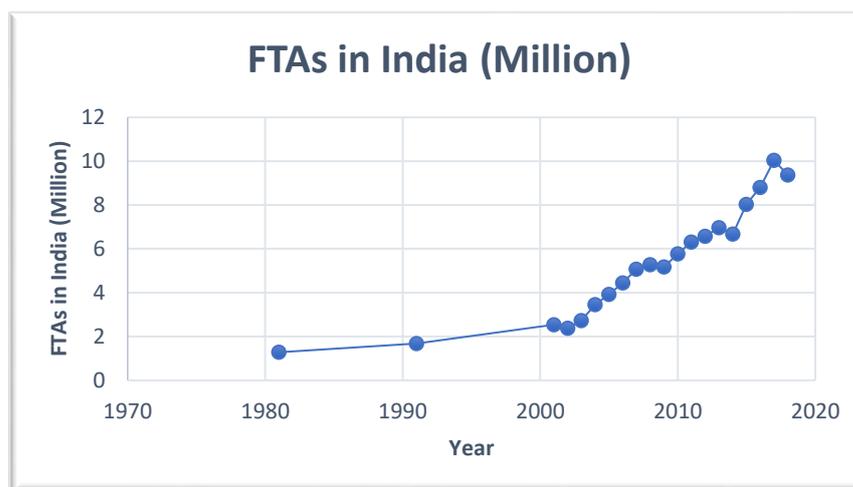
Above table no. 1.2 represents the contribution of travel & tourism sector in India. Many efforts have been made by the Indian government to promote the tourism industry by attracting foreign tourists. 'Incredible India' is one of the major efforts by the government amongst all, in which the government has introduced the Visa-on-Arrival scheme for tourists coming from five countries namely Finland, New Zealand, Singapore, Luxembourg, and Japan from 1st January 2010. Due to which during January to December 2010 around 6,5,49 visas were issued by the government to foreign visitors. Considering the response of this scheme, the government has extended this to few

other countries like Cambodia, Vietnam, Philippines, Laos, Indonesia and Myanmar from January 2011.

C. Foreign Tourist Arrivals in India

Many factors influence the arrival of foreign tourists such as government schemes for attracting tourists in India and some security measures by the government. For the last two decades the government of India has been trying to attract foreign tourists. The foreign tourist arrivals (FTAs) continued to grow from the last two decades. FTAs have increased from 2.28 million in 1981 to 1.68 million in 1991 and further in has increased by 2.54 million in 201 and 10.04 million in 2017.

Graph No. 1.1: Foreign Tourist Arrivals in India



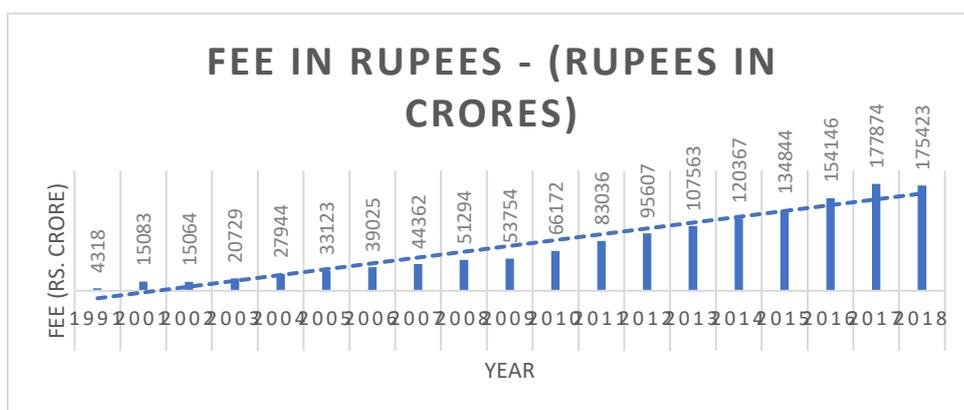
Source: Bureau of Immigration, Government of India

The Ministry of Tourism in India has also been initiated a compilation and dissemination of data related to arrivals of Non-Residential Indians (NRIs) from 2014. Growth rate of FTAs does not follow any constant pattern during the last three decades. In 2017, due to serious efforts of the government of India, achievement in growth rate of FTAs was 10.2% in 2017.

D. Foreign Exchange Earning Through Tourism in India

All the efforts taken by the Indian government are having intention to increase the foreign reserves of the economy which may be utilized for spending on essential imports such as advanced technologies, technical know-how, food and crude oil from different countries. With the serious efforts of the government it could possibly generate a handsome amount of foreign exchange reserves during the last two decades.

Graph No. 1.2: Foreign Exchange Earning in Crores Rupees



Source: Ministry of Tourism, Open Government Data (OGD), India

From the above graph it is clear that, the FEE shows an increasing trend in India as the trend line is positive. Irrespective of small variations FEE is continuously increasing which is a good sign of development of Indian tourism industry.

E. Employment Opportunities Created by Indian Tourism Industry

Considering the total population and its growth rate, Indian government has been trying to generate employment opportunities to additional workforce through promoting different sectors of the economy. Indian tourism industry is one of the important industries for generating employment opportunities. This industry is having diversified positive effects on different industries of the economy as it promotes FMCG industry, transportation industry, hotel industry, retail industry, rural cottage and handicraft industry etc. which further increases employment opportunities.

The role of Indian travel and tourism industry in generation of employment opportunities can be seen below table no. 1.3. In reality, as we can see there is no such significant growth in contributing to providing employment by the Indian tourism industry. But looking at the contribution of the tourism industry in total employment in the country is very significant. It can be predicted from the given data that, around 9 to 10 percent of total employment opportunities are provided by Indian tourism industry.

Table No. 1.3: Contribution of Travel & Tourism in Employment

Year	Number in '000'	Real Growth (%)	Share in total Employment
2000	48313.3	0.5	11.2
2001	40300.3	-16.5	9.6
2002	45272.6	12.3	10.6
2003	48163.3	6.3	11
2004	48874.2	1.4	11
2005	42439.0	-13.1	9.3
2006	43256.7	1.9	9.3
2007	47770.9	10.4	10.1
2008	39928.5	-16.4	8.3
2009	38145.8	-4.4	7.8
2010	33931.0	-0.8	7.8
2011	34854.0	3.8	7.8
2012	35255.0	0.5	7.9
2013	35736.0	-0.2	7.6
2014	36693.0	1.3	9.4
2015	37315.0	1.7	8.7

Source: World Travel & Tourism Report

According to UNWTO studies, tourism volumes and related receipts such as employment, GDP and export earnings are expected to transfer from the developed economies and towards the less developed economies as a result of favorable economic, promotional, technologies and policy factors. Table no. 1.3 shows that, in 2000 there were around 48313.3 thousand people employed in the travel and tourism industry. Its real growth rate was 0.5 percent and 11.8 percent was the contribution in total employment of the country. But in 2015, the number of people employed was 37315 thousand and the real growth rate was 1.7 percent. Contribution in total employment was 8.7 percent. Thus, this

fast-growing tourism industry helps to increase employment of the nation. But still looking at the real growth rate in employment generation data is not showing satisfactory results.

F. Performance of Tourism Industry in India

Performance of the tourism industry can be explained with help of its growth rate. Growth rate of the tourism industry shows how significantly different direct services related to tourism are increasing. Real growth rate is one of the important measurements for understanding the performance of Indian tourism industry.

Graph No. 1.3 Real Growth of Indian Tourism Industry



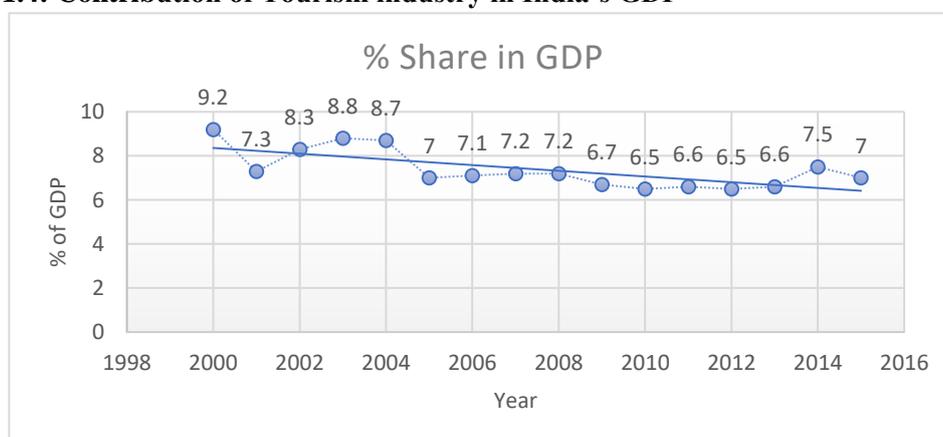
Source: World Travel & Tourism Report

Table no. 1.3 shows that, there is no such constant movement in the real growth rate of India’s tourism industry. It fluctuates frequently every year. In 2000 the growth rate of the tourism industry was 8.6 percent and in 2002 it was at highest i.e. 18.6 percent. In 2005 this growth rate lowest at -12.5 percent and further it increased in the year of 2006 at 11.6 percent. During the last decade this was sustained to be constant in terms of fluctuations in it. It means from 2006 as we can see there are no such high fluctuations in it. It was 5.8 percent in 2008 and it became -1.2 percent in 2009 again. But afterward it was in-between 3.9 percent to 9.8 percent. On average we can state that irrespective of major fluctuations in the real growth rate of India’s tourism industry, it shows a significant increase in it which helps Indian economy for achieving inclusive economic development.

G. Contribution of Tourism Industry in Indian Economic Development

Contribution to Gross Domestic Product (GDP) is the amount of money spent directly and indirectly by the travel and tourism industry. Below graph no. 1.4 shows the contribution of the tourism industry to the gross domestic product of India for the period of 2000 to 2015.

Graph No. 1.4: Contribution of Tourism industry in India’s GDP



Source: World Travel & Tourism Report

The share of India's tourism industry in the GDP has been significant over the period of 2000 to 2016. But looking at its trend, it is downward sloping which indicates that there is further need of boosting Indian tourism industry. In initial period contribution in GDP was 9.2 percent which is just 7 percent in 2016.

CONCLUSION: Tourism sector acts as one of the powerful instruments for faster economic growth. In fact it is a fast-growing sector of the service sector in the world. India is having a wide variety of flora, fauna, historical places, health and wellness centers, eco-tourist places, adventures activities, diversified culture, educational institutions, heritage, etc. which attract both foreign as well as domestic tourists. Though the growth rate of Indian tourism sector is not satisfactory, it resulted in foreign exchange earnings, employment generation, expansion of infrastructure, capital investment, increasing contribution to GDP, positive socio-economic changes and so on. Thus, Indian tourism industry helps to achieve sustainable economic development.

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INDIAN GOVERNMENT POLICY & TOURISM**Dr. Geeta Avinash Rashinkar**

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Abstract

Tourism has emerged as a driver not only for economic progress but also for social development. The tourism sector has deep roots in national economies, producing economic and employment benefits in related services, manufacturing and agriculture sectors, thereby promoting economic diversification and strengthening developing country's economy. Tourism contributes substantially to reducing poverty and empowering women, youth and migrant workers with new employment opportunities. It also helps revive declining urban areas, open up and develop remote rural areas, and promote the conservation of countries' environmental endowments and cultural heritages. However, developing countries encounter significant economic, social and environmental challenges in maximizing the gains from their national tourism industries, including the need to strengthen weak inter sectoral linkages and reduce excessive revenue leakage from their national economies.

Introduction— Tourism means people travelling for fun. It includes activities such as sightseeing and camping. People who travel for fun are called "tourists". Places where many tourists stay are called "resorts". Places that people go to for tourism are called tourist destinations.

There are a lot of reason for travel. Some people travel to learn about the history or culture of a city or country, or learn about the people who live there, or their ancestors. People from cold places sometimes like to relax in the sun. Many people from the north of Europe or North America travel to warmer places and visit beaches. Some people travel to do an activity which they cannot do at home. There are lots of ski resorts in the mountains of Switzerland and Austria, and seaside resorts in Greece and other warm countries. People sometimes visit friends and family in another city or country. Finally, some people enjoy a change in scenery. City people go to forests or deserts, and vice versa.

Key words – Tourism, Travel ,Tourist, Heritage , Vintage , Foreign Currency, infrastructural development.

Hypothesis :- "Impact of Tourism on Indian Economy"

Objectives of the Study

1. To take review of tourism .
2. To study the Indian government policy for tourism industry in India
3. To study the trend of foreign tourist arrival in India

Methodology --- The present research paper is mostly based on secondary data sources.

Importance of Tourism: Tourism helps you to explore new cities and countries and also allows to explore yourself more and more . It helps you in releasing your stress and it changes your mindset and also makes you relax.. It makes you forget all about your tensions for a week or more than that.. It helps you in increasing your knowledge more and more as you get to know more such new things which you have never wandered off. It also lets you know about nature and you feel like how different the world is from your home city. So, I would suggest you to travel more and more as it is just like a positive activity for your brain.

Tourism is an integral part of human life. It is a situation where person from one country, .India has a greate heritage of historical place like the Taj Mahal, Various Forts, Natural sites etc. Since 2000 tourism industry has been giving number of benefits to India. The number of foreign tourists visited to India which has given foreign exchange earning to the Country. Here, we have focused the growth and performance of the Indian tourism industry.

Tourism is an important tool for employment generation, economic development and rural transformation in India

To increase the foreign earnings through export of tourism services

To promote understanding, peace and to contribute national unity and regional stability

To develop shopping centers for revenue generation and other rural tourism products

The Ministry of Tourism is the nodal agency to formulate national policies and programmes for the development and promotion of tourism. Tourism is a major engine of economic growth and an important source of foreign exchange earnings in many countries including India. It has a great capacity to create large scale employment of diverse kind – from the most specialized to the unskilled and hence can play a major role in creation of additional employment opportunities. It can also play an important role in achieving growth with equity. It has the main objective of increasing and facilitating tourism in India. Augmenting tourism infrastructure, easing of visa regime, assurance of quality standards in services of tourism service providers, etc. are some of the responsibilities of the Ministry.

TOURISM STATISTICS: Foreign Tourist Arrivals , during the period January-November 2018 were 93, 67, 424 as compared to 88, 67, 963 in January-November 2017 registering a growth of 5.6% over the same period. During January- November 2018, a total of 20,61,511 tourists arrived on e-Tourist Visa as compared to 14,56,615 during January- November 2017, registering a growth of 41.5% over the same period. Foreign Exchange Earnings , during the period January- October 2018 were Rs. 1,58,846 Crore as compared to Rs. 1,41,965 Crore in January- October 2017 registering a growth of 11.9% over the same period. During 2017, the number of Domestic Tourist Visits to the States/UTs was 1652.5 million as compared to 1615.4 million in 2016 showing growth of 2.3% in 2017 over 2016.

DEVELOPMENT OF TOURISM INFRASTRUCTURE: Development of tourism infrastructure is being given priority to provide a better tourism experience to the tourists. Theme based circuits are being developed under the Swadesh Darshan Scheme spanning the entire country. A total number of 07 projects have been sanctioned during 2018-19 for a total amount of Rs.384.67 Crore. With this, a total number of 73 projects have been sanctioned till date for an amount of Rs.5873.99 Crore under this Scheme covering 30 States and Union Territories in the country. Nine projects under the Swadesh Darshan Scheme have been inaugurated between August to December 2018 in the States of Manipur, Arunachal Pradesh, Andhra Pradesh, Nagaland, Chhattisgarh and Madhya Pradesh. Facilities like Tourist Facilitation Centers, Eco Log Huts, Sound and Light Show, Helipads, Cafeteria, Wayside Amenities, Nature Trails, Jetties, Boat club, Adventure Zones, Interpretation Centers, Water Sports, Craft Villages, Tribal Thematic Villages, Illumination etc. have been developed as part of the above projects. Integrated development of identified pilgrimage destinations is being undertaken under the ‘National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive’ (PRASHAD) Scheme. One project has been sanctioned during 2018-19 for a total amount of Rs.39.24 Crore. A total number of 24 projects have been sanctioned till date for an amount of Rs.727.16 Crore under this Scheme. Ministry of Tourism provided Central Financial Assistance for infrastructure development during 2018-19 to Cochin Port Trust and Mormugaon Port Trust.

ADOPT A HERITAGE’ PROJECT: Ministry of Tourism in close collaboration with Ministry of Culture and Archaeological Survey of India (ASI) launched “Adopt a Heritage Project” to provide world class tourist facilities at the various natural/cultural heritage sites, monuments and other tourist sites. The project plans to entrust heritage sites/monuments and other tourist sites to private sector companies, public sector companies and individuals for the development of various tourist amenities. MoUs have been signed for developing tourist amenities at the following sites:

Area surrounding Gangotri Temple & Trail to Gaumukh, Uttarakhand
Mt. Stok Kangri Trek, Ladakh, Jammu and Kashmir
Red Fort, New Delhi Gandikota Fort, Andhra Pradesh Surajkund, Haryana Jantar Mantar, Delhi
Qutub Minar, Delhi Ajanta Caves, Maharashtra Leh Palace, Jammu & Kashmir
Hampi (Hazara Rama Temple), Karnataka Badami caves, Aivli, Pattadakall, Vijapur Golghumut.

DEVELOPMENT OF ICONIC TOURIST SITES: Ministry of Tourism has identified 17 Sites in 12 Clusters for Development as Iconic Tourist Sites. The names of the sites identified for development as Iconic Tourist Sites are - Taj Mahal, Fatehpur Sikri, Ajanta, Ellora, Humayun's Tomb, Qutub Minar, Red Fort, Colva Beach, Amer Fort, Somnath, Dholavira, Khajuraho, Hampi, Mahablipuram, Kaziranga, Kumarakom and Mahabodhi Temple. Master Plans are at the final stages of preparation.

BHARAT PARV: Ministry of Tourism organized Bharat Parv at Red Fort, Delhi from 26th to 31st January 2018, as part of the Republic Day Celebrations. The prime objective of organizing the event is to generate a patriotic mood, promote the rich cultural diversity of the country, to ensure wider participation of the general public and to popularize the concept of 'Ek Bharat Shreshtha Bharat', 'Dekho Apna Desh' and 'Tourism for All'. The major attractions at Bharat Parv were Republic Day Tableaux, Cultural Performances, Armed Forces Bands, Food and Craft stalls.

PARYATAN PARV: Ministry of Tourism in association with Central Ministries, State Governments/Union Territory Administrations etc. celebrated Paryatan Parv, 2018 at National Level. The Parv was celebrated from 16th to 27th September, 2018 during which more than 3200 activities in 32 States/UTs were organized to create awareness about the importance of Tourism. The objective of Paryatan Parv, 2018 was to propagate the message of 'Dekho Apna Desh', with the aim to encourage Indians to visit various tourist destinations in the country and also to spread the message of 'Tourism for All'. State pavilions, craft stalls, food stalls, cultural programmes, cookery demonstrations etc. were major attractions for visitors during the Parv.

INDIA TOURISM MART 2018: The First edition of the India Tourism Mart 2018 was organized by the Federation of Associations in Indian Tourism and Hospitality (FAITH) with the support of the Ministry of Tourism and State Governments/Union Territory Administrations from 16th to 18th September, 2018 at Hotel Ashok, Chanakyaपुरi, New Delhi. India Tourism Mart provided a platform to different tourism stakeholders for interacting and conducting

INCREDIBLE INDIA WEBSITE: Ministry of Tourism launched the new Incredible India website on 14th June 2018. The website showcases India as a holistic destination, revolving around major experiences, such as, spirituality, heritage, adventure, culture, yoga, wellness and more. The website has many useful features to make it more interactive and to provide a deeper engagement to the travellers visiting the website.

ONLINE LEARNING MANAGEMENT SYSTEM: Ministry of Tourism launched an Online Learning Management System for creating skilled manpower to work as tourist facilitators. The initiative will enable the youth living in remotest part of the country to skill themselves and facilitate tourists on Pan India basis. The Online Learning Programme will also lead to creation of jobs and providing facilitators to tourists at reasonable cost.

INCREDIBLE INDIA MOBILE APP: Ministry of Tourism launched Incredible India Mobile App on 27th September, 2018. The mobile app has been designed keeping in mind the preferences of the modern traveler and follows the trends and technologies of international standards. The app has been equipped with features to assist the traveller in each phase of their journey to India.

PROMOTION & PUBLICITY: Ministry of Tourism released Global Media Campaigns in overseas markets covering leading as well as potential source markets for Indian tourism. The

campaigns were released in the electronic, online and print media, with greater focus on digital and social media and on use of thematic creatives to cater to different consumer preferences. 5 Thematic promotional films were produced on Yoga, Wellness, Wildlife, Luxury and Cuisine and these were aired globally on television, social media and online portals. Destination promotional films were also produced on Delhi, Mumbai and Chennai. The 5 films and the Land of Buddha Film on social media received over 189 million views. All the films have been produced in English with voice – overs in 9 international languages . The films are also being aired on global television channels/Indian diaspora channels across the world including the language feeds of the channels. Domestic Campaigns were released on different media including television, online portals and websites, outdoor digital, cinema houses, radio, airline boarding passes, railway tickets, etc. to promote the North East Region, Jammu & Kashmir, Swachhta at Tourist Sites, Yoga., Iconic Sites, Statue of Unity as well as events organised by the Ministry like Bharat Parv and Paryatan Parv. Active promotions were undertaken on the Social Media accounts of the Ministry of Tourism. Further, keeping in mind the importance of Social Media as an effective tool for destination branding and marketing, the Ministry organized a Social Media Key Influencers' Campaign "The Great Indian Blog Train" in February 2018, involving bloggers from across the world, who were invited to travel to destinations in the country on the Luxury Trains operating in different States. A total of 57 Bloggers from 23 countries including India travelled for a week on four luxury trains, i.e Palace on Wheels, Maharaja Express, Deccan Odyssey and Golden Chariot. The campaign generated widespread publicity for the luxury trains as well as the destination visited, by way of blogs, videos and photos published by the Bloggers on their experiences of their journey.

E-VISA: e-Visa has 5 sub-categories i.e. e-Tourist visa, e-Business visa, e-Medical visa, e-Medical Attendant visa and e-Conference visa. At present the e-Visa Scheme is available to nationals of 166 countries.

LEGACY VINTAGE HOTEL: Ministry of Tourism has introduced the concept of Legacy Vintage Hotels to cover hotels constructed/built with materials from heritage properties/buildings ,provided that at least 50% of the material used to construct/build the hotel is sourced from heritage properties or buildings. Such hotels will help recreate the ambience and atmosphere of the bygone era. Such hotels will be classified under 3 sub- categories namely Legacy Vintage (Basic), Legacy Vintage (Classic) and Legacy Vintage (Grand). During 2018-19, a total of 5,759 students of B.Sc. Programme, 121 students of M.Sc. Programme and 3,735 students of Diplomas and Craft Courses in Hospitality and Hotel Administration passed out from Institutes of Hotel Management and Food Craft Institutes affiliated with NCHMCT. During 2018-19, a total of 330 students of MBA in Travel and Tourism Management passed out from the Indian Institute of Travel and Tourism Management. Ministry of Tourism observed 'Swachhta Hi Sewa' Campaign from 15th September, 2018 to 2nd October, 2018. Cleanliness activities were undertaken at various tourism sites across the country with active participation from local communities, stakeholders, regional offices of Indiatourism under the Ministry of Tourism and the State/UT Governments. Ministry of Tourism also celebrated 'Swachhta Pakhwada' on daily basis from 16th to 30th September, 2018.

Conclusion--Indian tourism has vast potential for generating employment and foreign exchange earnings. Indian government is giving attention on the development of the tourism and linked almost all the known spots by rail ,road , water and civilization Tourism also contributes to the economy as tax revenue .The foreign exchange earnings of the country increased, it proves that the economical, political and social amity has positive impact on the arrival and receipt of the tourist industry in country. But some negative reaction ,ecological damage , changes in natural processes, pollution, overcrowding, may have adverse impact on the economy and Tourism of our country.

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THE CONTRIBUTION OF TOURISM INDUSTRY TO BUSINESS OPPORTUNITIES IN INDIA

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Introduction: Tourism is that type of activity which generates different types of social, cultural and economical relations among the visitors and citizens of that particular tourist places. If we considered the different Indian industrial and business sectors we come to know that Tourism is the largest service sector in India. India is a country known for its lavish treatment to all visitors, no matter where they come from. The tourists from different countries having more attraction about India because India is having its visitor-friendly traditions, varied life styles, cultural heritage, colorful fairs and festivals, 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, natural health resorts and hill stations also attract tourists for health tourism.

The travel industry has grown exponentially over the past few years. One of the many factors responsible for the growth within this industry is the increase in the purchasing power of consumers. Advancements in technology have proven to be the most important factor that has improved the experience a traveler seeks.

Objectives of the research article

The following objectives which were undermined to fulfill the present research paper.

- 1) To understand the contribution of Tourism industry in Indian Economy.
- 2) To focus the importance of Tourism industry,
- 3) To look forward impact of Tourism industry on different businesses and employment opportunities,
- 4) To evaluate the correlation between Tourism industry and other socio-economic activities.

With the consideration of the above objectives the present article is prepared with taking into account the key words which are relating to tourism activities like agro-tourism, health tourism, spiritual tourism, business tourism, cultural tourism etc.

This article is constructed with the consideration of different types of business opportunities. The Tourism Industry is helpful to generate following business opportunities in India.

Travel Services: The travel industry has grown exponentially over the past few years. One of the many factors responsible for the growth within this industry is the increase in the purchasing power of consumers. Advancements in technology have proven to be the most important factor that has improved the experience a traveler seeks.

Lodging: *With the rise of free market hospitality services the demand for non-traditional lodging has created a streamlined method for landowners to generate additional streams of revenue.* Most travelers, prefer secure place to sleep when arriving in a new location. Sometimes a hotel room just won't do; especially in regards to traveling with families or large parties. Landowners thus have the unique opportunity to offer up short-term leasing on homes, apartments, even small rooms good facilities may be provided and can be earned money.

Luggage Delivery Service: A luggage delivery service is a income generating business into the tourism industry and offers several entry points.. Managing a luggage delivery service usually entails picking up luggage at baggage claim and delivering it to the client, saving them the time and hassle of having to wait around for it or even worse, having to return for a bag the airport delayed. Tourists are in need to carry the luggage from one place to another by paying amount of money. If one can prepared a good vehicle chain may earn money from that services.

Event Organizer: This is the more best business opportunity to the person who has a capability of create new ideas relating to different events. The potential entrepreneur can create groups, forums, and content geared to connecting travelers with locals and the promotion of events geared towards familiarizing tourist with the area they've traveled too .

Online Booking Services: The other one more business opportunity is online booking services. The tourists who are willing to go any tourist places they can consult to the online booking service provider for booking of air ticket, rail ticket, bus, car and lodging. This industry might be beneficial if it is known how to find target audience and generate leads. Most important thing is that to understand what the future holds for the travel industry.

Rental Booking Marketplace: In rental booking, property owners list their apartments/condos/flats for rent. Travelers can search for rental places in their desired areas and choose the one that best suits them in terms of size, cost, location, etc. Renting property is advantageous for people traveling with families for a longer duration.

Tourist Guide: A person who has having full information and knowledge of historical places, places of pilgrims, scientific centers, etc. can work as a guide to the tourists. The tourists may pay him. Those willing to start small can create a website and blog around a central theme like food or art and offer a guided tour around their city visiting central locations based on their chosen niche.

Ride-sharing: When touring a new or unfamiliar region, being able to get around swiftly and comfortably is essential. The rise of ride-sharing benefits not only the general public but also individuals looking to earn additional income. Even further, because ride-sharing is such an interpersonal experience, one can use your knowledge and understanding of your environment to function as a buffer or tour guide, creating an additional stream of income.

Online Travel Adventures Booking Site: The essence of traveling has changed as compared to a few years back. Travelling has not just been restricted to sightseeing, trying different cuisines and discovering museums. People nowadays have a different approach to traveling i.e. they are into experiential traveling they love to undertake new adventures. With the increasing interest of people in adventures, adventure booking websites are at the peak of the business.

Making mixing pot of travelers: The mixing pot has created opportunities for individuals from all walks of life with a plethora of different ideas to cash in on the ever-expanding market. Even further, the current push to integrate locality by larger brands and organizations has given an edge to local businesses as foreign and domestic consumers alike seek a more authentic experience in all forms of entertainment, service, and hospitality.

Online Travel Discussion Platform: This platform makes it easy for travelers to decide whether they should undertake the trip or not and if yes, what is the best option while traveling. These platforms provide advisory to help people know the best places to travel and notify about nearby tourist places of the destination through user-generated content (UGC).

Work as a Translator: There are many opportunities available to those looking to profit in the tourism industry including translation work. A linguist can either place their services on the open market and work as private translators for tourist visiting foreign nations or seek employment with businesses trying to interface with international markets.

Travel agencies.

Travel agencies are the 1 stop shop for everything involved with visiting a place, including transportation, accommodations and attractions. As of now, there are endless job opportunities for the youth in travel agencies, tour operators, ticketing officers, transport officers, logistics, hotel management, airlines, and cruises.

Accommodations: These include hotels, motels, bed and breakfasts, hostels, rental houses, condos and any other place tourists may stay while travelling.

The Restaurant Business: The restaurant market has also emerged as competitive with growing tourism. For restaurant brands to become successful, they have to promote themselves exceptionally well along with offering good food at the best prices. Restaurants have to work on the menu value, quality, right managers, and the qualified staff for projecting agile business growth. Jobs like restaurant managers, chefs, and executive managers are in great trend

Opportunities in Medical tourism: . Medial tourism in India emerges as a huge money generator. India has been promoting its healthcare tourism by giving the tourists with personal healthcare services.

Opportunities in Spiritual Tourism: India is spotted with a number of spiritual destinations. A visit to them is important as one of the corridors of spiritual self-discovery. In fact, divine tours of India allow one to care for the spirituality within oneself by delving deep into the rich religious history of the country. Spiritual tours of India take one to quite a few spiritual destinations in the country which are famous for their religious and spiritual significance. While number of tourists do visit to the spiritual places the different types of shops and supportive businesses are automatically carried out.

Opportunities in Rural Tourism: Rural India has much to present to humanity. As a historic civilization rich in arts, crafts and culture, rural India can come forward with significant tourist spots. Without any promotional movement for rural tourism, thousands of overseas tourists visit rural areas. This is evidence of feasibility on the idea of rural tourism. The government has realized what rural India can offer to the world

Opportunities in Adventure tourism: The continuous scale of adventure tourism in India is mainly because of its different geography and climate. On land and water, underwater and in the air, you can enjoy whatever form of adventure in India you want. The hilly regions present many opportunities for mountaineering, rock climbing, trekking, skiing, skating, mountain biking and safaris, while the flowing rivers from these mountains are ideal for river rafting, canoeing and kayaking. The oceans are not far behind as well. The huge and profound area of water provides many chances for adventure sports in the form of diving and snorkeling.

Opportunities in MICE (Meetings, Incentives, Conferencec & Exhibitions) tourism: The latest type of business tourism is the fastest growing part of the international tourism market. It caters to a variety of forms of trade meetings, international conferences and conventions, events and exhibitions and is gradually but progressively capturing the interests of every major hotel. Being a hot favorite traveler target, India is also very much into the business. The ministry of tourism has initiated the expansion of mega destinations and circuits with huge investments for each mega destination.

Opportunities in Ecotourism: Ecotourism has measured the highest growing market in the tourism industry. Primarily, ecotourism means creating as small an environmental impact as possible and serving to maintain the original nature, so encouraging the conservation of wildlife and habitats when visiting a place. This is a responsible form of tourism and tourism expansion, which encourages going back to normal products in each part of life. All types of above business opportunities are emerge in tourism industry. There is no a fixed number of businesses but different types of businesses are start along with each other.

Conclusion: The industry gives the major support to Indian business activities. Tourism industry has an importance in India because: ... Heritage, Culture and uniqueness of the country is made known to the foreign tourists and the domestic tourists of other parts of India. Hospitality, Finance, Recreation, Health and Adventure sectors attract additional investments to cater to the demand of the day. India is having with varied cultural and traditional places attract different groups of tourists from rest of the world. Commercial enterprise business in India has large potential for generating employment and earning great amount of interchange besides giving a positive stimulus to the country's overall economic and social development.

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ENGLISH COMMUNICATION SKILLS FOR TOURISM INDUSTRY IN INDIA**Dr. Lonkar Chandrakant Sakharam**

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Abstract

Tourism industry has emerged as one of the fastest growing industries contributing significantly to a country's socio-economic growth and development. According to Bora (2011), "Tourism has several multiplier effects and has the potential to benefit all sections of society." (p. 13). Tourism industry is widely spreading all over the world in era of ICT and globalization. India has richest culture and biggest democracy in the world. Tourists from ancient times to the present have been attracted to the Indian tourist places in India. Effective communication skills in the International language are necessary to increase employment opportunities and growing industry. Nowadays world has become the global village. English language has played vital role to communicate people while travelling in the world. There are various courses related to the Tourism English language which will prepare skilled human resource for the tourism industry. The present paper is a conceptual and it deals with English communication skills for tourism industry personnel.

Keywords: Communication Skills, Tourism Industry, Employment Opportunity, Economic growth and development, International Understanding, National Integration, Cultural transmission

1. Introduction: Communication means to share your ideas, thoughts and feelings with someone else. Communication skills mean the abilities you apply when giving and receiving different kinds of information. Some examples are communicating new ideas, feelings or even an update on your project. Communication skills include listening, speaking, observing and empathizing. It helps to understand the differences in how to communicate through face-to-face interactions, phone conversations and digital communications like email and social media. Communication skills through English language are helpful to grow tourism industry. It also provides employment opportunities for youths.

2. Tourism in India:

Tourism in India causes important for the country's economy and is increasing rapidly. The **World Travel and Tourism Council** assessed that tourism generated ₹16.91 lakh crore (US\$240 billion) or 9.2% of India's GDP in 2018 and contributed 42.673 million jobs, 8.1% of its total employment.^[2] The sector is impended to grow at an annual rate of 6.9% to ₹32.05 lakh crore (US\$450 billion) by 2028 (9.9% of GDP).^[3] In October 2015, India's medical tourism sector was estimated to be worth US\$3 billion, and it is projected to grow to US\$7–8 billion by 2020.^[4] In 2014, 184,298 foreign patients traveled to India to seek medical treatment.

3. Tourism in Maharashtra: Maharashtra Tourism Development Corporation (MTDC) has been established under the Companies Act, 1956, (fully owned by Govt. of Maharashtra) for systematic development of tourism on commercial lines, with an authorized share capital of Rs. 25 crore. The paid up share capital of the Corporation as on 31st March 2013 is Rs. 1538.88 lakhs. 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. In Maharashtra, we have rich culture and incredible tourist places such as Ajanta and Ellora Caves, Elephanta Caves, clean beaches like Murud, Guhagar, Religious places like ShirdiSaibaba Temple, Sidhhivinak Temple, VitthalMandir at Pandharpur, Mahalaxmi Temple Kolhapur, BhorRajwada, Rajgad Fort, Riagad Fort and Sinhagad Fort. Etc. Foreigner visits in Maharashtra is a highest rank in India. So we require English communicators with local language and culture known peoples.

4. Importance of English Communication Skills in Tourism Industry: English is now a global lingua franca. It is an official language of almost 60 sovereign states and the most commonly spoken language in sovereign states including the United Kingdom, the United States, Canada, Australia, Ireland, New Zealand and a number of Caribbean nations. It is the third-most-common native language in the world, after Mandarin and Spanish. It is widely learned as a second language and is an official language of the European Union and of the United Nations, as well as of many world organizations or group. After this, owes to the assimilation of the words from many other languages always from the history, modern English is consists of a very large of the vocabulary, with complex and irregular spelling, specifically of vowels. For the modern English has a not only assimilation word from other European languages, but from all over the world. The Oxford English Dictionary lists more than 250,000 of not the same words, not include the many technically, scientific, and slang period. Why the teenagers in the tourism industry are unable to communicate of well in English, what is the communication? The communications is the giving or receive the information, message or the data from other person. The communication is the something we are doing in the life of the everyday. In this way, why the communication from us is very important for other people. The communication also can separate the two types of communication for the example is the verbal communication and the non-verbal communication. The good communication is very important in the tourism industry this is because it is prevent of the misconception and the error or the mistake. English is important for us is easily to communication with different kind of guest. This is because the English is a important language in the world and English also is a international and official language for us. If the teen staff in tourism industry or in hotel can communicate well in English, the guest will feel the staff in hotel have good polite and give the good service to different kind of guest. So, English is very important for teen staff in tourism industry or in hotel.

5. Conclusion: To sum up, India is a developing country and has bright future in Tourism industry. English communication skills will be helpful for the next aspiring generation to get job opportunities in the ever growing field. So universities and colleges should start some short term courses or some bridge courses for students. Hence, they can get early jobs or create self-employment opportunities for themselves. The current paper successfully discussed about the role of English communication skills for Tourism industry in India.

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TOURISM IN INDIA: GROWTH AND CHALLENGES**Prof. Dr. Rajendra A. Rasal***Associate professor and Head, Department of Economics, CSM's Arts and Commerce College Chakan, Dist. Pune.*

India is a large market for tourism. Indian tourism is playing vital role in the development of the country. It contributes significantly to India's Gross Domestic Product and provides large extent employment to the people in the country directly and indirectly.

The main objective of this study is to review the growth and challenges of tourism in India. Accordingly the paper is divided into three parts. In the first part introduction is given. The second part is devoted to the growth of tourism in India. The third part deals with challenges of tourism in India. This study is depending on secondary data.

I. Introduction: The travel and tourism industry has emerged as one of the largest and fastest growing economic sectors globally. According to the UNWTO (2019) International tourist arrivals grew by 5 per cent in 2018 to reach the 1.4 billion mark and export earnings generated by tourism grown to USD 1.7 trillion. Tourism sector is growing in India. It contributes to gross domestic product and employment generation in India. Tourism in India offers a different range of niche tourism products - cruises, adventure, medical, wellness, sports, Meetings, incentives, conferences and exhibitions (MICE), eco-tourism, film, rural and religious tourism. India has been recognized as a destination for spiritual tourism for domestic and international tourists. India Tourism Development Corporation a Public Sector Undertaking under administrative control of the Ministry of Tourism is playing a key role in the development of tourism infrastructure in the country. 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.

II. Growth of Tourism in India: Tourism sector in India achieved considerable growth during recent years. Tourism sector is contributing to gross domestic product and employment generation in India.

1. Contribution to Gross Domestic Product: Tourism sector in India is contributing to gross domestic product of the country. Tourism Satellite Account (TSA) of any country comprises of a set of 10 standard tables which are key to estimating the economic contribution of tourism in the economy. The Report of 3rd Tourism Satellite Account for India (TSAI) prepared in 2018 given the estimates of contribution of tourism to GDP in India.

Table 1: Contribution of tourism to GDP in India

	2013-14	2014-15	2015-16
Share in GDP (in %)	5.68	5.81	5.20
Direct (%)	3.06	3.14	2.70
Indirect (%)	2.62	2.67	2.50

Source: Annual Report January, 2018 -March, 2019, Ministry of Tourism Government of India, P-90

Table 1 shows the recent trend in contribution of tourism to GDP in India. The contribution of tourism sector to India's GDP in 2013-14 was 5.68 per cent. Out of this 5.68 per cent 3.06 per cent was direct and 2.62 per cent was indirect. There was improvement in contribution of tourism sector to

India's GDP in 2014-15 to 5.81 per cent. Out of this 5.81 per cent 3.14 per cent was direct and 2.67 per cent was indirect.

In 2015-16 there is fall in contribution of tourism sector to India's GDP to 5.20 per cent. Out of this 5.20 per cent 2.70 per cent was direct and 2.50 per cent was indirect. The World Travel and Tourism Council calculated that tourism generated 16.91 lakh crore or 9.2% of India's GDP in 2018.

2. Employment Generation:

Tourism Satellite Account (TSA) provides the direct and indirect contribution of tourism in the employment of the country. According to 3rd TSA, the estimates of jobs generated in the economy due to tourism during the year 2013-14 to 2017-18 is provided in the following table:

Table 2 shows the recent trend in contribution of tourism to employment generation in India. Share of tourism in total employment in India was 11.90 per cent in 2013-14. It increased to 12.09 per cent in 2014-15 and 12.38 per cent in 2015-16. It slightly declined to 12.19 per cent in 2016-17 and again increased to 12.38 per cent in 2017-18. There is a continuous increase in employment in tourism from 67.2 million in 2013-14 to 81.1 million in 2017-18.

Table 2: Contribution of tourism to employment generation in India

	2013-14	2014-15	2015-16	2016-17	2017-18
Share in Employment (in %)	11.90	12.09	12.38	12.19	12.38
Direct (%)	5.19	5.27	5.40	5.32	5.40
Indirect (%)	6.71	6.82	6.98	6.87	6.38
Employment/Job (million)	67.2	69.6	72.3	75.9	81.1

Source: Annual Report January, 2018 -March, 2019, Ministry of Tourism Government of India, P-90

Tourism sector contribute directly as well as indirectly to employment generation. In 2013-14 direct contribution of tourism was 5.19 per cent. It increased to 5.27 per cent in 2014-15 and 5.40 per cent in 2015-16. In 2016-17 it slightly declined to 5.32 per cent and increased to 5.40 per cent in 2017-18. In 2013-14 indirect contribution of tourism was 6.71 per cent. It increased to 6.82 per cent in 2014-15 and 6.98 per cent in 2015-16. It declined to 6.87 per cent in 2016-17 and 6.38 per cent in 2017-18.

3. Foreign Tourist Arrivals (FTAs): Foreign Tourist Arrivals refer to the number of arrivals of tourists/visitors. An individual who makes multiple trips to the country is counted each time as a new arrival. Ministry of Tourism compiles monthly Foreign Tourist Arrivals (FTAs) on the basis of information received from Bureau of Immigration (BOI). Foreign Tourist Arrivals (FTAs) in India during 2001 to 2018 is given in Table 3.

Table 3: Foreign Tourist Arrivals (FTAs) in India, 2001-2018

Year	FTAs in India (in millions)		Percentage (%) change over previous year
	World	India	
2001	683.4	2.54	-4.2
2002	703.2	2.38	-6.0
2003	691.0	2.73	14.3
2004	762.0	3.46	26.8
2005	803.4	3.92	13.3
2006	846.0	4.45	13.5
2007	894.0	5.08	14.3
2008	917.0	5.28	4.0
2009	883.0	5.17	-2.2
2010	948.0	5.78	11.8
2011	994.0	6.31	9.2
2012		6.58	4.3
2013		6.97	5.9
2014		7.68	10.2
2015		8.03	4.5
2016		8.80	9.7
2017		10.04	14.0
2018(P)		10.56	5.2

(P) Provisional, Figures updated as in August, 2019.

Source: *India Tourism Statistics at a Glance, 2019, Ministry of Tourism, Government of India, Table 1*

Table 3 gives information about Foreign Tourist Arrivals (FTAs) in India during 2001-2018. There is a fluctuating trend in Foreign Tourist Arrivals (FTAs) during 2001-2018. Except the year 2009, there is continuous increase in Foreign Tourist Arrivals during, 2002-2018. In the year 2001, 2002 and 2009 negative growth in terms Foreign Tourist Arrivals is registered. The growth of Foreign Tourist Arrivals was highest in 2004 with 26.8 per cent increase over previous year.

4. Share of India in International Tourist Arrivals (ITAs) in World:

The Share of India in International Tourist Arrivals (ITAs) in World is increasing recently. Share of India in International Tourist Arrivals (ITAs) in World during 2001-2018 is given in Table 4.

Table 4: Share of India in International Tourist Arrivals (ITAs) in World, 2001 – 2018

Year	ITAs (in millions)		Percentage (%) share and rank of India in World	
	World	India	% Share	Rank
2001	683.4	2.54	0.37	51
2002	703.2	2.38	0.34	54
2003	691.0	2.73	0.40	51
2004	762.0	3.46	0.45	44
2005	803.4	3.92	0.49	43
2006	846.0	4.45	0.53	44
2007	894.0	5.08	0.57	41
2008	917.0	5.28	0.58	41
2009	883.0	5.17	0.59	41
2010	948.0	5.78	0.61	42
2011	994.0	6.31	0.63	38

2012	1039.0	6.58	0.63	41
2013	1087.0	6.97	0.64	41
2014	1137.0	13.11	1.15	24
2015	1195.0	13.77	1.15	24
2016	1241.0	15.02	1.21	26
2017	1328.0	16.81	1.27	26
2018(P)	1203.0	17.42	1.24	25

(P) Provisional

Source: *India Tourism Statistics at a Glance, 2019, Ministry of Tourism, Government of India, Table-3.*

Table 4 shows that there is increasing trend in share of India in International Tourist Arrivals during 2001-2018 with some exception. There is a continuous increase in share of India in International Tourist Arrivals during 2002 to 2018 from 0.34 per cent to 1.24 per cent. There is a fluctuating trend in Rank of India in world in terms of share in International Tourist Arrivals during 2001-2018. The Rank was 54th in 2002 and 25th in 2018.

5. Exchange Earnings (FEEs) from Tourism in India: Foreign Exchange Earnings from tourism are the receipts of the country as a result of consumption expenditure, i.e. payments made for goods and services acquired, by foreign visitors in the economy out of the foreign currency brought by them. Tourism sector in India contributed to Foreign Exchange Earnings.

Table 5: Estimates of Foreign Exchange Earnings (FEEs), in US\$ million from Tourism in India, 2001-2018

Year	FEE from Tourism in India(in US\$ million)	Percentage(%) change over the previous year
2001	3198	-7.8
2002	3103	-3.0
2003	4463	43.8
2004	6170	38.2
2005	7493	21.4
2006	8634	15.2
2007	10729	24.3
2008	11832	10.3
2009	11136	-5.9
2010	14490	30.1
2011	17707	22.2
2012	17971	1.5
2013	18397	2.4
2014	19700	7.1
2015	21013	6.7
2016*	22923	9.1
2017*	27310	19.1
2018(P)*	285855	4.7

*Revised Estimates

Source: *India Tourism Statistics at a Glance, 2019, Ministry of Tourism, Government of India, Table-9.*

Table 5 gives figures about Foreign Exchange Earnings in India during 2001-2018. There is a fluctuating trend in Foreign Exchange Earnings during 2001-2018. Except the year 2009, there is continuous increase in Foreign Exchange Earnings during, 2002-2018. In the year 2001, 2002 and 2009 negative growth in terms Foreign Exchange Earnings is registered. The growth of Foreign Exchange Earnings was highest in 2003 with 43.8 per cent increase over previous year.

6. Travel and Tourism Competitiveness Index: According to the World Economic Forum's Travel and Tourism Competitiveness Report 2019, India ranks 34th globally out of 140 economies ranked on travel and tourism Competitiveness Index. There is improvement from 52nd out of 141 economies in 2015 and 40th out of 136 in 2017 ranked on travel and tourism Competitiveness Index. India has been witnessing steady growth in tourism sector over the past few years.

III. Challenges of Indian Tourism

Indian tourism sector is facing various challenges which are affecting growth of the sector.

1. Lack of proper infrastructure: A well-established framework of infrastructure which includes proper transportation facilities, health facilities, steady, and continuous connectivity and other human resources are obligatory for stable and secure tourism. India positioned 105th out of 140 in the ICT readiness component and also in the health and hygiene components of the World Economic Forum's Travel and Tourism Competitiveness Index, 2019. This highlights the poor quality infrastructure in our country. One of the important reasons for this is the inappropriate allocation of financial resources for the tourism sector.

2. Human resources: Highly skilled manpower holds an unavoidable part of the tourism sector. Availability of skilled manpower is a main challenge faced by the tourism industry in India. To sustain the growth of Indian tourism industry a large number of skilled manpower or workforce is required at different levels. At present there is a enormous demand for the workforce in tourism sector in India. Therefore efforts should make to increase sufficient availability of skilled manpower required for tourism sector.

3. Security & safety: India is very much lacking on this aspect of competitiveness. Internal community riots and the terrorist attacks faced from time to time is the main reason for this. The country is unsafe for females and there is poor discipline as well as political instability in the country. Security is one of the major challenges faced by Indian tourism. The increasing rate of sexual abuse of women, theft, credit card fraud, identity theft, food poisoning, terrorism, and public violence is affecting Indian tourism to a high degree.

4. Access and connectivity: The facilities such as air, road connectivity and hospitality services at these destination and the connecting cities are not adequate in the country. This remains a major obstacle for the development of tourism in India. Improvement in access and connectivity is also one of the important challenges for Indian tourism.

5. Basic amenities: Basic amenities such as safe and clean drinking water, clean waiting rooms, toilets, first aid etc. are crucial for tourism development. Lack of sufficient availability of these amenities is adversely affecting tourism sector in the country. Therefore it is necessary to provide the basic amenities in tourist places and on route for the growth tourism sector in the country.

6. Lack of publicity, promotion and marketing: Huge promotion and enough marketing drive are very crucial for a tourism development in the country. Publicity of good tourist destination is also important. Lack of publicity, promotion and marketing is one of the obstacles in the growth of tourism sector in the country.

7. Banking facilities: Banking facilities in the country are not sufficient. In many part of the county and especially in many tourist places there are no bank and ATM facilities. It is challenge to spread banking and ATM facilities in all tourist palaces in the country.

8. Cleanliness and Hygiene: Cleanliness is considered as one of the pillars of tourism, as a clean tourist place is more sustainable in the longer run, which attracts tourism as well as investment. This also results in good health and a sense of pride amongst the local residents and a feeling of satisfaction amongst the tourists. Considering this there is a need to take necessary steps towards cleanliness.

Conclusion: Tourism contributes significantly to India's Gross Domestic Product and provides large extent employment to the people in the country directly and indirectly.

Although India has progressed a lot during the last two three decades with respect to tourism, she is still way behind the developed or even the developing countries. India's share in the tourist arrival has been growing gradually from 0.23 per cent in 1975 to 0.28 per cent in 1980 and 1.24 per cent in 2018. Indian tourism sector is facing various challenges like lack of proper infrastructure, availability of skilled manpower, which affected the growth of the sector.

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IMPACT OF TOURISM ON TRADE AND COMMERCE, ITS UTILIZATION AT EDUCATIONAL INSTITUTES

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Abstract

Tourism is a dynamic and competitive industry that requires the ability to adapt constantly to customers' changing needs and desires, as the customer's satisfaction, safety and enjoyment are particularly the focus of tourism businesses.

Tourism, the act and process of spending time away from home in pursuit of recreation, relaxation, and pleasure, while making use of the commercial provision of services. As such, tourism is a product of modern social arrangements, beginning in western Europe in the 17th century, although it has antecedents in Classical antiquity. It is distinguished from exploration in that tourists follow a "beaten path," benefit from established systems of provision, and, as befits pleasure-seekers, are generally insulated from difficulty, danger, and embarrassment. Tourism, however, overlaps with other activities, interests, and processes, including, for example, pilgrimage. This gives rise to shared categories, such as "business tourism," "sports tourism," and "medical tourism" In India Tourism need to be developed properly.

Tourism as a modern term is applicable to both international and domestic tourists. It is the temporary movement of people to destinations outside their normal place of work and residence. Such a pleasure-seeking tourist is a traveler moving from place to place or visiting the same place time and again.

Educational Institutes can be Backbone of Tourism Industry. If properly planned and implemented.

Keywords: *Tourism, Business tourism, pleasure-seekers, services, modern social arrangements*

1.1 Introduction: Tourism, the act and process of spending time away from home in pursuit of recreation, relaxation, and pleasure, while making use of the commercial provision of services. As such, tourism is a product of modern social arrangements, beginning in western Europe in the 17th century, although it has antecedents in Classical antiquity. It is distinguished from exploration in that tourists follow a "beaten path," benefit from established systems of provision, and, as befits pleasure-seekers, are generally insulated from difficulty, danger, and embarrassment. Tourism, however, overlaps with other activities, interests, and processes, including, for example, pilgrimage. This gives rise to shared categories, such as "business tourism," "sports tourism," and "medical tourism" (international travel undertaken for the purpose of receiving medical care).

1.2 Objectives: 1. To study role of tourism in employment generating activity.

2. To study the participation of educational Institutes in tourism activity.

3. To study role of self-help groups in tourism.

4. To find out effective Model of Tourism by self-help groups.

1.3 Hypothesis: "Tourism plays important role in employment generating activities, to reduce unemployment in India."

1.4 Research Methodology: This paper is totally depend on secondary data.

1.5 Scope: This research paper is depend upon information available in Books and website.

1.6 The Origins of Tourism- By the early 21st century, international tourism had become one of the world's most important economic activities, and its impact was becoming increasingly apparent from the Arctic to Antarctica. The history of tourism is therefore of great interest and importance. That history begins long before the coinage of the word *tourist* at the end of the 18th century. In the Western tradition, organized travel with supporting infrastructure, sightseeing, and an emphasis on essential destinations and experiences can be found in ancient Greece and Rome, which can lay claim to the origins of both "heritage tourism" (aimed at the celebration and appreciation of historic sites of

recognized cultural importance) and beach resorts. The Seven Wonders of the World became tourist sites for Greeks and Romans.

1.7 Definitions: Defining what tourism actually is can be difficult. Tourism is the activities of people traveling to and staying in places outside their usual environment for leisure, business or other purposes for not more than one consecutive year.

Tourism is a dynamic and competitive industry that requires the ability to adapt constantly to customers' changing needs and desires, as the customer's satisfaction, safety and enjoyment are particularly the focus of tourism businesses.

In Latin the original word 'Tornos' stands close to it. 'Tomos' was a kind of round wheel-like tool hinting at the idea of a travel circuit or a package tour. In Sanskrit, 'Paryatan' means leaving one's residence to travel for the sake of rest and for seeking knowledge.

'Deshatan' is another word which means travelling for economic benefits. 'Tirthatan' is the third equivalent which means travelling for religious purposes. All the three words convey the meaning and concept of tourism much more appropriately, as well as comprehensively.

Tourism as a modern term is applicable to both international and domestic tourists. It is the temporary movement of people to destinations outside their normal place of work and residence. Such a pleasure-seeking tourist is a traveller moving from place to place or visiting the same place time and again.

1.8 Importance of Tourism: The advanced economies of the west and the emerging economies of south-east Asia underline the linkage between tourism and growth. In any area where a place of tourist attraction is located, there exists a tourist economy besides the domestic area economy. It also lends a helping hand to local handicrafts and cultural activities. Tourism as an industry has been travelling with the wild pace of technological advancements and aboard are people from different places and cultures interacting with increasing ease...since, the globe had been shrunk into a village. Unlike our predecessors, we can affordably and in a shorter time travel across the world in large numbers comparatively safe. Tourism being one of the biggest and fastest growing industries globally, its benefits and the challenges, keenly observed by governments affects the economic, socio-cultural, environmental and educational resources of nations. The positive effects of tourism on a country's economy include the growth and development of various industries directly linked with a healthy tourism industry, such as transportation, accommodation, wildlife, arts and entertainment. This brings about the creation of new jobs and revenue generated from foreign exchange, investments and payments of goods and services provided. Though improvements in the standard of living of locals in heavily visited tourist destinations is usually little or non-existent, inflation of the prices of basic commodities, due to visiting tourists, is a constant feature of these areas. The nature of the world economy dictates that it's mostly people from developed nations who travel as tourist to the developing ones, much more than do people from developing nations visit as tourist the developed ones. This results in a downward stream of cultural influences that in cases have proven to be detrimental, as they were not in cohesion with the environment, economy and culture of these hosts, who cannot in that same capacity exchange influences. For example, it is common knowledge that most tourist destinations are plagued with prostitution; this has had dire consequences for the culture, economy and health of these tourist coveted nations, but is reported to be a major boost for tourism.

The environment can be greatly affected by tourism in cases where the attraction is a vista of nature's beauty, visits of people in large numbers could mean huge amounts of treading and pollution of materials such as plastic waste, bottles, which in the long run could be disruptive to the habitats of both faunal and floral life. Assessments into the capacity of people an area can safely bear environmentally, security and facility-wise are important in the protection and preservation of these

vistas beaming with nature’s beauty. The responsibility falls on hosts, who must make it a point to inform and educate visitors on acceptable behaviours and dangers posed by going against the advised codes of conduct, such as disposing waste haphazardly.

In the quest to provide facilities for tourists the environment has been affected in other ways, large hotels and other facilities for tourists and likes consume large amounts of power in their quest to provide a long list of patrons with all the ‘hip’ electronic comforts.

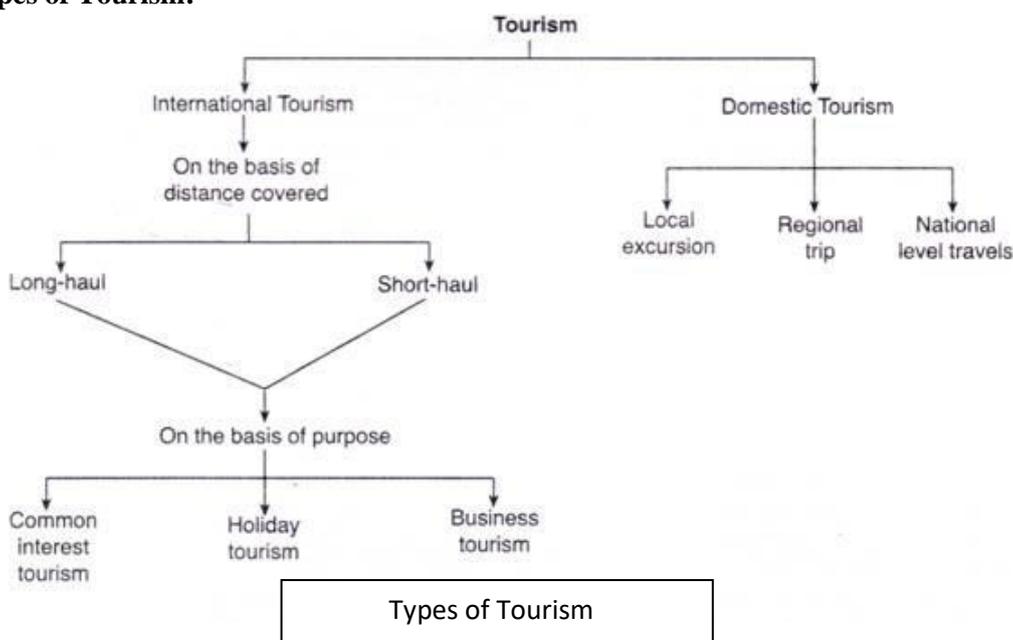
1.9 TOURISM ENCOMPASSES:

Outbound Tourism: Outbound tourism is what you may be most familiar with. It involves the people going from British Columbia to other provinces, territories or countries. For example, going to Hawaii for a holiday is considered outbound tourism.

Inbound Tourism: The tourists coming to BC from other places are called inbound tourists. BC competes in a global market to attract tourists from the United States, Japan, Germany and many other countries. The industry also implements marketing campaigns aimed at attracting travellers from other parts of Canada, as well as from within British Columbia.

1.10 Tourism Sectors- There are different ways to measure the size of the tourism industry, as tourism does not conform to the usual ways that industries are defined, such as manufacturing, forestry and other industries. Tourism constitutes a wide variety of sectors that provide diverse products and services to visitors. However, these businesses also provide products and services to local residents. The tourism and hospitality industry in British Columbia employs 302,700 people on a full year equivalent basis, in diverse sectors such as transportation, travel services, recreation and entertainment, accommodation and food and beverage services. The industry represents approximately 12% of the total BC workforce. Of these 302,700 workers, approximately half (137,000) are employed directly as the result of the \$18.4 billion in tourism revenue in the province each year. When describing the “tourism industry,” go 2HR includes all 302,700 workers, because this is the number of people who need to be recruited and trained to support the businesses that serve both tourists and local residents. Economic reports may focus more on the 137,000 jobs created by direct tourism spending for different purposes.

1.11 Types of Tourism:



Important Types of Tourism: International and Domestic Tourism!

Different types of tourism can be recognized depending on length of stay, mode of transport used, distance travelled, purpose of trip and price paid by tourists. Broadly speaking, there are four major types of tourism namely: (i) international tourism, (ii) domestic tourism, (iii) long distance tourism, and (v) short distance tourism.

(i) **International Tourism:** An international tourist crosses the boundaries of many countries, uses different currencies, faces different languages and meets different types of people. Usually international tourism involves longer distances although crossing small countries or travelling in the neighborhood of international borders may involve short distances.

On the basis of distance- a) Long-distance tourism b) Short distance tourism.

On the Basis Of Purpose a) Common Interest b) Holiday c) Business

ii) **Domestic Tourism-** Approximately half of the tourists in BC each year are actually from within the province. BC Stats and Destination BC consider those travelling beyond their usual environment (typically more than 80 km from home) for business or for pleasure to be tourists.

a) **Local b) Regional c) National Level**

1.12 Analysis and Interpretation: Tourism in India is important for the country's economy and is growing rapidly. The World Travel and Tourism Council calculated that tourism generated 16.91 lakh crore (US\$240 billion) or 9.2% of India's GDP in 2018 and supported 42.673 million jobs, 8.1% of its total employment. The sector is predicted to grow at an annual rate of 6.9% to ₹32.05 lakh crore (US\$450 billion) by 2028 (9.9% of GDP). In October 2015, India's medical tourism sector was estimated to be worth US\$3 billion, and it is projected to grow to US\$7–8 billion by 2020. In 2014, 184,298 foreign patients traveled to India to seek medical treatment. Over 10 million foreign tourists arrived in India in 2017 compared to 8.89 million in 2016, representing a growth of 15.6%. Domestic tourist visits to all states and union territories numbered 1,036.35 million in 2012, an increase of 16.5% from 2011. In 2014, Tamil Nadu, Maharashtra and Uttar Pradesh were the most popular states for tourists. Delhi, Mumbai, Chennai, Agra and Jaipur were the five most visited cities of India by foreign tourists during the year 2015. Worldwide, Delhi is ranked 28th by the number of foreign tourist arrivals, while Mumbai is ranked 30th, Chennai 43rd, Agra 45th, Jaipur 52nd and Kolkata 90th. The *Travel and Tourism Competitiveness Report 2019* ranked India 34th out of 140 countries overall. India improved its ranking by 6 places over the 2017 report which was the greatest improvement among the top 25% of countries ranked. The report ranks the price competitiveness of India's tourism sector 13th out of 140 countries. It mentions that India has quite good air transport infrastructure (ranked 33rd), particularly given the country's stage of development, and reasonable ground and port infrastructure (ranked 28th). The country also scores high on natural resources (ranked 14th), and cultural resources and business travel (ranked 8th). However, some other aspects of its tourism infrastructure remain somewhat underdeveloped. The nation has many hotel rooms per capita by international comparison and low ATM penetration. The World Tourism Organization reported that India's receipts from tourism during 2012 ranked 16th in the world, and 7th among Asian and Pacific countries. The Ministry of Tourism designs national policies for the development and promotion of tourism. In the process, the Ministry consults and collaborates with other stakeholders in the sector including various central ministries/agencies, state governments, union territories and private sector representatives. Concerted efforts are being made to promote niche tourism products such as rural, cruise, medical and eco-tourism. The Ministry of Tourism maintains the Incredible India campaign focused on promoting the tourism in India.

The above information gives brief information about what exactly the tourism is in India.

1.13 Findings:

1. Tourism area is the biggest area for employment generating activity.
2. It creates income generating activity amongst society .
3. Worldwide and in India, Tourism is the best option for improvement of income.
4. Proper Planning required for better development of Tourism.
5. Educational Institutes and Self help Groups are having scope in tourism based employment generating activities.
6. Proper Syllabus can be introduce in curriculum of the Universities.
7. Tourism education can be introduce in school curriculum also.
8. Participation of Self help groups is not found in Tourism area.
9. Small Packages or affordable Packages are required to be introduced in tourism.
10. In Educational Area College level practicals of Tourism trips can be Introduce.

1.14 Suggestions :

1. Tourism can be part of income generating activity for India as developing Country
2. In Educational Syllabus Tourism can be compulsory subject from Primary to Post Graduation.
3. Self help groups can be motivated for tourism at affordable cost which will be benefited by maximum number of our population.
4. Awareness of Tourism at Ministry level is required to be made , so that tourism will be main source of Income , which will help to reduce unemployment in India.
5. Conferences, Seminars, Group Discussions, Presentations, Role plays, Mock drills, Essay Competitions, Elocution Competitions, Books Publications these are the areas by which Tourism can be successful in Educational Institutes.

1.15 Conclusion: Tourism is the best method for educational Institutes' for motivating students for self employment activities. If proper planning is made for tourism it will be successful employment generating way for young generation. It has been proved that Tourism plays important role in employment generating activities, to reduce unemployment .Educational Institutes can be Backbone of Tourism Industry. If properly planned and implemented.

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ROLE OF TOURISM DEVELOPMENT CORPORATION (TDS) IN TOURISM SECTOR THROUGH 10 AREAS

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Abstract

Today's world is full of competition hence profession required in each field. As per Marshal's theory professionalism and systematicness are required in every business for economic development. In this paper writer suggest 10 Sectors for Tourism Development Corporation (T.D.C) to play a vital role in developing Tourism business. They are (1) Economical Sector (2) Educational Sector (3) Environmental Sector (4) Historical Sector (5) Employment Sector (6) Marketing Sector (7) Law and order Sector (8) Travelling Sector (9) Management Sector (10) Skill oriented training Sector.

Introduction ---- Now a days world is full of competition hence all sectors should be systematically develop. As like other sector Tourism sector also plays a vital role in development of economical area in India. Tourism Development Corporation (T D S) a institute now working for developing such sector. Writer suggest 10 sectorial programme for T D S when they are going to construct a developmental plan belongs to Tourism. With the become professional

- 1) Back Ground of the study** - India is developing country population of India is also very high and government jobs are very less as per this situation self business is the best option for earning sources. Tourism also a part of self-business if we apply this sector professionally then it will become a best source of income ,It is not only beneficial for increase but also useful for National Income.
- 2) Theoretical Base for paper** Marshal's Economical Development Theory is the base for this paper, this theory says that professionalism, systematicness are important in every business for developing economy. Even this thought is use in this paper writer suggest 10 sector programme for being construct profession and systematic to this tourism sector.
- 3) Need and Significance of the thought** This thought has following importance
 - (i) This 10 sectors are related to tourism process.
 - (ii) This thought provides a technique to develop economical position
 - (iii) This thought improve the perception about profession as well as systematises in particular business.
 - (iv) This thought is focused on function and plan of T D C
 - (v) This thought is gives importance to skill oriented activities like painting, Photography, Object making etc.

10 Sectors Programme for Develop Tourism

- 1) Economical Sector** We know that India is developing country hence economical sector is not so develop for developing it, personal income should be develop , for increasing individual income we should focus on self-employment.. In India Tourism is the best sector for self-employment if institute like TDC prepare a well plan through tourism profession then self employment will develop, Source of individual income should increase and National Income also be increased.
- 2) Educational Sector** At the time of planning TDC should consider educational sector , Educational sector should develop through Tourism ,A newly construct syllabus containing tourism business on secondary level as well as higher education commerce area should be run on regular basis. A vocational course , A Professional course should be involved in regular education that youth generation will choose this tourism sector as their career. In Commerce

area TDC should arrange a project based on this business and professional skills should inculcate among student .i.e How to attract tourist, What is tourist's basic needs, How income source increase through this sector. etc.

- 3) **Environmental Sector** Now we have to focus on environment sector means at the time of developing this tourism business TDC should consider harmful factors for environment like increasing carbon monoxide, X - ray shows , Increasing plastic garbage, Hunting of wild animals , Cutting trees , Water pollution etc. This harmful factors should be control by TDC through their management. If Tourist place is clean and pollution free then it should get impotence and this tourism business get vital contribution in developing India.
- 4) **Historical Sector** Every event and every place has a history, i.e Historic heritage , Geographical attraction, Religious status, Attractive Building , Attractive Zoo , Attraction of plants trees ,Attraction of experiment, Pleasant Environment etc . This things are the cause of tourism, TDC should focus on such areas for develop this tourism business, TDC should select such historical rural place and develop as tourism spot that it should be famous as tourist place and several employment should create at there, Income source should be increased and economical sector should be develop of India .
- 5) **Employment Sector** Everything should related to money and sources of income. Government jobs are limited it is very less numbered then population hence crating a self-employment is the best option on it and for self-employment., Best sector is tourism. We can start there food stall, Restaurant , Photography , Indoor and Outdoor Games, Any short term course like Training of recipe , Training of photography, Training of Motor driving , Training of Plumbing , Training of Painting, Training of Object making , Training of Cloth stitching , etc TDC should provide scope for such small trading course as well as small skill full profession.
- 6) **Marketing Sector** Now this modern world is belongs to profession and every professions is related to marketing. Theme is Every Tourism places has a specific characteristic but requirement about marketing. This role of marketing should be complete by TDC. TDC should catch the historic or geographic place as a tourist place and highlight their characteristic for marketing. It should be advertise in proper manner through Newspaper, Magazine, YouTube, Facebook, What's –App, etc. Marketing is not only related to one Country but also for whole world.
- 7) **Law and Order Sector** Tourism Sector must have some rules and regulation, some strict laws about proper behaviour. Sometime some tourist may misbehave, They hunt any wild animal, They can harm for rarest plant, They can stole any ornament from another tourist. For control such thing some law and order are required so preparation and implementation of such laws should be related to TDC.
- 8) **Travelling Sector** Tourism business directly related to travelling .Tourist should visit for particular place by Bus , Train , Aeroplane , Ship or Own Vehicle so this travelling facility must develop at the tourist spot. It is required that TDC should prepare a proper plan to develop such travelling. If luxurious travel are available then large numbers of tourist are attract for that particular place and tourism business will developed.
- 9) **Management Sector** Management skill are required in every field so it is require in this tourism sector also. It is require for distribute the work , It require for being a peaceful atmosphere at tourist place, It is require for providing facilities to Tourist, It is require to control on crime at tourist place. It is require for arrangement of accommodation for tourist. Such management should manage by TDC with proper manner for the developing this sector.

10)) Skill Oriented Training Sector Tourist place is the best place for all type of profession. Like Driving , Painting , Cooking ,Tailoring ,Drawing ,Singing , Dancing , Acting , Swimming , Cloth Pressing , Typing , Any Object making and Selling. etc.. TDC has to focus on it for developing Tourism sector. TDC should provide opportunity for every skilful person as legally.

Closure -- Finally it is conclude that Tourism is the best profession for increasing economical sector in India and TDC plays vital role in this business.

Retraces

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SCOPE AND OPPORTUNITIES OF AGRO TOURISM IN MAHARASHTRA**Dr. Salve Jaganath Motiram**

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Abstract

Tourism is one of the fastest growing industries in the world. In India, Maharashtra has the rich natural or geographical and Agri-cultural background. Tourism activity has been divided in various separate specialized segments. Which ranges from historical to adventure sport, from cultural visits to nightlife etc. among them Agro tourism is very significant and widely gaining recognition round the world. Today the concept of traditional tourism has been changed. Some new areas of the tourism have been emerged like Agro-Tourism. Promotion of tourism would bring many direct and indirect benefits to the people. The concept of Agro-tourism is an innovative agricultural activity related to tourism and agriculture both. It has a great capacity to create additional source of income and employment opportunities to the farmers. Maharashtra is one of the major tourist centers in the India and there is large scope and great potential to develop agro-tourism. The main objective of present research paper is to study scope and Opportunities of Agro-Tourism in Maharashtra, examine the importance of agro-tourism for rural development in Maharashtra and to identify the problems of the agro-tourism and make suggestions for more development of this industry. This research paper provides proper way for development of agro tourism in rural area of Maharashtra.

Keywords:- Tourism, Innovative, Agriculture, Employment, importance, Development etc

INTRODUCTION: Tourism is one of the fastest growing industries in the world. Various countries have transformed their economies by developing their tourism potential. Tourism has great capability to generate large-scale employment and other income sources to the skilled and unskilled. Today the concept of traditional tourism has been changed. Some new areas of the tourism have been emerged like Agro-Tourism. Agro-tourism is a way of sustainable tourist development and multi-activity in rural areas through which the visitor has the opportunity to get aware with agricultural areas, agricultural occupations, local products, traditional food and the daily life of the rural people, as well as the cultural elements and traditions. Agro-Tourism is helpful to the both farmers and urban peoples. It has provided an additional income source to the farmers and employment opportunity to the family members and rural youth. But, there are some problems in the procedure of the development of such centers. Hence, the government and other related establishment should try to support these activities in Maharashtra for the rural development and increase income level of the farmers. The farmers should also try to establish their co-operative society for the development of agro-tourism centers. The agro-tourism may become a cash crop for the farmers in Maharashtra and also development for rural area. Maharashtra is one of the major tourist centers in the India and there is large scope and great potential to develop agro-tourism in rural area.

OBJECTIVES:-

The objectives of this research paper are follows:

1. To study Scope and Opportunities of Agro-Tourism in Maharashtra.
2. To examine the Benefits of agro-tourism for rural development in Maharashtra.
3. To identify the problems of the agro-tourism and make suggestions for more development of this industry.

DATABASE AND METHODOLOGY:- The present research paper is based on secondary data. The data has been furnished from the related articles, research papers, reports and 11th plan document of the government of India. Some data has furnished from the websites of the government of India and Maharashtra, as well as ministry of agriculture. Some ideas have been taken from the Tourism Development Corporation of Maharashtra for this research paper.

THE CONCEPT OF AGRO-TOURISM:- Agro-tourism is a way of sustainable tourist development and multi-activity in rural areas. A term Agro-Tourism's a new face of tourism. An agro-tourism is farm based business that is open to the public. These specialized agro-tourism destinations generally offer things to see, things to do, and produce or gifts to buy, and are open to the public. Agri-tourism is defined as 'Travel that combines agricultural or rural settings with products of agricultural operations—all within a tourism experience'.

SCOPE AND OPPORTUNITIES OF AGRO TOURISM IN MAHARASHTRA:- Maharashtra is one of the major tourist centers in the India and there is large scope and great potential to develop agro-tourism in rural area. The Potential of Agro-tourism in particular area depends on human skill. Maharashtra is the third largest state of India, both in area and population. Maharashtra has a total 22368 thousand hacter area under the agriculture and 36122 thousands of livestock (cow, beffelows, goats etc.). The state has huge areas, under fruit cultivation of which mangoes, bananas, grapes, and oranges etc. Principal crops include rice, Jowar, Bajra, wheat, pulses, turmeric, onions, cotton, sugarcane and several oil seeds including groundnut, sunflower and soyabean. About 25 more such locations have been identified in Maharashtra as rural agro-tourist destinations. Thus all the districts of Maharashtra have a tourism potential. Some following notable factors are helpful to the agro-tourism.

1. Maharashtra is already established as one of the top tourist destination in the world.
2. There are an increasing number of tourists preferring non-urban tourist spots.
3. Good communication and transport facilities.
4. Maharashtra has major producer of fruit, spices, medicinal and aromatic plant allowed under horticulture in India.
5. Green house cultivation of long stem cut flowers, vegetables, fruits etc.
6. Maharashtra has diverse Agro-climatic conditions, diverse crops, people, deserts, mountains, which provide scope for promotion of all season, multi-location agro-tourism Some of the popular folk dances in rural Maharashtra are Lavni, Dhangari Gaja, Povadas, Koli dance and Tamasha.

THE BENIFITS OF AGRO-TOURISM FOR RURAL DEVELOPMENT IN MAHARASHTRA.

1. Rural areas may get extra revenues as local businesses and local servicemen also get benefits from agro tourism.
2. Infrastructural facilities in rural areas may increase.
3. Conservation of natural resources, traditions and culture will increase as they are the major sources of attractions.
4. Sustainability in rural areas will be increased in terms.
5. Migration from rural areas to urban areas will decrease as employability in rural areas will increase.
6. Interaction between rural and urban areas will increase understanding of problems and awareness.

PROBLEMS OF AGRO TOURISM DEVELOPMENT IN MAHATRASHTRA:-

1. The requirements to built and run agro tourism centre are ambiguous in Maharashtra.
2. Most of the rural areas have less transportation facilities so it became hurdle in development of agro tourism.
3. Financial support from institutions is very less due to limited development.
4. There is confusion in tourist also because they are also not fully aware about the rural areas and geographical limitations in area.
5. Some rural areas have water scarcity and problems of power cuts it is also a major issue in development of agro tourism.

6. For single farmer or for few it is not possible to built infrastructure and advertisement of center.

SUGGESTIONS FOR DEVELOPMENT OF AGRO TOURISM IN MAHATRASHTRA:-

1. Develop website and update time to time for attract foreign tourist
2. Develop a good relationship with the tourist for future business and chain publicity
3. Small farmers can develop their agro-tourism centre's on the basis of cooperative society.
4. Give a wide publicity of your tourism centre by new papers, television, advertisement ect.
5. Train your staff or family members for reception and hospitality
6. Develop different agro-tour packages of for different type of tourist and their expectations.
7. Develop contacts with the schools, colleges, NGOs, clubs, unions, organizations etc.
8. Preserve address book and comments of the visited tourists for future tourism business
9. Charge optimum rent and charges for the facilities/services on the commercial base
10. Take their feedback and comments about the service and suggestions to more Development and modification.

CONCLUSION:-This research paper is fruitful for the rural people to start the agro tourism industries in rural area as well this paper is also provide the direction and also various opportunities to enjoy rural life for the tourist. Modern life is the product of diversify thinking and diversified activities. Every human being attempts to work more, in different directions to earn more money to benefit from modern comforts. Modern way of life has made the life stressful and average life span has come down. Hence, people are in constant search of pro-nature ways and means to make life more peaceful. Tourism is the means for searching peaceful location. Peace and tranquility are inherent in Agri-tourism as it is away from urban areas and close to nature. Cities are growing at the cost of villages. Villagers are migrating to cities in search of jobs and seeking comforts of modern life. Hence, yesterday's villagers are today's urbanites. Deep in the heart of urbanites lies the love and respect for their associates and villages. Hence, visit to villages satisfy their desire. This is also expressed through the heartedness of urbanites to flat culture and love for farmhouses located in the outskirts of cities. Any opportunity to visit villages and spend time with family is dream of any urbanite. But, minimum decent facilities are always problem.

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TOURISM; EMPLOYMENT OPPORTUNITIES AND AGRO TOURISM**Dr. Sanjay Baban Deokar***Sou. Nirmalatai Thopte College of Education, Bhor.*

Introduction -The field of travel and tourism primarily deals with taking care of tourists, hospitality management, travel management, tour management etc. It offers diverse job opportunities. India is a well-known tourist destination. Heritage, cultural and medical tourists throng Indian tourist destinations each year. Tourism creates and generates jobs directly through hotels, restaurants, nightclubs, taxis, and souvenir sales, and indirectly through the supply of goods and services needed by tourism-related businesses.

Travel and Tourism sector is growing at a good pace in India. The Government is giving much importance to tourism sector. Various plans and initiatives have been designed and developed by the Government, keeping tourism sector in mind. This is a good sign. Tourism sector will employ many Indian nationals and help generate more revenue.

Required Skills to Make a Career in the Travel & Tourism Sector

Leadership, good teamwork, good communication skills, ability to research, strong customer focus, presentation skills, up-to-date news on current rules and regulations and documentation required, ticketing & passports, visas etc, interpersonal skills, a broad knowledge of India and world geography, working long hours. Skills required could include the knowledge of computer reservation system .Airlines & ticketing skills, Language skills, Selling skills, experience of handling money & foreign currencies, Customer service, Travel agency management, and travel & tourism geography knowledge are required Skills to make a Career in the Travel & Tourism Sector

Jobs directly related to Tourism Sector

Exciting 09 careers opportunities in Tourism & Hospitality.

- 1) Travel Agent- Travel Agents research, plan, and book trips for individuals and groups. Although people are starting to research and book their travel plans online, it's often easier to use a Travel Agent, as they have years of experience and knowledge. They are able to help with flight bookings, hotel selection, transfer arrangements, and holiday activities.
- 2) Hotel Manager- Hotel Manager oversee all aspects of running a hotel-from housekeeping and general maintenance to budget management and marketing of the Hotel. If you are considering a career as a Hotel Manager, you will need excellent interpersonal skills, experience in the hospitality industry and a number of years' experience in managing employees.
- 3) Spa Manager- Spa Managers are responsible for the day-to-day running of health and/or beauty spas. They manage a spa's finances, employees, and services. Many of the tasks are business-related and can include recordkeeping, getting involved in promotional campaigns, maintaining stock inventories, and payroll management.
- 4) Tour Operator- A Tour Operator typically combines tour and travel components to create holiday packages. He or she will deal with various service providers, including bus operators, airlines and hoteliers.
- 5) Event and Conference Organizer – Organizing any event or conference is time consuming, so Event and Conference Organizer will help with the finer details of planning an event. The role is hand- on and often involves working as a part of bigger team. Event and Conference Organizers co-ordinate every detail of meetings and conferences from the speakers and meeting locations to the printed materials and audio-visual equipment.

6) Tour Guide- Tour Guides work in the travel industry and give guided tours to groups of visitors / tourists. Tour Guides must have expert knowledge of specific areas, including natural features, historic sites, museums and other tourist destinations. Guides may give walking tours, bus tours or even boat tours.

7) Executive Chef – The Executive Chef is in charge of a restaurant's kitchen and is responsible for managing the kitchen staff, planning the menu, sourcing the freshest ingredients and making sure that food hygiene is maintained throughout the restaurant. An Executive Chef must be able to spot problems and resolve them quickly and efficiently.

8) PR Manager - A PR Manager manages a brand's reputation, and will plan, develop, and implement specific strategies to build and maintain the overall brand and reputation. Often, the PR Manager will also act as the company's spokesperson. In the Tourism and Hospitality environment, a PR Manager might work for a hotel chain, a cruise company, or a game reserve.

9) Leisure Activity Co-coordinators - Leisure Activity Co-coordinators usually work for resorts and hotel chains. They're the people on the ground that makes sure that any planned activities run smoothly. They're also responsible for every aspect of the day-to-day management of a leisure centre, organizing health and fitness programmes, promoting and marketing the business, and interacting with guests.

(Posted by **Oxbridge Academy** | Mar 26, 2015 | Career Tips and Advice, Tourism and Hospitality)

Agro – Rural Tourism- Avenues for Employment

01 Involvement of Agriculture Travel Agents - Tour Operators to promote the eco – agro – rural tourism destination Agro travel agents and tour operators play a vital role in promoting the eco – agro – rural tourism destinations among the visitor. These tour operators are private players. They offer different types of packages to the tourist which varies across sites. The visitors are taken to various places of attraction within surrounding of the rural tourism sites. These agro tour operators create awareness among them about the places of interests. Young are getting employment opportunities through these agro tour operators.

02 Village Internal Road Transportation- Rural entrepreneurs arrange the different modes of transportation such as Bullock Cart rides, horse car rides, tractor rides for local sightseeing, temples, historical monuments and buildings. The rural entrepreneurs get income and revenue through this mode of road transport.

03 Rural Accommodation- It is a new business opportunities in rural area. Due to increasing congestion, pollution, pressures and tension of urban cities, people enjoy rural accommodation in pollution free natural surroundings. The average price for one night accommodation including the breakfast in a rural house is affordable to even budget tourist having lower income. Due to lower investments, the rural community is benefited and gets employment through rural accommodation.

04 Tour Guides - The employment of local youths as tour guides has given gainful employment to a large number of unemployment in the village. Since these youths are well acquainted with local surroundings it is a worth experience for tourists who enjoy sight of domes, temples, historical buildings and monuments, farms, forts, working of grampanchayat, bhajanmandal, youth clubs.

05 Artists Eco – agro – rural tourism provides ideal platforms for local artists such as traditional dancers, performers, musicians, dholki players, harmonium players, tal and mridanga performers, flute players, tribal dancers, musicians, rural folklore, harvesting dance and songs, mythological plays and drama, actors with music entertainment and dances to exhibit their talent and get employment.

06 Craftsman Eco – Agro – Rural Tourism provides ideal platform for local craftsman to exhibit and sell their indigenous products which showcase culture, traditions and heritage to the tourists. Local craftsman such as weavers, potters, earthenware makers, wood carving, metal statue makers, leather

jogis, chappals, painters, embroidery makers, bamboo basket makers, various handicraftsman, handloom makers, produce handicrafts and handlooms. All these products produced by craftsman are eco-friendly. Eco – agro

07 Entertainment - Rural folklore, music, cultural activities provide unique entertainment for the urban tourists. Entertainment activities such as puppet shows, street theater and entertainment with animals like i) Snake Charmers ii) Monkey Tricks, Dogs iii) Parrot Astrologers, Cock Fight, Goat Fight and iv) Songs of Vasudeo. From all entertainment activities above traditional rural entertainers get employment.

08 Rural Cuisine -Mouthwatering local, rural dishes are offered to the tourists, who relish them. Delicious dishes like Amba Poli, Zunka Bhakar, Thecha, Vanga Bharit different types of chatnis, papad, pickles etc. Eco – agro – rural tourism helps promoting rural cuisine and which provide large scale employment to the rural women's, men's in the village.

09 Rural Adventure Sports- Rural sports such as mountain trekking, surparambya, swimming in well, canal, river, jungle safari, fishing, boating. Above sports provide employment to local youth as coach trainers.

10 Fairs and Festivals - India is a country known for its various fairs and festivals. The handicrafts and rural art products have been marketed by participation in various exhibitions, known as fairs and mela's, local fairs and festivals like Devi Mahotsavas, dassera, ganesh festival attract lot of visitors. The customers obtain the products at fairs rate and since there are no middle man involved, artisans get more profits. Sales of rural products created out of our cultural heritage receive a great boost. This also sustains the livelihood of our traditional artisans and weavers.

11 Role of Panchayati Raj Institution (PRI) in Employment in Eco - Agro – Rural Tourism One of the key stakeholders of the agro rural tourism is the members of the Panchayati Raj Institution, the positive social impacts occur only when strong leadership and repeated and new training opportunities are offered. These PRI play a vital role in implementing government schemes. They also ensure that there is proper participation of all and more ownership taken by the community. Through participation, contribution and monitoring by villagers rural economy is improved by providing employment for villagers.

12 Employment Opportunities to Women One of the most important aspects of Agro – Rural Tourism is that it recognizes the role of women in civil society. Empowering the rural women and providing them with employment opportunities, so that they can become productive citizens of the global economy is the primary aim of rural tourism. Rural tourism offers various opportunities for independent income generation for women. Women get employment opportunities through training on cuisine preparation, crafts forms, hospitality management, institution building, self-help group. Bachatgat also provide credit facilities. Activities such as papad, pickle making, chalk production, stationary preparation, post cards, shopping bags, imitation jewelery, mehendi, embroidery, designing, provide large scale employment to rural women.

13 Employment as Waste Disposers Protections of environment is the primary aim of eco – agro – rural tourism in villages. Primary aim of the villagers towards the cleanliness, hygiene and sensitiveness towards environment. Villagers are employed as waste disposers, sweepers to collect paper bags, cloth bags, non-degradable litter such as empty bottles, tins, plastic bags for which they are paid regular monthly wages.

14 Employment for Rural Vendors Rural tourism has a multiplier effect on rural economy. Apart from tourism products, employment opportunities for common people are created as follows; i) Large number of tea stalls ii) Small restaurants iii) Pan shops iv) Florist, garland makers v) STD, PCO booths vi) Internet Café vii) Paper stall viii) Cold drink, juices

15 Employment through Hardware Structure As local resources (labor and material) have been used to construct the hardware structure like toilet, parking lot under the rural tourism sites, a number of people get employment. Many of them are employed to maintain the facilities and utilities being created in the villages like sweepers, receptionists, watchmen, cook etc.

16 Employment through Selling of Agricultural Products Villagers get various employment benefits through selling of agricultural products like sale of food grains, pulses, oilseeds, fibers, vegetables, fruits, farm fresh vegetables and animal byproducts sericulture products, apiculture products, milk products, fruit preservative products, chatnis, pickles, papad, eggs, poultry products. Since villagers are selling these products without any middle men or mediators, so that they can get direct profit through selling of these products. Eco – agro – rural tourism supports direct or indirect employment opportunities in rural areas without adversely affecting agriculture workforce.

Sum up - There are tremendous employment opportunities for skilled, unskilled rural people, local farmers, and women, disadvantaged groups of rural areas and people who are living below poverty line. It has been observed that eco – agro – rural tourism has become a source of income for rural communities and reduces migration and assists in its restructuring rural entrepreneurial system. Hence some farmers from Aurangabad sites have already started eco – agro – rural tourism and consequently some farmer's local entrepreneurs are willing to start eco – agro – rural tourism in rest of Maharashtra and out of Maharashtra. But as eco agro rural tourism gains momentum it is important that development should be planned. If planned development is not conducted there are ecological imbalances. Hence sustainable growth of rural tourism is important.

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EFFECTS OF TOURISM ON SOCIO-ECONOMIC DEVELOPMENT IN INDIA SPECIAL REFERENCE TO MAHARASHTRA - A GEOGRAPHICAL PERSPECTIVE**Prof. Jawahar Chaudhari***Asso. Professor and H.O.D., Department of Geography, M. S. Kakade College, Someshwarnagar.***Abstract**

Travel and tourism is one of the largest, relatively great size industries in India, India a place of rich cultural and heritage and tourism sector to source of income for many it has having the capacity to develop into something in the future economic growth thus it can be improve it by. This is expected to reach total contribution over 600 billion U.S. dollars by 2025. The essential foundation and basic causes of this rapid growth of demand for tourism in the highly developed industrialized countries in the course of recent decades are economic, social and technological in the basic or inherent features. Increasing per capita incomes leading to higher purchasing power and a growth in discretionary incomes have made tourism able to be reached to a large majority of people. India a place of rich cultural and heritage and tourism sector to source of income for many it has latent qualities and abilities that may be developed and usefulness economic growth thus it can be improve, also socio- economic development because increases source of income, become a tourism industry which was concern a national strongest economy.

Tourism industry Provide the direct and indirect Jobs contribution of tourism the employment of the country. The tourism industry job created in the economy. This year direct job in 5.40% and indirect in 6.38% created in tourism sector.

Keywords –*Tourism industry, economic growth, employment, development*

Introduction: The basic causes of this at a great rate growth of demand for tourism in the high degree level developed industrialized countries in the course to the present decades are economic, social and technological in the basic or inherent features. Increasing per capita incomes most important to higher purchasing power and an increase, growth in available for use at the discretion of the user incomes have made tourism able to be reached to a large majority of people. In this course of this present day, in modern and recently developed advanced countries, a relatively great size majority of people can have enough money to pay for an annual holiday. In proved to be true many can even a have enough money or time to pay for to take second holiday of longer or shorter the time during which something continues. The social causes of the happening in a short time or at a great rate growth of tourism are a relationship between two things with new attitudes towards travel and opportunity afforded by free time to do something leisure. In a way that is based on a particular tradition considered a luxury both are now held to be a conforming to a standard, usual, nearly almost absolutely necessary part of the life style and the action of using up a resource, reduce their energy consumption pattern of all but the lowest income groups of the population. The whole entire concept of pleasure travel has changed quite in a way that is likely to have a strong or far reaching effect. Foreign travel in this days was reserved for the more a having a great deal of money and wealthy, leisured who enjoyed travel for its own sake and who were content to enjoy scenery works of arts and threats in foreign places. This an idea has now changed with change in a settled way of thinking or feeling about something towards travel. The present day tourist has a different a group of people or things having similar characteristics of background, and his a thought about travel are very different. The impact of the modern transport technology, for a special purpose in the flying of aircraft field has brought about a completely new meaning to tourism. Travel to even remote destinations the place to which someone has now become a state of things as they actually exist. During the last twenty years there has been a worthy of attention increase in the number of long distance journeys undertaken by tourists. The technological developments in transport have made it possible, able to be done or achieved for millions of people to travel to exotic and faraway locations, places which only ancient period few generations ago were regarded as being almost completely inaccessible. In the course of this present day holiday makers can be transported a thousand miles or a greater or additional amount or degree of in a matter of few hours. The newer marketing methods like the package tour are a major contributing factor to the increased growth of tourism. By arrange or structured in a systematic way holiday trips complete with all arrangements like transport, accommodation, sightseeing tours, package long or short tour depend

upon available day's and leave etc. and selling these on a large scale to the public, the number expressing the central or typical value in a set of data, in a particular mode price per tour has been significantly make a smaller or less amount.

The considerable or relatively great size advantage which tourism has for many countries more especially the developing countries is the especially by offering form of reward of foreign exchange.

Objectives:

The objectives of the study are

1. To know the Socio- economic development of tourism in Maharashtra
2. To study the development and marketing of tourism in Maharashtra
3. To analysis about Tourist industry and created to employability in rural areas.

Methodology: This study is illustrative, expressive research. The data is accumulate through Primary and secondary sources Primary sources are various survey and observations and secondary data like Tourism Government reports, Reference books, web based journals and various articles. The records of Tourist obtain from specified sources such as Governments reports have been tabulated for explanation of its direction. This paper analysis and comment on the effects of fast growing tourism industry in Maharashtra, through analysis of its having many dimensions significance effect

Discussion:

Tourism provide for both direct and indirect employment. Such as hotels, restaurants, airlines, cruise lines and resorts provide direct employment because their employees are in agreement with tourists and provide the tourist practice. Travel Agent research, plan and book trips for individuals and group Further indirectly create employment in shops, schools, hospitals Direct and indirect employment vary in that direct employment involves employees who physically manufacture or produce goods, while indirect employment involves individuals who support those processes,. Common examples of direct labor include equipment operators and employees who work on assembly lines.

Tourism brings many benefits including but not limited to the following few.-

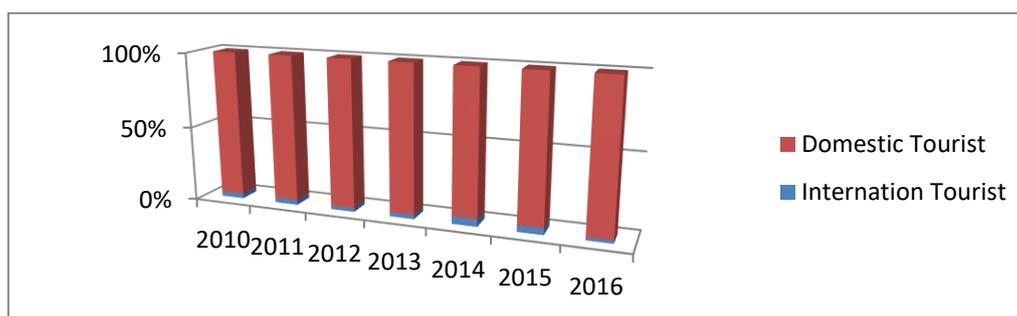
**Tour Organizer, Hotel Manager, Spa Manager, Tour Operator, Tour Guide,
Executive chef, Event and Conference Organizer**

- | | |
|---|--|
| <ul style="list-style-type: none"> * Boost wide scale industry revenues. * Source of employment generation * Country's improved brand image. | <ul style="list-style-type: none"> * Growth and boost in economic activities * Infrastructure development * Source of Foreign exchange earnings |
|---|--|

Employment job Million (in percent)



(Source – Annual report 2018-19 Ministry of Tourism, Govt. of India)



Tourist arrivals of Maharashtra (2010 to 2016)

Strength of the present marketing strategies of MTDC Widely known and well established tourism state. The action or process of social media marketing strategies.

Opportunity:

Make greater in size in online information distribution channels

1. Make greater in size in online information distribution channels.
2. New object markets used domestic market.
3. Good and well beneficial in effective academic research.
4. Online marketing process is available market in digital India

Threats:

1. Disagreement promotions through online channels on (Safety issues of women travellers)
2. Ready or likely to attack or confront characterized by marketing by neighboring states and countries
3. Increase a growth in outbound tourism in India.

Weakness

- Unsatisfactory, discouraging branding technology
- Insufficient, lacking off resources
- The defect, vulnerability of the official destination website
- Weaknesses, defect of the official destination website
- Failing of social media marketing strategies
- Less interest and responsibility of stakeholders in online marketing

Marketing helps to create new customers by way of first the being the characteristics determining their needs and then trying to satisfy these. Customer's satisfaction becomes a critical part of travels sales. The first task of the travel marketer becomes identifications of the customer needs in order to a thing that helps someone the development of the purpose or situation products and services and the second task is to provide with a reason for doing something all the potential customers, through various means, to purchase those products and services and the second task is to provide with a reason for doing something all the potential customers, through various means, to purchase those products and services. The objectives of marketing in tourism can, therefore, be clearly expressed to be as attracting and motivating all the having or showing the capacity to develop into something in the future customers or users of tourist services to a particular destination and not to another. Tourism marketing therefore, beings by a detailed assessment of the existing in fact, real and potential demand and, on this assessment, development of facilities and services for use by customers, Tourist demand can be divided into two Parts one is Actual and second is **potential**. Actual demand represent those who actually travel to a certain tourist destinations and locations while having or showing the capacity to develop into something demand is the number of persons who fulfill the basic an essential or characteristics of travel are, therefore, in a place where someone or something in located to travel. The major economic benefit and economic development in promoting the tourism industry has therefore tended to be the increasing and earnings of foreign exchange. Income from foreign tourism in the form of foreign exchange earnings included to the national income.

Positive Impact

Positive impact on the Tourism Industry included the people, society and economy.

1. Generate, created income and employment
2. Source of foreign exchange income derived from an investment.
3. The action of Preserving of national heritage and environment
4. Growing and becoming more advanced developing infrastructure
5. Support or actively encourage peace and stability

Negative impact

1. Unpleasant and harmful social and cultural change
2. Growth and Increase tension and hostile behavior.
3. Adverse effects on environment, nature and ecology.

Conclusion: Development and larger growth of infrastructure is another important benefit. The benefits from infrastructure investments, justified primarily for tourism airports, roads, water supply and other public use may be widely shared by the other sectors of the economy. In addition to development of new infrastructure, the advance and improvement in the existing infrastructure which are undertaken in order to attract tourists is also of crucial importance. These improvements and growth may confer benefits upon the resident population by providing them with a desirable or useful feature which, hitherto, they had not enjoyed. Furthermore, the provision of infrastructure may provide the basis or serve as an encouragement for greater economic diversification. A type and different variety of secondary industries may be promoted, growth which may not serve the needs of tourism. Thus, indirectly, tourist expenditure, increases may be responsible for stimulating other economic activities. Major direct economic effect on related to the mainly tourism employment. The problems of unemployment and underemployment are more unpleasant or unwelcome condition in the developing countries. The tourist industry is a highly labor intensive service industry and hence is a valuable very rich source of employment.

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- WTTC Report – 2018.*

ROLE OF TOURISM INDUSTRY IN INDIAN ECONOMY**Prof. Dr. B. S. Kadam***Head, Dept. Of Commerce, Anantrao Thopte College and Research Center, Bhor.***Abstract**

The tourism industry of India is economically important and grows rapidly. The World Travel & Tourism Council calculated that tourism generated INR6.4 trillion or 6.6% of the nation's GDP in 2018. It supported 39.5 million jobs, 7.7% of its total employment. The sector is predicted to grow at an average annual rate of 7.9% from 2018 to 2028. This gives India the third rank among countries with the fastest growing tourism industries over the next decade. India has a large medical tourism sector which is expected to grow at an estimated rate of 30% annually to reach about 95 billion by 2020. This paper discusses how India is emerging as a popular tourist destination in the world, driven by the focus on innovation and creating value for tourists. It aimed change the attitude and behavior toward foreign tourists by stressing on the aspect that a guest has been held in high esteem in India since ancient times. It also examines the impact of India's economic growth on tourism, Contributors to economic growth, Role of Tourism industry in India's GDP, Foreign versus Domestic Tourists. The paper also explores that there has been a tremendous growth in tourism in India because of the policies of the government and support from all levels. Tourism is considered to be an economic bonanza. It is a multi-segment industry. While gauging the positive economic effects of tourism, we study its contribution to the generation of national income, expansion of employment opportunities, rising of tax revenue, generation of foreign exchange .and transformation of regional economy. Travel & Tourism is an important economic activity in most countries around the world. As well as its direct economic impact, the industry has significant indirect and induced impacts. Indian Tourism offers a potpourri of different cultures, traditions, festivals, and places of interest. There are a lot of options for the tourists. India is a country with rich cultural and traditional diversity. This aspect is even reflected in its tourism. The different parts of the country offer wide variety of interesting places to visit.

Keywords: *Employment opportunities; Foreign versus domestic tourists; GDP; Tourism industry*

Introduction: Throughout the world, tourism brings money to cities and countries. Tourism also provides jobs for the local residents, further benefiting the destination. India has realized the profits available from this sector. Thanks to its growing economy and promoting itself as a culturally rich and diverse nation, India's tourism industry now brings billions of dollars into the economy each year. The growth in the tourism industry is due to the rise in the arrival of more and more foreign tourists and the increase in the number of domestic tourists. Words are few to explain the beauty of India. India is a country with diversified culture and traditions. The natural beauty of India, festivals, dresses, heritage sites of India are very popular among tourists. These things fascinate travelers to come here. India has so many scenic blessed places like Kerala, Darjeeling, Goa, Kashmir, Shimla and Manali. These places are very popular. These places are prime attraction of travelers from across the world. There are also so many other places worth visiting like Delhi Kutub Minar /Agra Tajmahal/Hyderabad Charminar and Salarjung museum /Chennai a city of fine arts / Bangalore., Known as the Garden City for its lush landscape, lakes and temperate climate, it aptly represents India's marriage of past and present./ kerala known as god's own country/ Kolkata was arguably second only to London in administrative importance in the British Empire. Home of luminaries like Rabindranath Tagore, Amartya Sen, Mother Teresa, and Satyajit Ray, the city is often referred to as the "cultural capital of India" etc. The Government of India has established the Ministry of Tourism in order to boost Tourism in India. The Ministry of Tourism has undertaken many projects to showcase India as a perfect Tourist destination and create a visitor-friendly image of the country. The major steps taken by the Government were the "Atithi Devo Bhavah" Campaign which gave a widespread message of "honor your Guest as he is always equivalent to God" and the Incredible India Campaign which was incredibly successful in creating a colorful and a gorgeous image of our country as a perfect holiday destination. Dr. K. Chiranjeevi, Hon'ble Minister for State for Tourism (IC)

launched the Ministry of Tourism's Incredible India 2013 Calendar. The attractive Calendar is based on the theme "Find What You Seek" as part of Phase II of the Incredible India campaign, which was launched during World Travel Mart (WTM), London 2012. This was mainly because of extensive Publicity Campaigns in which the IT industry played a remarkable role.

Methodology: The present study is based on the secondary data published by various agencies and organizations. The present study makes use of data and information provided by, UNWTO, Ministry of Tourism, Ministry of Statistics and Programme Implementation, Newspapers, Magazines, Books, Economic journals and Internet etc.

Initiatives by the government for tourism promotion:

Hunar se rozgar' programme: A special initiative was launched in 2009-10 for the creation of employable skills among youth belonging to economically weaker sections of the society in the age group of 18-25 years (upper age limit raised to 28 years in November, 2010) with the basic objective to reduce the skill gap affecting the hospitality and tourism sector and to ensure the spread of economic benefit of tourism to the poor. The programme offers short duration courses of 6 to 8 weeks which are fully funded by the Ministry of Tourism

Visa on arrival: Considering the importance of Visa facilities in enhancing tourist inflow, the facility of "Long Term Tourist Visas" of five years duration with multiple entries, carrying a stipulation of 90 days for each visit, has been introduced on a pilot basis for the nationals of the 18 selected countries. The findings of an evaluation study conducted by this Ministry has reinforced the belief that the presence of the facility of "Visa on Arrival" (VoA) significantly influences the tourists' travel plans to any country. During 2018, a total number of 21,084 VoAs (Visa on Arrival) were issued as compared to 12,761 VoAs during the corresponding period of 2011, thereby showing a growth of 65%. Efforts are on to extend the VoA facility for the nationals of more countries

Types of tourism in India: India is a country which witnesses a lot of diversity pertaining to its ecology, mythology, history, its geographical diversity in terms of mountains, planes and plateaus and also the medicinal diversity teaching us the Science of Life (Ayurveda). India showcases a variety of tourism options which includes Ecological Tourism, Pilgrimage Tourism, Historical Tourism, Adventure Tourism, Medical Tourism and an upcoming Ayurveda Tourism. So Tourism in India could be broadly classified on the basis of above mentioned categories.

Leisure tourism: Leisure time can be defined as "free time", not doing any work. It is that time to do things that you normally have no time for in your daily life. Leisure tourism includes a holiday with the following: Relaxation Sleep, relax, reading, walk on the beach, taking a scenic drive o Sport activities: hiking, swimming, surfing, running Visit places of interest and local attractions Visiting friends and relatives Shopping for goods that will be used by the tourist.

Business tourism: Business tourism can be defined as "travel for the purpose of business". Business Tourism can be divided into three sections:- (a) Trading for goods to be resold on a wholesale basis. (b) Conduct business transactions. visiting a client, contract negotiations.(c) Attending a conference, exhibition or event associated with their business.

Ecological tourism: The rich diversity in the flora and fauna with a blessing of the beautiful natural attractions has encouraged Ecological Tourism in India. The forests cover on the Andaman and Nicobar islands, Orissa, Meghalaya and the Malabar Coast; the Kaziranga and Jim Corbette wildlife sanctuaries; the mountain ranges in North India and the Hill Stations such as Shimla, Kulu, Manali, Ooty; the Paradise on Earth, Kashmir, the beautiful beaches at Goa and the backwaters of Kerala and much more is nothing but a feast for all nature lovers

Pilgrimage tourism: India has a very strong mythological background and is also known as the LAND OF GODS AND GODDESS. India being the most culturally developed country and the birthplace of many saints, poets and philosophers has marked growth in Pilgrimage Tourism since ancient times itself. Kedarnath, Badrinath, Amarnath, the Golden Temple at Amritsar, Dwarka, Dargahs and Masjids at Delhi and Ajmer, churches and temples at Goa are some of the common tourists' attractions pertaining to Pilgrimage tourism

Historical tourism: India is a land which gave birth to many legendary rulers and warriors creating a glorious historical background. Every city or place in India has a story to tell about its history. The common tourists' attractions for the same include the Taj Mahal at Agra, the beautifully carved Ajanta Ellora and Khajuraho caves, the forts at Delhi, Rajasthan and Maharashtra, one of the oldest and historical cities of India "Madurai" and many more.

Medical tourism: Medical Tourism is an upcoming kind of tourism in India. Due to low cost and efficient medication facilities more number of people all over the world considers India to be a better option for medication purpose. The later part of the paper studies Medical Tourism.

Ayurveda and yoga tourism: Ayurveda may be regarded as the "Science of Life" which was developed long ago in 600 BC. India has witnessed an overall growth in tourist arrivals due to the upcoming; Ayurveda Tourism. The state of Kerala in South India is the popular destination of Ayurveda Tourism. The main focus of Indian Yoga is nothing but simple 'yogasanas' and meditation which rejuvenates one's mind, body and soul. There are many Ashrams in India encouraging Yoga Tourism. The mountain ranges of the Himalayas, Rishikesh, Kedarnath, Gangotri of northern India are some of the places where one can get eternal peace and satisfy their spiritual quest and are the perfect destinations for Yoga Tourism.

Adventure tourism: Due to its geographical diversity India is one of the finest places for Adventure Tourism. Mountaineering, skiing, trekking in the ranges of Himalayas, Camel safaris in Rajasthan, River rafting in the Ganges near Rishikesh, Rock climbing, Wind rafting and much more of an adventure for every adventure lover is bestowed by India upon its Tourists.

Sports tourism: Sports tourism refers to international travel either for viewing or participating in a sporting event. Examples include international sporting events such as the Olympics, world cup (soccer, rugby, and cricket), tennis, golf and Formula 1 Grand Prix.

Wildlife tourism: Wildlife tourism is the observation of wild (non-domestic) animals in their natural environment or in captivity. It includes activities such as photography, viewing and feeding of animals. This form of tourism offers tourists customized tour packages and safaris and is closely associated with eco-tourism and sustainable-tourism. Other minor forms of tourism include Slum tourism, Luxury tourism, Agritourism, Geo-tourism, culinary tourism and many more. Tourism is also a profitable industry for the following sectors: accommodation venues, tour guides, recreation, attractions, events and conferences, food and beverage, transportation and the travel trade.

Tourist attractions in India: 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 colorful 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; centers of pilgrimage for spiritual tourism; heritage, trains and hotels for heritage tourism. Yoga, Ayurveda and natural health resorts and hill stations also attract tourists. The Indian handicrafts particularly, jewelry, carpets, leather goods, ivory and brass work are the main shopping items of foreign tourists. It is estimated through survey that nearly forty per cent of the tourist expenditure on shopping is spent on such items. Despite the economic slowdown, medical tourism

in India is the fastest growing segment of tourism industry, according to the market research report “Booming Medical Tourism in India”. The report adds that India offers a great potential in the medical tourism industry. Factors such as low cost, scale and range of treatments provided in the country add to its attractiveness as a medical tourism destination.

Domestic tourism flows in India: Domestic tourism continued to grow at a double-digit rate in 2018. The growth was driven by rising numbers of people travelling across the country for pilgrimage, wildlife, sightseeing, photography and adventure sports holidays. Some of the other factors also include wider economic growth of the country, rising disposable incomes, formal employment with leave entitlement etc. Domestic tourism also witnessed growth due to increased marketing efforts through television commercials, tour operators and agents of various states highlighting the best tourism experiences on offer. Domestic tourism is expected to grow at a CAGR of 11% in the forecast period in terms of number of trips. The number of holiday takers overall is expected to increase at a CAGR of 5%, boosting domestic tourism. Additionally, disposable incomes will rise, enabling locals to take more trips annually. Furthermore, the weakness of the Indian rupee against the dollar and other currencies will encourage locals to take trips within the country, where their purchasing power will be stronger. (Over 30% Indian tourists are Gujarat's: Tourism ministry) Gujarat comes in ninth place when it comes to attracting tourists from other Indian states and it is nowhere among the top 10 with regards to foreign tourist visits. However, the state takes the top slot when it comes to travelling outside, be it within the country or to international locations, followed closely by Maharashtra. Both, Gujarat and Maharashtra are front runners for offering tourists to domestic and international circuits. Of the overall tourists from India visiting domestic as well as international destinations, nearly 30-40 per cent are from Gujarat. Considering this penchant of Gujarati's for travel, Gujarat Chief Minister Narendra Modi had said during his visit to West Bengal, “Gujarat was never a tourist destination, but Gujarati's are the best tourists.” Apart from Gujarat and Maharashtra, Delhi and West Bengal send the highest number of tourists to various outside destinations. According to tourism ministry data, the number of outbound tourists from India to international destinations increased by 6.7 per cent to 14.92 million in 2018 over the previous year. The ministry data also states that the total number of domestic tourist visits in 2018 was 1.036 billion, that is to say over 1.036 billion domestic tourists travelled to different parts of the country during 2018, up from 850 million travelers in 2017.

Travel and tourism's growth : Tourism is not only a growth engine but also an employment generator. According to the Economic Survey 2017-18, the sector has the capacity to create large scale employment both direct and indirect, for diverse sections in society, from the most specialized to unskilled workforce. It provides 6-7 per cent of the world's total jobs directly and millions more indirectly through the multiplier effect as per the UN's World Tourism Organization (UNWTO). Completely skipping India because of so many incidents of rape and molestation that came to light last year,” he said. The travel companies were hoping that because of the rupee depreciation, inbound tourism would get a major boost in 2018. It shows the Plummeting growth of Foreign Tourist Travels. However, as challenges persist, most are now pinning their hopes on 2019. “In the last one year, inbound tourism has not grown to our expectations due to sluggish economic climate in source markets. We believe this will change and Indian tour operators will reap the benefits of this revival. Another factor that will help India is the depreciation of the rupee by 13 per cent, which will boost inbound tourism in the 2018-19 seasons,” said Arup Sen, director (special projects), Cox & Kings. The decreasing trend of GDP as compared to 2015-16. Foreign exchange earnings from tourism in 2018 grew 2.3 per cent to \$18.1 billion, compared to a growth of seven percent in the previous years.

Travel and tourism's contribution to GDP: Travel and tourism play an important role in India's economy; compared with other nations, India ranks 14th in the world in terms of its tourism sector's contribution to the GDP. At time of publication, the World Travel and Tourism Council predict India will sustain the fifth largest amount of growth in the tourism sector of any country. Tourism can offer direct and indirect aid to a nation's economy. Direct benefits include economic support for hotels, retail shops, transportation services, entertainment venues and attractions, while indirect benefits include government spending on related infrastructure, plus the domestic spending of Indians employed in the tourism sector. The share of Travel & Tourism spending or employment in the equivalent economy-wide concept in the published national income accounts or labour market statistics. Travel & Tourism Total Contribution to GDP in 2014. Of India. Visitor exports are compared with exports of all goods and services Domestic Travel & Tourism spending is compared with GDP Government individual Travel & Tourism spending is compared with total government spending Internal Travel & Tourism consumption is compared with total internal consumption (i.e. Total domestic spending plus total export). The Travel & Tourism Total Contribution to GDP in local currency units in 2014 in India. Leisure Travel & Tourism contribution to GDP is compared with total GDP Business Travel & Tourism contribution to GDP is compared with total GDP Travel & Tourism capital investment spending is compared with all fixed investment spending

Impacts of tourism on the economy: Tourism can bring many economic and social benefits, particularly in rural areas and developing countries, but mass tourism is also associated with negative effects. Tourism can only be sustainable if it is carefully managed so that potential negative effects on the host community and the environment are not permitted to outweigh the financial benefits. Tourism industry in India has several positive and negative impacts on the economy and society. These impacts are highlighted below.

Positive impacts:

1. Generating Income and Employment: Tourism in India has emerged as an instrument of income and employment generation, poverty alleviation and sustainable human development. It contributes 6.23% to the national GDP and 8.78% of the total employment in India. Almost 20 million people are now working in the India's tourism industry.

2. Source of Foreign Exchange Earnings: Tourism is an important source of foreign exchange earnings in India. This has favorable impact on the balance of payment of the country. The tourism industry in India generated about US\$100 billion in 2008 and that is expected to increase to US\$275.5 billion by 2018 at a 9.4% annual growth rate.

3. Preservation of National Heritage and Environment: Tourism helps preserve several places which are of historical importance by declaring them as heritage sites. For instance, the Taj Mahal, the Qutab Minar, Ajanta and Ellora temples, etc. Would have been decayed and destroyed had it not been for the efforts taken by Tourism Department to preserve them. Likewise, tourism also helps in conserving the natural habitats of many endangered species.

4. Developing Infrastructure: Tourism tends to encourage the development of multiple-use infrastructure that benefits the host community, including various means of transports, health care facilities, and sports centers, in addition to the hotels and high-end restaurants that cater to foreign visitors. The development of infrastructure has in turn induced the development of other directly productive activities.

5. Promoting Peace and Stability: Honey and Gilpin suggests that the tourism industry can also help promote peace and stability in developing country like India by providing jobs, generating income diversifying the economy, protecting the environment, and promoting cross-cultural awareness.

However, key challenges like adoption of regulatory frameworks, mechanisms to reduce crime and corruption, etc., must be addressed if peace-enhancing benefits from this industry are to be realized.

Negative impacts:

1. Undesirable Social and Cultural Change: Tourism sometimes led to the destruction of the social fabric of a community. The more tourists coming into a place, the more the perceived risk of that place losing its identity. A good example is Goa. From the late 60's to the early 80's when the Hippy culture was at its height, Goa was a haven for such hippies. Here they came in thousands and changed the whole culture of the state leading to a rise in the use of drugs, prostitution and human trafficking. This had a ripple effect on the country.

2. Increase Tension and Hostility: Tourism can increase tension, hostility, and suspicion between the tourists and the local communities when there is no respect and understanding for each other's culture and way of life. This may further lead to violence and other crimes committed against the tourists. The recent crime committed against Russian tourist in Goa is a case in point.

3. Creating a Sense of Antipathy: Tourism brought little benefit to the local community. In most all-inclusive package tours more than 80% of travelers' fees go to the airlines, hotels and other international companies, not to local businessmen and workers. Moreover, large hotel chain restaurants often import food to satisfy foreign visitors and rarely employ local staff for senior management positions, preventing local farmers and workers from reaping the benefit of their presence. This has often created a sense of antipathy towards the tourists and the government.

4. Adverse Effects on Environment and Ecology: One of the most important adverse effects of tourism on the environment is increased pressure on the carrying capacity of the ecosystem in each tourist locality. Increased transport and construction activities led to large scale deforestation and destabilization of natural landforms, while increased tourist flow led to increase in solid waste dumping as well as depletion of water and fuel resources. Flow of tourists to ecologically sensitive areas resulted in destruction of rare and endangered species due to trampling, killing, disturbance of breeding habitats. Noise pollution from vehicles and public address systems, water pollution, vehicular emissions, untreated sewage, etc. Also have direct effects on bio-diversity, ambient environment and general profile of tourist spots.

Results and Discussion:

Environmental degradation, (Pollution) due to tourism should be taken into consideration while promoting tourism. Eco-friendly tourism should be promoted. Wildlife environment should be taken into consideration while promoting tourism. Because Wildlife viewing puts stress on animals and has changed their behavioral patterns. Noise and commotion created by tourists have adverse effect on their behavioral pattern. Litter, impact on tourism should be taken into consideration while promoting tourism. Because the most common impact of tourism is litter, and its effect is almost instant. By employing local people to help clean it up, making their lives slightly easier and more comfortable. Aggressive advertisement campaigns on the tourist destinations should be made to attract more and more tourist. Airport procedures should be simplified. In nutshell if one wants to enjoy nature one must preserve it, otherwise all the exotic destinations will become extinct and the world will not be a beautiful place to live in. Eco friendly tourism should be promoted all over the world and if marvels of nature should be preserved, tourism should take into account the principle and process of sustainable consumption.

Conclusion: India could be a country with varied culture and traditions. The natural fantastic thing about India, festivals, dresses, heritage sites of India area unit extremely popular among tourists.

Kerala, Darjeeling, Goa, Kashmir, Shimla (I am simply having few names) and Manali area unit best scenic places in India. Commercial enterprise business in India has large potential for generating employment and earning great amount of interchange besides giving a positive stimulus to the country's overall economic and social development. Promotion of touristy ought to be done in order that commercial enterprise in India helps in protective and sustaining the variety of the India's natural and cultural environments. commercial enterprise in India ought to be developed in such means how some way the way the simplest way} that it accommodates and entertains guests in an exceedingly way that's minimally intrusive or harmful to the setting and sustains & supports the native cultures within the locations it's operational in. commercial enterprise could be a multi-dimensional activity, and essentially an industry. All wings of the Central and State governments, non-public sector and voluntary organizations ought to become active partners within the endeavor to realize property growth in commercial enterprise if India is to become a world player within the commercial enterprise business.

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HUMAN RESOURCE MANAGEMENT AND TOURISM**Dr. Golhar Sandip Bhonjiba***S.N.T College of Education, Bhor.****Abstract***

The art of managing the organization's relationship with the customers refer to customer relationship management. Customer relationship management includes various strategies and techniques to maintain healthy relationship with the organization's existence as well as potential customers. Organizations must ensure that customers are satisfied customer brings ten new customers with him where as one dissatisfied customer takes away ten new customers with him where as one dissatisfied customer takes away ten customers along with him.

Concept of CRM: Every business emphasizes on long term relationship with customers to nurture its stability in today's booming market. Customer's expectations are now not only limited to get best products and services, but they also need a one or face business in which they want to receive exactly what they demand and in a quick time. Customer Relationship Management is an upright concept or strategy set relations with customer and at the same time minimizing cost and enhancing productivity and profitability in business. An ideal CKM system is a centralized collection all data sources under an organization and provides an atomistic real time vision of customer information. A CRM system is not only used to deal with the existing customers but is also useful in

Acquiring new customers

Need for Customer Relationship Management

- Customer Relationship management leads to satisfied customers and eventually higher business every time.
- Customer relationship management goes a long way in retaining existing customers.
- Customer relationship management ensures customers return back to take services again with a smile.
- Customer relationship management enhances the relationship between the organization and customers.

Steps to Customer Relationship Management

It is essential for the sales representatives to understand the needs, interest as well as budget of the customers.

Never lies or give false information to the customers.

Convey them only what your product offers. Don't tell fake stories or ever try to fool them.

Do not make customers waiting

Sales professionals should reach meetings on or before time. Make sure you are there at the venue before the customer reaches.

Think form the customer's perspective don't only think about your own targets and incentives but think about customers also. Only suggest customers what is right for the customer. Don't sell an expensive product to a customer having low income. He would never come back to you and your organization would lose one of its esteemed customers.

Don't oversell.

Don't push customers t buy forcefully if a customer needs something, he will definitely purchase the same. Never irritate the customer or make his life hell. Don't call him more than twice in a single day.

An individual needs time to develop trust in you and your product

Give your customer time to think and decide to buy your product or take your service

Never be rude to customers.

Handle customer patiently and care. Never lose temper on the customers.

Attend sales meeting with a cool mind.

Greet the customers with a smile and try to solve their queries at the earliest.

Keep in touch with the customers even after the deal

Devise customer loyalty programs for them to return to your organization. Give them bonus points or gifts on every second purchase.

The sales team should be very well trained to how to interact with the customers.

Remember customers are the assets of every business and it is important to keep them happy and satisfied for successful functioning of organization.

Customers to keep the business going under and good relationship by fulfilling mutual needs of buying and selling

The concept of customer lifetime value, the money value of a customer relationship over time, has evolved to enable confidence of direct marketers the opportunity to differentiate the profit potential for each of the various market segments that they serve. Loyalty marketing has always focused on the fact that retaining and improving business with current consumers costs less than acquiring new customers. Customer retention, as a strategy, is founded on the ability to segment an differentially target current users to improve the value of the relationship for both seller and buyer.

Trust: Trust means confidence and security in any relationship and can be said as the biggest investment in building long term relationships. Trust is developed between the two parties when they experience satisfied relations between each other. As a result of knowing more about each other, all the doubts and risks are minimized and leads to unavoidably smooth business. Lack of trust on the other hand will make the relationship foundation weak and chances of uncertainty and conflicts increases.

Commitment: Commitment is yet another reason that should be achieved to set a long term mutual relationship commitment can only be gained when there is mutual trust and the two parties come together to share their values. In a committed relationship both suppliers and customers try to stronger and stronger. Relationship is always mutual or reciprocal so it is important for both supplier and customers to stick to common aim to have better relationship among each other. There is lots of investment of cost, efforts and time in developed relationship between the two parties but the outcome is always exacted.

Features of CRM: Customer relationship management is a strategy which is modified by an organization to manage and look for its customers in an efficient manner for achieving excellent business. It is primarily associated with following features.

Customer's needs: An organization can never assume what actually a customer needs hence it is extremely important to know a customer about all the likes and dislikes so that the actual needs can be known. Without knowing the actual needs it is difficult to serve the customer effectively and maintain a long-term transaction.

Customer's response: Customer response is the response given by the organization to the queries and activities of the customer. Dealing with these queries cleverly is very important as small misunderstandings could convey unlike perceptions. Success totally depends on the understanding and interpreting these queries and then working out to provide the best solution. During this situation if the supplier wins to satisfy the customer by properly answering to his queries he succeeds in developing a professional and emotional relationship with him

Customer satisfaction

Customer satisfaction is evaluation of how the needs and responses are collaborated and delivered to achieve customer expectation. In today's competitive business marketplace, customer satisfaction is

an important performance example and basic differentiator of business strategies. Hence the more is customer satisfaction the more is the business and the bonding with customer.

Customer loyalty: Customer loyalty is the tendency of the customer to remain in business are collaborated and by the products on regular basis this is usually seen when a customer is very much satisfied by the supplier and visits again the organization for business deals, or when he is tends towards repurchasing a particular product or brand over times by that supplier. To continue the customer loyalty the most important aspect an organization should focus on is customer satisfaction. Hence customer loyalty is an influencing aspect of crm and is always crucial for business success.

Customer retention: Customer retention is a strategic process to maintain or retain the existing customers and not letting them to deviate or defect to other suppliers or organization for business. Usually a loyal customer tends towards sticking to a particular brand or product as far as h8is basic needs continue to be properly fulfilled. He does not take a risk in going for a new product. More is the possibility to retain customers the more is the probability of net growth of business.

Customer complaints: Always there has a challenge for suppliers to deal with complaints by customers normally raising a complaint indicates the act of dissatisfaction of the customer there can be several reasons for a customer to launch a complaint. A genuine reason can also exist due to which the customer is dissatisfied but sometimes complaints are launched due to some sort of misunderstanding in knowing and interpreting the conditions of the deal provided by the supplier regarding any product or service. Handling these complaints to ultimate satisfaction of the customer is substantial for any organization and hence it is essential for them to have predefined set of process In CRM to deal with these complaints and efficiently resolve within time

Customer service: In an organization customer service is the process of delivering information and services regarding all the products. Customer satisfaction depends on quality of service provided to him by the supplier provided to him by the supplier the organization has not only to elaborate and clarify the detail of the services to be provided to the customer but also to follow with the conditions as well. If the quality of service go beyond customer's expectation, the organization is supposed to have a good business with customers.

Let it be a newly brought up enterprise or a well-established organization the above aspects prove to be of prime importance in dealing with a genuine customer through a well-organized CRM system

Importance of CRM: Customer relationship management is the strongest and the most efficient approach in maintaining and creating relationships with customers. Customer relationship management is not only pure business but also strong personal bonding within people. Development of this type of bonding drives the business to new levels of success.

Once this personal and emotional relation is built, it is very easy for any organization to more the sophisticated strategies involved in implementing the customer relationship management, the more strong and fruitful is the business.

Marketing and CRM: CRM leverages and amplifies customer base of an organization through effective and efficient marketing in fact CRM has brought up new scope in the field of marketing by significantly improving marketing functioning and execution CRM associate marketing strategies like direct marketing web marketing e-mail marketing etc. have been matured during the recent past. These marketing strategies are more promising as compared to the traditional ways on marketing as they help delivering higher up performance business.

The various kinds of CRM oriented marketing are discussed below.

Web marketing: With the growing popularity and dependability of web customers are opting towards web marketing or web shopping this helps both customers and suppliers for easy transaction

in real time environment from their own locations. Some of the major advantages of web marketing are listed below.

Web marketing is relatively very less costly as it reduces the cost for physically reaching to the targeted customers for interaction.

In web marketing suppliers can reach to more number of customers in lesser amount of time the online marketing advertisement can be easily traced, calculated and tested.

The selection of any product or brand by a customer is simplified due to proven online marketing Campaign are more promotional as compared to manual campaigns.

Email Marketing: Marketing through email has turned out to be more effective and inexpensive as compared to mail or phone based marketing strategies. Email marketing is direct marketing which is data driven and leads to more accurate customer response and effective fulfillment of customer needs. More attractive ways include newsletters, sending of a coupons, e cards provision of saving events into calendars etc.

Knowing customers buying behavior online: A CRM system provides a base to analyze the customers buying behavior online this interactive strategy provides great accuracy with high speed which includes profiling services finishing elaborated information regarding customers purchasing habits or behavior. Individualized analysis of this behavior also helps to identify to which product or brand the customers are more tended

Forecasting future marketing strategies: Marketing strategies keeps on changing according to the demand and behavioral change of customers. CRM market forecasting techniques help to understand this change through failure and statistical analysis of customer behavior online. These are some complex but more accurate analysis techniques provided by CRM system which are proved to be one of best marketing strategies. This innovative approach is carried out with greater risks but is believed to outturn amazing rewards.

Summary: thus tourism management is essential part of country economic development.

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INDIA IS AN EMERGING TOURIST COUNTRY

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Abstract

Present Situation and Features of Tourism in India

Today tourism is the largest service industry in India, with a contribution of 6.23% to the national GDP and providing 8.78% of the total employment. India witnesses more than 5 million annual foreign tourist arrivals and 562 million domestic tourist Visits. The tourism industry in India generated about US\$ 100 billion in 2008 and that is expected to increase to US\$275.5 billion by 2018 at a 9.4 annual growth rate. The Ministry of Tourism is the nodal agency for the development and promotion of tourism in India and maintains the "**Incredible India**" campaign.

According to World Travel and Tourism Council, India will be a tourism hotspot from 2010-2020, having the highest 10-year growth potential. As per the Travel and Tourism competitiveness Report 2009 by the World Economic forum, India is ranked 11th in the Asia Pacific region and 62nd overall, Moving up three places on the list of the world's attractive cultural resources, with many **world Heritage sites**, both natural and cultural, rich fauna, and The India travel and tourism industry ranked 5th in the long-term (10 year) growth and is expected to be the second largest employer in the world by 2019.

Moreover, India has been ranked the "best country brand for value-for-money" in the Country Brand Index (CBI) survey conducted by **Future Brand**, a leading global brand consultancy. India also claimed the second place in CBI, s "best country brand for history" as well as appears among the top 5 in the best country brand for authenticity and art & culture, as well as appears among the top 5 in the best country brand for authenticity and art & culture, and the fourth best new country for business. India made it to the list of "rising starts" or the countries that are likely to become major tourist destinations in the next five years, led by the United Arab Emirates, China, and Vietnam. [www.ibef.org/industry/tourismhospitality.aspx]

Tourist Attraction in India: India is a country known for its lavish treatment to all visitors, no matter where they come from. Its visitor-friendly traditions, verified life style and cultural heritage and colorful fairs and festivals held abiding attraction for the tourists. The other attractions include beautiful beaches, forests and wild life and landscape for eco-tourism; snow, river and mountain peaks for adventure tourism; technological parks and science museums for science tourism; centers of pilgrimage for spiritual tourism; heritage, trains and hotels for heritage tourism. Yoga, ayurveda and natural health resorts and hill stations also attract tourists.

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

Despite the economic slowdown, *Medical tourism* in India is the fastest growing segment of tourism industry, according to the market research report "Booming Medical Tourism in India" low cost scale and range of treatments provided in the country add to its attractiveness as a medical tourism destination.

Growth of Tourism in India: The growth of tourism in India can be discussed on the following grounds:

Foreign Tourist Arrivals: The large number of tourists is visiting India from various countries as are shown with help of following table 1.1. It is clear from the table that since 1991 the number of foreign tourist arrivals in India is constantly on rise. Though there was a little drop in the year 2009 as foreign tourist arrivals were 5.11 million as against 5.28 million in 2008 but again in the year 2010 the number of foreign tourist arrivals picked momentum and were noted as 5.78 million and 6.29 in the year 2011.

Table 1.1 Arrivals of foreign Tourists Arrivals in India

Year	Arrivals (in millions)
1991	1.68
1992	1.87
1993	1.76
1994	1.89
1995	2.12
1996	2.29
1997	2.37
1998	2.36
1999	2.47
2000	2.62
2001	2.54
2002	2.38
2003	2.41
2004	3.36
2005	3.92
2006	4.45
2007	58.08
2008	5.28
2009	5.11
2010	5.78
2011	6.29

Sources:

- 1) Department of Tourism Annual Report and tourism Highlights UNWTO.
- 2) Bureau of Immigration, Govt. of India for 1997-2008.
- 3) Ministry of Tourism, Govt. of India for 2009 and 2011.

Foreign Exchange Earnings: Tourism in India has emerged as the largest net foreign exchange earner. The 1.2 indicates the data regarding foreign earnings of India during last 15 years. The table indicates that in India the contribution of foreign exchange earnings from tourism have increased manifold since 1997 and have reached 14.27 US billion dollars in 2011.

Table 1.2 Foreign Exchange Earnings in India from Tourism

Year	Earning of Foreign Exchange (US Billion Dollar)
1997	2.89
1998	2.95
1999	3.01
2000	3.46
2001	3.19
2002	3.10
2003	4.46
2004	6.17
2005	7.49
2006	8.63
2007	10.72
2008	11.83
2009	11.52
2010	13.54
2011	14.27

Source:

- 1) Department of tourism annual report and tourism highlights UNWTO.
- 2) Bureau of Immigration, Govt. Of India for 1997 - 2008.
- 3) Ministry of Tourism, Govt. of India for 2009 and 2010.

Seasons for Tourists Arrival in India:

The table 3.3 below shows the peak season of foreign tourist arrivals in India. It clearly indicates that India's fairs and festivals attract tourists from various corners of the world and the period from October to March is the peak season of foreign tourists' arrivals in India.

Table 1.3 Peak Seasons for Tourists Arrival in India

Months	Reasons
October-November	Maximum festivals Dusshers, Durga Pooja, Diwali, pushkar fair (in Rajastan)
December	Christmas
January	Republic Day, Lohri
march	Holi

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MATHEMATICAL ABILITY ENHANCED HUMAN RESOURCE FOR TOURISM INDUSTRY IN INDIA

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Abstract

Tourism industry is the fastest growing industry in the world. This sector provides lot of employments and foreign currency in India. The sector needs skill based human resources. There are various employments specialized areas such as human resource management, hotels and hospitality, traveling agency and financial management, mathematical and statistical data analysis etc. The researcher has focused only mathematical ability enhanced human resource. The present research paper deals with conceptual aspects of employment opportunities.

Keywords: *Mathematical Ability, Human Resource, Tourism Industry in India, Requirement of Employees in Tourism Industry.*

1. Introduction: Looking at the mathematical ability currently required in this sector, and at how they have evolved in the last decade, it is clear that, for the foreseeable future, many jobs will continue to demand little in the way of intermediate, let alone advanced, mathematical ability. The study intends to explore the human resource managers' perceptions of the tourism and Educational Research International.

2. Mathematical Ability

a. Mathematical Ability defined as the ability to obtain, process, and retain mathematical information. (Krutet skill 1976; Vilkomir and O Donoghue 2009)

b. The capacity to learn and master new mathematical ideas and skill. (Koshy et al. 2009)

Mathematical ability means the ability to recognize number, identify their relative values and understand how to flexible apply them in various way, such as counting, mental computation, measuring or estimating. Calculating and monitoring quantifiable variables (of a hotel's performance) Modelling (designing and maintaining models for room rates) Identifying trends statistically Appreciating and using (informal) concepts of risk and probability Design and costing of capital investments Rapid mental calculation and approximation

3. Human Resource: William R. Tracey, in "The Human Resources Glossary," defines Human Resources as: "The people that staff and operate an organization," as contrasted with the financial and material resources of an organization. A human resource refer a single person or employee within your organization. Human resource is more people you employ. Human Resources are also the function in an organization that deals with the people and issues regarding to people such as compensation and benefits, recruiting and hiring employees, onboarding employees, performance management, training, and organization development and culture.

4. Tourism Industry in India: Tourism means a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/ professional purposes. These people said visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure (United Nations World Tourism Organization, 2008). In simple words, travel and tourism mean basically the opposite sides of the same coin, as travel gives us lifelong memories filled with adventure, on the other hand, tourism delivers us the platform to fulfil our career goals in the field of Hospitality industry. India has the largest democracy in the world. It is gifted with rich cultural heritage, splendid geographical location and wide variety of flora and fauna which makes it one of the finest destinations in the world to explore. In recent years, travel and

tourism has become one of the largest service industries in India "Athithidevo Bhava" these are not only the two words but the complete gesture of hospitality in itself for the tourists of any place. The hospitality industry is a broad category of fields within the service industry that involves lodging, event planning, theme parks, transportation, cruise line, and additional fields within the tourism industry.

5. Requirement of Employees in Tourism Industry: There are jobs as Reservation and counter staff, Sales and marketing staff, Tour Planners and Tour guides. There is also the requirement of Information assistants at the office of the Tourism departments who are selected through competitive examinations held by the Staff Selection Commission. The option of working as a Guide is also listed under the tourism department as the Ministry of Tourism recognizes three types of guides; regional, state and local.

6. Conclusion: The most significant outcome of the research paper is to make aware the young generation about tourism and tourism industry. It is considered as a vital mathematical ability which the tourism and hospitality graduates in the industry. Eventually, it needs to be given serious attention by the education institutions in the planning and designing of the curriculum. Putting the mathematical ability in specific courses would significantly assist in producing graduates who are qualified to perform within the industry environment. a continuous lifelong learning process for all stakeholders in the industry as to produce more quality and qualified employees. It can be concluded that the tourism and hospitality graduates need to prepare themselves in advance with specific mathematical abilities before entering the industry

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GANDHARPALE CAVES: A PLACE OF HERITAGE TOURISM IN RAIGAD DISTRICT**Dr. Janardan K. Kamble***HOD & Associate Professor, in History Vasant Rao Naik College, Murud-Janjira –Raigad Affiliated to University of Mumbai***Abstract**

Tourism today is not only an entertainment activity it has been an integral part of Indian Culture and Tradition. Tourism in Maharashtra has grown over the years, with each region of Maharashtra contributing something to its splendour and exuberance. There are many famous tourist places in Maharashtra like hill stations, religious places. To study heritage tourism at Gandhar Pale is the main objective of this paper. This paper is entirely based on secondary sources data which was collected from books, Journals, websites etc. Caves at Gandhar Pale near Mahad Town are selected as a study region for this paper which attracts tourists as place of heritage.

Keywords: *Tourism, Traveller, Caves.*

Preface: Heritage tourism is one of the tourism branches that have long contributed to appeal the tourist destination and acts as important marketing tool to attract tourist especially with special interests in heritage and arts. Indian tourism industry has been growing at rapid pace.¹ It occupies prominent place in the state agenda as a crucial engine for income and employment. Heritage tourism is a strong motivation for the tourist to visit India. Tourism also promotes communal harmony and national unity² Heritage tourism is travelling to experience the places and activities that authentically represent the stories and people of the past and present, which include historic, cultural and natural attractions³. Konkan attracts thousands of tourists from across the world every year. It offers natural attractions in the form of forts, caves, palaces, lakes, beaches, hill stations, wild life sanctuaries and rock cut architecture etc

Tourism: A Historical Perspective: Tourism is as old as mankind. In olden times, people travelled by for pilgrimages or government messengers or as traders or as a marching army. Peoples stayed at Sarais or Dharmshalas. Very little have changed in the form of needs of travellers, Sarais were replaced by Hotels and Traditional transport by Air, Trains, Buses and The guides, Priests, Leaders of Caravans by travel agents. Early travels were due to trade and Commerce. India attracted not only invaders like Alexander, Sultan Mohammad and others but also travellers like Huen-Tsang, Marco polo, Vasco-da-Gama etc. In the past the travel was undertaken not for the purpose of pleasure but with the intensions like Trade, Pilgrimages. Some also travelled for knowledge and motivated by the desire to explore new lands⁴. Thereafter, during the 18TH Century, a new concept emerged in the form of Annual Holidays. Industrial revolution provided impetus to Tourism. Long distance travel became comfortable, attractive, safer and faster by the growth of Railroads and Airways

Raigad District: Raigad District in the state of Maharashtra, India, was renamed after Raigad fort which was the capital of the Maratha king Shivaji Maharaj. Raigad District is well connected by road and rail. It is also well connected with Mumbai by sea e.g. Uran-Mora, Alibaug- Rewas. Soon a new Airport at Panvel will connect it by air to rest of the world. Tourism in Raigad District in Maharashtra is replete with tourist spots like Matheran, Jagadishwar temple, Jijamata Palace Birla Ganesh Temple, Hari-Hareshwar beach, Karnala Bird Sanctuary, Raigad Museum, Raigad Fort, Varad Vinayak Ganpati Mandwa, Kihim Beach, Karnala Bird Sanctuary and many other spots. The best heritage Tourist sites in Raigad district can attract large number of people with similar or different interests like fort of Raigad, Kolaba, Janjira, Korlai etc. or like ancient caves at Kuda and Gandhar Pale⁵

Buddhist Architecture: Three types of structures are associated with the religious architecture of early Buddhism: monasteries (Viharas), places to venerate relics (stupas), and shrines or prayer halls (Chaityas, also called chaitya grihas), which later came to be called temples in some places. Stupa is a dome shaped building erected as Buddhist Shrine. The shape of Stupa represents the Buddha, crowned and sitting in meditation posture on a lion throne. At its simplest, a stupa is a dirt burial mound faced with stone. In Buddhism, the earliest stupas contained portions of the Buddha's ashes, and as a result, the stupa began to be associated with the body of the Buddha. Adding the Buddha's ashes to the mound of dirt activated it with the energy of the Buddha himself. Viharas were for the purpose of living, Chaityas were assemblies for the purpose of discussions. Both early Chaityas and Viharas were made by woods and later stone-cut Chaityas and Viharas were made. Chaitya was a rectangular prayer hall with a Stupa placed in the centre, the purpose was prayer

Buddhist Gandhar Pale Caves: Often the oldest Buddhist rock-cut caves were made near port cities and on ancient trade routes. It seems that Gandhar Pale Caves were not an exception to this. These caves are quite close to Mahad Town that provide the dual pleasure of beautiful and natural surroundings and of academic interest in terms of their architectural design. The town lies on the right bank of the Savitri River thirty-four miles east of Bankot, just above its meeting with the Gandhari. Mahad is said to have been once known by the name of Mahikavati. Its situation at the head of the main channel of the Savitri, and the group of early (about A.D. 100) Buddhist Caves in Pale hill about two miles to the north-west of the Mahad which mark Mahad as an early trade centre. The caves are considered to date from the first to the third century after Christ, and the town, or more properly the suburb, of Pale, seems to be mentioned in Ptolemy (A.D. 150) as Balipatna, and in the Periplus, about a hundred years later, as Palaipatmai. In 1588 De Castro mentioned it as a large town with a great trade in wheat. The Savitri was also called the river of honey; because honey was a great article of trade during the latter part of the seventeenth century its nearness to Raigad, Shivaji's capital, increased the importance of Mahad. Shivaji often lived at Mahad.⁶ Mahad has still a large export and import trade. The name Pale appears as Valipavana or Palipattana, in a copperplate of Anantdev, the fourteenth prince of the northern Silahara family (A.D. 1094) where it is mentioned as the native place of the chief minister. No further mention of Pale has been traced till 1774, when Forbes wrote: "The excavated mountain is about a mile from the town of Marre (Mahad), of great height and difficult ascent. Like the excavations at Salsette and Elephanta there are temples and habitations hewn out of the solid rock. The principal temple is sixty feet long, thirty broad, and ten in height; the roof and sides are not ornamented, but at the termination is a large image, seated on a throne with a smaller figure on each side, and two mutilated animals under his feet; the light is admitted through a range of pillars forming a grand entrance. The caves are cut in the almost perpendicular scarp of the hill and face east. The first twenty are in the upper scarp and the remaining eight about thirty feet lower.

CAVES: Pale Caves are rock-cut 24 caves. All caves are located in compact groups which are cut in the almost perpendicular scarp of the hill and face east. The first twenty are in the upper scarp and the remaining eight about thirty feet lower. Beginning from the south end of the series, Cave I⁷ is the largest and perhaps one of the latest of the group. Its veranda, fifty-three feet by eight, is supported by six pillars and two end pilasters. Of these only the south pilaster and the next pillar have been finished; the others are merely blocked out square mass. The finished pilaster has a narrow band of leaf ornament at the top, and another similar band about three feet from the bottom, with a line of beads or flowers over the lower band. The finished pillar is square at the base to a

height of three feet; above this, is an eight-sided band six inches broad, then three feet two inches of the shaft is sixteen-sided, returning through another eight-sided back to the square form. Three doors and two windows in the back wall of the veranda open into a large hall fifty- seven feet wide along the front wall and sixty-two feet at the back, by about thirty-four feet deep, with an average height of ten feet four inches. Round all four sides of the hall runs a low bench. In the south wall four cells have been begun but none of them are finished. In the back wall, at each end, are the beginnings of four more cells; while in the Centre is the entrance to the shrine, with a window at each side. The shrine measures twenty feet by seventeen and has a square mass of rock in the Centre rising to the roof. On the front of this mass of rock is sculptured an image of Buddha seated with wheel and deer beneath, fly-whisk bearers at his side, and demigods or *vidyadharas* above. On the south and north faces are other fly-whisk bearers and on the back face is roughly blocked out the form of a sitting Buddha. Everything about this cave shows that it was left unfinished. In front of cave I. at a lower level are three reservoirs, each about fourteen or fifteen feet square. Two have small square entrances; the third is perhaps partly broken. Cave II. is close to the north above cave I. It has two pillars in front of a small veranda, Cave III. is close to cave II. It has been very carefully finished, and is the most perfect of the series. In front is a raised veranda, beyond the front of which the rock projects a good deal giving ample shade. In the veranda are two pillars with square bases and eight-sided shafts. At the right end of the veranda is an irregular recess containing a seat beaded and with pilasters. There are beaded seats also inside the veranda curtain. The wall of the veranda has been plastered and panelled in the Muhammadan window pattern. From the right side of the court of this cave, in front, stairs led to cave IV and to the reservoirs in front of cave I. These stairs are now broken away. Caves IV & V are at a considerably lower level. Cave IV has two broken pillars in front of the veranda. A door in the back wall, with sockets for posts in the floor and ceiling, leads into a small room. Cave V. consists of a veranda and a hall. It has two eight-sided columns and two square pilasters with the usual double-horn ornament. The veranda wall has, been hewn very smooth and there is a curtain between the pillars and pilasters with bench inside. A door in the back wall of the veranda with sockets leads to a rough clay-plastered hall.⁸ Cave VI. is a recess in the rock, perhaps an unfinished cave, on about the same level as the cisterns in front of cave I. Cave VII. is a larger roughly finished cell with veranda and Cave VIII. is a larger irregular excavation with a veranda. Cave IX. is a *chaitya* which consists of a veranda, a middle hall with cells in the side walls, and a shrine with a *daghoba* behind. The two pillars in front of the veranda are destroyed, but part of the capital of one still attached to the ceiling and portions of the bases, show that they were of the old pot or *lota* shape like the pillars in Nasik cave X. and in some of the Junnar caves. The shrine once contained a relic-shrine, or *daghoba* of which the only traces are the umbrella left in the roof and the rough surface of the floor. On the back wall is an inscription of four lines and two letters which from the form of the Cave X is south from and above the level of cave IX. The Cave XI is like cave IX, but, between the pillars and pilasters, is a low curtain carved on the outside with the rail pattern, but much destroyed. Caves XII. & XIII have each two eight-sided pillars and two, pilasters in front of the veranda and inside an oblong hall with a stone bench. Cave XIV is similar in plan to cave X. Cave XV and Cave XVI is a recess relic-shrine or *daghoba* in half relief. The plinth of the relic-shrine is surrounded at the upper edge by a plain rail pattern, and the tee is crowned by five thin slabs or plates, the top plate touching the roof. Cave XVII consists of a veranda with two broken eight-sided pillars. Cave XVIII. Is unfinished, Cave XIX. Is similar to caves IV and XIV and Cave XX is in the same style and Cave XXI is only the beginning of a cave. In the lower scarp, about thirty feet below caves I-XXI, is a group of eight caves. Cave XXII at the south end of the group, is a small room. The Round the upper edge of the plinth of the

relic-shrine is a band of rail pattern. On the north wall is carved a figure of Buddha, seated with dangling legs with attendant fly-whisk bearers, and demigods, the latter holding a crown or mitre over his head. Over the demigods, a flower wreath or *torana* comes out of the mouths of alligator on either side. These images are a later addition, the work of Mahayana Buddhists of about the fifth or sixth century. In the south wall is a cell with a stone bench.⁹ Cave XXIII is a plain veranda with a cell containing a stone bench. Cave XXIV it is a copy of cave XI with the rail pattern on the outer side of the veranda curtain. Cave XXV was a chamber of which the front has fallen. There are two cells in the back wall of the chamber. Cave XXVI. is a cell with a square window. Cave XXVII is a room with a window on each side of the door and a cell at the back with stone benches in both. Cave XXVIII consists of a veranda on the north, is an inscription in six lines. As the latter part of each line has peeled off the full meaning of the inscription cannot be made out. It seems to record the dedication of a cave and of a Chetiya Kodhi together with an endowment of land for the worship of Buddha. The giver's name may be Vadasiri. In the first line are the names of the householder and Seth Sangharakshita and the first syllable of his son's name Vi and Vadasiri was probably his wife. Cave XXIX. is a room with a window to the south of the door and a cell in the back wall. Near the bottom of the hill are two small and plain relic-shrines or *daghobas* hewn out of single blocks, severed from their bases.

Historical Importance: These caves have a history dating back to 1st Century B.C. The record shows that Pale was one of the seats of learning. In the beginning, the simple unadorned caves were probably meant to shelter wandering ascetics during the rains, but with time, a monastic settlement began taking shape. Archaeologists believe that caves were inhabited round the first century A.D.¹⁰ several factors have made the Pale caves area ripe for a monastic settlement. The forest area was well suited to a life of ascetics and study. Pale caves existed near to Ancient trade route like Kuda Caves, Rajapuri, Cheul. The area received heavy rain fall and water was easily available throughout the year. The earliest cells were simple with the barest minimum facilities, like shelves carve in the rock to sleep on and few tanks to store water. However, the latter caves had images of the Buddha and Bodhisatvas.

The Present day state of the Caves: The site of Pale Caves is a government property. At present it is an attraction for Buddhist Pilgrimages, tourists as well as students. It is a national heritage site under the Archaeology survey of India. However, there is need to develop this site by providing accommodation facilities in the vicinity. Thus the two thousand year old caves with their distinct characteristics bring back the glory of our past that was India.

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IMPACT OF AGRO TOURISM ON RURAL DEVELOPMENT IN MAHARASHTRA**Prof. Khopade Manjula Dinkar***B.J.S. Arts, Science & Commerce College, Wagholi, Pune.***Abstract**

Tourism is now well recognised as an engine of growth in the various economies in the world. Several countries have transformed their economies by developing their tourism potential. Tourism has great capacity to generate large-scale employment and additional income sources to the skilled and unskilled. Today the concept of traditional tourism has been changed. Some new areas of the tourism have been emerged like Agro-Tourism. Promotion of tourism would bring many direct and indirect benefits to the people.

Keywords: *Employment, Income, Rural development*

❖ **Introduction of Topic :-** As per the census of 2011 data , population of India is 1.21 billion .It means 870 million population increase after the independence of India. The Agricultural land is getting divided and subdivided per generation which has increased the number of marginal farmers and low land holders. Rising input costs, decreased yields, low price of agricultural product, changing climate are becoming responsible for declining agriculture and profit. The impact of LPG is threatening the existence of agriculture. This is forcing farmers to look for additional income from job, business so as to sustain their household income. In today's era of liberalization and globalization travel and tourism is extensively recognized as an important civil industry worldwide which provides major potential for economic growth and development . In over 150 countries tourism is one of the five top export earners, and in 60 it is the number one export category. The 12th Five Year Plan prepared by the Planning Commission highlight the need to adopt ' Pro – poor tourism' for increasing net benefits to the poor and ensuring that tourism growth contributes to poverty reduction . Agro tourism play vital role in socio – economic progress through creation of job, enterprise, infrastructure development and revenue earnings. Tourism is the second largest sector in the country in providing employment opportunities for low skilled workers, farmers. As per Maharashtra's Agro industrial policy Report 2010, Maharashtra is a bio – diverse state with nine Agro – climatic zones and varying soil types suitable for agricultural development. Agriculture and allied activities contribute nearly 12% to the State's income, although 55% of the population is dependent on agriculture. Maharashtra is among the leading producers of a variety of agricultural products enjoyed by residents in the state and beyond. Rural families are mainly engaged in farming and to some extent in agro –related businesses. Because of many affecting factors such as unpredictable crop, fluctuating market rates for agricultural goods, unawareness of technology, government rules and regulations etc. farmers income is not consistent .In Maharashtra farmers are embracing the death through suicide due to their disappointing earnings. Urbanization is increasing day by day all over India and also in Maharashtra . Maharashtra is the third most urbanized state in the country. The state has 45.23% urban population, which is much higher than the national average of 31.16%. Out of total population of 11,23,72,972 in the state , rural and urban distribution is 6,15,45,441 and 5,08,27,531 respectively . (Census Data 2011). The pace of innovation and technology advances is getting faster and faster and is forcing everybody to compete severely to survive and grow in the city area. People from city areas are unhappy to face traffic chaos and tress, pollution. They are helpless. Their routine life is revolving around job place to home ande free time is restricted to manmade entertainment place like theatres, hotels, pub etc. For excursion, tress most the city people like to visit and experience villages. They can satisfy their desire to learn about agriculture, taste the bucolic cuisine and enjoy rural life at economical prices. It naturally tends to give ippportunity to the

farmers and villagers to start and develop Agro tourism centers so as to add one sure Source of income.

❖ **Objectives:**

The objectives of this paper are follows:

1. To examine the importance of agro-tourism development in Maharashtra.
2. To define a suitable framework for the of agro- tourism centres in the view of marginal and small farmers.
3. To identify the problems of the agro-tourism and make suggestions to establishment and operations of agro-tourism.

❖ **Concept of Agro-Tourism:** A term ‘Agro-Tourism’ is a new face of tourism. An agro-tourism is farm based business that is open to the public. These specialized agro-tourism destinations generally offer things to see, things to do, and produce or gifts to buy, and are open to the public. Agritourist is defined as “Travel that combines agricultural or rural settings with products of agricultural operations – all within a tourism experience”. According to Mr. Pandurang Taware (ATDC, Pune) - “Agro-Tourism is that Agri-Business activity, when a native farmers or person of the area offers tours to their agriculture farm to allow a person to view them growing, harvesting, and processing locally grown foods, such as coconuts, pineapple, sugar cane, corn, or any agriculture produce the person would not encounter in their city or home country. Often the farmers would provide a home-stay opportunity and education”. Agro-Tourism and Eco-Tourism are closely related to each other. Eco- Tourism provided by the tour companies but, in the agro-tourism farmers offer tours to their agriculture farm and providing entertainment, education and fun-filled experiences for the urban people.

❖ **Benefits of Agro-Tourism Centers**

Agro-Tourism has the potential to change the economic face of traditional agriculture. The benefits of agro-tourism development are manifold. It would bring many direct and indirect benefits to the farmers and rural people. Some of the benefits are following:-

- Employment opportunities to the farmers including farm family members and youth
- Additional income source for the farmers to protect against income fluctuation.
- Cultural transformation between urban and rural people including social moral values Farmers can improve their standard of living due to the contacts with urban
- people. Benefits to the urban people, they can understand about the rural life and know about the agricultural activities.
- It support for rural and agricultural development process.
- Help to the reduce burden on the other traditional tourist centres.

❖ **LOCATION FOR THE AGRO-TOURISM CENTRE:** Location is most the important factor for success in the agro-tourism. The location of the Centre must easy to arrive and have a good natural background. Urban tourists are interested in to enjoying the nature and rural life. So, farmers should develop their Centre in the rural areas only which have a beautiful natural background to attract urban tourist in your farm. The place of agro-tourism Centre must be easy accessible by roads and railways. Tourists want to enjoy some historical and natural tourist places along with the agro-tourism. Hence, the Centre should be developed near of these tourist places. It is more beneficial to both tourist and farmers. The places which are already tourist centres like Mahabaleswara, Panchgani, Nashik, Jotiba, Narshinghvasi, Pandharpur, Akkalkot, Konkan etc. These are the better places for the development of agro-tourism. Other than these places farmer can develop their centres in any affordable places.

BENEFITS OF AGRO-TOURISM CENTRES: Agro-Tourism has the potential to change the economic face of traditional agriculture. The benefits of agro-tourism development are manifold. It would bring many direct and indirect benefits to the farmers and rural people. Some of the benefits are following:-

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- Help to the reduce burden on the other traditional tourist centres.

❖ **AGRO-TOURISM AND TRADITIONAL TOURISM:** Agro-tourism also a tourism business but it is different from the traditional tourism because it has a base of agriculture and rural lifestyle. Generally tourism has provided to see and enjoy the natural places as well as some heritages. But, agro-tourism has a tourism with includes experience, education and cultural transformation. It varies special from general tourism in the

Following manner:

- It provides pollution and noise free sites for travel and tourism at rural background.
- The cost of food, accommodation, recreation and travel is minimum in agro tourism
- Agro-tourism can satisfy the curiosity of urban peoples about sources of food, plants, animals, and industrial agro-raw materials.
- It provides information about the rural handicrafts, languages, culture, tradition, dresses and lifestyle.
- A family environment at the tourist place, is one of the most important characteristics in the agro-tourism
- In the agro-tour, tourists not only see and watch agriculture farms but they can also participate in the agricultural activities and experience the farming.
- It provides natural situations for watching birds, animals, water bodies etc.
- Agro-tourism creates awareness about rural life and knowledge about agriculture

It also provides opportunity for education through experience of farming and knowledge about the rural life including entertainment. Agro-tourism is an instrument of urban-rural connectivity through the tours.

❖ **WHY TO PROMOTE AGRO-TOURISM IN MAHARASHTRA:** Agriculture business is becoming more unsecured in Maharashtra due to the irregular monsoon, unsecured product prices. Many farmers cannot afford it and have a problem of indebtedness. Due to the agricultural problems some farmers are committing to suicide in various districts of the Maharashtra. More than 29,000 farmers committed suicide between 1997 and 2005 in the Maharashtra, official data show, no other state comes close to that total. Hence, there is need of start any of allied agri-business to support their farming and create allied income source from farm. In order to encourage farmers to establish small and viable agro-business activity, like agro-tourism. It offers several potential benefits to farm operators. It can help supplement income generation activity while providing an opportunity to more fully employ assets, including farm household members. Maharashtra has a great potential of agro-tourism due to the beautiful natural site and basic infrastructures.

AGRO-TOURISM POTENTIAL IN MAHARASHTRA: 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 green Konkan region. Nestled in the Western Ghats and the *Sahyadri* mountain ranges have several hill stations and water reservoirs with semi-evergreen and deciduous forests. There are many tourist centres in Maharashtra which are the supporting natural environment for the agro tourism centres in Maharashtra. Although, Maharashtra has a total 22368 thousand hacter area under the agriculture and 36122 thosaunds of livestock (cow, beffelows, goats etc.). Principal crops include rice, Jowar, Bajra, wheat, pulses, turmeric, onions, cotton, sugarcane and several oil seeds including groundnut, sunflower and soyabean. The state has huge areas, under fruit cultivation of which mangoes, bananas, grapes, and oranges etc. Maharashtra is blessed with a rich and diversified cultural heritage. The state has several communities belonging to different religions, and a number of festivities colours the culture of Maharashtra with the spirit of exuberance. Some of the popular festivals that are celebrated in Maharashtra are Diwali, Ganesh Chaturthi, Gudhi Padwa, Dasara, Nag Panchami, Gokul Ashtmi, Narali Pournima, Pola, Makar Sankranti, Banganga Festival and Holi etc. More than 4.11 core (43 percent of total) population is living in the urban areas of the Maharashtra, which will become a customer of the agro-tourist centres located in the rural areas. Other than nature and culture there is an enough road and rail connectivity in urban rural areas to travel in rural Maharashtra. 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. About 25 such locations have been identified by ATDC in Maharashtra as rural agro-tourist destinations. Thus all the districts in Maharashtra have a tourism potential. Some following notable factors are helpful to the agro-tourism in Maharashtra.

- Tourist places are already exist to support Agro-Tourism
- Good communication and transport facilities
- Green house cultivation of long stem cut flowers, vegetables, fruits etc.
- State has 13 lakh hectares area under horticulture Maharashtra now is a major horticulture state.

Maharashtra is already established as one of the top tourist destination in the World

- Maharashtra is major producer of fruit, spices, medicinal and aromatic plant allowed under horticulture in India.
- There are an increasing number of tourists preferring non-urban tourist spots
- Maharashtra has diverse Agro-climatic conditions, diverse crops, people, deserts, mountains, which provide scope for promotion of all season, multi-location agrotourism
- Some of the popular folk dances in rural Maharashtra are Lavni, Dhangari Gaja, Povadas, Koli dance and Tamasha. and Dindi are the religious folk dances. Culture of Maharashtra is very glorious with a great variety. It gives a unique identity to the rural Maharashtra.

❖ **SUPPORTS TO THE AGRO-TOURISM IN MAHARASHTRA:** Promotion of Agro-Tourism involves some more important stakeholders namely Ministry of Agriculture and rural development ministry of the state and central governments. To promote domestic tourism, thrust areas identified by the government of India for the development of infrastructure, product development and diversification, development of eco-adventure sports, cultural presentations, providing inexpensive accommodation etc. The government has also realized the importance of agro-tourism. The Planning Commission of India had constituted a Working Group for the formulation of Tenth Five Year Plan on Tourism. It has accorded high priority to tourism as an instrument of employment generation and poverty alleviation in rural and backward areas by developing the potential of agro tourism to supplement farm incomes, and heritage tourism to promote village development. *AGRICULTURE*

TOURISM DEVELOPMENT CORPORATION –ATDC is the main promoter of this activity in the Maharashtra. ATDC is promoting agriculture tourism for achieving income, employment and economic stability in rural areas. It help to boosting a range of activities, services and amenities, provided by farmers and rural people to attract urban tourists to their area thus providing opportunity to urban people to get back to the rural roots”. ATDC is now providing following facilities to the farmers of Maharashtra;

- Prepares agri tourism project report and business plan of the each applicant agriculture farm.
- Helps to the financial support by the nationalised banks, institutes and government agencies to build agro and rural tourism facilities and infrastructure like accommodation, sanitation, approach road etc.
- Conducts agro tourism business training program.
- Conducts seminars and conferences on agro tourism business Conduct lectures of the successful national and international farmers in agro tourism business
- Provides sales and marketing support.
- Conducts and coordinate tours from urban areas to the farms.
- Arranges national as well as international agro tourism center study tours. ATDC has entertained national as well as international visitors etc.

❖ **CONCLUSIONS AND POLICY IMPLICATIONS:** Maharashtra has a great potential to the development of agro-tourism, because of natural conditions and different types of agro products as well as variety of rural traditions, festivals. More than 45 percent of population live in the urban areas and they want enjoy rural life and to know about the rural life. It is a good opportunity to develop an agro-tourism business in Maharashtra. But there is a problem of low awareness about this business in the farmer and problem of the finance and proper view in the farmers of the Maharashtra. Hence, the agriculture departments of the districts, Agriculture Universities should try to give orientation about it and provide some innovative ideas regarding to the Agro- Tourism. The government should try to provide optimum financial aids to the agro tourism activities in Maharashtra by the grants and institutional finance. Bank should provide optimum financial help for the agro-tourism activities in the Maharashtra. Union of the agro-tourism service providers is also another need of these farmers which helps the agricultural tourism network in the India including Maharashtra.

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IMPACT OF TOURISM ON INDIAN ECONOMY

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Abstract

The tourism Industry of India is economically important and grows rapidly. The world Travel and Tourism Council calculated that tourism generated INR 6.4 trillion or 6.6% of the nation's GDP in 2012. It supported 39.5 million Jobs, 7.7% of its total employment. The sector annual rate of 7.9% from 2013 to 2023. Countries with the fastest growing India has a large medical Tourism sector which is expected to grow at an estimated rate of 30% annually to reach about 95 billion by 2015. This paper discusses how India is emerging as a popular Tourist destination in the world, driven by the Focus innovation and creating value for tourists. It aimed change the attitude and behavior towards foreign tourists by stressing on the aspect that a guest has been held in high esteem in India since ancient times.

❖ **INTRODUCTION** : Tourism has become the world's largest industry, generating wealth and employment, opening the minds of both visitors and the visited to different ways of life. India has strong signs of becoming one of the emerging giants in world tourism. The most imperative factors for successful tourism development include product enhancement, marketing, regulations and human resource development. India's tourism is one of the flourishing sectors in terms of its scope. Tourism in India is growing continuously to generate employment and earn large amount of foreign exchange in order to stabilise the country's economic and social development. It also helps in preserving and sustaining the diversity of the India's natural and cultural environments. We should develop tourism industry with government supports, new initiations, actions and plans to influence foreigners to sustain our position strongly. This paper explains the impact of tourism in Indian economy. Today tourism is the largest service industry in India, with a contribution of 6.23% to the national GDP and providing 8.78% of the total employment. India witnesses more than 5 million annual foreign tourist arrivals and 562 million domestic tourism visits. The tourism industry in India generated about US\$100 billion in 2008 and that is expected to increase to US\$275.5 billion by 2018 at a 9.4% annual growth rate. The Ministry of Tourism is the nodal agency for the development and promotion of tourism in India and maintains the "**Incredible India**" campaign.

According to World Travel and Tourism Council, India will be a tourism hotspot from 2009-2018, having the highest 10-year growth potential. As per the Travel and Tourism Competitiveness Report 2009 by the World Economic Forum, India is ranked 11th in the Asia Pacific region and 62nd overall, moving up three places on the list of the world's attractive destinations. It is ranked the 14th best tourist destination for its natural resources and 24th for its cultural resources, with many World Heritage Sites, both natural and cultural, rich fauna, and strong creative industries in the country. India also bagged 37th rank for its air transport network. The India travel and tourism industry ranked 5th in the long-term (10-year) growth and is expected to be the second largest employer in the world by 2019. The 2010 Commonwealth Games in Delhi are expected to significantly boost tourism in India further.

Moreover, India has been ranked the "best country brand for value-for-money" in the Country Brand Index (CBI) survey conducted by Future Brand, a leading global brand consultancy. India also claimed the second place in CBI's "best country brand for history", as well as appears among the top 5 in the best country brand for authenticity and art & culture, and

the fourth best new country for business. India made it to the list of "rising stars" or the countries that are likely to become major tourist destinations in the next five years, led by the United Arab Emirates, China, and Vietnam.

❖ **Objectives of the Study:**

1. To understand the opportunities in tourism industry
2. To know the Positive impacts of Tourism in India
3. To know the Negative impacts of Tourism in India

❖ **RESEARCH METHODOLOGY:** The entire study secondary data are collected from various Research Papers, Journals, & Publications, websites and many others. Books have also been referred for theoretical information on the topic as required.

❖ **Opportunities in Tourism industry:** India's size and massive natural, geographic, cultural and artistic diversity offers enormous opportunities for the travel and tourism industry. The promotion and aggressive marketing measures undertaken by the government is expected to aid influx of tourists. The industry would also benefit from introduction of new forms of tourism and development. Medical tourism in India has gained considerable popularity in recent years. India has a major cost advantage in this field compared with other countries. In addition to cost advantages, Indian healthcare industry offers state-of-the art equipment, technological advancement, qualified and experienced medical personnel and a blend of modern and traditional medicines. Thus, medical tourism has immense potential in India. Opportunities also exist in ecotourism, adventure tourism, and cruise tourism. Eco-tourism is increasing in popularity, evident in the development of eco-friendly hotels and tour packages. With increasing environment awareness and consciousness among tourists and given efforts undertaken by the government and private players, the ecotourism segment is expected to record handsome growth in the coming years. India holds immense potential in adventure and cruise tourism. India's greatest adventure tourism assets are Himalayas and its mighty rivers. The peak period for adventure tourism is the "lean period" of cultural tourism. Development of adventure tourism can make India a round-the-year tourist destination. The cruise industry is one of the most promising industries in India. However, strong efforts need to be made to develop this industry. Other forms of tourism such as agro tourism, pilgrimage tourism, heritage tourism, and MICE tourism also hold enormous potential.

❖ **Foreign tourist arrivals and foreign exchange earnings:**

Foreign tourist arrivals in India (2015–2018)

Year	Arrivals (millions)	% change
2015	8.03	4.5
2016	8.80	9.7
2017	10.04	14.0
2018	10.56	5.2

Year	Earnings (US\$ million)	% change	Earnings (₹crores)	% change
2015	21,071	4.1	135,193	8.8
2016	22,923	9.1	154,146	14.3
2017	27,310	19.1	177,874	15.4
2018	28,585	4.7	194,882	9.6

(Source- "India Tourism statistics at a Glance")

❖ **Foreign tourist arrivals by source country :**

Source countries for foreign tourist arrivals in India in 2018

Rank	Country	Number	Share in %
1	Bangladesh	2,256,675	21.37
2	United States	1,456,678	13.80
3	United Kingdom	1,029,758	9.75
4	Sri Lanka	353,684	3.35
5	Canada	351,040	3.32
6	Australia	346,486	3.28
7	Malaysia	319,172	3.02
8	China	281,768	2.67
9	Germany	274,087	2.60
10	Russia	262,309	2.48
	Total of top 10	6,931,657	65.65
	Other countries	3,626,272	34.35
	Grand total	10,557,929	100

(Source- "India Tourism statistics at a Glance")

IMPACT OF TOURISM ON ECONOMY:

POSITIVE

IMPACTS:

1. Generating Income and Employment: Tourism in India has emerged as an instrument of income, employment generation, poverty alleviation and sustainable human development. It contributes 6.23% to the national GDP and 8.78% of the total employment in India. Almost 20 million people are now working in the India's tourism industry.

2. Source of Foreign Exchange Earnings: Tourism is an important source of foreign exchange earnings in India. This has a favorable impact on the balance of payment of the country. The tourism industry in India generated about US \$100 billion in 2008 and that is expected to increase to US \$275.5 billion by 2018 at a 9.4% annual growth rate.

3. Developing Infrastructure: Tourism tends to encourage the development of multiple-use infrastructure that benefits the host community, including various means of transports, health care facilities, and sports centers, in addition to the hotels and high-end restaurants that cater to foreign visitors. The development of infrastructure has in turn induced the development of other directly productive activities.

4. Preservation of National Heritage and Environment: Tourism helps preserve several places which are of historical importance by declaring them as heritage sites. For instance, the Taj Mahal, the Qutab Minar, Ajanta and Ellora temples, etc, would have been decayed and destroyed had it not been for the efforts taken by Tourism Department to preserve them. Likewise, tourism also helps in conserving the natural habitats of many endangered species.

5. Promoting Peace and Stability: Tourism industry can also help promote peace and stability in developing country like India by providing jobs, generating income & diversifying the economy.

6. The Multiplier Effect: The flow of money generated by tourist spending multiplies as it passes through various sections of the economy.

7. Regional Development: The underdeveloped regions of the country can greatly benefit from tourism development. Many of the economically backward regions contain areas of high scenic beauty and cultural attractions.

8. Economic Value of Cultural Resources: Tourism provides monetary incentives for the development of many local crafts and culture, thus it has an effect on the income of the local artisans and artists.

9. Promotion of International Understanding: Tourism can also become an effective tool to develop a better understanding and interaction amongst people of different countries.

NEGATIVE IMPACTS:

1. Undesirable Social and Cultural Change: Tourism sometimes led to the destruction of the social fabric of a community, the more tourists coming into a place, the more the perceived risk of that place losing its identity.

2. Increase Tension and Hostility: Tourism can increase tension, hostility, and suspicion between the tourists and the local communities when there is no respect and understanding for each other's culture and way of life.

3. Creating a Sense of Antipathy: Tourism brought little benefit to the local community. In most all inclusive package tours more than 80% of travelers' fees go to the airlines, hotels and other international companies, not to local businessmen and workers.

4. Adverse Effects on Environment and Ecology: One of the most important adverse effects of tourism on the environment is increased pressure on the carrying capacity of the ecosystem in each tourist locality.

5. Import Leakage: This commonly occurs when tourists demand standards of equipment, food, drinks, and other products that the host country cannot supply, especially developing countries.

6. Seasonal Character of Job: The job opportunities related to tourism industry are seasonal in nature as they are available only during the tourist season.

7. Increase in Prices: Increasing demand for basic services and goods from tourists will often cause price hikes that negatively affect local residents whose income does not increase proportionately.

❖ **CONCLUSION:** Tourism is a major driver of economic growth globally. India's tourism industry is experiencing a strong period of growth, driven by the burgeoning Indian middle class, growth in high spending foreign tourist and coordinated government campaigns to promote 'incredible India'. For a developing country like India which is on the path of modern economic growth through structural transformation of the economy, tourism is the right vehicle. With its forward and backward linkages with a host of sectors like transport, hospitality, education, health, banking etc. India is all set to reap full potential of this vibrant sector. Tourism sector is not only a major contributor to the growth of the economy but a generator of employments opportunities as well. Various initiative have also been taken by the Tourism Ministry of India, the tourism minister's of various states and the private players to transform India into a lucrative tourist destination in the world. Let us hope that Indian tourism will have massive impact and will be a global leader by the year 2020.

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IMPACT OF GOVERNMENT POLICIES ON GROWTH STRATEGY OF TOUR OPERATORS

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Abstract

The different policies of the union government as well as state government influence directly and indirectly the working and performance of tour operators and travel agencies. The ministry of tourism is responsible for formulation and implementation of policies and programmes for the development of tourism both within the country and outside country by attracting foreign tourist. The government's tourism policy has given a huge impetus to the growth and creation of many more hotels, tourist resorts, beach resort as well as promotion of new avenues such as adventure tourism, medical tourism, holistic tourism, sports tourism and cultural tourism. Policies which directly influence the tour operator's performance are railway budget, aviation ministry policies, licensing of travel agencies service tax rules etc. The policies which indirectly influence are development of tourism infrastructure, publicity marketing and manpower development.

Tourism policies of countries such as Singapore, Thailand, Malaysia, Australia have proved that the role of the government in developing tourism definitely contributed to increase in gross domestic production, employment, and increase in foreign exchange. In India some of the states such as Kerala, Gujarat, Rajasthan, Goa and Madhya Pradesh with their innovative policies have become successful in increasing the number of tourist and providing maximum satisfaction to tourists. In this research paper an attempt has been made to study impact of government policies on growth strategies of Tour operators in Pune city.

Key words: *Government policies, tourism development, impact on growth strategy of tour operators*

Introduction

Main policies studied in this research paper are

1. Policies regarding incentives to hospitality sector

Incentives are given in the form of tax holiday, finance at relaxed norms and reduced rates, relaxing norms of external borrowing, exemption from luxury tax and capital subsidy programme. As per Maharashtra government policy tax incentives in the form exemption of luxury tax, entertainment tax, exemption from stamp duty, electricity concession, concession from payment of permit charges for sight seeing buses having minimum capacity of 25 seats. Total exemption from luxury taxes for a period of 7 and 10 years depending upon location of project in B and C zone. Total exemption from entertainment tax for the period of 5, 7 and 10 years depending on location of the project. Total exemption from stamp duty. Five Year tax holiday for 2, 3 and 4 star category hotels located in UNESCO declared World Heritage sites. An investment linked deductions under sec. 35 of Income tax Act for establishing new hotels of 2 star category and above allowing 100% deduction in respect of expenditure of capital goods.

In 2011 Hospitality Development and Promotion Board was established to monitor and facilitate hotel projects clearances and approvals and approved projects worth rs.18600 crores.

2. Development of Tourism circuit

The focus of destination development is to improve existing product and to develop new product to international standard. The Ministry of tourism has identified 53 mega destinations for the development. For each identified destination Ministry of Tourism is providing financial assistance to the extent of Rs. 25.00 cr. to 50.00 cr. In Maharashtra Sindhudurg district has been included in the development of tourism circuit. In 2002 six new circuits were developed. such as Buddhist circuit, Bihar circuit, Heritage circuit, South Indian circuit, Kerala circuit. 29 projects have been identified and 21 projects have been sanctioned.

3. Transportation

The government is investing heavily on modernisation of highways, airports, irrigation railways, and telecom and power projects. Central government has given approval for setting up of 16 Greenfield airports in various locations. Privatisations of four major airports under Public Private Participation model. Railway ministry approved 9 high speed trains. Diamond Quadrilateral is a project of Indian railways to establish high speed network and connect four major cities, Indian railways work with Goa government to boost tourism. Indian railways introduced Devi circuit, Sufi circuit, Sikh circuit, Sikh circuit, Buddhist circuit and Jyotirling circuit,. Indian railways have introduced Super Ac Coach train.to provide maximum satisfaction to those tourist travelling by trains.

4. Sales promotion and publicity

In 2002 tourism department unveiled new campaign Incredible India to promote Indian tourism globally. Indian tourism offices in New York, Frankfurt, Tokyo Beijing, are arranging road shows and participating in international festival. The government is also providing financial support for participation in trade fairs to the extent of Rs. 20 cr. In 2012 two campaigns were launched Find What You Seek for international and Go Beyond a domestic campaign. In 2013 Ministry of Tourism Launched 777 days of Indian Himalayas. In 2015 Ministry of tourism launched new T.V. advertisement campaign through which four films have been made on theme of Atithi Devo Bhav.

5. Human Resource development

1. Providing financial assistance to Indian Institute of Tourism and travel Management, and state level institute of hotel management.
2. Hunar se Rozgar tak a skill development programme undertaken by Ministry of tourism to reduce the skill gap in tourism sector and to focus on creation of employable skills among youth from weaker sections of society.
3. Earn while Learn Programme collaboration between Ministry of Tourism and Indian Institute of Tourism and Travel Management targeted at college going students to develop tourism traits and knowledge among the trainees.21 days programme covers modules on Indian Society and culture overview of tourism industry and behavioural and managerial skills.
4. The National Council for Hotel Management and Catering Technology regulate academics in the field of Hospitality education and training. It imparts training through 21central government sponsored institute of Hotel Management15 private institute 21 state sponsored institute. Indian Institute of Tourism and Travel Management with the objective of developing and promoting education, training, research in the field of travel and tourism. The main center is in Gwalior other centers are New Delhi, Bhubaneshwar, Nellore and Goa.

Other policies of Ministry of Tourism

1. Visa on Arrival for tourists from 150 countries. New travellers can register for visa online and collect on landing at international airports at India.
2. New scheme Prasad and Swadesh were launched. In Prasad scheme twelve cities were identified for development and a sum of Rs.100 crores was allocated for beautification and improvement of amenities.
3. Swadesh Darshan Integrated development of five tourist circuits namely Buddhist circuit, Himalayan circuit, Coastal circuit, Krishna circuit, and North east Circuit
4. Safety of domestic and foreign tourist including women travellers.

Tourism policy of Maharashtra government 2006

1. Development of infrastructure at tourist centers. Involving private sector in the development of infrastructure.
2. Proper approach roads to increase accessibility to tourism destination with air and rail linkage.
3. Strengthening of bed and breakfast scheme in remote areas where hotel accommodation is not available.
4. Developing projects under public private partnership.
5. Identification of New world Heritage sites.
6. To promote rural tourism, agriculture tourism, medical tourism.
7. Information Kiosks to set up at entrance terminals of airport, railway station, bus terminals.
8. Providing tourism police and other safety and security measures at important tourism centers
9. Training and capacity building of service providers
10. Single window clearance for new projects

Growth strategies of Tour operators

Strategic planning is the process of developing and maintaining viable fit between organisations objectives, resources, and its changing market opportunities.

Growth strategies

Business growth means increase in scale of operation like use of resources, volume of output, entry into new product line, entry into new market, productivity, managerial efficiency etc. Growth strategy is a strategy that involves organisational expansion along some major dimension. It allows firm to grow in a scientific rational and phased manner. It helps in effective implementation of firms growth projects. It helps in exploiting environmental opportunities and matching it with firm's internal strength and weaknesses. It helps firms in forecasting change and adjusting present structure to change.

Types of growth strategies

- 1) Market penetration Increase in volume of sales of existing product in respect of old and new customers in existing market.
- 2) Market development Increase in volume of sales by entering into new market
- 3) Product development Increase in volume of sales by selling new products in existing market.
- 4) Diversification –

Diversification implies framing a strategy to achieve growth by adding new product to the firms existing line of product or selling in new market.

- a) Internal diversification - Firms use their own resources to add new products to existing line of products.
- b) External diversification - When new products and services are added through acquisitions and mergers.
- c) Concentric diversification - Introduce new product in existing line of product to serve similar customers in similar markets
- d) Introducing new products in their existing line of products that use technology similar to that applicable to existing products.
- e) Conglomerate Diversification -Adding dissimilar products or services to existing line of products.

- 5) Backward integration firm integrate backward to produce their own input or raw material. Rather than buying their input from outside sources firms manufacture their own input.
- 6) Forward integration Entry of firms into distribution outlet to maintain contacts with customers.
- 7) External growth strategies
 - a) Merger through acquisition - It is a combination of two or more firms where one acquires assets and liabilities of others in exchange for shares.
 - b) Merger through consolidation or amalgamation - When two or more existing firms dissolve their operation and a new firm takes over assets and liabilities against issue of new shares and debentures.

Objectives

- 1) To study tourism policies of the central government and state government.
- 2) To study tour operator's opinions about different government policies to promote tourism.
- 3) To study growth strategies of tour operators.
- 4) To study the impact of government policies on the growth strategies of tour operators.

Scope of Research

1. In this research paper impact of government policies on marketing strategy is studied but there is lot of scope to study impact of government policies on medical tourism and agriculture tourism.

Research Methodology

Primary Data

Primary data was collected by conducting survey of tour operators with the help of questionnaire using Likert scale. Government policies were mentioned and tour operators were asked to give their opinion as agree, strongly agree, disagree, strongly disagree. Information about nature of business change in nature of business, their policies about branding, customer relationship and advertising policies was collected.

Secondary data was collected from

- a. Reference books on Tourism, Service marketing, Research Methodology and Strategic Management
- b. Reports of India brand Equity foundation.
- c. Website of Maharashtra Tourism Development Corporation
- d. Report of National Skill Development Corporation on Human Resource and Skill Development in Travel ,Tourism and Hospitality sector
- e. Research Articles on different issues relating to tourism sector
- f. Web site of Ministry of Tourism Government of India

Sampling and Population (Stratified Sampling Method)

Data was collected from members of Travel Agents Association of India, Indian Association of tour operators and agents registered with Maharashtra Tourism Development Corporation. Primary data was collected by adopting method of stratified random sampling. Tour operators are divided into three categories.

Turnover	Frequency
Below Rs. 5 lakh	40
Rs.20 lakh -Rs.50 lakh	41
More than Rs.50 lakh	19

Major Findings

1. Survey revealed that 38% tour operators have diversified into new market from local to national 43% have diversified into domestic to International business 10% from Group tours to customised tours which indicates that tour operators are trying to diversify from local to national and from national to international which indicates that they are entering new market.
2. Some tour operators are providing services relating to travel services such as passport, visa, travel insurance, which is similar to their line of business. Some are providing car rental, bus rental which is not similar to their present line of business
3. As far as diversification policy of tour operators into international tours and arrangement which they are doing Very small percent 3% are having separate branch in foreign countries.65% say that agents are appointed and 12% are having tie up with hotels and travel agents in abroad.
4. Media used for advertising are Print media 16% T.v.22% Social Media is used by 41% and interactive website is used by 21% which indicates that many tour operators are using social media to advertise tour packages.
5. 61% are using interactive website for customer relationship arrangement and arrangement about complaints of customers 47% said that they are using customer's feedback to deal with customers complaints.
6. Training given to employees they said on the job training is given by 53% respondents are using on the job training method 27% said that training is given to employees by sending them to government sponsored organisation and 20% said that they are sending their employees to private training institute.
7. .82 % of tour operators agreed about .the fact that multiplicity of taxes results in increase in prices for tourists.
8. Tourism policies of government such as Visa on Arrival competition among airlines developed airports bed and breakfast scheme creates significant impact on growth strategies of tour operators.
9. Incredible India campaign and Incredible Maharashtra has resulted in creating awareness and strong desire among foreign tourist and domestic tourist.
10. Maharashtra Tourism Development Corporation has contributed significantly to the development of tourism.
11. Competition from online travel company has affected growth policies of tour operators.

Conclusions

1. Policies of government create significant impact on growth policies of tour operators. Policies such as visa on Arrival, international airlines and airports, incredible India campaign has created more demand for international tourism. Measures such as bed and breakfast, Tourism Development Corporation road transport incredible campaign has created demand for domestic tourism.
2. Tour operators can also play the role of contributing to the development of tourism by Professional marketing policies, adopting different innovative strategies .But they Expressed Dissatisfaction for implementation of government policies.
2. Tour operators have expressed opinion that M.T.D.C. has significantly contributed to the development of tourism in Maharashtra.
3. Competition from online companies has affected the growth strategies of tour operators because reputed and well established tour operators have established strong network of agents and franchises and well established supply chain management, a good brand image.

4. Multiplicity of taxes creates impact on tour operators package tour cost.

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डॉ. राजेंद्र पोपटराव चव्हाण

सहाय्यक प्राध्यापक, सौ.निर्मलाताई थोपटे शिक्षणशास्त्र महाविद्यालय, भोर

1.प्रस्तावना

पर्यटन उद्योग हा जगातील विकसित व महत्वाचा उद्योग झाला आहे. हा उद्योग झाला तरी यातून मोलाचे उत्पादन होत नाही. या सेवा व रोजगार उपलब्ध होत असतो. म्हणून हा इतर उद्योगापेक्षा एक वैशिष्ट्यपूर्ण उद्योग झाला आहे. यात पर्यटक हा एक प्रमुख घटक असतो. पर्यटकाशिवाय पर्यटनाला चालना मिळू शकत नाही हे निर्विवाद सत्य आहे.

पर्यटक हे इंग्रजीतील Tourist या शब्दाचे रूपांतर आहे. तो शब्द Tour पासून बनला आहे. ऑक्सफर्डच्या शब्दकोशानुसार पर्यटक म्हणजे 'जो उत्कंठेपोटी आनंद, मौज व निसर्ग सौंदर्य पाहण्यासाठी प्रवास करून भ्रमंती करतो त्यास पर्यटक म्हणतात.' अशा पर्यटकात विदेशी व स्वदेशी पर्यटकांचा समावेश होतो. विदेशी पर्यटक परदेशी परवाने घेऊ येतात. पर्यटन उद्योगाशी प्रत्येक राष्ट्राच्या धार्मिक, ऐतिहासिक, सांस्कृतिक आणि सामाजिक विकासाच्या आंतरक्रिया जोडलेल्या आहेत. पर्यटनाचा निरंतर विकास म्हणजे एका अर्थाने अधारभूत संरचना विकास पर्यायाने पायाभूत सुविधांचा विकास असतो. पर्यटनाद्वारे राष्ट्रीय धनसंपत्ती कोषात परदेशी चलनाची भर पडून तो बळकट होतो. त्याचबरोबर रोजगाराच्या नविन संधी निर्माण होऊन बेरोजगारांना उदरनिर्वाहाचे साधन प्राप्त करून देणारे हे क्षेत्र आहे. आपल्या भारतीय संस्कृतीत प्राचीन काळापासून 'अतिथी देवो भव' ही परंपरा मानली जाते. पुर्वीच्या काळात आपल्या देशातील पर्यटन धार्मिक स्थळांपुरतेच मर्यादित होते. धर्माच्या नावावर केल्या जाणाऱ्या या प्रवास यात्रांमध्ये प्रतिकूल परिस्थिती आणि संकटांना सामोरे जाणे ही बाब आवश्यकता म्हणून स्विकारली जात होती. आधुनिक पर्यटनात निवास, आहार, प्रवास यामध्ये आरामदायकता आणि समाधान मिळणे या गाष्टी केंद्रस्थानी मानल्या जात आहेत.

2.पर्यटन उद्योगांचे स्वरूप

अलिकडच काळात पर्यटनाच्या पारंपारिक कल्पनांमध्ये अमूलाग्र परिवर्तन झालेले आहे. आधुनिक जलद आणि आरामदायी वाहतुक सुविधेमुळे पर्यटकांची निसर्ग सौंदर्य पाहायची प्रवृत्ती व कल्पना तसेच पर्यटनाचे सामाजिक, सांस्कृतिक जीवनातील महत्त्व यामुळे पर्यटनाचे स्वरूप परिवर्तनशील झाले आहे. त्यांचा खालील घटकांवर पडलेला प्रभाव येथे स्पष्ट करता येईल.

1.पर्यटनाचे नानाविध स्वरूप :

मोटार, रेल्वे, विमान, जहाज याद्वारे पर्यटन होत असल्याने ट्रॅव्हल एजंट पर्यटकांना एका ठिकाणाहून दुसरीकडे नेण्याची व्यवस्था करतात. गाईड मार्गदर्शन करतात. पर्यटनस्थळी बाजारपेठ तयार होवून पर्यटकांच्या गरजांची पूर्ती होते.

2.हंगामी स्वरूपाचे पर्यटन :

वर्षाच्या तीनही ऋतूत पर्यटक वेगवेगळ्या ठिकाणी जाऊन पर्यटनाचा आनंद घेतात. थंड हवेचे ठिकाणी बर्फाच्छादित प्रदेश, रेतीमय प्रदेश, समुद्र किनारे, पावसाळी धबधबे या ठिकाणी अशा प्रकारे पर्यटन होत.

3.भौगोलिक पर्यटन :

विविध ठिकाणाच्या भूपृष्ठ रचना, समुद्र किनारे, समुद्र तळ, बेटे, दऱ्या इत्यादी पर्यटकांचे आकर्षणाचे केंद्रबिंदू असतात.

4.ऐतिहासिक, धार्मिक सांस्कृतिक पर्यटन :

किल्ले, स्मारके, वास्तू यांच्या भेटी, तिर्थस्थाने दर्शन, विविध सण व उत्सव या निमित्ताने विदेशी व देशी पर्यटक पर्यटन करतात.

5.मनोरंजनात्मक स्वरूपाचे पर्यटन :

कला, क्रिडा, चित्रपट निर्मिती, प्रचार, प्रसार, स्पर्धा याद्वारे हे पर्यटन घडते.

6.अनु उत्पादक स्वरूप :

यामध्ये प्रवासासाठी लागणाऱ्या वस्तूंचा संबंध येतो. वस्तूच्या उत्पादनाचा कोणताही पर्यटनाशी नसतो.

2.पर्यटनाचा आर्थिक दृष्टीकोन

पर्यटन क्षेत्राचा विकास झाल्यामुळे मोठ्या प्रमाणात रोजगाराची निर्मिती होत असते. यात्रा, परिवहन, हॉटेल्स, रेस्टॉरंट्स, अतिथी गृहे, प्रवास मार्गदर्शक, प्रवाशी कंपन्या, स्थानिक व्यवसाय, हस्तशिल्प, वस्त्र उद्योग अशा प्रकारच्या अनेक क्षेत्रात रोजगाराच्या

नव्या संधी उपलब्ध होत आहेत. त्याशिवाय पर्यटकांची आवश्यकता आणि आवड यांच्याशी संबंधित नव्या नोकऱ्या उपलब्ध होऊन त्यासाठी प्रशिक्षित मनुष्यबळ निर्माण करावे लागणार आहे. एका सर्वेक्षणानुसार पर्यटन क्षेत्रात 10 लाख रुपयांची गुंतवणूक केली तर त्यात रोजगारच्या 78 नव्या संधी प्राप्त होतात. तर उत्पादन क्षेत्रात तितक्याच रकमेची गुंतवणूक केली तर त्याद्वारे नव्या रोजगाराच्या केवळ 45 संधी मिळू शकतात. पर्यटनाचा संबंध अप्रत्यक्षपणे देशाच्या अर्थव्यवस्थेशी निगडित आहे. जगातील 150 देशांमध्ये परकीय चलन मिळवून देणाऱ्या प्रमुख 5 क्षेत्रात पर्यटनाचा समावेश होत आहे. यावरून पर्यटनाचे महत्त्व अधोरेखित करता येते. आपल्या देशातील घरगुती उत्पादनात पर्यटनाची हिस्सेदारी अथवा सहभाग जवळ जवळ 6 टक्के आहे आणि देशातील अंदाजे 5 कोटी लोक प्रत्यक्ष आणि अप्रत्यक्ष स्वरूपात पर्यटन क्षेत्रातील रोजगाराला जोडले गेलेले आहेत. अर्धशिक्षित श्रमिकांना रोजगार देणारे आणि कमी दक्षता घ्यावे लागणारे क्षेत्र म्हणून पर्यटन उद्योगाचा विचार केला तर या उद्योगाचा दुसरा क्रमांक लागतो. या उद्योग क्षेत्रात काम करणाऱ्यामध्ये 70 टक्के महिला आहेत. म्हणजेच महिलांचे सबलीकरण आणि सामाजिक दर्जा उंचावण्याचे महत्त्वाचे कार्य या माध्यमातून घडत आहे. जागतिक स्तरावरदेखील अन्य क्षेत्रांच्या तुलनेत पर्यटन क्षेत्रात जवळ जवळ दुप्पट संख्येने महिला कार्यरत आहेत. या दृष्टीकोनातून पर्यटन क्षेत्र हे समाजामध्ये समानता आणि सामाजिक न्यायाला समर्थन देण्याचे साधन बनलेले आहे. पर्यटनातून मिळणाऱ्या परकीय चलनातून देशाच्या अर्थव्यवस्थेला मोलाची मदत मिळत आहे. भारताचा आजचा पर्यटन उद्योग आपल्या पारंपारिक चौकटीतून बाहेर पडून चिकित्सा, वैद्यकशास्त्र आणि योग अशा क्षेत्रातही पसरून आपले स्थान बळकट करत आहे. परंतु पर्यटनाच्या अशा प्रकारच्या नवीन क्षेत्रासंदर्भात दूरगामी धोरणाचा अभाव असल्याचे जाणवते. स्वातंत्र्य प्राप्तीनंतर पर्यटनाचे महत्त्व सरकारने लक्षात घेऊन टोस धोरणांची अंमलबजावणी आणि विस्तृत योजनांची निर्मिती केल्याने पर्यटन व्यापारात वृद्धी आणि विकास घडून येत आहे.

3.पर्यटन उद्योग : वर्तमान आणि भविष्य

पर्यटन उद्योग हा विश्वातील जलद गतीने वाढणारा उद्योग आहे. त्याच्या विकासाचे ज्ञान पुढील घटनेद्वारे सांगता येईल. आंतरराष्ट्रीय स्तरावर पर्यटकांची संख्या 1960 मध्ये 7 कोटी होती. ती वाढून 2000 मध्ये 10 कोटीपर्यंत पोहचली होती. म्हणजेच 40 वर्षात आंतरराष्ट्रीय स्तरावर पर्यटकांची संख्या 10 पटीने वाढली आहे. सध्याच्या पर्यटन उद्योग क्षेत्राच्या विकासाची सद्यस्थिती पाहिली तर विश्व पर्यटन संघटन (डब्ल्यु.टी.ओ.) च्या कडील प्राप्त माहिती विचारात घेता कित्येक पटीने यात वृद्धी झालेली आहे. आगामी दोन दशकात पर्यटकांची संख्या 50 कोटी होईल असा प्राथमिक अंदाज आहे. 2010 च्या उपलब्ध माहितीवरून भारतात अंदाजे 60 लाख पर्यटक येऊन 1400 कोटी रुपयांचे वार्षिक उत्पन्न प्राप्त झाले आहे. भारतात आलेल्या पर्यटकांचा तपशील सन्.2015

अ.क्र.	देश	पर्यटक संख्या	शेकडा प्रमाण
1	यू.एस्.ए.	12,13,624	15.12
2	बंगाल देश	11,38,679	14.13
3	यू.के.	8,67,601	10.81
4	श्रीलंका	2,99,513	3.73
5	कॅनडा	2,81,306	3.50
6	मलेशिया	2,72,941	3.40
7	ऑस्ट्रेलिया	2,63,101	3.28
8	जर्मनी	2,48,314	3.09
9	फ्रांस	2,30,854	2.88
10	जपान	2,07,415	2.58
11	बाकी 10 देश	50,18,548	62.52
12	अन्य देश	30,08,585	37.48
	एकूण संख्या	13,04,568	100.00

भारतीय पर्यटन उद्योगात सन्.2008 मध्ये विदेशी पर्यटकांची संख्या 5.28 कोटी तर सन्.2018 मध्ये विदेशी पर्यटकांकडून मिळालेले परकीय चलन 22,923 मिलियन इतके होते. सन्.2016 या आर्थिक वर्षात भारतात वैद्यकीय उपचारासाठी आलेल्या 4,60,000 विदेशी पर्यटकांकडून तीन अब्ज डॉलरचे उत्पन्न मिळाले आहे.

भारत देशातील अंतर्गत पर्यटकांचा तपशील सन्.2015

अ.क्र.	राज्य/संघक्षेत्र	पर्यटक संख्या	शेकडा प्रमाण
1	तामीळनाडू	33,34,55,047	23.3
2	उत्तरप्रदेश	20,88,88,457	14.3
3	आंध्रप्रदेश	12,15,91,054	8.5
4	कर्नाटक	11,98,63,942	8.4
5	महाराष्ट्र	10,34,03,934	7.2
6	तेलंगणा	6,45,16,316	6.6
7	मध्यप्रदेश	7,79,75,738	5.4
8	पश्चिम बंगाल	70,19,3450	4.9
9	गुजरात	3,62,88,463	2.5
10	राजस्थान	3,51,85,773	2.5
11	अन्य 10 राज्ये	1197367974	83.6
12	इतर राज्ये	23,46,05,820	16.4
	एकूण संख्या	143,19,73,794	100.00

देशाच्या 12 व्या पंचवार्षिक योजनेत पर्यटन क्षेत्रात कमीत कमी 12 टक्के वृद्धी करण्याचे लक्ष ठेवण्यात आलेले होते. या योजनेत 2.49 करोड रुपयांचे नव रोजगार निर्मितीचे ध्येय निश्चित केले होते. त्यामध्ये पर्यटन उद्योगावर विशेष भर देण्यात आला होता. देशाच्या पर्यटनाचा विचार करता 26 विरासत स्थळे, 25 जैव विविधता ठिकाणे, 3 प्रवासी स्थळे, 6 हजार कि.मी.चा समुद्र किनारा, धार्मिक, सांस्कृतिक, कृषी आणि ग्रामीण पर्यटन स्थळांशी संबंधित इतिहासिक इमारती, मनोरंजन केंद्र, परिवहन साधने यांच्या विकासाकडे लक्ष देऊन आर्थिक उलाढालीद्वारे अर्थव्यवस्था मजबूत करण्याचे धोरण आखण्यात आले आहे.

4.पर्यटन व्यवसायातील नोकरीच्या संधी

पर्यटन उद्योगाची व्यवहारीक बाजू तरुण बेरोजगारांना नोकरी किंवा व्यवसायाची संधी मिळवून देते. या उद्योगातील कामकाज प्रत्येक टप्प्याटप्प्याने पूर्ण होत असते. उदा.प्रवास यात्रा, निवास व्यवस्था, भोजन व्यवस्था, शॉपिंग, फिरण्याची वाहन सुविधा, मनोरंजन या सर्वच बाबींमध्ये प्रशिक्षित सेवार्थीची गरज असते.

पर्यटन क्षेत्राशी संबंधित सेवा व व्यवसाय क्षेत्रे आणि संधी

अ.क्र.	तपशील (क्षेत्र)	नोकरीचे/रोजगाराचे स्वरूप
1	हवाई वाहतूक, जल आणि रस्ता, रेल्वे, भूपृष्ठ वाहतूक	फलाईट अटेंडंट, एअर होस्टेस, पायलट, फलाईट इंजिनियर, एअरक्राफ्ट मेकॅनिक्स, रिझर्वेशन एजंट, मॅटेनन्स स्टाफ, बॅगेज हॅण्डलर्स, एअर लाईन फूड सर्व्हिस सेवाए, कॉम्प्युटर प्रोफेशनल्स, ट्रेनिंग स्टाफ, ऑफीस असिस्टंट्स, लिपीक (याचप्रमाणे जल आणि भूपृष्ठ वाहतूकीच्या सेवा आणि विक्री क्षेत्रात मनुष्यबळाची आवश्यकता असते.)
2	हॉटेल्स आणि रिसॉर्ट्स	सामान्य प्रबंधक, प्रशिक्षित प्रबंधक, पर्सनल रिसर्च विक्री प्रबंधक, जनसंपर्क व्यवस्थापक, रिशेप्शनिस्ट, हाऊस किपर, आयशेफ, स्टोअर किपर, वेटर, कुक्स, किचन असिस्टंट, एसी मॅटेनन्स स्टाफ, इंजिनियर, इलेक्ट्रिशियन, प्लंबर, कारपेन्टर, पेंटर, स्पार्टस इन्स्ट्रक्टर, जीम व्यवस्थापक, इव्हेंट मॅनेजर, मनोरंजन कर्मचारी
3	खाद्य पदार्थ सेवा	कॅफेन, हेटवेटर्स, रेस्टॉरंट व्यवस्थापक, खरदी अधिकारी
4	ट्रॅव्हल एजन्सी/टूर ऑपरेटर	ट्रॅव्हल कन्सल्टंट, जाहिरात प्रतिनिधी, रिसर्च स्टाफ, कॅशिअर, बकींग एजन्ट, टूर एस्कॉर्ट्स, टूर प्लॅनर, हॉटेल समन्वयक, सुपर व्हायझर, मॅनेजर
5	मनोरंजन	अॅक्टिव्हिटी मॅनेजर, योग, मेडीटेशन आणि आयुर्वेदिक कन्सल्टंट, नाट्यकर्मी, नृत्य कलाकार, नृत्य तज्ञ, विशेष शिबीर मार्गदर्शक
6	कृषी पर्यटन	पशुपालन केंद्र संचालक, विविध कृषी उद्योग प्रवर्तक, वायनरी उद्योग व्यवस्थापक, कामगार, सहाय्यक, गावरान शेतमाल विक्री, जुन्या खेळांचे आयोजक इ. कृषी पर्यटन केंद्र व्यवस्थापक

5.पर्यटन उद्योगाशी संबंधित प्रशिक्षण सुविधा

आपल्या देशात आणि महाराष्ट्रात पर्यटनासंबंधी प्रशिक्षण देणारे विविध अभ्यासक्रम उपलब्ध आहेत. ट्रॅव्हल अॅण्ड टूरिझम हा व्यवसायिक अभ्यासक्रम स्वीकारून बारावीची परीक्षा देता येते. अनेक कनिष्ठ महाविद्यालयात हा अभ्यासक्रम चालविला जातो. 1983 साली स्थापन झालेली 'इंडियन इन्स्टिटयुट ऑफ टूरिझम अॅण्ड ट्रॅव्हल मॅनेजमेंट' ही संस्था पर्यटन प्रशिक्षण क्षेत्रातील महत्वाची संस्था आहे. मध्य प्रदेशातील ग्वाल्हेर येथील या संस्थेच्या दिल्ली, लखनौ, कोलकत्ता, तिरुअनंतपुरम येथे शाखा असून तेथे पर्यटन विषयक पुढील अभ्यासक्रम आहेत. टूर ऑपरेशन सर्व्हिस मॅनेजमेंट, टूरिझम मार्केटिंग, हाऊ टू ओपन अॅण्ड ऑपरेट अ ट्रॅव्हल एजन्सी, डिप्लोमा इन टूरिझम मॅनेजमेंट (पदवीधरांसाठी) पर्यटन क्षेत्रातील काही उपलब्ध अभ्यासक्रमांची नावे पुढील प्रमाणे आहेत. 1.बॅचलर ऑफ टूरिझम अॅण्ड अॅडमिनीस्ट्रेशन 2.बॅचलर ऑफ टूरिझम अॅडमिनीस्ट्रेशन 3.बॅचलर ऑफ टूरिझम स्टडीज 4.मास्टर ऑफ

अॅडमिनीस्ट्रेशन इन टूरिझम अॅण्ड हॉस्पिटॅलिटी मॅनेजमेंट 5.मास्टर इन टूरिझम मॅनेजमेंट, काही पदविका अभ्यासक्रम पुढीलप्रमाणे एअर लाईन टीकेटींग, एअर लाईन ग्राऊंड ऑपरेशन्स, ग्राऊंड सपोर्ट अॅण्ड एअरपोर्ट मॅनेजमेंट, गाईडींग अॅण्ड एस्कॉर्टिंग, कार्गो मॅनेजमेंट, एअरपोर्ट लॉजिस्टिक्समॅनेजमेंट. भारत पर्यटन विकास निगम या शासकीय संस्थेकडून पर्यटन आणि अतिथ्य क्षेत्रातील प्रशिक्षण वर्गाचे आयोजन केले जाते. पंतप्रधान कौशल्य विकास योजनेअंतर्गत प्रशिक्षण कार्यक्रम आयोजित केलेला असून सहा महिन्यांच्या कालावधीत संभाषण कौशल्य, स्पोकन इंग्लिश, पर्सनॅलिटी डेव्हलपमेंट, पर्यटन प्रकार, वर्ल्ड हेरिटेज, पर्यटन स्थळे, अतिथ्य व्यवस्था, टूरिझम गाईड व सेवा क्षेत्र यांचा अभ्यासक्रमात समावेश आहे.

6.समारोप

पर्यटन क्षेत्रात करिअर करू इच्छिणाऱ्या व्यक्तींनी वर उल्लेख केलेले अभ्यासक्रम विचारात घेणे आवश्यक आहे.च पण अशा व्यक्तींनी इतिहास, भूगोल या विषयांचे उत्तम ज्ञान प्राप्त केलेले असावे. आधुनिक युग हे संगणकाचे असल्याने संगणक वापरार प्रभुत्व असणे हे या ठिकाणी महत्वाचे ठरते. मुळात मोकळा स्वभाव, हिंडण्या फिरण्याची इच्छा, प्रवासाची आवड आणि सर्व प्रकारच्या लोकांशी जमवून घेण्याची तयारी या क्षेत्रात यशस्वी होण्यासाठी आवश्यक असते.

आपल्या देशात केंद्र सरकारने पर्यटन व्यवसायाचे महत्त्व ओळखून गेल्या काही वर्षात जाणीवपूर्वक पर्यटन स्थळांचा विकास करण्याचे धोरण स्वीकारले आहे. पर्यटन स्थळी उत्तम दर्जाची हॉटेल सुरु झालेली आहेत. उंच किल्ल्यांवर, ठिकाणांवर थेट वरपर्यंत जाऊ शकतील असे रस्ते बांधले आहेत अथवा रोप वे सुरु केले आहेत. देशांतर्गत रस्त्यांचे सहा पदरीकरण, पंतप्रधान सडक योजना, मेट्रो, रेल्वे, सुपरफास्ट रेल्वे ट्रॅक, समृद्धी महामार्ग, देशांतर्गत खाजगी विमान कंपन्यांना वाहतूक परवानगी यामुळे पर्यटन व्यवसायात वाढ होवून नोकरीची नवी दालने उघडली जाण आहेत. पर्यटन व्यवसायात खाजगी कंपन्यांमध्ये जज्ञ आणि प्रशिक्षित अनुभवी व्यक्तींची नेमणूक केली जाते. कामाचे स्वरूप आणि कंपनीची आर्थिक स्थिती यानुसार आकर्षक वेतन मिळते. त्याशिवाय सरकारच्या पर्यटन खात्यातदेखील प्रशिक्षित व्यक्तींना संधी मिळू शकते. पर्यटन कंपनीत नोकरीचा पुरेसा अनुभव प्राप्त झाल्यावर महत्वाकांक्षी व्यक्ती स्वतःची पर्यटन कंपनी काढू शकते. अनुभव संपन्न व्यक्ती नियतकालिकामधून लेख लिहू शकतात. दूरचित्रवाणीवरच्या वाहिन्यांवरून पर्यटन विषयक कार्यक्रम सादर करू शकतात. जागतिकीकरणाच्या स्पर्धेत टिकून राहण्यासाठी आपल्या देशाने भारतीय नागरिकांची पर्यटन विषयक मानसिकता बदलण्याचे प्रयत्न सुरु केले आहेत. भारतातील मध्यम वर्गाची आर्थिक स्थितीचा उंचावत असलेला दर्जा व राहणीमान यांचा विचार करता पर्यटन क्षेत्रातील विविध नोकऱ्यांमध्ये बेरोजगारांना आपले भवितव्य उज्वल करण्याची संधी आहे. त्याच दृष्टीने विदेशी कंपन्यादेखील भारतीयांना सामावून घेत आहेत ही हे भविष्यकाळाच्या दृष्टीने आशदायक चित्र आहे.

संदर्भ पुस्तके

घैसास वासंता : प्रवास तंत्र आणि मंत्र, राजहंस प्रकाशन, पुणे.

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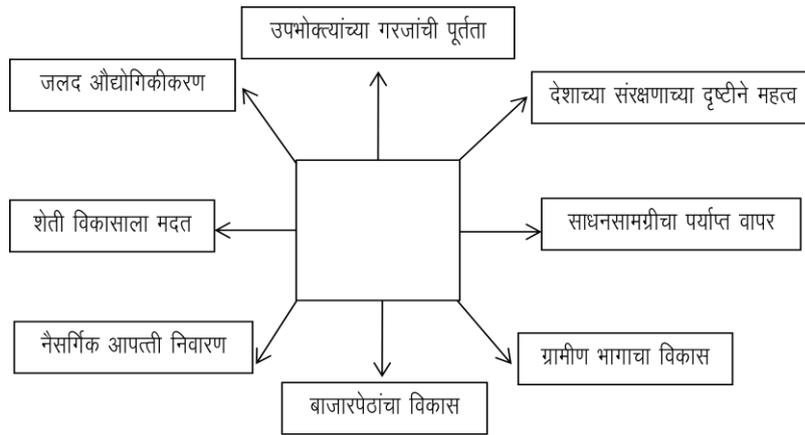
संशोधक, सौ.निर्मलाताई थोपटे शिक्षणशास्त्र महाविद्यालय, भोर, जि.पुणे. मोबाईल नंबर

प्रस्तावना

कोणत्याही प्रदेशाचा किंवा राज्याच्या आर्थिक विकासासाठी नैसर्गिक व मानवी साधन संपत्तीला महत्वाचे स्थान असते. आर्थिक विकासाच्या दृष्टीने पायाभूत सुविधांना अतिशय महत्वाचे स्थान आहे. पायाभूत सुविधांमध्ये जलसिंचन, वाहतूक व दळणवळण आणि वील निर्मिती या तीन सुविधांना महत्वाचे स्थान आहे. अशा प्रकारच्या सुविधा ज्या राज्यात, ज्या भागात किंवा देशात पुरेशा प्रमाणात उपलब्ध असतात त्या राज्याचा किंवा देशाचा जलद गतीने विकास होण्यास मदत होते. वैज्ञानिक सर्जनशीलता विकसित झालेल्या शिक्षकाची भूमिकादेखील हा विकास घडवून आणण्यासाठी उपयुक्त ठरत असते. शिक्षकाकडे कोणत्याही समस्येवर उपाय म्हणून एकापेक्षा जास्त पर्याय तयार असतात. वैज्ञानिक सर्जनशीलता विकसित झालेली व्यक्ती आपल्यातील कमतरता टाळून जास्तीत जास्त सुधारणा स्वतःमध्ये व्हाव्यात यासाठी प्रयत्न करायला तयार असतो.

आर्थिक विकासात वाहतूक व्यवसायाचे महत्व व वैज्ञानिक सर्जनशील शिक्षकाची भूमिका

राज्याच्या आर्थिक विकासांमध्ये रेल्वे वाहतूक, जलवाहतूक आणि हवाई वाहतूक यासारख्या पायाभूत सुविधांना महत्व प्राप्त झालेले आहे. त्याची कारणे पुढील प्रमाणे –



1. जलद औद्योगिकीकरण

औद्योगिक उत्पादनामध्ये सातत्य राखण्यासाठी उद्योगांना नियमित वीजपुरवठा होणे आवश्यक आहे. वीज निर्मितीसाठी लागणारा कोळ्या वाहून आणण्यासाठी रेल्वे वाहतूक उपयुक्त आहे. वीज निर्मितीसाठी पाणी आडवा/पाणी जिरवा जलसंधारण धरणे, कोल्हापूर पध्दतीचे बंधारे बांधणे आवश्यक आहे. वैज्ञानिक सर्जनशीलता विकसित झालेली व्यक्ती यांचा सुयोग्य पध्दतीने निर्मिती व वापर करू शकणार आहे.

2. शेती विकासाला मदत

शेती क्षेत्रात उत्पादित झालेल्या उत्पादनामध्ये दुग्धव्यवसाय, कुक्कुटपालन, दुग्धजन्य पदार्थ, अंडी यासारखा (दुध, दही, ताक, तुप, पनीर, खवा) नाशवंत वस्तूंची तात्काळ व जलद वाहतूक होणे आवश्यक असते. वैज्ञानिक सर्जनशीलता विकसित झालेला शिक्षक नाशवंत माल बाजारपेठेत सुरक्षित पध्दतीने अंडी-कॅरेट, वेस्टन-तूप, पॅकींग-पनीर करून लवकरात लवकर पाठवेल. त्याचबरोबर शेतीसाठी लागणारी अवजारे – कुळवणी यंत्र, फवारणी यंत्र, नांगरणी, रोटार, तिफन, छोटा ट्रॅक्टर, द्राक्ष, आंबा पिकांवर फवारणी करण्यासाठी यांची वाहतूक वेळेवर होऊन उत्पादन वाढण्यास मदत होईल.

3. नैसर्गिक आपत्ती निवारण

नैसर्गिक परिस्थिती अनुकूल नसल्याने राज्यात नेहमीच दुष्काळासारख्या आपत्तीला तोंड द्यावे लागते. ओला दुष्काळ, कोरडा दुष्काळ, भूकंप, साथीचे रोग यासारख्या परिस्थितीत सापडलेल्या लोकांना अन्नधान्य व इतर अत्यावश्यक वस्तूंचा पुरवठा उदा. कोल्हापूरमधील पूरस्थिती नियंत्रणात आणण्यासाठी अलमट्टी धरणातील विसर्ग वाढविणे, आपत्तीपूर्व व आपत्तीनंतरदेखील थेट गरजू लोकांपर्यंत तेथे जावून मदत पोहचविणे ही कामे वैज्ञानिक सर्जनशीलता विकसित झालेली व्यक्ती अधिक परिणामकारक पध्दतीने करू शकते.

4. बाजारपेठेचा विकास

स्थानिक पातळीवरील माल हा परदेशात कसा पोहचेल, लाकांच्या गरजा कशा भागतील, गुणवत्तापूर्ण माल प्रतवारी करून बाजारपेठ पाठवून चांगला भाव शेतकऱ्याला कसा मिळेल याचा विचार केला पाहिजे. ही बाब वैज्ञानिक सर्जनशीलतेशिवाय शक्य नाही. बाजारपेठेचा विकास झाल्यास आर्थिक विकासाला मदत होते.

5. साधनसामुग्रीचा पर्याप्त वापर

साधन सामग्रीचा पर्याप्त वापर होण्यासाठी वाहतुकीची साधने उपलब्ध असली पाहिजेत. बैलगाडी – ट्रॅक्टर, ट्रक, टेम्पो, रेल्वे, रेल्वे पुणे – लातूर पाणी पुरवठा, अन्नधान्य पुरवठा, सिमेंट, कच्चा माल, परदेशात द्राक्ष, आंबा, मसाल्याचे पदार्थ, औषधे पाठविली जातात.

6. उपभोक्त्यांच्या गरजांची पूर्तता

उपभोक्त्यांना विविध प्रकारच्या वस्तूंचा उपभोग घेता येतो. यासाठी उपभोग्य वस्तूंचा पुरवठा नियमितपणे होणे आवश्यक आहे. वाहतूकीच्या साधनांमुळे शेती क्षेत्रात तयार झालेला भाजीपाला, फळे, अन्नधान्य, दूध, अंडी इत्यादी वस्तू शहरी भागातील उपभोक्त्यांना मिळू शकतात. त्याचप्रमाणे औद्योगिक क्षेत्रात तयार झालेल्या वस्तू, कपडे, खाद्यतेल, औद्योगिक वस्तू इत्यादी उपभोक्त्यांना वाहतूक व्यवस्था सुरळीत असेल तर नियमितपणे उपलब्ध होतात. काहीवेळा वाहतूक यंत्रणेत बिघाड झाल्यास वस्तूची टंचाई निर्माण होते. परंतु वैज्ञानिक सर्जनशीलता विकसित झालेली असेल तर ती व्यक्ती उपभोक्त्यांना उपभोग्य वस्तूंचा पुरवठा करण्यासाठी आलेल्या अडचणींवर मात करून वाहतूक व्यवस्था जलद व सुरळीत करते.

7. देशाच्या संरक्षणाच्या दृष्टीने महत्व

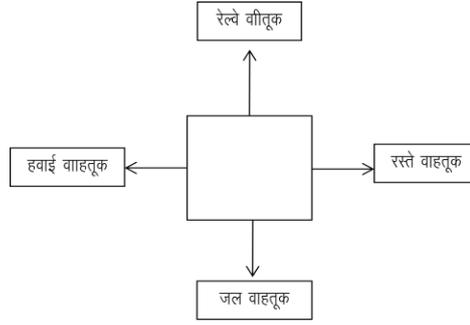
राष्ट्राच्या संरक्षणाच्या दृष्टीने वाहतूक व्यवस्था गतिमान असली पाहिजे. युद्धासारख्या परिस्थितीत सैन्यदल, शस्त्रास्त्रे, लढाऊ साधनसामग्री, अन्नधान्य, दारुगोळा इतर सामग्रीची उपलब्धता, जलद वाहतूक होणे आवश्यक असते. त्यासाठी हवाई वाहतूक व जलवाहतूकीबरोबर डॉंगराळ भागात रेल्वे वाहतूकीला महत्व असते. वैज्ञानिक सर्जनशीलता विकसित झालेली व्यक्ती त्यात सुधारणा घडवून आणू शकते हे देशाच्या संरक्षणाच्या दृष्टीने त्यांची निगा राखणे, सुयोग्य रितीने वापर होणे महत्वाचे आहे.

8. ग्रामीण भागाचा विकास

भारतात आजही 65 ते 70 टक्के लोक ग्रामीण भागात राहतात. त्यांच्या विचारात व आचारात बदल होण्यासाठी खेडी, बाजारपेठा, माठया शहरोशी (पुणे, मुंबई, नागपूर, औरंगाबाद, नाशिक) जोडली गेली पाहिजेत. ग्रामीण भागात उत्पादित झालेल्या वस्तू बाजारपेठेत योग्य किंमतीला विकता येऊन ग्रामीण लोकांच्या उत्पन्नात वाढ होईल.

उत्पादन वाढल्याने ग्रामीण भागातील लोक शहरी लोकांच्या उच्च राहणीमानाचे अनुकरण करू लागतील. त्यामुळे लोकांची गतिमानता वाढून विकासाला मदत होते. विविध वाहतूक साधनांद्वारे विविध जातीधर्माचे, विविध भाषा बोलणारे, वेगळी संस्कृती व उपचार विचार करणारे लोक प्रवास करू लागल्यास आचारविचाराची देवाणघेवाण होऊन लोकांचा दृष्टीकोन व्यापक बनतो. त्यातूनच राष्ट्रीय एकात्मता वाढीस लागते. देशाच्या आर्थिक विकासामध्ये सर्व प्रकारच्या वाहतूक व्यवस्थेला महत्वाचे स्थान आहे. आर्थिक विकासासाठी वैज्ञानिक सर्जनशीलता विकसित झालेली व्यक्ती तसेच वाहतूक व्यवस्था कार्यक्षम व गतिमान असली पाहिजे. ज्याप्रमाणे मानवी शरीरामध्ये रक्तवाहिन्यांना महत्व असते त्याचप्रमाणे देशाच्या अर्थव्यवस्थेमध्ये वाहतूक यंत्रणेला महत्व असते.

वाहतूकची साधने



1.रेल्वे वाहतूकची समस्या

- | | | | | |
|------------------|----------------------------|-------------------------|------------------------|-------------|
| 1.मर्यादित विकास | 2.असमतोल विकास | 3.इंधन समस्या | 4.उपनगरी रेल्वे वाहतूक | 5.मालवाहतूक |
| समस्या | 6.रेल्वे तिकीटाचे वाढते दर | 7.अपघाताचे वाढते प्रमाण | | 8.प्रचंड |
| गुंतवणूक | | | | |

2.रस्ते वाहतूक

- | | | | | |
|----------------------|------------------|----------------|--------------------|-----------------|
| 1.राष्ट्रीय महामार्ग | 2.राज्य महामार्ग | 3.जिल्हा मार्ग | 4.इतर जिल्हा मार्ग | 5.ग्रामीण रस्ते |
|----------------------|------------------|----------------|--------------------|-----------------|
- राज्यातील रस्ते वाहतूकीमुळे शेती, उद्योग, व्यापार, बाजारपेठांचा विकास होवून आर्थिक विकासाला मदत ठरली आहे. राज्यातील बहुतेक सर्व खेडी जवळच्या बाजारपेठांशी जोडली गेली आहेत. बाजारपेठांच्या विकासामुळे उत्पादनास योग्य किंमत मिळण्यास मदत झाली. ग्रामीण भागातील शेती उत्पादन अल्पकाळात वाहून आणणे शक्य झाले आहे.

3.जल वाहतूक

राज्याला 720 कि.मी. लांबीचा मोठा समुद्र किनारा लाभल्याने सागरी वाहतूकीला व्यापाराच्या दृष्टीने महत्त्व आहे. जलवाहतूक – समुद्र, नद्या आणि कालवे इत्यादीद्वारे केली जाते. मुंबई – पोर्ट ट्रस्ट बंदर, न्हावा शेवा येथे जवाहरलाल नेहरू पोर्ट ट्रस्ट ही माठी बंदरे. याशिवाय कोकणात अनेक बंदरे आहेत. सागरी वाहतूकीद्वारे मासळी, मीठ, अन्नधान्य इत्यादी वाहतूक होते.

4.हवाई वाहतूक

मुंबई ही देशाची आर्थिक राजधानी असल्याने मुंबई येथे आंतरराष्ट्रीय विमानतळ उभारण्यात आले आहे. या सर्व दळणवळणाच्या वाहतूक सुविधांचा अधिक कार्यक्षम पध्दतीने वापर वैज्ञानिक सर्जनशीलता विकसित झालेली व्यक्ती अधिक प्रभवीपणे व परिणामकारक करू शकेल.

संदर्भ

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डॉ. मधुकर रामचंद्र वेदपाठक

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मुरुड-जांजिरा, जि. रायगड, मुंबई विद्यापीठ सलग्न,

गोषवारा

आधुनिक जगामध्ये पर्यटन उदयोग वेगाने वाढत आहे. सदर पेपरमध्ये पर्यटन संकल्पना, तीचे अर्थव्यवस्थेतील महत्त्व, पर्यटनाचे विविध प्रकार, भारतातील प्रचलित स्थिती व आव्हाने मांडली. दुय्यम साधनाद्वारे माहितीचे संकलन केले. पर्यटनामुळे जगाचे सौंदर्य शोधण्याची मानवाला अनुमती मिळाली. पर्यटनही प्रवासाची भावना आहे. पर्यटन विकासामुळे देशाला परकीय चलन प्राप्ती, रोजगार निर्मिती, आंतरराष्ट्रीय सहकार्य, अविकसीत देशांना विकासाची संधी, पर्यटन संबंधी व्यवसायांचा विकास, स्थिर अर्थव्यवस्था आणि एकुणच पर्यटन क्षेत्रामुळे देशाच्या विकासाला मोठी चालना मिळते. मनोरंजन, संगीत, पर्यावरण, वन्यजीव, कृषी, वैद्यकीय, साहसी, ऐतिहासिक, धार्मिक, सांस्कृतिक, पारंपारिक, खेळ व पर्यटनाचे प्रकार स्पष्ट केले. पर्यटन विकास भारतातील वैविध्य एक मोठी संधी होय. 1990 च्या दशकाच्या सुरुवातीनंतर पर्यटन उदयोग भारतात मोठ्या प्रमाणात विकसित होत आहे. त्याच बरोबर पर्यटनास आतिथ्य, स्वच्छता, पर्यटकांची सुरक्षा, निवास, वाहतूक साधणे इ. आव्हानेही आहेत.

विसाव्या व एकविसाव्या शतकात आंतरराष्ट्रीय स्तरावर परिणाम घडवून आणणारी एक महत्त्वपूर्ण आर्थिक क्रिया म्हणजे पर्यटन होय. वाहतूक व दूरसंचारद्वारे जग एक खेडे बनले आहे. दोन देशातील ज्ञान, संस्कृती, भौतिक वस्तूंची देवघेव अधिक सोपी झाली. जगातील माणसाची वाढती आर्थिक शक्ती व कुतुहल हे एका देशातील लोकांना दुसऱ्या देशाच्या जवळ आणत आहे. त्यामुळे जगभर पर्यटन उदयोग वेगाने वाढत आहे. वाढती स्पर्धा, उदयोग धंदयामुळे रोजगार प्राप्तीसाठी शहरात वाढती गर्दी, दाट लोकवस्ती, कोदंड व रोगट वातावरण, धकाधकीचे व घडयाळाच्या काटयावर धावते जीवन या सर्वांपासून थोडीशी विश्रांती, विरंगुळा व मनोरंजन मिळवण्यासाठी प्रवास व पर्यटन केले जाते. आनंद मिळविला जातो. पर्यटनामुळे आपणास जगाचे सौंदर्य शोधण्याची अनुमती मिळते. सेंट ऑगस्टीन यांनी प्रवासाच्या भावनेला प्रतिबिंबित करताना म्हटले, 'जग एक पुस्तक आहे आणि जे प्रवास करित नाहीत त्यांना फक्त एक पान वाचता येते'. आधुनिक युगाची निर्मिती म्हणजे पर्यटन आहेच तसेच पर्यटन प्रसाराची गती देखील आधुनिकतेच्या गतीशी जोडली गेली आहे.

उद्देश:-

- 1) पर्यटन संकल्पना समजून घेणे.
- 2) पर्यटनाचे अर्थव्यवस्थेतील महत्त्व जाणणे.
- 3) पर्यटनाचे विविध प्रकार विश्लेषण करणे.
- 4) पर्यटन विकासातील आव्हाने समजून घेणे.

संशोधन पध्दती:-

संपूर्ण शोधनिबंध हा पर्यटन व संबंधीत वेबसाईट या दुय्यम साधनावर आधारित आहे. जसे पुस्तके, संदर्भ पुस्तके, संशोधन लेख, ऑनलाईन जरनल्स, शासकीय अहवाल.

साहित्य पुर्नरावलोकन:-

शिजी ओ (2016) IJSS Vol.5-issue-I या लेखकांने आपल्या 'Economics impact of tourism in India' या लेखात म्हटले की, धुर न करता पर्यटन हा जगातील सर्वात मोठा उदयोग आहे. हे नऊ जागतिक रोजगारांपैकी एकावर अवलंबून असतो. जगातील एकूण देशांतर्गत उत्पादनात 10% योगदान देते. अर्थव्यवस्थेचा उच्चविकास व प्रगती दर, परकीय चलनाची पर्याप्त प्रमाणात वाढ, पायाभूत सुविधा विस्तार व नवीन व्यवस्थापन व शैक्षणिक अनुभवांच्या माध्यमांतून हे इतर क्षेत्रावर परिणाम करते. यापेपर मध्ये भारतातील पर्यटकांचा आर्थिक परिणाम मोजण्याचा व त्यासाठी पर्यटकांचा खर्च पध्दतीचा अवलंब केला. योगेश पीसोलकर व नवेंदू चौधरी (2016) यांच्या 'The problems of Costal Tourism, Environment and Local Sustainable Development along sindhudurg District, Coastal Maharashtra India' या लेखात म्हटले की, महाराष्ट्राला 720 कि.मी. ची समुद्र किनारपट्टी आहे. सिंधुदुर्ग जिल्हयास समुद्र किनारा, बेट, बंदरे, स्थानीक संस्कृती, मालवणी खादय, जैवविविधता हि विशेषता लाभली आहे. येथील स्थानिक लोकांच्या उदरनिर्वाहासाठी इकोसिस्टिम सेवा महत्वाची आहे. येथील

समस्यांची मांडणी करून निराकरणाचे मार्ग सांगितले. संजय डि. पराग (2017) IRJG, महाराष्ट्र भुगोलशास्त्र संशोधक पत्रीकेतील 'A SWOT analysis of tourism industry in Nashik district, Maharashtra state' या लेखात त्यांनी पर्यटन उदयोगाच्या संदर्भात नाशिक जिल्हयातील सामर्थ्य, कमकुवतपणा संधी व धोक्याचे विश्लेषण केले. येथे वार्डन, साहसी, पर्यावरण, आरोग्य, वॉटर, ऐतिहासिक असे पर्यटन प्रकार विकसित करता येतील. पार्किंग, मार्गदर्शनाचा आभाव, हवाई वाहतुकीची अनुपस्थिती, राहण्याची गैरसोय, पर्यटन ठिकाणांची कमी प्रसिध्दी इ. समस्या आढळल्या. MTDC, वाहतुक संस्था, स्थानिक शासन, राज्य परिवहन यांनी पर्यटनास चालना द्यावी. पर्यटनाच्या उज्ज्वल भविष्यासाठी योजना आखली पाहिजे.

पर्यटनाचा अर्थ:-

Tornus या लॅटिन शब्दाचे रूपांतर Tourn (= Journey) असा झाला. त्यापासून Tourn (प्रवास) शब्द बनला. त्यापासून Tourism (पर्यटन) शब्द बनला. इराणमध्ये 1811 मध्ये पर्यटन शब्द व 1840 मध्ये पर्यटक शब्द वापरला गेला. मनोरंजनासाठी अन्य देशातील प्रेक्षणीय स्थळे पाहण्यासाठी, निसर्ग सौंदर्य लुटण्यासाठी करण्यात येणारा प्रवास म्हणजे पर्यटन होय. पर्यटनही प्रवासाची भावना आहे. काही लोक व्यापारासाठी प्रवास करू लागले. इंग्लंडमध्ये 18 व्या शतकात उदयोगाच्या विकासाबरोबर पर्यटन सुरू झाले. संयुक्त राष्ट्र जागतिक पर्यटन संघटना (UNWTO) ची व्याख्या:- 'पर्यटनामध्ये विश्रांती, व्यवसाय व इतर कारणांसाठी जास्तीत जास्त एक वर्षासाठी त्यांच्या सामान्य परिसराबाहेर असलेल्या ठिकाणी प्रवास करणाऱ्या व राहणाऱ्या व्यक्तींच्या क्रियाकलापांचा समावेश केला गेला आहे.' पर्यटनही एक तात्पुरती, अल्पकालीन घटना आहे. ती कोणत्याही देशातील किंवा देशाबाहेरील व्यक्तीची हालचाल आहे. ती एक घराच्या वातावरणा बाहेरची चळवळ आहे. पर्यटन हा लोकांनी निवडलेला उपक्रम आहे. कमाई मिळवण्याच्या उद्देशा शिवाय इतर कारणासाठी प्रवास केला जातो. पर्यटनाला दिवसाची मर्यादा नाही. मानवासाठी आनंद, विरंगुळा व मनोरंजन, ज्ञानात भर यासाठी गरजेचा आहे. अशी पर्यटनाची वैशिष्ट्ये आहे. पर्यटनामध्ये अनेक गोष्टींचा समावेश होतो. पर्यटनाचे अनेकविध गतिशील व स्थिर स्वरूप, भौगोलिक, ऐतिहासिक, सांस्कृतिक व धार्मिक स्वरूप यामुळे दिवसेंदिवस पर्यटनाच्या व्याप्तीमध्ये वाढ होत आहे. 1980 मध्ये युनोनी 27 सप्टेंबर हा दिवस 'जागतिक पर्यटन दिन' म्हणून घोषित केला.

पर्यटनाचे महत्त्व:-

प्रसिध्द व्यक्ती मार्क ट्वेन यांच्या मते, 'ज्या भूमीला सर्व लोक पाहू इच्छितात व एकदा पाहिल्यानंतर जरी ती एक झलक असेल तरीही, उर्वरीत जगाच्या सर्व दृश्यांच्या ऐवजी ती झलक सोडणार नाही.

1) **परकीय चलन प्राप्ती** – 2017 मध्ये भारताने पर्यटनामधून सुमारे 2 अब्ज डॉलरची कमाई केली. 2020 पर्यंत 100 अब्ज डॉलर्सचे लक्ष आहे. हि कमाई फ्रान्स, स्पेन पेक्षाही जास्त आहे. 2014 मध्ये भारतास भेट दिलेल्या विदेशी पर्यटकांची संख्या 17.8 लाख होती ती 2017 मध्ये 1.4 कोटी झाली. पर्यटकांच्या पसंतीची स्थळे पर्यटन केंद्रे म्हणून विकसित केल्यास देशाला परकीय चलनाचा लाभ मिळतो.

2) **रोजगार निर्मिती** – पर्यटकांचे भोजन, निवास, त्यांना मार्गदर्शन, वाहन व वाहतूक, मनोरंजन इ. द्वारे एका पर्यटकामागे 9 लोकांना रोजगार प्राप्त होतो. स्थानिकांना लाभ मिळतो. लंडन, पॅरीस, बॅकॉक, सिंगापूर, हॉकॉंग, न्यूर्यार्क, दुबई, रोम शहर, हि पूर्णतः पर्यटनावर अवलंबून आहेत. जम्मूकाश्मीर, राजस्थान, आसाम, गुवाहाटी, हिमाचल प्रदेश, उत्तराखंड अशी पूर्वकडील राज्याची अर्थव्यवस्थांमध्ये पर्यटनाद्वारे रोजगार उपलब्धता जास्त आहे. भारताच्या एकूण रोजगारापैकी सामान्यपणे 9% रोजगार पर्यटन क्षेत्रातून मिळतो. 2029 पर्यंत या क्षेत्रात 10 लाख रोजगार निर्माण होण्याची अपेक्षा आहे. पर्यटनाचे नवे दालन महिलांना उघडले. जागतिक पातळीचा विचार करता इतर क्षेत्राच्या तुलनेत पर्यटन क्षेत्रात महिलांची संख्या जवळजवळ दुप्पट आहे.

3) **मुलभूत संरचनेची निर्मिती** – पर्यटन वाढी बरोबर अर्थव्यवस्थेतील रस्ते, दुकाने, पाणीपुरवठा, सांडपाणी वाहून नेण्याच्या योजना इ. ना चालना मिळते.

4) **आंतरराष्ट्रीय सामंजस्य** – पर्यटनामुळे संस्कृती, इतिहास, सामाजिक, राजकीय व आर्थिक स्थितीचे ज्ञान पर्यटकांना झाल्याने गैरसमज दूर होतात. त्यांच्यात सामंजस्य वाढते.

5) **ऐतिहासिक ज्ञान प्राप्त** – इतिहास काळाची परिस्थिती समजते, ऐतिहासिक घटनांची माहिती, ज्ञान मिळते. परिणामी ऐतिहासिक वास्तूंचे संवर्धन केले जाते.

6) **संबंधित व्यवसायांचा विकास** – पर्यटनामुळे कृषी वस्तूंची मागणी वाढते. हस्तकला, लघुउदयोगांना चालना मिळते व पर्यटनसंबंधी व्यवसाय व कारखाने यांचा विकास होतो. उदा. शंख शिंपले (गोवा), शाली, गालीचा (हिमाचल प्रदेश) काठया, ताग वस्तू (महाबलेश्वर).

7) **सरकारला कर महसूल** – सरकारला व्यवसाय कर, विक्रीकर, स्टॅंपड्यूटी व कराव्दारे महसूल मिळाल्याने अर्थव्यवस्था स्थिर होण्यास मदत होते.

8) **आर्थिक विकास** – विकसित देशाकडून अविकसित देशात पर्यटनाच्या माध्यमातून संपत्ती वळवली जाते. पर्यटनाच्या माध्यमातून केरळ, जम्मू काश्मीर, गोवा राज्यांची प्रगती झाली. भारतातील पर्यटन आघाडीवर वार्षिक वाढीचा दर 14% नोंदविला जो जागतिक सरासरी (8%) व अशियायी सरासरी (7.7%) पेक्षा जास्त आहे. राष्ट्रीय उत्पन्नामध्ये या क्षेत्राचे योगदान 7% होते. 2019 अखेर 35.46 को. रु. पर्यट उलाढाल या क्षेत्रात अपेक्षित होती.

पर्यटनाचे प्रकार –

1. **मनोरंजनात्मक पर्यटन**– पॅकेज सहली आयोजन केवळ वातावरण बदलण्यासाठी व आरामासाठी प्रवास केला जातो.
2. **संगीत पर्यटन**– गाणी, संगित ऐकून जीवन आनंदायी बनवण्याचा उद्देश असतो.
3. **कृषी पर्यटन**– या प्रकारात खेडेगावांत भेटी देणे, शेती व्यवसायाची माहिती घेणे असा उद्देश असतो.
4. **पर्यावरण पर्यटन** – प्रदुषण मुक्त हवा घेण्यासाठी पर्यटक दुर्गम ठिकाणी प्रवास करतात.
5. **वन्यजीव पर्यटन**– पर्यावरण व प्राणी संबंधी पर्यटन असते. वन्य प्राण्यांना त्यांच्या वस्तीत जावून पाहणे हा उद्देश असतो.
6. **साहसी पर्यटन**– घनदाट अरण्ये, गिर्यारोहण, रोप व तराफे बांधून पाण्यात सफर करणे, दुर्गम भाग ओलांडणे, नदी ओलांडणे, जमिनी खालील गुफांना भेट, बर्फावरून घसरणे, खाडी पोहून जाणे, अशी साहसी कृत्ये करण्यासाठी दृढ इच्छाशक्ती व तणाव सहन करणाऱ्या तरुण प्रवाशांचा समावेश होतो.
7. **वैद्यकीय पर्यटन**– स्वास्थ्य, आरोग्य सेवेचा लाभ घेण्यासाठी नैसर्गिक देखभाल केंद्र, रुग्णालयात दाखल होतात. विकसित देशातील अनेक पर्यटक हृदय शस्त्रक्रिया, अस्थि, यकृत प्रत्यारोपण, ऑर्थोपेडिक शस्त्रक्रियासाठी भारतात येतात. कारण भारतात आरोग्य सेवा उपचार 30% नी स्वस्त आहे.
8. **सांस्कृतिक पर्यटन**– इतर लोकांची संस्कृती, कला जाणून घेण्यासाठी प्रवास केला जातो.
9. **धार्मिक पर्यटन** – धार्मिक महत्व असणाऱ्या ठिकाणी, धार्मिक कर्तव्य पार पाडण्यासाठी चारधाम यात्रा सारख्या पर्यटन पॅकेजचा आधार घेतला जातो.
10. **ऐतिहासिक पर्यटन** – पूर्वजांच्या कार्यात रस घेवून हेरिटेज ठिकाणे, मंदिरे, चित्र संग्रहालय, किल्ले यांना भेट देवून प्रवास केला जातो.
11. **परंपारिक पर्यटन** – वडिलोपार्जित जन्मठिकाणी, आपल्या मुळठिकाणी सामील होण्यासाठी, कौटूंबिक जबाबदारी पूर्ण करण्यासाठी असे पर्यटन केले जाते.
12. **क्रिडा पर्यटन**– खेळांचा विकास करण्याच्या उद्देशाने हे पर्यटन केले जाते. ऑलंपिक, स्केटिंग, हॉकी, टेनिस, फुटबॉल, क्रिकेट सारख्या सामन्याकडे लोक आकर्षित होतात व प्रवास करतात. या शिवाय भौगोलिक पर्यटन, अभ्यास पर्यटन, भेटी प्रित्यर्थ केलेले पर्यटन, सुट्टीतील पर्यटन हि प्रकार आहेत.

भारतातील पर्यटन –

काश्मिर ते कन्याकुमारी, अरुणाचल प्रदेश ते गुजरात प्रत्येक भागाची आपली वेगळी समृद्ध संस्कृती, परंपरा व वेगळेपणा आहे. लडाख सारखा थंड प्रदेश, राजस्थान सारखे गरम वाळवंट, गंगा-ब्रम्हपुत्रासारख्या नदया, निलगिरी व उत्तरपूर्व जंगल, अंदमान व निकोबार बेटे, पर्वत पठार इ. नैसर्गिक वैशिष्ट्ये पर्यटकास आकर्षित करतात. भारतात तामिळनाडू, उत्तरप्रदेश, कर्नाटक, आंध्र व महाराष्ट्र या राज्यांमध्ये देशाच्या 63.2% सहली होतात. परदेशी पर्यटकांव्दारे सर्वाधिक पाहिले जाणारे महाराष्ट्र हे राज्य आहे. ताजमहल, आग्रा, सूर्यमंदिर, कोणार्क, लाल किल्ला, दिल्ली या स्थळांना जाणे पर्यटक पसंत करताना दिसतात. स्वतंत्र भारताचे पहिले

पंतप्रधान पंडित जवाहरलाल नेहरू हि पहिली व्यक्ती आहे जीणे त्या काळात देशाच्या दृष्टीने असणारे पर्यटनाचे महत्व जाणले. त्यांच्यामते पर्यटन हे केवळ परकीय चलन मिळवण्याचे एक साधन नाही तर त्याद्वारे आंतरराष्ट्रीय सामंजस्य व सहकार्य, जागतिक शांतता या गोष्टी देखील साध्य होऊ शकतात. 1990 दशकाच्या सुरुवाती नंतर भारतात पर्यटन उदयोग विकास पावत आहे. 2011-17 या काळात 185 देशांची कामगिरी अभ्यासून जागतिक प्रवास व पर्यटन कॉन्सिल 2018 च्या अहवालात भारत पर्यटनाच्या बाबतीत तिसऱ्या क्रमांकावर आहे.

भारतातील पर्यटनासमोरील आव्हाने –

1. **घाणीचे साम्राज्य** – पर्यटकास बसस्थानके, रेल्वेस्थानके, रस्ते अस्वच्छ असल्याचे प्रथमदर्शनी दिसून येते.
2. **पर्यटकांशी अप्रमाणिक वर्तन** – अतिथीदेवोभवः या आपल्या संस्कृतीत परंपरेचा न्हास होत आहे. प्रवासी पाहुण हा पूर्वी देवासमान मानला जाई. आज अशी क्वचीत वागणूक मिळते. चालक, व्यावसायिक, दुकानदार व अन्य संबंधित लोकांकडून प्रवाशांची फसवणूक, लूट, चोरी, महिला अत्याचार अशी प्रवृत्ती दिसते. ती बदलणे आवश्यक आहे. प्रशिक्षित व चांगल्या मार्गदर्शकांचाही अभाव आहे.
3. **पर्यटकांच्या सुरक्षेचा अभाव** – दहशतवाद एक जागतिक समस्या आहे. भारतात अनेक राज्यात दहशतवाद समस्या दिसते. जम्मू काश्मिर मधील पर्यटन व्यवसाय व राज्याची आर्थिक स्थिती दहशतवादाच्या प्रश्नामुळे ढासळात आहे. तसेच विमान, रेल्वे अपघात, 2013 मधील उत्तराखंड मधील पुरामध्ये अनेक पर्यटक अडकून मृत्यू पावले. या कारणांमुळे पर्यटक येण्यास नाखूष असतात.
4. **अपूरी निवास सुविधा** – स्वस्त, आरामदायी, शांत, स्वच्छ व सोयीस्कर निवास व्यवस्था नाही. हॉटेलची कमतरता तेथिल सुविधांचा निम्न दर्जा, महागडी सेवा, यामुळे पर्यटक संख्या रोटावते प्लॅस्टिक कचरा वाहून प्रदुषण वाढत आहे.
5. **सोईस्कर व वेगवान वाहतूक साधनांचा अनुभव** – पर्यटकांना संतुष्ट करण्याचा पुरेपूर प्रयत्न स्वित्झर्लंड, जपान देशात केला. भारतात विमानतळ, रेल्वेस्थानक यांच्या योग्य सुविधा मिळत नाही. तीचा दर्जा कमी असतो. रेल्वे व विमान सेवांच्या समन्वयाचा अभाव, प्रवासी भाड्यातील वाढ अशीही अडथळे आहेत.

वरील अडथळे असल्याने पर्यटन विकास होत नाही. परदेशी पर्यटक संकोचतात. व हव्या त्या प्रमाणात अर्थप्राप्ती होत नाही.

समारोप–

देशातील सांस्कृतिक अस्मिता व आर्थिक विकास गतीने वाढण्यासाठी भारतातील पर्यटन महत्वपूर्ण आहे. पर्यटन हा विकसनशील उदयोग आहे. वसुधैव कुटूंबकम् माध्यमातून संस्कृतीची देवघेव वेगाने वाढण्याची गरज आहे. यासाठी पर्यटन विभाग, सरकारचे पर्यटन महामंडळ, स्वयंसेवीसंस्था, खाजगीउदयोजक, सामान्य जनता यांचे मोलाचे सहकार्य आवश्यक आहे. तरच भारतीय इतिहास व संस्कृती जगापुढे मांडताना अभिमान वाटेल.

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प्रस्तावना:

भारतामध्ये अनेक राज्यांच्या तूलनेत महाराष्ट्र राज्य हे औद्योगिक विकासात अग्रेसर राज्य म्हणून ओळखले जाते. तसेच राज्यात मोठया प्रमाणावर औद्योगिक वसाहती व शहरीकरण झालेले आहे. तरीही ५८ टक्के लोक हे ग्रामीण भागात राहतात. त्यांचा मुख्य व्यावसाय हा शेती आहे.परंतु शेती ही जास्त प्रमाणावर कोरडवाहू आहे.पायाभूत सविधांचा अभाव भांडवलाचा अभाव,नवीन तंत्रज्ञानाचा अभाव,बाजारपेठांचा अभाव,यामूळे ग्रामीण भाग मागासलेला राहिला आहे. शेती हे उदरनिर्वाहाच्या साधनाबरोबर विकासाचे साधन आहे.त्यामूळे महाराष्ट्रात कृषी पर्यटन व्यावसाय हा शेतीला पूरक व्यावसाय ग्रामीण भागामध्ये महत्वपूर्ण भूमिका पार पाडत आहे.कृषी पर्यटनाच्या माध्यमातून ग्रामीण विकास होण्यास मदत होत आहे.अनेक शेतक—यांच्या बेरोजगार मूलांना काम व जोड—धंदे मिळत आहेत.तसेच ग्रामीण भागाबद्दल आक णि निर्माण होत आहे. आणि त्यातून ग्रामविकास साधण्यासमध्ये कृषी पर्यटन व्यावसायची मदत होत आहे. मार्ट संस्था,पूणे यांच्या मते “शहरी जीवनशैलीचा उबग आलेल्या लोकांना शेतीतील आपल्या संस्कृतीची खरी ओळख,ग्रामीण भागातील आनंद,सशूलक पाहणचार आदरातिथ्य करणे म्हणजे कृषी पर्यटन होय”. ग्रामीण भागातील शेतक—यांना प्रति ठा व सामर्थ्य मिळवून देणारा व्यावसाय म्हणजे कृ णी पर्यटन होय

कृषी पर्यटनाचा इतिहास :

कृषी पर्यटन हा पारंपरीक पर्यटन पेक्षा वेगळा व्यावसाय आहे. इ.स.१८०० च्या शतकामध्ये कृषी क्षेत्राशी संबंधित पर्यटन हे अमेरिकेत केले गेले होते.तसेच लहान शेती असणारे शेतकरी यांच्या साठी इटलीमध्ये १९५० ते १९७० च्या शतकामध्ये शेती सोडून मोठया प्रमाणावर शहरी भागात कामे शोधली गेली नंतर कृषी पर्यटनाला पंसती देवून कृषी पर्यटनाची मागणीत वाढ झाली. १९७१ मध्ये लंडनच्या सेक्रेटरी शनिवार व रविवार या दोन दिवसांमध्ये कृषी पर्यटनाचे आयोजन केले होते. भारतामध्ये सन.१९८५ ते १९९० च्या सातव्या पंचवार्षिक योजनेच्या काळात पर्यटन क्षेत्राला उदयोग व व्यावसायाची दर्जा देण्यात आला.महाराष्ट्रातील प्रगतीशील शेतकरी स्व.आपासाहेब पवार यांनी आपल्या शेतावर नाविण्यपूर्ण कृषी प्रयोग व संशोधन केले. शेतकरी वर्गाला फायदा व्हावा या हेतूने काम केले. महाराष्ट्रातील कृषी पर्यटन क्षेत्राचे जनक म्हणून कृषीभूषण चंद्रशेखर भडसाबळे यांचे मोलाचे योगदान आहे.सन. २००० पासून कृषी पर्यटन केंद्राच्या संकल्पनेचा विकास झाला.२००५ पर्यंत फक्त ०२ केंद्रे होती कालांतराने त्याला वेग आला २०१० ते २०२० या कालावधीत सध्या महाराष्ट्रात २५० अधिक कृषी पर्यटन केंद्रे सुरू आहेत.भारताचे माजी केंद्रीय कृषी मंत्री शरद पवार साहेब यांच्या मार्गदर्शनाखली डिसेंबर २००८ मध्ये महाराष्ट्रात राज्य कृषी व ग्रामीण विकास पर्यटन सहकारी माहसंघ (मार्ट) ची स्थापना झाली. बारामती ते महाराष्ट्रात कृषी प्रदर्शन भरवण्यामध्ये शरद पवार साहेबांचे मोलाचे योगदान आहे. कृषी पर्यटन क्षेत्राला आंतरा ट्रीय स्वरूप प्राप्त व्हावे त्यासाठी १६ मे २०११ रोजी संयुक्त रा ट्रव्यावसाय परि देने १६ मे हा जागतीक कृषी पर्यटन दिवस म्हणून साजरा करण्यासाठी मान्यता दिली आहे.

आभ्यासाची गृहीतके:

- १)“शेतक—यांची शेती पूरक कौशल्ये विकसीत होण्यास कृषी पर्यटनाचे महत्वाचे योगदान आहे”
- २) “ग्रामविकास सूधारणेस कृ णी पर्यटन व्यावसायामध्ये वाव आहे”

आभ्याचा उद्देश: “कृषी पर्यटन व्यावसायाच्या मार्गामध्ये असणारी आव्हाने व समस्या यांचे आकलन करून त्यावरती योग्य उपाययोजना करणे”

कृषी पर्यटनाचे उद्देश:

भारतीय लोकांचे जगण्याचे व उदरनिर्वाहाचे मुख्य साधन म्हणजे कृषी आहे त्यामूळे या सर्व लोकांना कृषी पर्यटनाच्या माध्यमातून त्यांचे जिवनमान स्थिर उंचवण्यास मदत होते.

- १) स्थानिक शेतक—यांना कृषी पर्यटनातून प्रतिश्टा प्राप्त करून देणे
- २) कृषी पर्यटनातून ग्रामीण भागातील लोकांना रोजगार निर्माती करणे
३. कृषी पर्यटनाच्या माध्यमातून जोड—धंदे उपलब्ध करून देणे.
- ४) शहरीभाग व ग्रामीणभाग यातील अंतर कृषी पर्यटनातून कमी करणे.
- ५) शहराप्रमाणे ग्रामीण भागामध्ये मूलभूत सुविधा उपलब्ध करणे
- ६) शेतक—यांच्या शेतीला पुरक व्यावसाय निर्माण करून देणे.

कृषी पर्यटन व्यावसायाचे महत्व :

अ)व्यावसायाच्या माध्यमातून महत्व: जागतिक पातळीवर पर्यटनाकडे एक महत्व पूर्ण व्यवसाय म्हणून पाहीले जाते. देशाच्या आर्थव्यवस्थेमध्ये कृषी उत्पन्न हे एक महत्वाची संकल्पना आहे. भारत हा कृषी प्रधान देश आहे.पर्यटन ही संकल्पना कृषीला पूरक व्यावसाय व जोडधंदा म्हणून पूढे आलेली आहे.आर्थिक विकासाचे इंजिन म्हणून पर्यटनाचे महत्व २००२ च्या राष्ट्रीय पर्यटन धोरणामध्ये भारताने मांडलेले आहे. या धोरणानुसार कृषी पर्यटन व्यावसायाला प्रोसाहन देउन मोठया प्रमाणात विदेशी पर्यटकांना देशाकडे आकर्षित केले पाहिजे.कृषी हा भारतीय अर्थव्यवस्थेचा कणा आहे. त्यामूळे भारतीय लोकांच्या उदर निर्वाहामध्ये कृषी पर्यटन व्यावसाय महत्व पूर्ण भूमिका पार पाडते.

ब) शेती पूरक व्यावसायाचे महत्व : ग्रामीण भागातील शेतक—यांना शेती बरोबरोबकरच शेतीला असणारे पूरक व्यावसाय हे कृषी पर्यटनाच्या माध्यमातून निर्माण झालेले आहेत.कृषी व्यावसायामध्ये समाविष्ट असणारे व्यावसाय त्यामध्ये दुग्ध व्यावसाय,नर्सरी उदयोग,जर्सी गाय पालन, मधमाशी व मधसंकलन व्यावसाय, दाळींब उदयोग,कुक्कुट पालन,पशूपालन,हरीत शेती व्यावसाय, भाजी पाला शेती ,फुल शेती व्यावसाय, औषधी वनस्पती व्यावसाय,असे अनेक जोड—धंदे व उदयोग हे या कृषी पर्यटनाच्या माध्यमातून विकसीत झालेले आहेत.

कृषी पर्यटन व्यावसाया पृढिल समस्यां :

१.ज्ञानाचा अभाव:ग्रामीण भागातील शेतकरी वर्गाला कृषी पर्यटनाचे अपुरे ज्ञान आहे तसेच विदेशी व शहरी पर्यटकांच्या गरजा व आवडी निवडी यांच्या विषयी शेतक—यांमध्ये बरेच अज्ञान आहे.ही एक खूप मोठी समस्या आहे.

२.संभा ण:ज्ञानाच्या अभावा प्रमाणे ग्रामीण भागातील अनेक शेतकरी हे आडाणी आहेत त्यामूळे पर्यटक आणि शेतकरी यांच्यातील योग्य संभाषणामध्ये अनेक समस्या निर्माण होतात.सूयोग्य संभाषण कौशल्याचा अभाव ही महत्व पूर्ण समस्या आहे.

३.भांडवल: सावकारी जाचामूळे ग्रामीण भागामध्ये शेतकरी आत्महत्या करण्याचा प्रयत्न सतत करताना दिसतो.त्यामूळे कृषी पर्यटन केंद्राच्या उभारणीमध्ये भांडवल कमतरता ही खूप मोठी समस्या कृषी पर्यटन व्यावसायाच्या समोर आहे.

४.सेवा सुविधा:भारत विकसीत व विकसंशील देश असला तरी ग्रामीण भागामध्ये अनेक सेवा सुविधांचा अभाव आहे. भारताचे दारीद्रय हे खेडयामध्येच आहे त्यामूळे पाहिजे तशा सूख सुविधा अजूनही ग्रामीण भागात पोहचलेल्या नाहीत. ही एक मोठी समस्या कृषी पर्यटन व्यावसायाच्या समोर आहे.

५. समाजातल्या लोकांची मनोवृत्ती बदलणे ही एक मोठी समस्या आहे.

कृषी पर्यटन व्यावसाय समस्यांवर उपाय योजना :

कृषी पर्यटन ही संकल्पना खूप महत्वपूर्ण आहे त्यामूळे भारत सरकार,कृषी मंत्रालय,पर्यटन मंत्रालय व राज्य सरकारच्या माध्यमातून कृषी पर्यटनाला प्रोसाहन देवून त्या क्षेत्रातील समस्यांवर मात करण्याचा प्रयत्न केला जात आहे. कृषी पर्यटन हा व्यावसाय कमी कालावधीत जास्त प्रमाणावर लोकप्रिय होताना दिसून येतोय त्यामूळे

समस्यांवर उपाय योजना आभ्यासाच्या माध्यमातून समोर आल्या आहेत महाराष्ट्रातील ग्रामीण भागामध्ये पर्यटनविषयी शेतकऱ्यांमध्ये जनजागृती, कृषी पर्यटनाचा प्रचार व प्रसार करणे आवश्यक आहे. महाराष्ट्रातील कृषी पर्यटन व्यावसायाच्या माध्यमातून जास्तीत जास्त प्रकल्प उभारले पाहिजेत व जाहीरातीच्या माध्यमातून उपक्रम मांडले पाहिजेत.

शेतकरी कुटुंबातील बेराजगार तरूणांनी कृषी पर्यटन प्रकल्पामध्ये संघटित होवून त्याचे मार्केटिंग केले पाहिजे. तसेच मार्केटिंगच्या माध्यमातून महाराष्ट्राची कृषी संस्कृती जागतिक पर्यटनाच्या नकाशावर आणली पाहिजे. तसेच वेगवेळ्या माध्यमातून महाराष्ट्राचे कृषी पर्यटन जगामध्ये प्रसिध्द केले पाहिजे. ग्रामीण भागातील विविध सहकारी संस्था व कृषी पर्यटनाला सेवा देणारे शेतकरी यांना एका छताखाली आणले पाहिजे. सेवा सूविधांवर वेगवेळी चर्चेसत्रे घेतली पाहिजे. शेतकऱ्यांना योग्य प्रशिक्षणाच्या माध्यमातून उत्तम दर्जाची सेवा देण्यासाठी प्रवृत्त केले पाहिजे. त्यासाठी कृषी पर्यटन मार्गदर्शन व प्रशिक्षण शिबिरे घेतली पाहिजेत. कृषी पर्यटन व्यावसायाच्या प्रकल्पासाठी बँक, राज्य सरकार, केंद्र सरकार, यांच्या बरोबर समन्वय साधणे आवश्यक आहे. शेतकऱ्यांनी वेगवेळ्या ठिकाणी असणाऱ्या कृषी केंद्रांना व कृषी पर्यटनाला भेटी दिल्या पाहिजेत त्यामूळे आपल्या कृषी पध्दतीत वेगवेगळे बदल घडवून आण्यासाठी व त्यांचे अनूकरण त्या गावातील किंवा अन्य शेतकरी करतील व त्यामूळे शेतकरी पध्दती विकसीत होतील. व त्यातून शेतकरी वर्गाला त्याचा चांगला फायदा होईल.

निष्कर्ष:

कृषी पर्यटन निसर्गाशी जवळीक साधण्याचे एक आनंददायी ठिकाण आहे. कृषीला पूढे न्यायचे असेल, विकसीत करायचे असेल तर कृषी पर्यटनाचा आधार घेणे महत्वाचे आहे. कृषी क्षेत्राला विकसीत करण्यासाठी एकमेकांसोबत चर्चा झाली पाहिजे. समस्या कितीही मोठ्या असल्यातरी कृषी पर्यटन व्यावसायाच्या माध्यमातून झालेला ग्रामीण विकास व त्याचे महत्त्व हे मोलाचे आहे. त्याचा अधिकाधिक विकास होणे फार गरजेचे आहे.

संदर्भसूची :

कृषी पर्यटन लेख "शेतकरी मासिक" महाराष्ट्र शासन

महाराष्ट्र उद्योजकता विकास केंद्राचे प्रकाशन मासिक "उद्योजक" जानेवारी २०२०

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प्रा. वेले शुभांगी धोंडू

सौ.निर्मलाताई थोपटे शिक्षणशास्त्र महाविद्यालय, भोर,

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पर्यटन (Tourism)

पर्यटन म्हणजे प्रवास इंग्रजी भाषेतील Tourism या संज्ञेचा हा पर्याय आहे. इंग्रजी भाषेत Tourist म्हणजे पर्यटक ही संज्ञा Traveler म्हणजे प्रवासी या शब्दाऐवजी 19 व्या शतकाच्या आरंभी वापरण्यात येऊ लागली. आधुनिक काळात पर्यटन हा एक स्वतंत्र राष्ट्रीय व आंतरराष्ट्रीय उद्योग म्हणून विकसित झाल्याचे दिसून येते. देशातील व परदेशातील पुरातन वास्तू, इतिहास प्रसिध्द वास्तू, राजवाडे व निसर्गरम्य स्थळे, प्राचीन कलानिर्मितीची केंद्रे, पवित्र तीर्थक्षेत्रे, प्रचंड औद्योगिक व इतर प्रकल्प इत्यादींचे आकर्षण ही पर्यटनामागची मुख्य प्रेरणा आहे.

आधुनिक काळामध्ये याच प्रसाराची व दळणवळणाची साधने विकसित झाल्याने पर्यटन विकासाला चालना मिळालेली आहे. निसर्गनिर्मित व मानवनिर्मित रम्य व भव्य असे सौंदर्य आहे. हे सौंदर्य सर्वांसाठी आहे. आधुनिक काळामध्ये पर्यटकांच्या वर्गात विविध उद्देशांनी प्रवास करण्याचा अंतर्भाव होतो. पर्यटन काळ हा मर्यादित असतो. सुट्टया, रजा कार्यक्रमाचा भाग म्हणून पर्यटन केले जाते. आधुनिक अर्थशास्त्रीय भाषेत पर्यटक हा उपभोक्ता समजला जातो. देशातील व देशाबाहेरील क्षेत्राचा संवर्धनासाठी व उत्तेजनासाठी विविध पर्यटन संस्था व संघटना कार्य करतांना आढळतात.

पर्यटन संस्था व संघटनांची स्थापना

- 1.इंटरनॅशनल टुरिग अलायन्स (I.T.A.) ही जिनिव्हामध्ये 1898 स्थापन झालेली संघटना आहे.
- 2.युरोपियन ट्रॅव्हल कमिशन (U.T.C) आयोग 1949 मध्ये स्थापन झाला.
- 3.वर्ल्ड असोसिएशन ऑफ ट्रॅव्हल एजन्सी (W.A.T.A.) ही संस्था जिनिव्हामध्ये 1949 मध्ये स्थापन झाली.
- 4.वर्ल्ड टुरिझम ऑर्गनायझेशन (W.T.O.) ही संघटना स्पेनमध्ये आहे. राष्ट्रीय पर्यटन संस्था संघटनांचे पारस्परिक सहकार्य व पर्यटनविषयक समस्यांचे अभ्यास सदस्य राष्ट्रांमधील पर्यटन सुखकर करणे व त्यात आधुनिक सुधारणा करणे.
- 5.साऊथ एशिया रिजन ट्रॅव्हल कमिशन (S.A.R.T.C.) या आयोगाचा भारत हा एक सदस्य असून या विभागातील सर्व देश प्रतिनिधित्व करतात. 1975 मध्ये या आयोगाची भारतात संघटना स्थापना झालेली आहे.
- 6.वर्ल्ड असोसिएशन ऑफ ट्रॅव्हल एजन्सी (W.A.T.A.) ही संस्था जिनिव्हा मध्ये 1949 साली स्थापन झाली.
- 7.वर्ल्ड टुरिझम ऑर्गनायझेशन (W.T.O.) ही संघटना स्पेनमध्ये आहे. राष्ट्रीय पर्यटन संस्था संघटनांचे परस्पर सहकार्य व पर्यटन विषयक समस्यांचे अभ्यास सदस्य राष्ट्रांमधील पर्यटन सुखकर करणे व त्यात आधुनिक सुधारणा करणे असून 63 देशांमधील 1500 संघटना तिच्या सदस्य आहे.

प्राचीन काळी प्रवासाचा उद्देश नवीन प्रदेशाचा शोध, व्यापार, धार्मिक स्थळांना भेटी हा होता. हे प्रवासी व्यापारी विविध प्रदेश व राज्यातून प्रवास करत असत. हा प्रवास व्यापार यातून विविध मानवी समूह, संस्कृती यांची परस्पर ओळख झाली. अनेक गोष्टींची देवाण-घेवाण झाली.

- 8.पॅट या संघटनेत सर्वेक्षण व संशोधन प्रकल्प पार पडले आहेत. 1964 पासून भारत पॅटाचा पूर्ण सदस्य आहे. लंडन व मनिला येथे पॅटाची विभागीय कार्यलये असून 63 देशांमधील 1500 संघटना तिच्या सदस्य आहेत. एक वेगळ्या समाजातील जीवनाचे आकलन झाले. या बाबी प्रवास व पर्यटन बाबींसाठी अनुकूल ठरल्या. मनोरंजनासाठी प्रवास संकल्पना प्रथम युरोपिय लोकांनी रुजवली.

जगातील पर्यटक संघटना पर्यटनाला चालना देण्याचे दृष्टीने मार्गदर्शन करते. या संघटनेत भारतासह 155 सदस्य आहे. स्पेनमधील टोरोमॉलीनोज येथे 1979 मध्ये झालेल्या जागतिक पर्यटन संघटनेच्या सभेत 1980 पासून पर्यटन दिन साजरा करण्याचा निर्णय घेण्यात आला.

पर्यटन संस्थांची भूमिका

महाराष्ट्र पर्यटन विकास महामंडळ (M.T.D.C.) पर्यटन व पर्यटक यांच्यात समन्वयकाची भूमिका बजावते. यामध्ये पर्यटकांना आवश्यक असलेल्या सुखसुविधा, हॉटेल, वाहतूक, रेस्टॉरंट, आरोग्यदायक सुविधा पुरविण्याचे काम महाराष्ट्र राज्य पर्यटन विकास महामंडळ हे महाराष्ट्रात चांगल्या प्रकारे काम करत आहे.

व्यक्तींना समूहाने एका ठिकाणावरून दुसऱ्या ठिकाणी मनोरंजनासाठी, अभ्यासासाठी, कामासाठी केलेला प्रवास म्हणजे पर्यटन होय. वर्ल्ड टुरिझम ऑर्गनायझेशन या संघटनेच्या मते जे लोक प्रवास करून आपल्या परिसराबाहेरील जागी जाऊन एक वर्षांपेक्षा कमी काळ मनोरंजनासाठी, कामासाठी राहतात. पर्यटन हे फुरसतीचा किंवा रिकामा वेळ मनोरंजनासाठी, ज्ञानात भर टाकण्यासाठी एक साधन म्हणून जगभरात अतिशय लोकप्रिय झालेली पर्यटनासाठी किंवा फिरण्यासाठी पर्यटनाचे वेगळे केलेले आपल्याला दिसून येतात.

अ.सांस्कृतिक पर्यटन (Heritage Cultural Tourism) यामध्ये केंद्र सरकारने आखलेल्या सांस्कृतिक पर्यटन म्हणजे गड, किल्ले, वाडे, जुन्या ऐतिहासिक वास्तू, लेण्या, सरोवरे, ऐतिहासिक शहरे, इमारती अशा ठिकाणी भेट देऊन इतिहासाची माहिती पर्यटकांना व्हावी. तसेच त्यातून लोकांना कलाकुसर संस्कृती याचे दर्शन व्हावे हा असतो.

ब.यात्रा, पर्यटन (फिले ग्रॅम डेस्टीनेशन) अनेक भागांमध्ये वेगवेगळ्या ठिकाणी वेगवेगळी भाषा, सण, उत्सव, अन्न, निवारा, पुरुष यात्रा यातून लोकांचा एकोपा एकजूट संस्कृती व पारंपारिक वारसाची जपणूक या पर्यटन प्रकारातून घडणार आहे.

क.शेती पर्यटन (Agro Tourism) भारत हा शेतीप्रधान देश आहे. पारंपारिक पध्दतीने शेती केली जाते. परंतु या नवीन आधुनिक काळामध्ये नवनवीन झालेल्या तंत्रज्ञानाचा वापर करून शहरे विकसित केलेली आहेत. ज्यातून नवनवीन तंत्रज्ञान अनुभव कल्पनेने काही प्रगतीशील शेतकऱ्यांची विविध तयार केलेली अवजारे, शेती करण्याच्या पध्दती, शेती या पिकाबाबत योग्य प्रकारे संगोपन माहिती कमी काळामध्ये कमी श्रमामध्ये शेती आधुनिक पध्दतीने कशी करायची याबाबत तज्ञ शेतकरी अधिकारी यांचे मार्गदर्शन केले जाते. नवीन शोध लावून उत्पादनक्षमता कशी वाढवता येईल. शेती मालाचे बाजारभाव मार्केटींग स्वतः कशाप्रकारे करत येईल याबाबत मार्गदर्शन केले जाते. त्याचप्रमाणे शेतीसाठी आवश्यक असलेल्या जोडधंदा शेती, शेळीपालन, कुक्कुटपालन, पशुपालन व्यवसाय करून घरेच्या शेतीला नैसर्गिक खत व खेळते भांडवल कसे ठेवता येईल याबाबत प्रगतीशील शेतकऱ्यांचा शेतीला भेटी, त्याचप्रमाणे शेती अवजारांची विविध प्रदर्शनांना भेटीत नवनवीन अवजारांचे प्रदर्शन व माहिती घेऊन शेती व्यवसायाची कशी भरभराट करता येईल याबाबत या सहलीमध्ये जाणीवपूर्वक आयोजन केले जाते.

ड.निसर्ग इको टुरिझम जंगल अभयारण्यात, निसर्गात मानवाला आनंद देतोच. त्याचप्रमाणे निसर्गातील जंगल अभयारण्यातील विविध जैविक विविधतेचा अभ्यास प्राणी, वनस्पती वाढ, विकास, संगोपन, पर्यावरणाचे समतोल टाकण्यात वनस्पती, प्राणी यांचे कार्य निसर्ग ठरवून आपल्याला साध्य करता येतात.

वैद्यकीय पर्यटन मेडीकल टुरिझम, वैद्यकीय उपचार केंद्र, आर्युवेदिक चिकित्सालय इत्यादी भेटी सर्व समाजासाठी आरोग्यदायक सुविधा यांचा अभ्यास या पर्यटनातून केला जातो.

इ.समुद्रकाठचे पर्यटन (बीच डेस्टीनेशन) आपल्या महाराष्ट्राला 720 किलोमीटर लांबीचा समुद्रकिनारा लाभलेला आहे. समुद्रकिनार्याचे जैविक जीवन मनाला मोहून घेणारे आहे. समुद्रापासून मिळणारे विविध घटकांचा अभ्यास घेऊन व्यवसाय, अन्न, निवारा अशा वेगवेगळ्या गोष्टींची माहिती घेता येते.

ई.हिवाळी पर्यटन निसर्गातील गारव्याचा अनुभव घेण्यासाठी थंड हवेच्या ठिकाणी किंवा निसर्गरम्य अशा परिसरात अनुभव घेण्यासाठी पर्यटन केले जाते.

भविष्यातील संभावना

1.या कालावधीमध्ये भारतातील प्रवासाची आणि पर्यटनाची मागणी 2017 ते 2019 पर्यंत 2 टक्के वाढलेली आहे ते जगातील तिसऱ्या स्थानावर आहे.

2.2010 ते 2019 या कालावधीमध्ये जगभरातील 120 कोटी लोकांनी विविध स्थानांना भेटी दिलेल्या आहेत. ही संख्या 180 कोटीच्या घरात जाईल असा अंदाज आहे.

3.2010 ते 2019 च्या दरम्यान 6 टक्के वास्तविक विकासाच्या दरासह पाचव्या वेगळे विकसित होणाऱ्या व्यवसायाचा देश होण्याचा अंदाज आहे.

भारतात पर्यटनाचा प्रभाव

1.भारतात सामाजिक आणि सांस्कृतिक बदल पर्यटनामुळे समूहाचे सामाजिक फॅब्रीक नष्ट होतील. मोठया प्रमाणावर पर्यटक मानवी तस्करी यांच्यात वाढ झालेली आपल्याला पहायला मिळेल.

2.तणाव व वैर वाढतात

ऐकमेकांच्या संस्कृतीचे आणि जीवनशैलीचा आदर नसतो. तेव्हा पर्यटन आणि स्थानिक समुदाय यांच्यात तणाव, वैरभावना वाढीस लागते.

निष्कर्ष

भारतातील पर्यटन उद्योग वाढत आहे आणि देशाच्या सर्वांगीण आर्थिक, सामाजिक विकासाला भरभराटी याबरोबरच रोजगार निर्मिती मोठया प्रमाणावर वाढणार आहे. मोठया परकीय चलन भेटण्यासाठी क्षमता आहे. परंतु अजून बरेच काही कारणे बाकी आहेत. पर्यावरणातील पर्यटनाला चालना देणे आवश्यक आहे. जेणेकरुन भारतातील पर्यटन भारताच्या नैसर्गिक आणि सांस्कृतिक वातावरणाला विविधता जपण्यास आणि टिकून ठेवण्यास मदत करतील.

रविकिरण नवनाथ मराठे

(संशोधक विद्यार्थी)

गोषवारा

प्रस्तुत अभ्यास विषयात वैद्यकीय पर्यटन ही नव्याने विकसित होत असलेली संकल्पना होय. परदेशी पर्यटक सहलीच्या माध्यमातुन भारतात पर्यटनासाठी येतात. भारतातील नैसर्गिक साधन संपत्ती स्वच्छ मोकळे वातावरण करमणुकीची पर्यटन स्थळे धार्मिक पर्यटन स्थळे, माहिती पर्यटन स्थळे, प्रधान पर्यटन स्थळे, आदी स्थळांना परदेशी पर्यटक भारतातील पर्यटक स्थळांना सहलीच्या माध्यमातुन भ्रमंती करताना दिसून येतात. पर्यटकांच्या आगमनामुळेच भारतीय टुर व ट्रॅव्हल व्यवसायाला मोठी चालना मिळाली आहे असे दिसून येते. पर्यटना अंतर्गत कृषी पर्यटनात देखील वाढ झाल्याचे दिसून येते. मागील १० वर्षात नव्याने वैद्यकीय पर्यटन ही संकल्पना अस्तित्वात आल्याचे दिसून येते. वैद्यकीय क्षेत्राचा वारसा लाभलेला आयुर्वेद शास्त्र व योग शास्त्राची प्रचीती पर्यटकांना आसल्याकारणाने वैद्यकीय लाभ घेण्यासाठी पर्यटक विदेशी पर्यटकांची 'आरोग्य पर्यटक' म्हणून वाढ होत असलेली दिसून येते.

भारतातील पर्यटक व्यवसायात आरोग्य व्यावसायास देखील महत्त्व प्राप्त होताना दिसून येते. याचे कारण परदेशात तेथील हॉस्पिटल मध्ये रूग्णांना उपचारासाठी पैसांच्या स्वरूपात होणाऱ्या खर्चाच्या प्रमाणात मोठे असते. तोच खर्च भारतातील हॉस्पिटलमध्ये कमी दरात केला जातो. परदेशी हॉस्पिटल मध्ये येण्या खर्चाच्या प्रमाणात ६० ते ६५ टक्के खर्च कमी येत असल्याकारणाने परदेशी नागरीक भारतातील हॉस्पिटलमध्ये उपचारासाठी येताना दिसून येतात. भारतातील एकुण २८ शहरात आरोग्य पर्यटनांतर्गत हॉस्पिटलची उभारणी करण्यात आली आहे. यासाठी अमेरिकेतील 'जॉईन्ट कमिशन इंटरनॅशनल' (जे सी आय) या संस्थेने एकुण २८ रूग्णालय गुणवत्ता प्रमाणीत केलेली आहे. त्यापैकी आरोग्य पर्यटन रूग्णालय म्हणून महाराष्ट्रात ७ रूग्णालयांची उभारणी करण्यात येणार आहे.

प्रस्ताविक : कृषीप्रधान अर्थव्यवस्था म्हणून ओळख असणाऱ्या भारत देशास कश्मिर ते कन्याकुमारी पर्यंत निसर्गाची कृपा दृष्टी लागलेली आहे. नैसर्गिक कृपा दृष्टी लाभलेली आहे. याच कारणाने परदेशी पर्यटक सहलीच्या माध्यमातुन भारतात पर्यटनासाठी आकर्षित होताना दिसून येतात. जागतीकीकरणानंतर सर्व क्षेत्रात कृषी, उद्योग व आर्थिक सेवा क्षेत्र यांच्यात प्रगती झालेली दिसून येते. पर्यटक व्यवसायात झालेली वाढ व परकीय चलनाचा ओघ ओळविण्याच्या दृष्टीने पर्यटन उद्योगास विशेष महत्त्व प्राप्त झालेले दिसून येते. मागील काही दशकात आरोग्य पर्यटनाला देखील आनन्य साधारण महत्त्व प्राप्त झालेले आहे. पर्यटन व्यवसाय हा भारतातील सेवा देणारा व एकुण राष्ट्रीय उत्पन्नात वाढ करणारा घटक मानला जातो. एकुण राष्ट्रीय उत्पन्नात ६.२३ टक्के हे योगदान पर्यटन क्षेत्रा व्दारे प्राप्त होताना दिसून येते. २०१० पसुन ते २०२० पर्यंत २४ लाख आरोग्य पर्यटक भारतात आलेले दिसून येतात. २०२५ पर्यंत यात वाढ होवून जवळपास ही संख्या २५ लाखापर्यंत पोहचेल. २०२० अखेरीस आरोग्य पर्यटनाच्या माध्यमातुन एकुण ६२० अब्ज रूपये उत्पन्नात वाढ होईल अशी अपेक्षा व्यक्त केली जात आहे.

देशाचे पंतप्रधान नरेंद्र मोदी यांनी ब्रिटन दौऱ्यावर गेले असता आरोग्य पर्यटन व्यावसायाची संकल्पना उदयास आली. तसेच युनोच्या मान्यतेमुळे २१ जुन हा दिवस अंतराष्ट्रीय योगा दिन म्हणून घोषित केला. भारताला योगा आणि आयुर्वेदाची भुमी म्हणून पर्यटकांची कायम पसंती असलेली दिसून येते. वैद्यकीय क्षेत्रात कुशल वैद्यकीय तंत्र, शल्य चिकित्सक, प्रशिक्षित परिचारीका, मदतनिस, स्वच्छ रूग्णालय, इत्यादी वैद्यकीय सेवा सुविधांमुळे पर्यटक संख्येत वाढ झालेली दिसून येते. त्यामुळे देशाच्या एकुण राष्ट्रीय उत्पन्नात २० टक्के वाढ अपेक्षित आहे. देशाच्या अर्थव्यवस्थेला चालना देणारा व परकीय चलनाचा

ओष वळविण्याच्या दृष्टीने वैद्यकीय पर्यटन महत्त्वपूर्ण ठरेल असा विश्वास व्यक्त कला जात आहे.

मुख्यशब्द : वैद्यकीय रूग्णलय, वैद्यकीय पर्यटन, आरोग्य पर्यटन, पर्यटक.

आरोग्य पर्यटन: संकल्पना व व्याख्या :

भारत सरकारने पर्यटन व्यवसायात आरोग्य पर्यटनाला देखील विशेष महत्त्व दिले आहे. निसर्गीक संस्कृतीक ऐतिहासिक तसेच भौगोलीक गोष्टींचा वारसा लाभल्याने भारतात पर्यटक अर्कषीत होताला दिसुन येतात तसेच भारतातील खाजगी व सरकारी हॉस्पिटलमध्ये सर्व आरोग्य विषयक सेवा सुविधा माफक दरात घेण्याच्या दृष्टीने आरोग्य पर्यटन ही देखील नविन संकल्पना विकसीत झालेली आहे. असे दिसुन येते.

व्याख्या :

“ वैद्यकीय उपचारासाठी आपल्या देशातुन परदेशी जाणे यालाच वैद्यकीय पर्यटन /आरोग्य पर्यटन असे म्हणतात.”

उद्दीष्टे :

- १) वैद्यकीय क्षेत्रात पर्यटकांसाठी आरोग्य विषयक सेवा सुविधा विषयी अभ्यास करणे.
- २) वैद्यकीय क्षेत्रात आरोग्य पर्यटन उद्योगाच्या माध्यमातुन परकीय चलनाचा ओष वळविणे.
- ३) आरोग्य पर्यटनाचे स्वरूप अभ्यासने.
- ४) खाजगी व सरकारी हॉस्पिटल यांचा विस्तार करणे.

गृहितके :

- १) आरोग्य पर्यटनाचा फायदा विकसीत शहरांचा झालेला दिसुन येतो.
- २) ग्रामीण भागातील व्यक्तींना आरोग्य पर्यटनातुन रोजगार उपलब्ध होत नसल्याचे दिसुन येते.
- ३) वैद्यकीय क्षेत्रात नविन उद्योग संस्थांना वाव आहे.

संशोधन पध्दती :

सदर संशोधन लेखनाकरीता दृश्यम साधन सामुग्रीचा वापर करण्यात अला असुन यात पुस्तके वर्तमानपत्र वेबसाईट इत्यादी माध्यमांचा वापर करण्यात अला आहे.

आरोग्य पर्यटनाचे फायदे :

- १) पर्यटकांच्या संखेत वाढ होताना दिसुन येते.
- २) वैद्यकीय क्षेत्रात भारत देशाचे नाव लैकिक होत आहे.
- ३) औषध उत्पादक व विक्रेते यांना आर्थिक लाभ होताना दिसुन येतो.

अभ्यास विषयांचे महत्व:

कृषीप्रधान भारतीय अर्थव्यवस्था ही कृषीक्षेत्राच्या विकासासोबत उद्योग सेवाक्षेत्रातही अघाडीवर असलेली दिसुन येते. जागतीकीकरणानंतर अंतरराष्ट्रीय बाजारपेठा सर्वांसाठी खुल्या करण्यात आल्या खुल्या आर्थिक धोरणाचा स्विकार केल्यानंतर आयात— निर्यातीला प्रत्साहान मिळाले दळण वळणाच्या साधनात देखील मोठया प्रमाणात विस्तार झाला. याचाच सकारात्मक परिणाम भारतातील पर्यटन व्यवसायावर झालेला दिसुन येतो. सहलीच्या माध्यमातुन परदेशी पर्यटक हे भारतातील संस्कृतीक जडण—घडण, देव देवालय, ऐतिहासिक स्थळ, निसर्गरम्य स्थळे इत्यादी ठिकाणी भेट देतात. कृषी पर्यटन ही संकल्पना ग्रामिण भागातील अनुभवा घेण्यासाठी महत्त्व पुर्ण ठरली तसचे आरोग्य पर्यटन ही देखील नव्याने आलेल्या संकल्पनेमुळे पर्यटन संखेत वाढ होताना दिसुन येते.

आरोग्य पर्यटन उद्योग हा वैद्यकीय क्षेत्रात आर्थिक उत्पन्नाच्या वाढीत भर घालणारा उद्योग मानला जातो. परदेशी पर्यटक आरोग्य पर्यटनांतर्गत भारतात येण्याचे कारण भारतातील आरोग्य सेवेची गुणवत्ता व आरोग्य सेवेसाठी होणारा माफक खर्च या महत्त्वपूर्ण कारणामुळे आरोग्य पर्यटनात वाढ झालेली दिसून येते. तसेच भारतातील मोठमोठीली रूग्णालये, स्वच्छ हवामान, कुशल डॉक्टर, रूग्णांसाठी वातानुकूलित खोल्या इत्यादी सुविधा भारतात प्राप्त होत असल्याकारणाने ऍजोओप्लास्टी, हृदय शस्त्रक्रिया, गुढ्याचे प्रत्यारोपन, सांधे बदलणे, अदी आरोग्यावरील खर्च माफक दरात होत असल्यामुळे पर्यटक उपचारासाठी भारतात आकर्षित होताना दिसून येतात. तसेच भारतात आयुर्वेद युनानी, होमीओपॅथी, निसर्गोपचार, योगा अशा विविध उपचार पध्दतीची सोय असल्याकारणाने पर्यटक उपचारासाठी भारतात येताना दिसून येतात. म्हणून 'आरोग्य पर्यटन' उद्योग विषय महत्त्वपूर्ण वाढला.

आरोग्य पर्यटनात वाढ करणारे महत्त्वपूर्ण घटक :

परकीय चलनाचा ओघ वळविण्याच्या दृष्टीने आरोग्य क्षेत्रात भारतातील सर्वजनिक व खाजगी रूग्णालय यांच्या व्यवसायात ज्या महत्त्वपूर्ण घटकांचा समावेश होतो ते पुढील प्रमाणे.

१) **खर्चाचे अल्पप्रमाण** : हृदय शस्त्रक्रिया, प्लास्टिक सर्जरी, सांधेबदल, या व्यतिरिक्त अन्य शस्त्रक्रियांसाठी परदेशातील खर्चाच्या मानाने भारतातल रूग्णालयात होणारा खर्च अल्प असल्याकारणाने पर्यटक भारतात आकर्षित होतात.

२) **अत्याधुनिक सेवा सुविधांचा वापर** : अत्याधुनिक वैद्यकीय उपकरणे तज्ञ डॉक्टर कुशल परिचारीका, स्वतंत्र ऑपरेशन रूम, आय सी यु आदी वैद्यकीय सुविधा असल्याकारणाने पर्यटनात वाढ होताना दिसून येते.

३) **तत्पर सेवा** : रूग्णांना २४ तास तत्पर सेवा मिळकत असल्याकारणाने तसेच एखादी शस्त्रक्रिया ताताडीने होत असल्याकारणाने आरोग्य पर्यटनात वाढ झालेली दिसून येते.

४) **पर्यायी आरोग्य सेवा** : आरोग्य सेवे सोबत रूग्णांना निसर्गोपचार, होमिओपॅथी, आयुर्वेद, पंचकर्म योग साधना असा पर्यायी आरोग्य सेवा मिळत असल्याकारणाने आरोग्य पर्यटक संख्येत वाढ होताना दिसून येते.

५) **सरकारी धोरण** : भारत देशातील लोकशाही मुल्ये व आरोग्य पर्यटन परवान्यातील परदर्शकता ही देखील महत्त्वाचे मुद्दे आहेत. तसेच पायाभूत सुविधा प्राथमिक स्वच्छता योग्य कचरा व्यवस्थापन असल्याकारणाने पर्यटक भारतीय आरोग्य पर्यटनाकडे आकर्षित होतात.

६) **भौगोलीक वातावरण** : परदेशी पर्यटकांना भारतातील वातावरण फारच आवडते. भारतातील कश्मिर ते कन्याकुमारी पर्यंत निसर्गाची कृपा, प्रसन्न वातावरण, नदी नाले, समुद्र, धार्मिक मंदिरे, आदी पर्यटन स्थळे पहाताना मनशांत व आनंददायी होते. या कारणाने देखील आरोग्य पर्यटनात वाढ झालेली दिसून येते.

७) **आरोग्यविम्याची सोय** : आरोग्य विम्यांतर्गत रूग्णाला उपचारासाठी येणारा खर्च आरोग्य विमा पॅलीसी द्वारे प्राप्त होवु शकतो परदेशी रूग्ण व्यक्तीने आरोग्य विमा काढला असल्यास त्याव्यक्तीस आरोग्य विमा संरक्षण प्राप्त होताना दिसून येते. भारतात एकुण २३ सर्वसाधारण विमा संस्था आरोग्य विमा सोयी देवु करताना दिसून येतात.

आरोग्य पर्यटन व्यवसायातील उणिवा :

१) **गुंतवणुकीचे मोठे स्वरूप** : आरोग्य पर्यटनासाठी सर्व सुखसोयी संपन्न रूग्णालय बांधणीसाठी येणारा खर्च व रूग्णालयातील आवश्यक सुविधांसाठी होणारा खर्च मोठा असला कारणाने सर्व सामान्य व्यक्तीस हा उद्योग करणे शक्य नाही.

२) **खर्चिक सेवा** : परकिय व्यक्ती आरोग्य पर्यटनाकडे आकर्षित होतात. उपचारासाठीचा होणारा खर्च तसेच रूग्णालयाचे होणारे बिल भरण्याची कुवत असल्याकारणाने परदेशी पर्यटक तो खर्च सहज भरतात मात्र भारतातील काही सर्वसामान्य व्यक्ती हा खर्च भरू शकत नसल्याकारणाने आरोग्य पर्यटक ही संज्ञा सर्वसामान्य रूग्णांना न परवडनारी सेवा म्हणता येईल.

३) **सरकारी वैद्यकीय सेवा सुविधांचा अभाव** : फक्त शहरातील रूग्णालयांचा विकास होताना दिसून येतो. मात्र ग्रामिण रूग्णालय तसेच शहरातील शासकीय रूग्णालय यांच्याकडे आरोग्यविषयक सुखसोयी तसेच डॉक्टरांची तुटपुंजीची संख्या असल्याकारणाने ग्रामिण भागातील रूग्णांना तत्पर सेवा मिळत नसल्याचे दिसून येते.

निष्कर्ष —

- १) आरोग्य पर्यटनामुळे वैद्यकीय क्षेत्रात वाढ झालेली दिसून येते.
- २) आरोग्य पर्यटनामुळे विदेशी पर्यटक संख्येत वाढ होत आहे.
- ३) परकिय चलनाचा ओघ वळविण्यात पर्यटन विभागाला यश प्राप्त झालेले दिसून येते.
- ४) भारताच्या एकुण राष्ट्रीय उत्पन्ना वाढ होताना दिसून येते.
- ५) दळण—वळण (रस्ते, लोह मार्ग, हवाई मार्ग, इत्यादी) सुविधांमुळे पर्यटक संख्येत वाढ झाली आहे.
- ६) पर्यटक पाहुण्यांचे भोजन, निवासस्थान व्यवस्था, प्रवास व्यवस्था, वहातुक मार्गदर्शन (गाईड) इत्यादी कामे करण्यासाठी व्यक्तींची गरज असते व त्यातुन रोजगार निर्मीती झाल्याचे दिसून येते.

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योजना मासिक २०१९

लोकराज्य मासिक एप्रिल २०११

एम ए दुसरे वर्ष इतिहास पुस्तक युनिट १/१

प्रा. साळवे संगिता दशरथ

अर्थशास्त्र विभाग, ए.सी. दिवेकर महाविद्यालय वरवंड, ता. दौंड, जि. पुणे.

भारतीय अर्थव्यवस्था कृषी क्षेत्र, उद्योग क्षेत्र व सेवा क्षेत्र या तीन क्षेत्रावर अवलंबून असते. कृषी, उद्योग व सेवा क्षेत्र या तिन्ही क्षेत्रांच्या योगदानाचा देशाच्या एकूण राष्ट्रीय उत्पादनावर परिणाम होत असतो. सध्या जगात 'पर्यटन क्षेत्र' (Tourism Sector) व 'पर्यटन उद्योग' (Tourism Industry) या दोन संकल्पना मोठ्या प्रमाणात उदयास येत आहेत. भारतीय अर्थव्यवस्था देखील प्रत्यक्ष व अप्रत्यक्षपणे पर्यटन क्षेत्रावर अवलंबून आहे. देशाच्या आर्थिक विकासाच्या दृष्टीकोनातून आज मोठ्या प्रमाणात रोजगाराच्या संधी वाढत आहेत. पर्यटन क्षेत्राचे महत्त्व लक्षात घेऊन भारत सरकारने या क्षेत्राच्या विकासासाठी "पर्यटन मंत्रालय" एक स्वतंत्र विभाग तयार केलेला आहे. या मंत्रालयांतर्गत देशातील पर्यटन क्षेत्राचा विकास आणि त्यासाठी लागणाऱ्या पायाभूत सुविधांवर मोठ्या प्रमाणात खर्च करत आहे. या क्षेत्राचा विकास व्हावा, आपल्या देशामध्ये जास्तीत जास्त विदेशी पर्यटक यावेत यासाठी देशाचे सरकार प्रयत्नशील आहे. विदेशी व देशी पर्यटकांमुळे हॉटेल्स, रेस्टॉरंट्स, टुर्स, ट्रॅव्हल्स इ. क्षेत्रात रोजगाराच्या संधी वाढत आहेत. ही बाब महत्वाची वाटते. देशाचे परकीय चलन वाढण्यास मदत होते आहे.

आज जागतिक पातळीवर विचार केला तर 'पर्यटन क्षेत्र' वेगाने वाढत असून या क्षेत्राने बेकारी कमी करण्यास हातभारच लावलेला आहे. कारण या क्षेत्रात रोजगाराच्या संधी दिवसेंदिवस वाढत आहे. आंतरराष्ट्रीय स्तरावर पर्यटन क्षेत्राचे प्रत्यक्ष व एकूण रोजगार गुंतवणुकीमध्ये सन २०१५ योगदान पुढील प्रमाणे सांगता येईल.

आंतरराष्ट्रीय स्तरावर पर्यटन क्षेत्राचे प्रत्यक्ष व एकूण रोजगार व गुंतवणुकीमधील योगदान २०१५

अ.क्र.	देश	प्रत्यक्ष रोजगार (०००)	टक्केवारी	एकूण रोजगार (०००)	टक्केवारी	गुंतवणूक डॉलर	US बिलियन
१.	चीन	२२४८९.६	२.९	६५०९६.८	२६.९	१३२.५	
२.	भारत	२३४५४.४	२.९	३७३१५.१	८.७	३५.३	
३.	थायलंड	२४०२.३	६.३	५८६९.७	१५.४	६.६	
४.	पाकिस्तान	१४२९.६	२.४	३६३८.४	६.२	३.२	
५.	इंडोनेशिया	३४६८.४	२.९	१०२८४.०	८.७	१४.०	
	जग सरासरी	८४५.०	३.६	२१२३.०	९.५	४.३	

Source – World Travel & Tourism Council

Report – WTTC – 2016

वरील तक्त्यावरून पर्यटन क्षेत्रातील गुंतवणुकीमध्ये वाढ झालेली दिसून येते. आणि भारतामध्ये पर्यटन क्षेत्रामुळे सर्वाधिक प्रत्यक्ष रोजगार निर्यात झालेला आहे. म्हणजेच भारतात एकूण रोजगाराच्या २.९% रोजगार हा पर्यटन क्षेत्रामुळे निर्यात झालेल्या आहे. २०१७ हे वर्ष आंतरराष्ट्रीय चिरस्थायी पर्यटन विकास (International Year of Sustainable Tourism For Development) म्हणून घोषित झालेले आहे. महत्वाचे म्हणजे जगात "इको टुरिझम" या पर्यटनाला जास्त वाव आहे. भारतात इको टुरिझम, ग्रामीण, फिल्म, सांस्कृतिक टुरिझममुळे पर्यटन स्थळांचा विकास होण्यासाठी जास्त संधी निर्माण होत आहेत.

जगातील सर्वात मोठा निर्यात उद्योग हा पर्यटन क्षेत्रात आहे. जगात पर्यटनाचा हिस्सा १२.२% असून रोजगाराच्या क्षेत्रात ८.१% एवढा वाटा आहे.

भारतात दिवसेंदिवस विदेशी पर्यटकांची संख्या वाढत आहे. विदेशी पर्यटक उत्तर भारतात ४९%, पश्चिम भागात २९%, दक्षिण भागात १८%, पूर्व भागात ४% या सर्व भागात २०१५ अखेर पर्यटन व प्रवास क्षेत्र ३.७४ कोटी रोजगार देत असून एकूण रोजगाराच्या ९% भागीदारी असेल आणि सन २०२५ पर्यंत पर्यटन क्षेत्रात ४.६

कोटी रोजगार निर्माण करण्याची क्षमता आहे. UNO च्या आकडेवारीनुसार जगात दरवर्षी २० कोटी लोक पर्यटन करतात. सन २०१३-१४ मध्ये महाराष्ट्र राज्यात विदेशी पर्यटकांची संख्या ५१५६३४३ असून २०.८% होते.

भारत सरकारच्या पर्यटन मंत्रालयाच्या अहवालानुसार सन २०२० मध्ये अंदाजे ३.५ दशलक्ष लोकांना हॉटेल व्यवसाय मध्ये २.७३ दशलक्ष रेस्टॉरंटमध्ये / महामार्गावरील ढाब्यांवर १.३ दशलक्ष रोजगार तर प्रवासी उद्योगात ०.२४ दशलक्ष लोकांना रोजगार मिळू शकेल.

भारतातील विदेशी पर्यटनाची संख्या वाढती असली तरी देखील देशांतर्गत पर्यटकांची संख्याही दिवसेंदिवस वाढत आहे. सन २०१० ते २०१४ मध्ये पर्यटकांची संख्या दर्शविलेली आहे.

वर्ष	देशांतर्गत पर्यटक (दशलक्षात)	वृद्धीदर %
२०१०	७४७.७०	११.८
२०११	८६४.५३	१५.६
२०१२	१०४५.०५	२०.९
२०१३	११४२.५३	९.३
२०१४	१२८२.८०	१२.३
२०१५	१४३१.९७	११.६

Source Indian Tourism Statics at Glance – 2015 Page No- 10

वरील तक्त्यावरून मागील सहा वर्षांमध्ये देशांतर्गत पर्यटकांची संख्या ७४७.७० दशलक्षावरून १४३१.९७ दशलक्षापर्यंत वाढलेली दिसून येते.

वरील विवंचनावरून असे स्पष्ट होते की, विदेशी पर्यटक व देशी पर्यटकामुळे देशाच्या आर्थिक विकासात वाढ होत आहे. महाराष्ट्र राज्यामध्येही विदेशी पर्यटकांची संख्या वाढत आहे.

महाराष्ट्रातील विदेशी पर्यटकांची देशनिहाय संख्या

अ.क्र.	देश	विदेशी पर्यटकांची संख्या
१.	उत्तर अमेरिका	३,२९,७७१
२.	दक्षिण व मध्य अमेरिका	१४,४४०
३.	पश्चिम युरोप	४,६२,१११
४.	पूर्व युरोप	२५,५२०
५.	पश्चिम आशिया	१,२७,६३८
६.	दक्षिण आशिया	५३,४६२
७.	दक्षिणपूर्व आशिया	८५,२८५
८.	इतर	५४,०३३
	एकूण	१३,७६,१३५

स्त्रोत – दै. लोकमत दि. ६ नोव्हेंबर २०१६

वरील तक्त्यावरून महाराष्ट्रात सर्वाधिक विदेशी पर्यटक पश्चिम युरोप मधून येतात.

निष्कर्ष –

जागतिकीकरणाच्या युगात भारतातील पर्यटन क्षेत्रात रोजगाराच्या संधीत वाढ होणे अपरिहार्य असून राजकीय व सामाजिक इच्छाशक्तीची जोड मिळाल्यास देशाच्या विकासाला एक व्यापक दिशा मिळेल.

संदर्भ

प्रतियोगिता दर्पण भारतीय अर्थव्यवस्था अतिरीक्तंक २०११, २०१६

अर्थसंवाद – एप्रिल, जून २०१२

कुलकर्णी एस.व्ही – महाराष्ट्राच्या पर्यटन उद्योगाची संधी उद्योजकता मासिक

वर्तमानपत्रे – दै. लोकमत, दै. सकाळ

झा- एस.एम. – (१९९५) टुरिझम मार्केटिंग, हिमालया पब्लिशिंग हाऊस, मुंबई.

पर्यटन मंत्रालय: भारत सरकार.

शुभांगी अशोक रानवडे

संशोधक विद्यार्थी, बाबुरावजी घोलप महाविद्यालय, सांगवी, पुणे 27

प्रास्ताविक

दिवसेंदिवस लोकांच्या मनात प्रवासाची आवड निर्माण होत आहे. मोठ्या प्रमाणात लोक काही ना काही निमित्ताने प्रवासासाठी बाहेर पडताना आपल्याला दिसतात. काहीजण कंपनीच्या कामासाठी तर काहीजण नोकरीत मिळणार प्रवासी भक्ता घेऊन सौंदर्य स्थळ पाहण्यासाठी प्रवासाला बाहेर पडतात. अर्थातच प्रवास करणारी संख्या वाढली तरी प्रवासासाठी व घराबाहेर पडल्यानंतर राहण्या-जेवणाच्या सोयीची आवश्यकता निर्माण झाली. हे कार्य करण्यासाठी अनेक संस्था निर्माण झाल्या सध्या पर्यटन खात्यांमार्फत लोकांचा प्रवासासाठी व राहण्यासाठी वेगवेगळ्या ठिकाणी सोई उपलब्ध करून दिल्या जात. आहेत. 1991-92 हे वर्ष सरकारने "पर्यटन वर्ष" म्हणून साजरे केले. या पर्यटनाच्या निमित्ताने सरकार हॉटेल व्यवसायालाही प्रोत्साहन देत आहे. घराबाहेर लोकांची घरच्या सारखी राहण्या-जेवणाची सोय करण्यासाठी असंख्य हॉटेल्स निर्माण झाली आहेत.

स्वातंत्र्यापूर्वीचा काळ आणि स्वातंत्र्यानंतरही काही वर्षे व्यवसायाच्या संधी विपुल प्रमाणात उपलब्ध नव्हत्या. आज मात्र व्यवसायाच्या संधी विविध क्षेत्रात उपलब्ध आहेत. हॉटेल फक्त पर्यटक, प्रवासी उपयोगात येत होते. हॉटेलमध्ये खाद्य पदार्थ देखील मर्यादित होते. परंतु आता हॉटेल फक्त रेस्टॉरंट न राहता जेवण आणि राहण्याच्या सोयी सुविधांनी परिपूर्ण आहेत. त्यामुळे हॉटेल व्यावसायिकांना आपला व्यवसाय वाढविण्यास मदत झालेली आहे. पर्यटन उद्योग रोजगार उपलब्धतेचे साधन असून भारताला मोठ्या प्रमाणात यांच्यासाठी प्रसंगानुरूप उपयोगात परकीय चलन मिळवून देणारा हा एक उद्योग आहे. जेथे जेथे पर्यटकांच्या आकर्षणाच्या दृष्टीने ज्या काही गोष्टी आसतील त्यांचा थोडा विकास करून पर्यटकांना तेथे पोहोचविण्यासाठी वाहतुकीची साधने, निवासा करता हॉटेल्स, भोजनालये, रेस्टॉरंट इत्यादि सोई उपलब्ध केल्यास हा उद्योग भारतामध्ये विकसित होऊ शकतो. 1975 मध्ये भारतात नऊ लाख लोकांना पर्यटनाद्वारे रोजगार मिळाला. हॉटेल व्यवसायामुळे परकीय चलन तर मिळतेच पण त्याच बरोबर देशातील लोकांना रोजगार मिळवून देण्यासाठी ही हा व्यवसाय अत्यंत उपयुक्त आहे.

उद्दिष्टे

1. पर्यटन आणि हॉटेल व्यवसायातील रोजगाराच्या संधींचा अभ्यास करणे.
2. पर्यटन व्यवसायातील आव्हानांचा अभ्यास करणे.

संशोधन पद्धती

प्रस्तुत संशोधनासाठी दुय्यम तथ्य संकलन पद्धतीचा वापर करण्यात आला आहे. परंतु संशोधनामध्ये पुस्तके, जर्नल, वर्तमानपत्रे, इंटरनेट इत्यादींचा वापर संशोधन व्यवस्थित होण्यासाठी केला आहे.

पर्यटन आणि हॉटेल व्यवसायातील रोजगाराच्या संधी

पर्यटन आणि हॉटेल व्यवसायातील रोजगाराच्या संधी प्रत्यक्ष किंवा अप्रत्यक्षपणे तयार केली जाऊ शकतात. प्रत्यक्ष आणि अप्रत्यक्ष या क्षेत्रात थेट रोजगार संधी उपलब्ध आहेत. उदा. हॉटेल, रेस्टॉरंट, ट्रॅव्हल एजन्सीज, पर्यटन माहिती कार्यालये, संग्रहालये, राष्ट्रीय उद्याने, महल, धार्मिक स्थळे, स्मारके, रिसॉर्ट्स, शॉपिंग मॉल, पर्यटन भ्रमण, फार्म हाऊस, शयन आणि नाश्ता, परिवहन (राज्य मालकीच्या एअर लाइन्स आणि रेल्वे, खाजगी वाहतूक सुविधा) मार्गदर्शक इत्यादि रोजगाराच्या संधी आहेत.

पर्यटन आणि आतिथ्य अशा रेस्टॉरंटसमध्ये अप्रत्यक्ष रोजगारास समर्थन देते. त्यामध्ये पर्यटक सुविधा तयार करणे आणि त्यांची देखभाल करणे, विमान निर्माते, विविध हस्तशिल्प उत्पादक, विपणन एजन्सी, लेखा सेवा ज्या कंपन्यांकडे कमीत कमी अवलंबून असतात त्यांच्या कामासाठी थेट रोजगार प्रदान करते.

रोजगाराच्या संधी पूर्वीपेक्षा वेगळ्या आहेत. इतर कारणांमुळे पर्यटन आणि आंतरराष्ट्रीय प्रवास जगभरात लोकप्रिय झाला आहे. अलिकडच्या आकडेवारी नुसार पर्यटन आणि प्रवासी यांनी 216 दशलक्ष नोकऱ्या तयार केल्या आहे. याशिवाय पर्यटनाला अनुकूल सामाजिक रोजगार उपलब्ध करून देणे. पर्यटकांना सेवा पुरविण्यासाठी अधिक संख्येने कार्यप्रणाली आवश्यक आहे. यामुळे सहकारी उद्योगांसह पर्यटन आणि आतिथ्य क्षेत्र विविध प्रकारच्या रोजगार संधी निर्माण करतात.

भारतातील पर्यटन व्यवसायाची आव्हाने

1. कुशल कर्मचाऱ्यांची कमतरता

आतिथ्य उद्योगाला त्रास देणारी सर्वात मोठी आव्हाने म्हणजे कौशल्य पातळीवर गुणवत्ता, श्रमिकांची अनुपलब्धता. आतिथ्य उद्योग चांगले व्यवसायिक ठेवण्यात अपयशी ठरला आहे.

2. गुणवत्ता टिकवून ठेवणारे कर्मचारी

हॉटेल उद्योगात प्रशिक्षण व विकास करून कामगारांचे संरक्षण करणे ही एक समस्या आहे. आणि अपघात पातळी खूप जास्त आहे. यातील एक कारण वेतन समस्या हे एक आहे. सेवा क्षेत्रात वाढ झाली असली तरी बहुतेक हॉटेल मॅनेजमेंट ग्रॅज्युएट, किरकोळ आणि विमान चालन सारख्या इतर क्षेत्रामध्ये समील होत आहेत.

3. ग्राहकांची अपेक्षा

जागतिक प्रवास नकाशावर भारत एक उद्रेक म्हणून उदयास येत आहे. ग्राहकांची अपेक्षा दिवसेंदिवस वाढत आहे. कंपन्यांना ग्राहक निष्ठा वाढवावी लागेल.

4. मानव संसाधन विकास

पर्यटन आणि हॉटेल पर्यटन आणि हॉटेल उद्योगांमध्ये आवश्यक असलेल्या काही सेवा अत्यंत वैयक्तिक आहेत आणि वैयक्तिक सेवा प्रदाता यांसाठी कोणताही स्वयंचलित ऑटोमेशनची जागा घेऊ शकत नाहीत. ब्ल्यू कॉलर नोकरीपेक्षा भारत पांढरा कॉलर नोकरांवर अधिक लक्ष केंद्रित करत आहे ब्ल्यू कॉलर कर्मचाऱ्यांच्या कमतरतेमुळे उद्योगाला अनेक धोक्यांचा सामना करावा लागणार आहे.

5. पायाभूत सुविधांची कमतरता

भारतीय पर्यटन क्षेत्रासाठी हे एक मोठे आव्हान आहे पर्यटन संबंधित आर्थिक आणि सामाजिक पायाभूत सुविधा हॉटेल कनेक्टिविटी स्वच्छता आरोग्य सुविधा इत्यादी मोठ्या प्रमाणावर भारतात विकसित केल्या जातात. 2017-18 च्या अर्थसंकल्पात सरकारने केवळ पर्यटन क्षेत्रासाठी 840 कोटी रुपये दिले आहेत.

6. सुरक्षितता

पर्यटकांच्या सुरक्षिततेचे आणि खासकरून परदेशी पर्यटकांची सुरक्षा पर्यटन विकासासाठी एक प्रमुख अडथळा आहे परदेशातील नागरिकांवर विशेषता महिलांवर हल्ले दूरच्या देशातील पर्यटकांचे स्वागत करण्याची भारतातील बदल प्रश्न निर्माण करतात सर्वेक्षण केलेल्या 130 देशांपैकी भारत डब्ल्यू ई 2017 मध्ये सुरक्षा आणि सुरक्षेच्यादृष्टीने 114 व्या स्थानावर आहे

7. भारतातील तीव्र स्पर्धा आणि प्रतिमा

नवीन व्यवसायिक यांचे आगमन नवीन उत्पादने आणि नवीन प्रणालींच्या आगमनाने उद्योगात वाढदिवस स्पर्धा दिसून येत आहे शेजारी देशांमधील स्पर्धा आणि भारतीय पर्यटन उत्पादनाच्या उत्पादनाबद्दलचा नकारात्मक धोरणामुळे पर्यटन व्यवसाय वाढ होण्यास प्रतिबंध होतो गरिबी राजकीय अस्थिरता, सुरक्षा, चिंता आणि रोग यासारख्या देशाच्या प्रतिमा भारतातील पर्यटन उद्योगाला हानी पोहोचते.

हॉटेल सेक्टर अँनालिसिस रिपोर्ट

पर्यटन आता भारतात एक महत्त्वपूर्ण उद्योग बनला आहे. देशाला परकीय चलन मिळवून देणारा हा महत्त्वाचा उद्योग आहे. भारतातील पर्यटन हे देशातील तिसरे मोठे परकीय चलन मिळवून देणारे साधन आहे. प्रवास क्षेत्रामध्ये वाढ झाल्यामुळे पर्यटन क्षेत्रातील उद्योन्मुख उद्योगांनी आदरातिथ्य क्षेत्रावर प्रभाव पाडला आहे जागतिक प्रवास आणि पर्यटन परिषदेनुसार वर्ष 2009 पासून भारताला आवडत्या पर्यटन स्थळांमध्ये एक स्थान आहे. जागतिक आर्थिक पर्यटन आता भारतात एक महत्त्वपूर्ण उद्योग बनला आहे. देशाला परकीय चलन मिळवून देणारा हा महत्त्वाचा उद्योग

आहे. भारतातील पर्यटन हे देशातील तिसरे मोठे परकीय चलन मिळवून देणारे साधन आहे. प्रवास क्षेत्रामध्ये वाढ झाल्यामुळे पर्यटन क्षेत्रातील उद्योन्मुख उद्योगांनी आदरातिथ्य क्षेत्रावर प्रभाव पाडला आहे जागतिक प्रवास आणि पर्यटन परिषदेनुसार वर्ष 2009 पासून भारताला आवडत्या पर्यटन स्थळांमध्ये एक स्थान आहे. जागतिक आर्थिक मंचाने प्रवास आणि पर्यटन स्पर्धात्मकता अहवाल भारत पर्यटन आणि हॉस्पिटॅलीटीमध्ये सहाव्या ठिकाणी स्थान आहे.

सर्वोच्च थेट विदेशी गुंतवणूक (एफ.डी.आय.) आकर्षित करण्यासाठी पर्यटन आणि आतिथ्य क्षेत्र भारतातील आघाडीच्या दहा क्षेत्रांपैकी एक आहे. औद्योगिक धोरण आणि प्रोत्साहन विभागाने जाहीर केलेल्या आकडेवारीनुसार एप्रिल 2000 आणि सप्टेंबर 2017 दरम्यान हॉटेल आणि टुरिझम क्षेत्राने 10.6 अब्ज अमेरिकी डॉलर एफ.डी.आय. आकर्षित केले. भारत सरकारने जागतिक पर्यटन केंद्र बनविण्यासाठी अनेक पावले उचलली आहेत सरकारने 'प्रोजेझन मौसम' सुरु केला आहे. ज्या अंतर्गत त्यान सांस्कृतिक जोडणी स्थापन करण्याचा प्रस्ताव ठेवला आहे आणि भारतीय महासागरांच्या देशाबरोबर ऐतिहासिक समुद्री सामुदायिक आणि आर्थिक संबंध पुन्हा सुरु करण्याचे प्रास्तावित केले आहे. पुढे एप्रिल 2017 पासून ई-टूरिस्ट व्हिसा सुविधा नागरिकांना उपलब्ध करून देण्यात आली आहे. सरकारने 161 देशांसाठी ई-टूरिस्ट व्हिसा सुरु केला आहे.

भारतातील हॉटेल उद्योग पर्यटन आणि प्रवासाच्या वाढीमुळे मोठ्या प्रमाणावर वाढले आहे. वाढत्या विदेशी आणि देशी पर्यटकांसह पर्यटनात वाढ झाल्यामुळे हॉटेल क्षेत्र वाढण्यास सुरुवात झाली. भारतातील बजेट हॉटेल एक उदय आहे. जे लोकसंख्येसाठी जास्तीत जास्त लोकांना उपलब्ध करून देण्याची सुविधा पुरवते. आंतरराष्ट्रीय कंपनी देखील असे हॉटेल्स स्थापन करण्याचा विचार करीत आहेत.

आर्थिक वर्ष 2017 नुसार आंतरराष्ट्रीय प्रवास आणि पर्यटन उद्योग हे सर्वात मोठ्या उद्योगां पैकी एक असून आर्थिक वाढीचे मोठे इंजिन आहे. देशाच्या आर्थिक वाढीसाठी भारतीय हॉस्पिटॅलीटी इंडस्ट्रीला महत्त्व आहे विदेशी पर्यटकांच्या आणि देशांतर्गत अर्थव्यवस्थेच्या सुधारणां बरोबरच ई-व्हिसा सुरु करण्याबरोबरच हे विशेषपणे चालू राहण्याची शक्यता आहे. परंतु देशांतर्गत प्रवासी वाढीचे स्पष्ट संकेत आहेत.

वर्ल्ड इकॉनॉमिक फोरम (डब्ल्यू.ई.एफ.) च्या अहवाला प्रमाणे भारत आशिया क्षेत्रात 12 व्या स्थानावर आणि जगाच्या आकर्षक ठिकाणांच्या यादीत 55 व्या स्थानावर आहे. भारत 2016 मध्ये जी. डी. पी साठी प्रवास आणि पर्यटनाच्या एकूण योगदानाच्या दृष्टिने 184 देशात तिसऱ्या स्थानावर आहे. पर्यटन मंत्रालयानुसार ऑक्टोबर 2016 मध्ये 137000 परदेशी पर्यटकांच्या तुलनेत नोव्हेंबर 2017 मध्ये 214000 परदेशी पर्यटक ई-पर्यटक व्हिसावर पोहोचले. त्याच्यात 56.2 टक्क्याने वाढ झाली.

देशांतर्गत प्रवासाच्या खर्चातही वाढ झाली आहे. थेट प्रवास आणि पर्यटन जी. डी. पी. मध्ये 76.8 टक्के वाढ झाली आहे. केंद्रीय मंत्रिमंडळाने भारत आणि दक्षिण आफ्रिका यांच्यातील सामंजस्य कराराला मान्यता दिली आहे. पर्यटन आणि आतिथ्य क्षेत्रातील विनिमय कार्यक्रम आणि वाढती गुंतवणूक यामुळे माहिती च्या बदल्यात पर्यटन क्षेत्रातील द्विपक्षीय सहकार्याचे व्यवस्थापन करणे शक्य झाले आहे. 2017 ला भारत अमेरिका यात्रा आणि पर्यटन भागीदारी वर्ष म्हणून घोषित केले गेले आहे. दोन्ही सरकार आणि खाजगी क्षेत्राला दोन्ही देशांमधील प्रवास आणि पर्यटनाला चालना देण्यासाठी परवानगी देण्यात आली आहे.

2017-18 च्या केंद्रीय अर्थ संकल्पात सरकारने पाच विशेष पर्यटन स्थळे स्थापन करण्याचा प्रस्ताव मांडला आहे. आणि ग्रामीण पायाभूत विकासावर लक्ष केंद्रित केले आहे. 2017-18 च्या अर्थसंकल्पात सरकारने स्वदेश दर्शन योजनेच्या अंतर्गत पर्यटन मंडळाच्या एकत्मिक विकासासाठी 142.8 दशलक्ष अमेरिकी डॉलर वाटप केले. तसेच पर्यटन मंत्रालयाच्या विविध योजना व योजनांचा प्रचार आणि प्रसिद्धीसाठी 14.8 दशलक्ष अमेरिकन डॉलर्सची तरतूद करण्यात आली.

दिर्घ कालावधीत भारतामध्ये मागणी-पुरवठा तफावत खूपच वास्तव आहे आणि अधिक हॉटेल्सची आवश्यकता आहे. ही कमतरता बजेट हॉटेल्स आणि मिड मार्केट हॉटेल सेगमेंट मध्ये विशेषतः खरे आहे. सुरक्षित आणि परवडेल अशा रहिवासाच्या शोधत असलेल्या देशात बजेट आणि मिड मार्केट हॉटेलची त्वरित गरज आहे. विविध देशांतर्गत आणि आंतरराष्ट्रीय ब्रँडने जगात लक्षणीय महत्त्वपूर्ण स्थान पटकावले आहे.

आय. सी. आर. ए. च्या अहवाला प्रमाणे भारतीय हॉटेल उद्योगातील महसूल वाढीने वित्तीय वर्ष 2008 मध्ये 6 ते 7 टक्क्यांपर्यंत सुधारणा होण्याची अपेक्षा होती. परंतु सध्याच्या 8 ते 10 टक्के वाढीचे प्रमाण कमी होत असले तरी उद्योग सध्या चालू आहे. ऑनलाइन बुकिंगमध्ये वाढ होण्याची अपेक्षा आहे. हॉटेल बुकिंग ही भारतातील प्रवासाच्या श्रेणीतील सर्वात कमी वेगात आहे.

ऑनलाइन स्पर्धेत वाढ झाल्या झाल्यामुळे लोकप्रिय मॉडेल ऑनलाइन प्रवासी एजंट (ओ. टी. ए.) वर येतात. ज्या सर्व प्रवासी संबंधी गरजा पूर्ण करण्यासाठी एकाच बाजारपेठेचा प्रस्ताव देतात. याशिवाय ब्रँडेड हॉटेलस त्यांच्या वेबसाईटद्वारे थेट बुकिंग कार्यरत आहेत.

भारत सरकारने पर्यटन उद्योगातील देशाच्या क्षमतेची जाणीव करून दिली आहे आणि भारताला जागतिक पर्यटन केंद्र आहे अनेक पावले उचलली आहेत. 'क्लीन इंडिया मोहिम' आणि वाहतूक व पर्यटन यासाठी अंतर्देशीय जलमार्गाचा विकास म्हणजे मागील वर्षातील गती प्राप्त झालेला प्रोजेक्ट. या व्यतिरिक्त 'मेक इन इंडिया' आणि 'स्मार्ट सिटीज' उपक्रमां सारख्या कार्यक्रमांमुळे हॉस्पिटॅलीटी आणि टुरिझममध्ये कौशल्य विकास आणि गुंतवणूकीसाठी सरकारच्या मदतीवर प्रकाश टाकला गेला आहे.

उपरोक्त उपक्रमां व्यतिरिक्त सरकारने चीन, अमेरिका आणि जपान यासारख्या देशातून परकीय गुंतवणूकीची मागणी केली आहे. त्यामुळे देशातील व्यापार संबंधीतप्रवासात वाढ झाली आहे. भारतातील पर्यटनाचा पाया अतिशय कमी आहे. गेल्या काही वर्षात हॉटेल निवास मागणीत वाढ झाली आहे. सर्व हॉटेल विभागात अनेक आंतरराष्ट्रीय ब्रँड भारतीय बाजारपेठेत नियोजित आहेत. याशिवाय हॉटेल चेन सुद्धा हॉटेलच्या सर्व विभागांमधील मजबूत विस्तार आणि विकास योजनांवर काम करत आहेत.

भारत, चीन नंतर जगातील सर्वात आकर्षक हॉटेल बाजारां पैकी एक मानला जातो. वाढणारी श्रीमंती आर्थिक वाढीची क्षमता, डिस्पोजेबल उत्पन्नात वाढ झालेली दिसून येते. येत्या काही वर्षात आराम आणि व्यवसाय प्रवास दोन्ही चालवण्याची शक्यता आहे.

मार्च 2018 मध्ये भारतीय हॉटेलसने 56.9 दशलक्ष रु. निव्वळ नफा कमावला आहे. दुसरीकडे विक्रीत 11 अब्जांची (61.7 टक्के) वाढ झाली आहे. इंडियन हॉटेलस देशांतर्गत चांगले प्रदर्शन करते. इंडियन हॉटेलसमध्ये एकत्रित टॉप लाइन्स मध्ये 5.6 टक्के वाढ झाली आहे.

निष्कर्ष

पर्यटन आणि प्रवासाच्या वाढीमुळे भारतात हॉटेल उद्योग मोठ्या प्रमाणात वाढत आहे वाढता विदेशी आणि घरगुती पर्यटकांसह पर्यटन वाढल्याने हॉटेल क्षेत्र वाढू लागले आहे. परवडणाऱ्या पर्यटकांची संख्या वाढविण्यासाठी बहुतेक बजेट हॉटेल अस्तित्वात आहेत. आंतरराष्ट्रीय कंपन्या देखील असे हॉटेल स्थापन करण्याचा प्रयत्न करीत आहेत. भारतीय तिथे उद्योग देशाच्या आर्थिक वाढीसाठी योगदान देण्यास महत्त्वपूर्ण आहे पर्यटन क्षेत्रातील सर्वांगीण विकासासाठी सरकारला खाजगी क्षेत्राच्या सहभागात प्रोत्साहन देणे आवश्यक आहे त्यामुळे रोजगाराच्या संधीत निश्चितच वाढ होऊ शकते.

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सारांश

आजचे युग हे ताण-तणावाचे युग म्हणून ओळखले जाते. प्रत्येक व्यक्तीला वेगवेगळ्या कारणामुळे ताण-तणावाचा सामना करावा लागत आहे. ताणाचा अतिरेक झाला तर आत्महत्येचा प्रयत्न करताना व्यक्ती दिसून येतात. म्हणूनच ताणाला 'Silent Killer of Modern Age' असे म्हणतात. अशावेळी व्यक्तींना ताण-तणावाचे व्यवस्थापन करायला जमले पाहिजे व त्यासाठी पर्यटन हे अतिशय महत्वाची भूमिका बजावताना दिसते. पर्यटनामुळे व्यक्ती भावनिकदृष्ट्या स्थिर होवून, सकारात्मक बनते. आत्मविश्वास निर्माण होवून, निरोगी आयुष्य जगू शकते.

➤ प्रस्तावना

आजच्या स्पर्धेच्या युगात व्यक्ती प्रगतीसाठी फक्त धावताना दिसून येते. अशावेळी ताण-तणावाचा सामना व्यक्तीला करावा लागतो. त्याचे वेगवेगळे परिणाम व्यक्तीच्या जीवनात होताना आपण पाहतो. त्याच त्याच गोष्टी, तेच तेच वातावरण याचा कुठेतरी अतिरेक होतो व यापासून वेगळे काहीतरी असावे असे व्यक्तीला वाटते आणि तेव्हाच पर्यटनाचे महत्व जाणवायला लागते. पर्यटन व्यक्तीला आनंद देण्यासाठी, निरोगी जीवनासाठी महत्वाचे ठरते. तसेच पर्यटनामुळे नवचैतन्य निर्माण होवून व्यक्ती प्रेरित होते. म्हणून ताण-तणाव कमी करण्यासाठी पर्यटन आवश्यक असते.

संकल्पना

1.ताण

उद्दिदपक परिस्थितीने व्यक्तीच्या क्षमतांना दिलेले आव्हान न पेलणारे आहे असे तिला जाणवल्यामुळे निर्माण होणारी दडपणयुक्त मानस, शरीर अवस्था म्हणजे तणाव होय.

'व्यक्तीवर्तनात, कार्यात, वैचारीकदृष्ट्या पडलेला खंड म्हणजे ताण.'

'व्यक्तीमध्ये असंतुलन निर्माण करणाऱ्या किंवा तिच्या जुळवून घेण्याच्या क्षमतेवर भार टाकणाऱ्या व्यक्तीने दिलेल्या सामान्य किंवा विशिष्ट प्रतिक्रिया म्हणजे ताण होय.' – (झिंबार्डो)

2.पर्यटन

पर्यटन ही संज्ञा प्रवास (Tour) या शब्दाशी संबंधित आहे. प्रवास (Tour) हा शब्द लॅटीन भाषेतील 'Tornos' या शब्दापासून झालेला आहे. 'Tornos' या शब्दाचा मूळ अर्थ 'वर्तुळ' किंवा वर्तुळाकार असा आहे. याच शब्दापासून पुढे वर्तुळाकार प्रवास किंवा पॅकेज टूर्स हा शब्द रुढ झाला.

'एका व्यक्तीने किंवा व्यक्ती समूहाने एका ठिकाणाहून दुसऱ्या ठिकाणी, मनोरंजनासाठी, अभ्यासासाठी व कामासाठी केलेला प्रवास म्हणजे पर्यटन होय.'

एखादी व्यक्ती आपल्या वास्तव्याच्या ठिकाणापासून दुसऱ्या स्थळी सलग एका वर्षापेक्षा अधिक काळ न राहता आराम, उद्योग किंवा इतर कामासाठी भ्रमंती किंवा प्रवास करतो त्या सर्वांचा अंतर्भाव पर्यटनात होतो.

Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. (WTO)

3.पर्यटक

पर्यटनाचा पर्यटक हा केंद्रीभूत घटक आहे. पर्यटक हा शब्द इंग्रजी भाषेतील 'Tourist' या शब्दाची उत्पत्ती सन्.1292 मध्ये झाली. लॅटीन भाषेतील 'Turnus' या शब्दापासून 'Tour' हा शब्द रुढ झाला. तर 'Tour' या शब्दापासून 'Tourist' म्हणजे पर्यटक हा शब्द आलेला आहे.

'जी व्यक्ती निसर्गाचा आनंद लुटण्यासाठी चांगल्या स्थळांना भेट देणारी व्यक्ती म्हणजे पर्यटक होय.'

पर्यटक हा प्रामुख्याने आनंद लुटण्यासाठी, कामासाठी, आरोग्यासाठी, धार्मिक कार्य, खेळ व व्यवसायासाठी 24 तासांपेक्षा जास्त कालावधीसाठी बाहेर असतो त्यास पर्यटक असे संबोधले जाते.

पर्यटनाचे स्वरूप

पर्यटनाचे स्वरूप परिवर्तनशील झालेले असून ते पुढील मुद्द्यावरून स्पष्ट करता येते.

1.पर्यटनाचे नानाविध स्वरूप

अलीकडे पर्यटन एक उद्योग झाला असून सर्व स्तरातील लोकांसाठी पर्यटन हा उद्योग आवडीचा बनला आहे.

2.हंगामी स्वरूप

हंगामानुसार तीन ऋतुमानाप्रमाणे प्रत्येक हंगामात वेगवेगळ्या ठिकाणी जाऊन पर्यटक आनंद घेतात.

3.भौगोलिक स्वरूप

भूगोल विषयात हवा, समुद्र व भूरुपाचा अभ्यास होत असतो. भौगोलिक विविध बाबींचा संबंध पर्यटनाशी येतो.

4.ऐतिहासिक, सांस्कृतिक व धार्मिक स्वरूप

निरनिराळी ऐतिहासिक स्थळे, निरनिराळी संस्कृती जाणून घेण्यासाठी, वेगवेगळ्या धार्मिक स्थळी पर्यटक जात असतात.

5.अनुत्पादक स्वरूप

पर्यटनात अनुत्पादक हा गुण असल्यामुळे त्यांचे स्वरूप अनुत्पादक झाले आहे.

6.मनोरंजनात्मक स्वरूप

मौजमजा, गंमत इ. पर्यटकांचे काम असल्यामुळे पर्यटन हे मनोरंजनात्मक स्वपाचे झाले आहे.

पर्यटनाचे वर्गीकरण

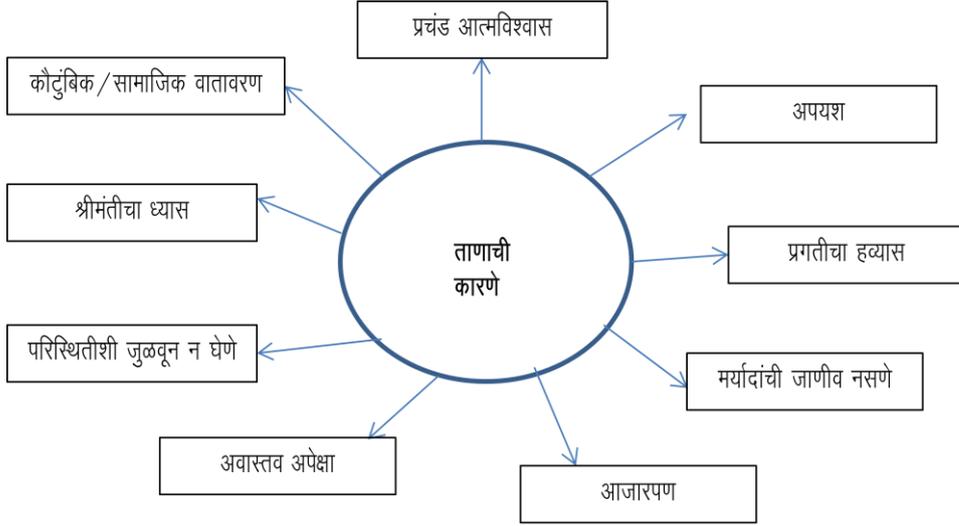
सुलभ नियोजनासाठी पर्यटकाला पर्यटनाचे वर्गीकरण उपयुक्त ठरते ते वर्गीकरण पुढीलप्रमाणे केले जाते.

- 1.राजकीय किंवा प्रशासकीय सीमांवरून पर्यटनाचे वर्गीकरण
- 2.प्रवास कालावधीनुसार पर्यटनाचे वर्गीकरण
- 3.पर्यटनाच्या अंतरावरून पर्यटनाचे वर्गीकरण
4. पर्यटकाच्या संख्येवरून पर्यटनाचे वर्गीकरण
- 5.उद्देशानुसार पर्यटनाचे वर्गीकरण

पर्यटनाच्या वर्गीकरणामुळे पर्यटकांची आर्थिक बचत होते, वेळ वाचतो, पर्यटकाला पर्यटनाचा मनमुराद आनंद घेता येतो. राजकीय किंवा प्रशासकीय सीमेवरून पर्यटनाचे आंतरराष्ट्रीय पर्यटन, देशी पर्यटन, प्रादेशिक पर्यटन, स्थानिक पर्यटन असे प्रकार पडतात. प्रवास कालावधीनुसार दिर्घकालीन व अल्पकालीन पर्यटन असे प्रकार पडतात. पर्यटनाच्या अंतरावरून जागतिक पर्यटन, राष्ट्रीय पर्यटन, प्रादेशिक पर्यटन, स्थानिक पर्यटन असे प्रकार पडतात. पर्यटकांच्या संख्येवरून समूह किंवा गट पर्यटन, कौटुंबिक पर्यटन, वैयक्तिक पर्यटन असे प्रकार दिसून येतात. उद्देशानुसार धार्मिक, मनोरंजन, वारसास्थळांना भेट, साहस, निसर्ग, आरोग्य, खेळ अशा प्रकारचे वर्गीकरण दिसून येते. पर्यटनाच्या वर्गीकरणामुळे पर्यटकाला वेळ, आर्थिक नियोजन, शारीरिक क्षमता, सोबती या गोष्टींच्या नियोजनासाठी मदत होते.

ताणाची कारणे

सामान्यपणे 80 टक्के आजार ताणतणावामुळे होतात. ज्यामुळे व्यक्ती तणावग्रस्त बनून अविचार करून स्वतःचे जीवन संपुष्टात आणते. त्या तणावाची विविध कारणे आहेत.



अशा प्रकारे ताणाची विविध कारणे असून व्यक्तीला स्व-जाणीवेचा अभाव असेल तरीही ताण येतो. मुलभूत गरजा पूर्ण न झाल्यास भावनिक आधार नसल्यास समाजात मिळणारी वागणूक नियोजनाचा अभाव, न्यूनगंड असेल किंवा आत्मविश्वासाचा अभाव असल्यास व्यक्तीला ताण तणावाचा सामना करावा लागतो व त्याचा विपरीत परिणाम व्यक्तित्व होऊन चूकीच्या गोष्टी व्यक्तीकडून घडून येतात.

➤ ताणाचे व्यक्तीवर होणारे परिणाम

1. वेगवेगळे आजार होतात.
2. एकाग्रतेचा अभाव दिसून येतो.
3. एकलकोंडेपणा जाणवतो.
4. नैराश्य चिडचिड जाणवते.
5. झोप/भूक यांचा नाश होतो.
6. अस्वस्थता जाणवते.
7. अवास्तव भिती
8. कामात सुसूत्रता राहत नाही.
9. दुषित दृष्टीकोन निर्माण होते.

असे वेगवेगळे परिणाम व्यक्तीच्या जीवनावर ताणमुळे झालेले दिसून येतात. ते कमी करण्यासाठी पर्यटन कशी मदत करते ते पाहू पर्यटनामुळे पुढील फायदे व्यक्तीला होतात.

1. आनंद मिळतो.
2. मानसिक आरोग्य सुधारते.
3. ताण-तणाव दूर होतो.
4. शारीरिक व्यायाम होतो.
5. सकारात्मक भावनांची निर्मिती होते.
6. आजारापासून मुक्तता मिळते.
7. सर्जनशीलता वाढते.
8. उत्पादनक्षमता वाढते.
9. तारुण्य टिकविणेसाठी मदत होते.
10. शुध्द हवा मिळते.

- 11.हृदयासाठी आरोग्यदायी
- 12.भावनिक स्थिरता निर्माण होते.
- 13.बुद्धि कुशाग्र बनते.
- 14.नवचैतन्य मिळते.
- 15.वैयक्तिक विकास/प्रगती साधता येते.

असे विविध उपयोग किंवा फायदे पर्यटनामुळे होत असतात. ज्यामुळे व्यक्तीची ताण-तणाव व्यवस्थापन होवून नव्याने सुरुवात करण्याची उमेद लोकांमध्ये निर्माण होते.

पर्यटनाचे वेगवेगळ्या प्रकारांमध्ये वर्गीकरण केले जाते. हंगामी, भौगोलिक, मनोरंजनात्मक, विविधांगी, ऐतिहासिक, सांस्कृतिक, धार्मिक स्वरूप पहावयास मिळते. सृष्टीसौंदर्य पाहणे, आनंद मिळविणे, संस्कृतीचे दर्शन असेही स्वरूप आपणास पहावयास मिळते.

➤ ताण-तणाव व्यवस्थापनात पर्यटनाची भूमिका

आजच्या जागतिकीकरण, खाजगीकरण, उदारीकरणाच्या, स्पर्धेच्या युगात 'मी श्रेष्ठ का तु श्रेष्ठ' अशी अवस्था व्यक्तींची झालेली पहावयास मिळते आणि त्यातूनच ताण-तणाव वाढताना दिसून येतो. ताण-तणाव कमी करण्यासाठी खळखळून हसले पाहिजे, आनंदी राहण्याचा प्रयत्न केला पाहिजे. हे पर्यटनामुळे शक्य होते. निसर्गाच्या सान्निध्यात राहिल्याने ताणाचा विसर पडतो. जीवनाची मूल्ये ठरवून, आदर्श ठेवून आत्मविश्वासपूर्वक काम करण्याची नविन उमेद पर्यटनामुळे निर्माण होते. पर्यटनामुळे वेगवेगळ्या लोकांच्या सान्निध्यात राहून विचारांची देवाणघेवाण, भावना व्यक्त करून संप्रेषण वाढते आणि त्यामुळे व्यक्ती आनंदी राहण्यास, व्यक्तीला स्फुर्ती मिळण्यास मदत होते. पर्यटनामुळे व्यक्तीच्या जीवनात नवचैतन्य निर्माण होवून आत्मविश्वास वाढतो. सकारात्मक दृष्टीकोन निर्माण होवून व्यक्ती निरोगी आयुष्य जगू शकते आणि म्हणूनच ताण-तणाव कमी करण्यासाठी त्याचे व्यवस्थापन करण्यासाठी पर्यटन महत्वाची भूमिका बजावते.

➤ समारोप

एकंदरित सुदृढ समाज निर्माण करण्यासाठी भावनिक स्थिरता निर्माण होण्यासाठी पर्यटन महत्वाचे आहे. व्यक्तीला रोजच्या आयुष्यातील दुःखाचा, अडचणीचा, समस्यांचा विसर पर्यटनामुळे पडतो. व्यक्तीला विविध प्रकारची माहिती मिळून ज्ञानसमृद्धता वाढते. पर्यटनामुळे व्यक्तीचा ताण-तणाव कमी होतो. व्यक्तीचा आशावाद जागृत होवून अडचणींवर मात करण्याचे सामर्थ्य व्यक्तीमध्ये निर्माण होते. म्हणून व्यक्तीच्या आयुष्यात पर्यटनाचे अनन्य साधारण महत्व असून ताण-तणाव कमी करण्यात पर्यटन महत्वाची भूमिका बजावते.

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महत्त्व ऐतिहासिक पर्यटनाचे.....!**प्रा. सुनिल सुखदेव लोखंडे***टी. सी. कॉलेज, बारामती. जि.पुणे. ४१३१०२*

आज समाजामध्ये पर्यटनाची आवड निर्माण झाल्याचे दिसून येते त्याला कारणे ही तशी आहेत, आज सर्वच स्तरातील लोकांचा आर्थिकस्तर उंचावल्याचा दिसून येतो आहे त्यामुळे कष्टकरी, मध्यमवर्ग, नोकरदार, भांडवलदारवर्ग आपापल्या आवडीप्रमाणे व आर्थिक कुवतीनुसार पर्यटनाकडे वळत आहेत कोणी छंद म्हणून तर कोणी आवड म्हणून तर कोणी एकमेकांच्या सांगण्यावरून पर्यटनास जातात त्यामध्ये काही जणांना समुद्र किनारी निसर्गरम्य ठिकाणी तर काही जन धार्मिक ठिकाणी तर काही जन अभ्यासाच्या दृष्टीने ऐतिहासिक ठिकाणे म्हणजेच लेणी, गड, किल्ले या ठिकाणी पर्यटनास जातात. पर्यटनासाठी आता विविध सुविधा निर्माण झाल्या आहेत आपले खास पर्यटन करण्यासाठी कंपन्यां स्थापल्या गेल्या आहेत अशा कंपन्यांच्या माध्यमातून देशात व परदेशातील वेगवेगळ्या सहलींचे आयोजन केले जाते त्यामुळे लोकांना पर्यटनासाठी जाणे सोपे झाले आहे. त्यामुळे जगातील पर्यटन स्थळे पर्यटकांना खुणवत आहेत. पर्यटन स्थळावरील सहली बरोबरच धार्मिक सहलींचे सुद्धा आयोजन केले जाते कारण विशेषतः महाराष्ट्रातील लोकांचा ओढा धार्मिक सहलीकडे दिसून येतो त्यामध्ये बारा ज्योतिर्लिंग, पंढरपूर, नाशिक, पैठण, कोल्हापूर, देहू, आळंदी, जेजुरी, आणि अष्टविनायक या धार्मिक स्थळांच्या सहली धार्मिक भावाने केल्या जातात. त्याला धार्मिक यात्रा असेही म्हणतात.

परंतु माझ्या मते धार्मिक पर्यटन, निसर्गरम्य पर्यटन तर महत्वाचे आहेच परंतु आपण ज्या महाराष्ट्रात निवास करतो ज्या महाराष्ट्राला ऐतिहासिक वारसा लाभला आहे जी भूमी स्वराज्यकर्ते छत्रपती शिवरायांच्या पदस्पर्शाने पावन झालेले असे अनेक किल्ले पर्यटनासाठी आपल्याला खुणावत आहेत मी तर म्हणेन खुणावत नाहीत तर ते आपल्याला आपला इतिहास सांगण्यासाठी बोलावत आहेत परंतु आपल्या ते लक्षातच येत नाही असे दिसते किंवा आपण जाणून बुजून आपण त्यांच्याकडे दुर्लक्ष करीत आहोत. अशा किल्ल्यावरील पर्यटन फार सुंदर आहे तेथे इतिहासाची साक्ष सांगणाऱ्या खुणा आज ही उपलब्ध आहेत त्यामुळे पर्यटनासाठी किंवा अभ्यासासाठी नक्की पर्यटकांनी किल्ल्याकडे वळले पाहिजेत त्यासाठी काय करता येईल याविषयी अभ्यास करून ठोस निर्णय शासनाने घेतले पाहिजेत आणि किल्ले पर्यटनाची सुविधा उपलब्ध करून दिली पाहिजे आज किल्ल्यांची स्थिती पहिली असता काही किल्ले अपवाद वगळता बहुतेक किल्ले बिकट अवस्थेत असल्याचे दिसते त्यामुळे अशा किल्ल्यांची व त्यावरील वस्तूंची देखभाल करण्यासाठी काही खाजगी संस्था स्थापन झाल्या आहेत तसेच महाराष्ट्र पर्यटन विकास महामंडळाने पर्यटनासाठी काही सवलती देण्याचा प्रयत्न केला आहे परंतु त्या तितक्या पुरेशा नाहीत हे लक्षात येते.

ऐतिहासिक पर्यटनाचा विचार केला असता त्यामध्ये किल्ल्यांना फार महत्त्व आहे. परंतु काही किल्ल्यांची आजची अवस्था पहिली असता ते पर्यटना पासून दूर असल्याचे जाणवते या विषयी चिकित्सा करताना खालील गोष्टींचा उहापोह करावा लागेल...

शिवकालीन किल्ल्यांचे महत्व :

छत्रपती शिवरायांचा जन्म शिवनेरीवर झाला पुढे त्यांनी आपले कर्तृत्व सिद्ध केले ते सुद्धा किल्ल्यांच्या माध्यमातूनच त्यामध्ये अफजलखान प्रकरण प्रतापगडाच्या साह्यानेच निपटले शिवाजी राजांची ताकत सामर्थ्य हे त्यांच्या गडकोटांमध्येच होते त्यामुळेच त्यांना शत्रू वचकून असत किल्ल्यांच्या आश्रयानेच त्यांनी लढून स्वराजाची स्थापना केली. त्यामुळेच त्यांनी काही किल्ल्यांचे बांधकाम केले. जवळ जवळ ३६० किल्ले राजांच्या ताब्यात होते. जेथे जेथे त्यांना दुर्गम प्रदेश वाटला तेथे त्यांनी किल्ले बांधले. काही किल्ल्यांची पुनर्रचना केली. डोंगरी, भुईकोट, व जलदुर्ग असे त्यांच्या काळात किल्ल्यांचे तीन प्रकार होते. महाराष्ट्रात प्रामुख्याने १४५ किल्ले बांधली त्यामध्ये राजगड, रायगड, प्रतापगड, विजयदुर्ग, पद्मदुर्ग, सुवर्णदुर्ग, सिंधुदुर्ग असे किल्ले होते. याची सविस्तर यादी गो. स. सरदेसाई यांनी मराठी रियासत खंड - १ मध्ये दिली आहे. याच किल्ल्यांनी १६८१ ते १७०७ पर्यंतच्या मराठ्यांच्या स्वतंत्र युद्धात महत्वाची कामगिरी बजावलेली दिसते. रामचंद्रपंत अमात्यांनी किल्ला कोठे व कसा बांधावा या विषयी विवेचन केले आहे. किल्ला बांधण्याच्या तंत्रामध्ये स्थळ संशोधन, जलसंचय दरवाजे, संरक्षण, बालेकिल्ला, माची, अठरा कारखाने यासारखी वैशिष्ट्ये सांगितली आहेत. म्हणजेच 'संपूर्ण राज्याचे सार ते दुर्ग' या एका वाक्यात किल्ल्यांचे महत्व स्पष्ट होते.

पेशवे काळातही किल्ल्यांना महत्व प्राप्त झाले होते कारण काही किल्ले तर मराठ्यांची राजधानी म्हणून उदयास आले होते. उदा. सातारा कोल्हापूर रायगड यांचा प्रामुख्याने उल्लेख करता येईल एकूणच १८१८ पर्यंत म्हणजेच मराठी राज्याच्या अस्तापर्यंत महाराष्ट्रातील किल्ल्यांना अतिशय महत्वाचे स्थान होते.

शिवकालीन किल्ले पर्यटनाची समस्या :

मराठा सत्तेच्या अस्तानंतर ब्रिटीश सत्तेला प्रारंभ झाला आणि किल्ल्यांच्या दुरवस्थेला सुरुवात झाली. वास्तविक पाहता आष्टी च्या लढाईत पेशव्यांचा पराभव करून खऱ्या अर्थाने ब्रिटीशांनी आपली सत्ता प्रस्थापित केली. आपल्या हाती राज्याची सत्ता आल्या नंतर त्यांनी येथील प्रथम येथील भौगोलिक परिस्थितीचा बारकाईने त्यांनी अभ्यास केला आणि ज्यांनी मोगलांच्या बादशहाला म्हणजे औरंगजेबाला नेस्तनाबूत केले त्यांचे सामर्थ्य कशात आहे याचा शोध घेण्यास सुरुवात केली तेव्हा त्यांच्या लक्षात आले की, मराठ्यांची सर्व शक्ती ही त्यांच्या डोंगरी किल्ल्यात आहे. याच किल्ल्यांच्या आश्रयाने औरंगजेबाच्या पराक्रमी सरदारास जेरीस आणले त्यामुळे मराठ्यांची ताकत असलेले किल्लेच नेस्तनाबूत केले पाहिजेत असा त्यांनी विचार केला आणि त्यांनी मराठ्यांचे किल्ले पडण्याचे आदेश दिले. पुणे जिल्ह्यातील पाच व अहमदनगर जिल्ह्यातील दोन असे एकूण सात किल्ले पडण्याचे आदेश ब्रिटीशांनी दिल्याचे स्पष्ट होते कारण तत्कालीन अहमदनगरचा कलेक्टर हेनरी पॉटीजर यांची याबाबतची सात कागदपत्रे उपलब्ध झाली आहेत.

आशाच प्रकारे सातारा परिसरातील अजिंक्यतारा परळी, प्रतापगड, चंदन, वंदन, वासोटा, गुणवंतगड, वर्धनगड, बहादूरगड, महिमानगड, वसंतगड, वैराटगड, सदाशिवगड, अशा २५ किल्ल्यांची नासधूस ब्रिटीशांनी केल्याचे पेशवे दप्तरातील कागदपत्रावरून दिसून येते. दुसऱ्या बाजीरावाने पूर्ण शरणागती पत्करल्या नंतर जनरल स्मिथच्या आदेशावरून जनरल प्रिटझलरने सिंहगड ताब्यात घेतला त्यासाठी त्याने सिंहगडाच्या उत्तर, पूर्व व दक्षिण बाजूस तोफा लावून निरनिराळ्या ठिकाणी १ मार्च १८१८ पर्यंत ३६७८ तोफेचे गोळे टाकले. त्यामुळेच आज देखील

सिंहगडावर उजाड माळरान दिसून येते. गडाची तटबंदी देखील ठिकठिकाणी तोफा लाऊन पडली होती. अशाप्रकारे ब्रिटीशांनी आपली राजवट येताच मराठ्यांचे सामर्थ्य असलेले किल्ले उध्वस्त करून पुन्हा मराठे एकत्रित येणार नाहीत याची काळजी घेतली. त्यामुळे किल्ल्याचे भग्नावशेष आज ही आपणास दिसून येतात. अशा किल्ल्यांचे संवर्धन करून त्याचे नैसर्गिक सौंदर्यीकरण केले असता ऐतिहासिक किल्ले ही महत्वाची पर्यटन स्थळे बनू शकतात ज्याप्रमाणे उत्तरेत भुईकोट किल्ल्यांचे संरक्षण करून त्याकडे पर्यटन केंद्र म्हणून पहिले जाते त्याप्रमाणे महाराष्ट्रात देखील जे दुर्लक्षित डोंगरी किल्ले आहेत त्याचे पर्यटन स्थळामध्ये प्रवर्तित करून पर्यटकांना आकर्षित करता येईल महाराष्ट्रात अनेक शिवकालीन असे किल्ले आहेत की त्याला फारसा खर्च नकरता उत्कृष्ट पर्यटन केंद्र ते होऊ शकते उदाहरणार्थ सातारा शहराजवळ असणारा अजिंक्यतारा हा ऐतिहासिक किल्ला आहे. या किल्ल्यावर पाण्याची सात तळी आहेत तसेच किल्ल्यावर मंगळाईचे व महादेवाचे मंदिर प्रेक्षणीय आहे. किल्ल्याच्या उत्तरेकडे व दक्षिणेकडे दोन भव्य दरवाजे आहेत. त्याचबरोबर किल्ल्याला नैसर्गिक तटबंदी आहे. अजिंक्यताराच्या प्रमाणे सातान्याच्या जवळच दुसरा किल्ला म्हणजे सज्जनगड आहे. गडावर समर्थ रामदासांची समाधी असल्यामुळे अनेक श्रद्धाळू, भाविक यांची येजा असते त्यामुळे तो सुद्धा किल्ला पर्यटनासाठी उत्तम आहे. त्याचप्रमाणे छत्रपती शिवाजी राजांची राजधानी असलेला राजगड व रायगड, शिवनेरी, प्रतापगड, सिंहगड, तोरणा, पुरंदर, जंजिरा, अलिबाग, लोहगड, दौलताबाद, अहमदनगरचा भुईकोट किल्ला कोल्हापूरकडील पन्हाळगड व विशाळगड हे किल्ले पाहण्यासारखे आहेत. आज सुद्धा काही प्रमाणात ऐतिहासिक स्थळे ही पर्यटनस्थळे बनली आहेत. महाराष्ट्राच्या समुद्र किनाऱ्यावर अलिबाग, जंजिरा, सिंधुदुर्ग, विजयदुर्ग, पद्मदुर्ग हे सागरी किल्ले पर्यटनाची केंद्रे आहेत. म्हणजेच महाराष्ट्रातील किल्ल्यांचे संरक्षण व सौंदर्यीकरण केले असता पर्यटनाचा विकास मोठ्या प्रमाणात होऊ शकतो त्यासाठी किल्ल्यांचे जतन व संवर्धन करावे लागेल व त्याविषयी उपायही शोधावे लागतील त्यामध्ये पुढील बाबी करता येतील महाराष्ट्रातील ऐतिहासिक किल्ल्यांची माहिती उपलब्ध करून देणे, पर्यटकांचा प्रवास, निवास व भोजनाचा खर्च वाजवी दरात उपलब्ध करून देणे, दुर्लक्षित किल्ल्यावरील अवशेष, वस्तू इमारती मंदिरे यांची दुरुस्ती करणे. त्यासाठी आर्थिक तरतूद करणे, पर्यटकांच्या जीविताचे व वित्ताचे संरक्षण करून त्यांच्यामध्ये विश्वास निर्माण करणे. अशाप्रकारच्या सुविधा पर्यटकांसाठी उपलब्ध करून दिल्यास नक्कीच पर्यटनास चालना मिळेल.

निष्कर्ष:

महाराष्ट्रात अनेक ऐतिहासिक किल्ले आहेत ते इतिहासाची साक्ष देत उभे आहेत त्यामुळे त्याचे जतन व संवर्धन करून प्रत्येकाने किल्ला पाहण्यासाठी जावे अशी त्यांची व्यवस्था केली पाहिजे जेणे करून पर्यटकाला वाटले पाहिजे की आपण किल्ला पर्यटनासाठी गेले पाहिजे त्यासाठी पर्यटक किल्ल्याकडे आकर्षिले पाहिजेत अशा प्रकारच्या प्रयत्नाची गरज खाजगी संस्था व शासकीय पातळीवरून झाली पाहिजे तरच पर्यटनाला चालना मिळेल इंग्रजांनी त्यांच्या स्वार्थासाठी त्यांनी मराठ्यांचे किल्ले उध्वस्त करण्याचा प्रयत्न करून त्यांचे सामर्थ्य खच्ची करण्याचा प्रयत्न केला. परंतु आज स्वतंत्र भारतामध्ये ऐतिहासिक पर्यटनाच्या दृष्टीने किल्ल्यांचा विचार केला असता याग्य व नियोजनबद्ध पर्यटनाच्या दृष्टीने किल्ल्यांचा विकास केला असता पर्यटनाचे खूप मोठे दालन खुले होईल असा आशावाद नक्कीच वाटतो मात्र त्यासाठी गरज आहे ती म्हणजे सामाजिक व राजकीय इच्छाशक्तीची....!

संदर्भ:

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सहयोगी प्राध्यापक व व्यवसायिक अर्थशास्त्र प्रमुख, वसंतराव नाईक कला व वाणिज्य महाविद्यालय, मुरुड जंजिरा,
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प्रास्ताविक :-

जगात कोणत्याही देशाची अर्थव्यवस्था, कृषी, उद्योग व सेवा या तीन क्षेत्रांवर अंभलवून असते. या तीन क्षेत्रांच्या योगदानाचा देशाच्या सकल अंतर्गत उत्पदनावर परिणाम होत असतो. भारतीय अर्थव्यवस्थेमध्ये सर्वात जास्त हिस्सा सेवा क्षेत्राचा असून त्यानंतर उद्योग व कृषी क्षेत्राचा हिस्सा आहे. भारतीय अर्थव्यवस्थेत स्थूल देशांतर्गत उत्पादनामध्ये कृषी क्षेत्राचा हिस्सा 16 टक्के असला तरी रोजगार निर्मितीचे प्रमाण सर्वाधिक आहे. अलीकडे जगात 'पर्यटन क्षेत्र' (**Tourism Sector**) क्षेत्र ही संकल्पना मोठ्या प्रमाणात उदयास येत आहे. जगात अनेक देशांच्या अर्थव्यवस्था या प्रत्यक्ष व अप्रत्यक्ष पर्यटन क्षेत्रावर अंभलवून आहेत. भारतातील पर्यटन क्षेत्र देखील आर्थिक विकासाचे मुख्य घटक म्हणून उदयास येत आहे. आपल्या देशात जास्तीत जास्त विदेशी पर्यटक यावेत यासाठी भारत सरकारतर्फे मोठ्या प्रमाणात प्रयत्न केले जातात. कारण विदेशी व देशी पर्यटकांमुळे मोठ्या प्रमाणात रोजगार निर्माण होतो. तसेच हॉटेल्स व रेस्टॉरंट्स टुर्स व ट्रॅव्हर्स इ. क्षेत्रात मोठ्या प्रमाणात रोजगार निर्माण होतो. तसेच परकीय चलनाच्या गंगाजाळीमध्ये देखील वाढ होते. (**World Travel & Tourism Council-WTTC 2020**) अहवालानुसार जगातील एकूण रोजगाराच्या 8.1 टक्के इतका रोजगार हा पर्यटन क्षेत्रामुळे निर्माण होतो. भारतात 2020 मध्ये 58 दशलक्ष रोजगार हा पर्यटन क्षेत्रात निर्माण होईल असा अंदाज आहे. वर्ल्ड ट्रेड ऑर्गनायझेशनच्या अहवालानुसार 21 व्या शतकातील सर्वात झपाट्याने वाढणाऱ्या व्यवसायांमध्ये अतिथ्य, पर्यटन हे व्यवसाय आहेत. भारतामध्ये पर्यटन हे रोजगार निर्मिती आणि आर्थिक विकासाचे एक महत्वपूर्ण साधन ठरले आहे.

पर्यटनाचा अर्थ :-

स्थळांना भेटी देतो. 19 व्या शतकात 'पर्यटक' हा शब्द प्रचलित झाला. पर्यटक म्हणजे असा एक प्रवासी की जो मनोरंजनाकरीता विविध 20 व्या शतकात पर्यटकाचा अर्थ वेगळा समजला गेला कोणताही आर्थिक लाभ न घेता आस्वाद घेण्याचा प्रयत्न मनोरंजन व सांस्कृतिक ज्ञान घेण्याची वृत्ती ज्या व्यक्तीमध्ये असते तिला 'पर्यटक' असे म्हटले जाते. 'पर्यटन' हा शब्द इंग्रजीतील (**Tourism**) या शब्दापासून आला आहे. या शब्दाचे मूळ (**Tour**) हा शब्द आहे. (**Tour**) म्हणजे प्रवास होय. प्रा. हुंझीकर व कॅप (1942) यांच्या मते 'पर्यटन म्हणजे कायम स्वरूपाची वस्ती न करण्याच्या हेतुने अनिवासी व्यक्तीच्या सहवासातून आर्थिक उत्पादनाशिवाय असलेली भ्रमती होय.

भारतातील पर्यटन क्षेत्र :-

भारतात पर्यटन क्षेत्र विकसित होण्यासाठी मोठ्या संधी आहेत. ताजमहल, वेरुळ व अजिंठा ही पर्यटन स्थळे जागतिक स्तरावर प्रसिद्धी आहेत. भारतीय पर्यटन विभागाकडून 'अतुल्य भारत' (**Incredible India**) या नावाने ब्रॅण्ड करून अधिक पर्यटक भारतात येण्यासाठी प्रचार व प्रसार केला जातो. 2017 हे वर्ष 'आंतरराष्ट्रीय चिरस्थायी पर्यटन विकास' घोषित केले आहे. सध्या जगात 'इको टुरिझम' या पर्यटनाला जास्त वाव आहे. ईशान्य भारत हे तेथील नैसर्गिक साधन संपत्तीमुळे मोठ्या प्रमाणात पर्यटन स्थळांचा विकास होत असणारे क्षेत्र बनले आहे. जागतिक पर्यटन संघटनेच्या आकडेवारीनुसार 5 टक्के वार्षिक वृद्धीदराने 'इको टुरिझम' जगभरात विकसित होत आहे. येणाऱ्या काळात भारतात इको टुरिझम, ग्रामीण टुरिझम, फिल्म टुरिझम, सांस्कृतिक टुरिझममुळे पर्यटन स्थळांचा विकास होण्यासाठी जास्त संधी आहे. भारत सरकारच्या पर्यटन मंत्रालयाच्या अहवालानुसार सन 2020 मध्ये अंदाजे 3.5 दशलक्ष लोकांना हॉटेल उद्योगात 2.73 दशलक्ष लोकांना रेस्टॉरंट्समध्ये, 1.3 दशलक्ष लोकांना महामार्गावरील धाब्यावर तर प्रवासी उद्योगात 0.24 दशलक्ष लोकांना रोजगार मिळू शकेल असा अंदाज व्यक्त केला आहे. (**World Travel & Tourism Council-2016**) च्या अहवालानुसार भारतात स्थूल देशांतर्गत उत्पादनामध्ये पर्यटन क्षेत्राचे प्रत्यक्ष योगदान 2015 मध्ये 2 टक्के एवढे होते. तर ते 2016 मध्ये 7.1 टक्के आहे. तसेच पर्यटन क्षेत्राचा प्रत्यक्ष व अप्रत्यक्ष एकूण (**GDP**) मधील योगदान 2015 मध्ये 6.3 टक्के होते हे प्रमाण 2026 पर्यंत 7.2 टक्के राहिल असा अंदाज व्यक्त केला आहे. भारतात जास्तीत जास्त विदेशी पर्यटक आल्यामुळे यांचा प्रत्यक्ष व अप्रत्यक्ष परिणाम हा भारताच्या अर्थव्यवस्थेवर होतो.

आपल्या देशात आर्थिक विकासाचा चालना देण्यासाठी पर्यटन स्थळांच्या ठिकाणी पुरेशा पायभूत सुविधा उपलब्ध करून देणे आवश्यक आहे. जेणे करून त्या ठिकाणी विदेशी पर्यटक जास्त प्रमाणात येऊ शकतील. भारतीय अर्थव्यवस्थेच्या दृष्टीने पर्यटन हा एक महत्वाचा व्यवसाय असून अलिकडे भारतातील विविध राज्यात पर्यटन केंद्रांचा विकास घडून येत असल्याचे दिसून येते. 'दक्षिण भारत,' कोकण अशा ठिकाणी भारतास लाभलेल्या नैसर्गिक देणग्यांमुळे अनेक पर्यटन स्थळे पर्यटकांसाठी महत्वाची ठरत आहेत. लोकांना रोजगार मिळवून देणारा पर्यटन व्यवसाय आहे. पर्यटन व रोजगार याचा परस्पर संबंध आहे. यामध्ये कुशल व अकुशल कामगार यांचा समावेश असतो. पर्यटन व रोजगार या संदर्भात रिचर्ड्स असे म्हणतात की, एखाद्या उद्योगात निर्माण झालेल्या 100 रोजगारांपैकी 60 रोजगार अप्रत्यक्ष व प्रत्यक्षरित्या पर्यटनाशी संबंधित असतात. पर्यटन तज्ञ श्री. एस. मॅडलिक यांनी आपल्या पर्यटनाचे आर्थिक महत्व (**Economic Importance of Tourism**) या ग्रंथात पर्यटन व रोजगार या विषयी असे म्हणतात की, ज्या प्रदेशात साधन संपत्ती व उद्योगांची कमतरता आहे, तेथे लोकांना रोजगाराची संधी ही पर्यटनातून मिळू शकते. इंग्लंड मध्ये इतर उद्योग असल्यामुळे पर्यटन उद्योगात 5 ते 15 टक्के लोक गुंतलेले आहेत. स्थानिक लोकांना पर्यटन व्यवसाय रोजगार उपलब्ध होऊन प्रादेशिक विकासात चालना मिळत असते. भारतातील पर्यटन क्षेत्राचा विचार करता या क्षेत्रातील कमतरता दूर करून जास्तीत जास्त विकास साधला तर पर्यटन क्षेत्र भारताच्या अर्थव्यवस्थेत मोलाची भर घालेल.

महाराष्ट्रातील पर्यटन :-

महाराष्ट्र शासनाने इ.स. 1975 मध्ये महाराष्ट्र पर्यटन विकास महामंडळाची स्थापना करून खऱ्या अर्थाने पर्यटन विकासाचा चालना दिली आहे. महाराष्ट्रातील इतर विभागांपैकी कोकण विभागात पर्यटनाला विशेष चालना मिळाली आहे. त्याचे महत्वाचे कारण म्हणजे येथे उपलब्ध असलेली नैसर्गिक साधन सामुग्री विस्तीर्ण समुद्र किनारा, सहयाद्री पर्वताच्या विशाल रांगा, भव्य दिव्य घाट, पावसाळ्यात ओसंडून वाहणारे धबधबे, हिरवागार निसर्ग व रमणीय प्रेक्षणीय स्थळे, थंड हवेची ठिकाणे हे कोकणपट्टीतील महत्वाची पर्यटन स्थळे आहेत. या ठिकाणी भेट दिल्यास जीव रममान होतो. यामुळेच कोकणात पर्यटनाला खूप वाव आहे. किल्ले, लेणी, जंगले, मंदिरे, अभयारण्य अशा विविध घटकांमुळे व दळणवळणाच्या साधनांमुळे येथे पर्यटनाचा विकास मोठ्या प्रमाणात झाला असून स्थानिकांना रोजगार उपलब्ध झाला आहे. 2017 हे वर्ष 'व्हिजीट महाराष्ट्र इयर' म्हणून साजरे करण्यात आले. देश, विदेशातून येणाऱ्या पर्यटकांना महाराष्ट्र सरकारने पर्यटन धोरण 2016 जाहिर केले या धोरणानुसार राज्यातील पर्यटनस्थळी पायभूत विकास करण्याचा मार्ग मोकळा करण्यात आला. 10 लाख रोजगार संधी आणि 30 हजार कोटींची गुंतवणूक करण्याचे लक्ष आहे. नव्या पर्यटन धोरणात धार्मिक, वैद्यकीय निसर्ग व कृषी पर्यटनाकडे विशेष लक्ष ठेवण्यात आले आहे. महाराष्ट्राला अनेक क्षेत्रांमध्ये रोजगाराच्या संधी निर्माण झाल्या आहेत. पर्यटन उद्योग हा एकाच वेळी पर्यटकांना आनंद देण्याबरोबरच देशाच्या आर्थिक विकासाला आणि रोजगार निर्मितीला हातभार लावत आहे. औरंगाबाद हे शहर महाराष्ट्रातील पर्यटनाची राजधानी म्हणून ओळखले जाते. महाराष्ट्रातील औरंगाबाद जिल्हात जगप्रसिद्ध अजिंठा व वेरूळ येथील लेण्यांची गणना संयुक्त राष्ट्रराष्ट्रांच्या शैक्षणिक, शासकीय व सांस्कृतिक संघटनेने जाहिर केलेल्या जागतिक वारसा जपणाऱ्या स्थळांमध्ये केली आहे. त्यामुळे महाराष्ट्र राज्यात या जगप्रसिद्ध पर्यटनस्थळांना विदेशी व देशी पर्यटकांची संख्या मोठ्या प्रमाणात भेटी देतात. महाराष्ट्राला संतांची भूमी म्हणून ओळखले जाते. तसेच छत्रपती शिवाजी महाराजांचे ठोकडे किल्ले देखील पर्यटकांसाठी महत्वाची स्थळे बनून राहिले आहेत.

पर्यटनाचे महत्व :-

पर्यटनाचे महत्व खालीलप्रमाणे सांगता येईल.

- 1) पर्यटन हे आपल्या आयुष्यात आनंद आणि अविस्मरणीय क्षण निर्माण करते आणि सोबतच कोणत्याही देशासाठी हे सामाजिक, सांस्कृतिक, राजनैतिक व आर्थिक विकासातही महत्वाची भूमिका बजावते.
- 2) या क्षेत्रात उच्चतंत्र असणाऱ्या कामगारांपासून ते अकुशल कामगारांपर्यंत रोजगाराची संधी आहे. या क्षेत्रात 10 लाखांची गुंतवणूक केल्यास 90 रोजगार निर्माण होतात. इतर उद्योगात मात्र हे प्रमाण केवळ 13% एवढे आहे. त्यामुळेच जगातील अनेक देशांनी पर्यटनाला प्राधान्य दिले आहे. दुबई, मलेशिया, सिंगापूर व श्रीलंके सारख्या लहान लहान देशांनी पर्यटनाच्या बळावर प्रगती केली आहे. पर्यटन उद्योगातून येणाऱ्या महसूलाचे देशाच्या अर्थव्यवस्थेत मोलाचे स्थान आहे.
- 3) पर्यटन स्थळ हे एक व्यवसायाचे व आर्थिक उत्पन्न मिळवून देणारे महत्वाचे साधन आहे. त्यामुळे पर्यटन उद्योग वाढत आहे.
- 4) पर्यटन क्षेत्रामुळे परकीय पर्यटकांना आकर्षित करून विदेशी चलन मिळविता येते. देशाची व राज्याची अर्थव्यवस्था बळकट करण्याच्या दृष्टीने परकीय चलनास अधिक महत्व आहे. पर्यटनामुळे भारतात दरवर्षी सरासरी 3300 कोटी परकीय चलन मिळते. दरवर्षी सरासरी 14 कोटी विदेशी पर्यटक भारताला भेटी देत असतात.
- 5) पर्यटनामुळे विविध व्यवसायांना प्रोत्साहन मिळते, उदा. स्टॉल्स, हॉटेल, परिवहन, स्थानिक उद्योग, कला उद्योग इ. पर्यटनस्थळांमुळे रोजगाराच्या संधी वाढतात. आज देशाच्या एकूण श्रमशक्तीच्या 2.4% म्हणजेच 78 लाख लोक हॉटेल व्यवसायात कार्यरत आहेत. तसेच मोठी आहे. ग्रामीण गालिचे, विणकर, भेटवस्तू विक्रेते व पर्यटन संस्थामध्ये काम करणाऱ्या लोकांची संख्या

6) प्रत्यक्ष-अप्रत्यक्षपणे पर्यटन उद्योगात 2 कोटी लोक गुंतले असून हॉटेल, विमान सेवा, प्रवासी, संख्यांमध्ये महिलांची संख्या पुरुषांपेक्षा अधिक आहे. पर्यटन स्थळ असल्यामुळे त्या परिसरातील स्थानिक लोकांच्या उत्पन्नात वाढ होऊन त्यांचे राहणीमान उंचावण्यास मदत होत आहे.

पर्यटन आणि रोजगार निर्मिती :-

पर्यटनामुळे पर्यटन क्षेत्राच्या विकासाबरोबरच विविध उद्योग व व्यापार वाढतो. लहान व्यापारी, सेवा पुरवणारे किरकोळ विक्रेते, मार्गदर्शक, हॉटेल व निवास व्यवस्था, भोजन व्यवस्था, एजंट, सहल आयोजक, वाहतुक व दळणवळण, मनोरंजन अशा अनेक क्षेत्रांचा विकास होतो. यातून प्रचंड रोजगार निर्मिती होते. पर्यटन हे क्षेत्र सर्व कुशल, अकुशल, साक्षर, निरक्षर लोकांना रोजगाराच्या संधी उपलब्ध करून देते.

1. **निसर्ग पर्यटन :-** नैसर्गिक पर्यटनामुळे आर्थिक भरभराट होत आहे. कमी उत्पन्नात व अल्प कालावधीत देखील देशांतर्गत पर्यटक पर्यटन उद्योगाच्या लवचिकतेमुळे निसर्ग पर्यटनाचा उपभोग घेतात. भारताच्या सरासरी ढोबळ उत्पन्नाच्या 92 टक्के आणि एकूण रोजगार निर्मितीच्या 49.8 दशलक्ष रोजगार निर्मितीही पर्यटन उद्योगाद्वारे होते. नियोजन आयोगाच्या अकराव्या पंचवर्षीक योजनेनुसार दुर्गम आणि मागास भागामध्ये रोजगार निर्मिती आणि आर्थिक विकासाकरिता महत्वाचे साधन असलेला पर्यटन हा सर्वात मोठा उद्योग आहे. सरकार बहुआयामी सर्वसमावेशक आणि दुरदर्शी पर्यटन यंत्रणा विकसित करित आहे. त्यानुसार स्थानिक आणि विदेशी पर्यटन बाजाराची वृद्धी आणि पर्यटन उद्योगातील सर्व समभागधारकांना समान फायदा मिळविण्याकरिता प्रयत्न होत आहेत. भारतातील संपन्न कला, परंपरा, खानपान आणि हस्तकला प्रदर्शित करण्याकरिता देशभरात 100 ठिकाणी ग्रामीण पर्यटनाची सुरुवात करण्यात आली आहे. स्थानिक आणि परदेशी पर्यटकांच्या भेटीमुळे ग्रामीण उत्पन्नामध्ये वाढ होवून महिलांच्या आर्थिक सक्षमीकरणाला वाढ हात आहे.

2. **कृषी पर्यटन :-** मानवाला सुरुवातीपासूनच शेतीचे आकर्षण आहे. मात्र आज उद्योग व सेवा क्षेत्राच्या विस्तारा बरोबर तो शेतीपासून दूर जात आहे. अशावेळी शेतीमध्ये पर्यटकांना आकर्षक करणारी निवासस्थाने, उद्याने, विविध वनस्पतींच्या माहिती व उपयोग आकर्षक टेकड्या, तळे व ग्रामीण खाद्य संस्कृती निर्माण केल्याने आज पर्यटक आकर्षित होत आहेत. ग्रामीण पर्यटनाला प्रोत्साहन देण्यासाठी सरकारने अशा क्षेत्रांची ओळख निर्माण करून त्या ठिकाणी मूलभूत संसाधने निर्माण करणे, वेवध्यपूर्ण संस्कृतीचे प्रदर्शन घडवून आणणे, तसेच अल्पदरात राहण्याची सुविधा निर्माण करणे या सारख्या महत्वाच्या बाबी करायला हव्यात. कारण देशातील वाढत्या बेरोजगारांना कृषी पर्यटनामुळे रोजगाराचे साधन उपलब्ध होवून परिणामी लोकांचे दारिद्र्य कमी होण्यास मदत होईल.

3. **वैद्यकीय पर्यटन :-** भारताला आयुर्वेदाची मोठी परंपरा आहे. वैद्यकीय पर्यटनाला चालना देण्यासाठी भारत आघाडीवर आहे, कारण येथील वैद्यकीय क्षेत्रातील सोयी-सुविधा आंतरराष्ट्रीय दर्जाच्या असल्यामुळे कमी खर्चात उपलब्ध होते. त्यामुळे वैद्यकीय उपचारांचा पर्यटनाशी सांगड घालून वैद्यकीय पर्यटन ह्या संकल्पनेचा उगम झाला. वैद्यकीय पर्यटनासाठी येणाऱ्या प्रवाशांची संख्या दिड लाखांच्या जवळपास आहे. वैद्यकीय पर्यटनाची बाजारपेठ देखील 30 कोटी डॉलरची आहे. एका पाहणीनुसार भारतातील वैद्यकीय पर्यटनाचे क्षेत्र दरवर्षी 30 टक्केनी वाढत आहे. त्यामुळे भारतातील पर्यटन उद्योग विकासाच्या दृष्टीकोनातून आऊट सोर्सिंगच्या नव्या पर्वात प्रवेश करतांना दिसून येतो. जगातील अनेक ठिकाणावरून उपचार घेण्यास विदेशी पर्यटक येतात आणि उपचार घेतात हा व्यवसाय वाढत असून नवीन रोजगारांचे एक साधन विकसित होत आहे.

4. **गुंतवणूक वाढ :-** अर्थतज्ञांच्या मते, भांडवल हे उत्पादनाचे महत्वाचे अंग आहे. एस. मेडलिक यांच्या **Economic Importance of Tourism** या ग्रंथात पर्यटनातील एकूण गुंतवणूकीच्या 90 टक्के भांडवल परत मिळण्याची तासवती इतर उद्योगापेक्षा पर्यटनात अधिक आहे. यावरून या व्यवसायात अधिक गुंतवणूक होते अधिक नफा प्राप्त होतो.

5. **विदेशी चलन :-** पर्यटन हे विदेशी चलन मिळविण्याचे महत्वाचे साधन आहे. देशात येणाऱ्या विदेशी पर्यटकांकडून हे विदेशी चलन मिळते. भारतात येणाऱ्या पर्यटकांच्या संख्येत सातत्याने वाढ होत असल्याने विदेशी चलनाच्या प्राप्तीत वाढ होत आहे.

समारोप :- पर्यटन उद्योगाचे नैसर्गिक पर्यटन, वैद्यकीय पर्यटन, कृषी पर्यटन हे महत्वाचे घटक आहेत. देशाला आर्थिक सुबत्ता देण्याच्या दृष्टीकोनातून ह्या घटकाला विशेष महत्त्व आहे. निसर्ग पर्यटनामुळे स्थानिकांना रोजगार उपलब्ध होतो. कारागीर आणि विणकरांद्वारे तयार केलेले वस्त्र व वस्तू पर्यटकांना खास आकर्षित करतात. यामुळे महिलांच्या उत्पन्नात वाढ होऊन त्यांचे आर्थिक सबलीकरण होण्यास मदत होते व त्यामुळे ग्रामीण भागाचा देखील विकास या पर्यटन क्षेत्रामुळे होत आहे. भारताचा जलद गतीने विकास करण्यासाठी पर्यटन क्षेत्रामध्ये मोठ्या प्रमाणात गुंतवणूक करून उत्तम दर्जाच्या पायाभूत सोयी-सुविधा उपलब्ध करून देणे आवश्यक आहे. जेणे करून विदेशी पर्यटकाला पर्यटन स्थळी कोणताही त्रास होणार नाही. भारत सरकारने पर्यटन क्षेत्रात अधिक विदेशी पर्यटक येण्यासाठी अधिक सवलती व सुविधा देणे आवश्यक आहे. जेणेकरून या क्षेत्राच्या माध्यमातून भारताच्या आर्थिक विकासाला चालना मिळू शकेल. भारतीय अर्थव्यवस्थेमध्ये पर्यटन क्षेत्राचे योगदान सतत वाढत आहे म्हणून भारताच्या आर्थिक विकासात पर्यटन क्षेत्र भविष्यात वरदान ठरू शकते. पर्यटन उद्योगाचा विकास झाला तर ते देशातील पर्यटन स्थळांबरोबर देशाच्या संस्कृतीची जोपासना केल्यासारखे आहे. शिवाय देशाची आर्थिक स्थिती सुधारण्याच्या दृष्टीनेही महत्वाचे आहे.

त्यासाठी गरज आहे ती पर्यटन क्षेत्रात योग्य प्रकारे गुंतवणूक करण्याची भौगोलिक, ऐतिहासिक व सांस्कृतिक स्थिती आणि पर्यटकांच्या आवडी-निवडी पाहून वाहतुक व्यवस्था, उद्याने इत्यादिवर खर्च होण्याची गरज आहे.

संदर्भ सुची :

कुलकर्णी एस. व्ही. – महारा ट्राच्या पर्यटन उद्योगातील संधी, उद्योज

अर्थसंवाद – एप्रिल जून 2017 / खंड 41, अंक – 1

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Relevance of Tourism and its impact in Development in emerging economy of India with special reference to Maharashtra – July 2017.

महाराष्ट्रातील किल्ले : प्रेरणा व स्फूर्तीदायी पर्यटन.**प्रा. के. जे. चव्हाण***इतिहास विभाग, प्रमुख अनंतराव थोपटे महाविद्यालय, भोर*

मनाला आनंद व उत्साह मिळावा यासाठी आपण प्रयत्न करत असतो. योजनापूर्वक भ्रमंती, भटकंती, फिरणे किंवा पर्यटन हा त्यातील एक महत्वाचा मार्ग आहे. जिथे आपल्याला आनंद मिळतो अशा आसपासच्या तसेच दूरवरच्या ठिकाणी पर्यटनास जातो. तो प्रदेश तेथील ठिकाणे प्रत्यक्ष पाहतो तो आठवणीत सामावून घेतो व पुन्हा पुन्हा तो स्मरणात आणतो. तशी निसर्गाची ओढ प्रत्येक माणसाला असते. दैनंदिन जीवनातील ताणतणाव काढून टाकण्यासाठी तसेच दैनंदिन जीवनातील तोच तो पणा काढून टाकण्यासाठी आपण हवा पालट करण्याचा प्रयत्न करतो. यासाठी पर्यटन हा एक चांगला मार्ग आहे. निसर्गपर्यटन, कृषीपर्यटन, धार्मिक पर्यटन, सांस्कृतिक पर्यटन, ऐतिहासिक पर्यटन त्यातीलच दुर्ग पर्यटन ही पर्यटनाची विविध क्षेत्र आहेत. पर्यटन केवळ मनोनिवेदन किंवा मनोरंजन न राहता तो एक महत्वपूर्ण उद्योग म्हणून विकसित झाला आहे. आज अनेक व्यक्ती, संस्था या उद्योगात अग्रेसर आहेत. देश-विदेशात या पर्यटन उद्योगाने सामाजिक व आर्थिक क्षेत्रावर आपला प्रभाव प्रस्थापित केला आहे.

महाराष्ट्रातही पर्यटन व्यवसायाचा विकास होण्यासाठी खूप वाव आहे.

महाराष्ट्राच्या पर्यटनाची बलस्थाने :

आचार्य प्र.के.अत्रे म्हणत असत - 'इतर राज्यांना फक्त भूगोल आहे. महाराष्ट्राला भूगोला बरोबरच इतिहास आहे.' खरोखरच महाराष्ट्राला समृद्ध भूगोल, संपन्न प्राकृतिक जीवन व वैभवशाली इतिहासाचा वारसा लाभलेला आहे. त्यामुळेच पर्यटनाच्या दृष्टीने महाराष्ट्रात प्रचंड क्षमता आहे.

सह्याद्री-सातपुड्याच्या उत्तुंग पर्वत रांगापासून ते विस्तीर्ण सुंदर सागर किनाऱ्यापर्यंत आणि विशाल माळरानापासून ते समृद्ध घनदाट जंगलापर्यंत उभा महाराष्ट्र सौंदर्याने नटलेला आहे. बर्फाच्छादित शिखरे व वाळवंट या दोन गोष्टी सोडून इतर सर्व नैसर्गिक घटकांनी महाराष्ट्र ओतप्रोतपणे भरलेला आहे. महाराष्ट्राला ७२० कि.मी लांबीची व ४० ते ६० कि.मी रुंदीची सागरी किनारपट्टी लाभली आहे. अप्रतिम निसर्ग संपन्न समुद्र किनारे, नाना तऱ्हेच्या प्राणी, पक्षी व वृक्षराजींनी समृद्ध असलेली हिरवीगार जंगले, अभयारण्य वैशिष्ट्यपूर्ण आहेत. महाबळेश्वर, पाचगणी, माथेरान, इगतपूरी, चिखलदरा, तोरणमाळ, जव्हार अशी निसर्ग संपन्न गिरीस्थाने मनमोहक आहेत. सह्याद्री, सातपुडा, विंध्याद्री पर्वत रांगांमधील माळशेज, इगतपूरी, वरंधा, लोणावळा, खंडाळा, पार, ढवळा, वरंधा पोफळी आंबा, आंबोली, आंबेनळी, इत्यादी रोमांचक घाट रस्ते, दऱ्याखोऱ्यातून वाट काढत धावणाऱ्या नद्या व मनमोहक धबधबे महाराष्ट्राच्या वैभवात भर घालणारे आहेत. अजंठा, वेरूळ, धारापूरी, लेण्याद्री, कार्ले भाजे, आगाशिवनगर इत्यादी ठिकाणची लेणी, आखिव, रेखिव, शोभिवंत मंदिरे महत्वपूर्ण आहेत. आळंदी, पंढरपूर, देहू, शेगाव, शिर्डी, अक्कलकोट, प्रसिद्ध दत्तमंदिरे, साडेतीन शक्तीपीठे, अष्टविनायक मंदिरे, शिवालये, वाई, पैठण, नाशिक, त्र्यंबकेश्वर इत्यादी धर्मस्थळे या सर्व गोष्टी महाराष्ट्राच्या पर्यटनाची बलस्थाने आहेत. या सर्वांपेक्षाही महाराष्ट्राची विशेष ओळख म्हणजे इथले गडकोट किल्ले आहेत. दररोज हजारो लोक प्रेरणा व स्फूर्तीदायी असलेल्या महाराष्ट्रातील किल्ल्यावर श्रद्धापूर्वक पर्यटन करत असतात.

महाराष्ट्रातील किल्ले :

गडकोट किल्ले हे महाराष्ट्राचे वैभव आहेत. हे किल्ले छत्रपती शिवाजी महाराजांच्या स्वराज्य कार्याची स्फूर्तीदायी मंदिरे आहेत. महाराष्ट्राचे हे दुर्गालंकार मराठी मनातील श्रद्धास्थळे आहेत. शौर्याची, स्वाभीमानाची परंपरा

जोपासणाच्या छत्रपतींच्या कार्यकृतत्वाने व पदस्पर्शाने पुनित झालेल्या किल्ल्यावर जाऊन नतमस्तक व्हावे या भावनेने किल्ला पाहण्याची ओढ आपल्या सर्वांच्या मनात सदैव असते. महाराष्ट्र हे किल्ल्यांचे राज्य आहे. जलदुर्ग, गिरीदुर्ग व भुईकोट असे किल्ल्याचे तीन प्रमुख प्रकार आहेत. काही किल्ले किनारपट्टीवरही आहेत. तर काही किल्ले गिरी व भुईकोट या दोन्हींचा समन्वय साधून बांधलेले आहेत. वनदुर्ग प्रकारचे किल्लेही आहेत. सुवर्णदुर्ग, अर्नाळा, खांदेरी, उंदेरी, सिंधुदुर्ग, कुलाबा, कासा, जंजीरा इत्यादी प्रसिद्ध जलदुर्ग आहेत. तर वसई माहिम, बाणकोट, जयगड, पद्मगड, रत्नागिरी इत्यादी किनाऱ्यावरील किल्लेही महत्वाचे आहेत. राजगड, रायगड, रोहिडेश्वर, तोरणा, पुरंदर, प्रतापगड, सिंहगड असे अनेक गिरीदुर्ग दिमाखात उभे आहेत. तसेच वासोटा, नरनाळा, गावीलगड सारखे वनदुर्गही प्रसिद्ध आहेत. महाराष्ट्र हा किल्ल्यांचा देश आहे. महाराष्ट्रात नांदलेल्या अनेक राजवटींनी महाराष्ट्राच्या भूमीमध्ये किल्ले उभारले आहेत. हे किल्ले सातवाहन, वाकाटक, चालुक्य, शिलहार, निजामशाही, आदिलशाही व मराठे या राजवटींच्या काळात बांधले गेले. विशेषतः मराठ्यांनी या किल्ल्यांना आपल्या स्वराज्याची शक्तीकेंद्र बनविली. छत्रपती शिवाजी राजांना किल्ल्यांचा राजा, दुर्गप्रीमी राजा म्हणून गौरविले जाते. त्यांचे किल्ल्यांशी अतूट नाते होते. 'छत्रपती शिवाजी राजांचा जन्म किल्ल्यावर झाला. त्यांचे बालपण किल्ल्यांच्या सानिध्यात गेले. त्यांच्या स्वराज्याची सुरुवात किल्ल्यावर झाली. या स्वराज्याची वाढही किल्ल्यावर झाली. छत्रपती म्हणून ते किल्ल्यावरच अभिशिक्त झाले. त्यांचे देहावसनही किल्ल्यावरच झाले. असे हे किल्ले महाराष्ट्राची स्फूर्ती मंदिरे आहेत. या ऐतिहासिक वारश्याचे सुशोभिकरण, संवर्धन व जतन झाले पाहिजे. यामुळे महाराष्ट्राच्या पर्यटन क्षेत्रात निश्चितच क्रांतीकारक विकास होईल.

किल्ले पर्यटनास प्रभावित घटक :

- १) भावनिक साद : पर्यटनाच्या इतर क्षेत्रापेक्षा किल्ले पर्यटन म्हणजेच दुर्गपर्यटन हे आशय, विषय, स्वरूप, श्रद्धा व महत्व या दृष्टीकोनातून निराळे आहे. किल्ल्यांचे ऐतिहासिक मोल, त्यासंदर्भातील श्रद्धा स्वाभीमान, बलिदानाची परंपरा, त्यांच्याशी निगडीत विचारधारा या भावनिक गोष्टी अशा पर्यटनात महत्वाच्या असतात.
- २) स्थापत्यशैली : किल्ल्यांची अविश्वसनिय रचना, स्थापत्यशास्त्र, तत्कालीन वैशिष्टपूर्ण बारकावे, संरक्षण मूल्य वैभवशाली दृष्टीकोन अशा अनेक विध गोष्टींमुळे पर्यटनासाठी प्रभावित होणारा देखिल पर्यटकांचा एक वर्ग असतो.
- ३) ऐतिहासिक घटना : किल्ल्यांशी निगडीत इतिहास हा देखिल किल्ले पर्यटनात प्रोत्साहित करत असतो. शिवरायांचे जन्मस्थळ म्हणून शिवनेरी, स्वराज्याची शपथ म्हणून रायरेश्वर, स्वराज्याचे तोरण म्हणून तोरणा, स्वराज्याची २७ वर्ष राजधानी असलेला व अनेक ऐतिहासिक घटनांशी संबंधीत असलेला महत्वपूर्ण गड ज्याला 'गडांचा राजा राजांचा गड' राजगड असे म्हटले जाते, तो राजगड या ठिकाणी लोक मोठ्या संख्येने श्रद्धापूर्वक जात असतात. त्याचबरोबर अफजलखानावर मात म्हणून प्रतापगड, बाजीप्रभुंचा व शिवाजी काशिदचा पराक्रम म्हणून पन्हाळा-विशाळगड, मुरारबाजींचा पराक्रम व छत्रपती संभाजी राजांचे जन्मस्थळ असलेला पुरंदर, छत्रपती शिवाजी महाराजांचा राज्यभिषेक म्हणून रायगड अशा किल्ल्यांशी निगडीत महत्वपूर्ण ऐतिहासिक घडामोडींमुळेही पर्यटक अशा किल्ल्यांना भेट देण्यासाठी मोठ्या प्रमाणात येत असतात. तानाजी मालुसरेंचा पराक्रम, छत्रपती राजाराम महाराजांचे निधन या दृष्टीने सिंहगड, मराठ्यांनी नंतरची राजधानी अजिंक्यतारा अशा अनेक ऐतिहासिक घटनांचे साक्षीदार असलेले किल्ले पाहण्याची सर्वांनाच ओढ व उत्सुकता असते.
- ४) अभ्यास व जिज्ञासा : गतकालीन गोष्टी जाणून घेण्याची जिज्ञासा सर्वांनाच असते. इतिहासात घडून गेलेल्या घटनांशी संबंधीत स्थळांचा अभ्यास करण्याची आपली प्रामाणिक इच्छा असते. या दृष्टीनेही किल्ले पर्यटन करणारे देशाविदेशातील अनेक लोक आहेत. किल्ल्याचा अभ्यास करण्यासाठी किंवा ते समजून घेण्यासाठी अभ्यास सहलींचे मोठ्याप्रमाणात आयोजन केले जाते. तसेच अनेक पर्यटक किल्ल्याविषयी सखोल अभ्यास करण्यासाठी येत

असतात. संशोधनाच्या पातळीवरही किल्ल्यांचा अभ्यास करणारे अनेक संशोधक असतात. या दृष्टीने किल्ले पर्यटन प्रभावित होत असते.

५) भौगोलिक व नैसर्गिक परिसर : किल्ल्यांच्या भोवताली असलेला परिसर हा देखील किल्ले पर्यटनास प्रभावित करत असतो. जलदुर्ग, किनारपट्टीवरील किल्ले, वनदुर्ग, गिरीदुर्ग या प्रकारचे किल्ले हे निसर्ग सौंदर्याने नटलेल्या परिसरात दिमाखात उभे असतात. अशा किल्ल्यावर पर्यटनासाठी जाणाऱ्या लोकांची संख्याही मोठ्या प्रमाणात असते.

६) गिरीभ्रमण व गिर्यारोहण : गिरीभ्रमण व गिर्यारोहण हा देखील किल्ले पर्यटनाच्या इतर प्रभावित घटकांपैकी एक महत्वाचा घटक आहे. डोंगरदऱ्यात भटकंती करणाऱ्या अनेक साहसी संस्था, व्यक्ती समुह यासाठी किल्ले व परिसराला प्राधान्य देतात. महाराष्ट्रात साधारण सप्टेंबर ते मार्च या दरम्यान पर्यटन करणाऱ्या अशा पर्यटकांची संख्या मोठ्याप्रमाणात असते. गिर्यारोहणासाठी देखील अनेक साहसी संस्था किल्ल्यांना प्राधान्य देतात. राजगड - सिंहगड - तोरणा हा ट्रेक महाराष्ट्रातील तमाम गिरीभ्रमण करणाऱ्या पर्यटकांचा आवडीचा ट्रेक आहे.

७) सुविधा व सुलभता : रोजच्या ताणतणावातून मनाला सुखद आनंद मिळावा यासाठी लोक पर्यटन करत असतात. किल्लेपर्यटन तसे सोपे नाही. त्याला मानसिक व शाररिक सक्षमतेची गरज असते. त्यामुळे किल्ले पर्यटनासाठी जाणाऱ्या पर्यटकांची संख्या इतर क्षेत्रातील पर्यटनापेक्षा मर्यादित असते. जिथे सहजसुलभ दळणवळणाची सुविधा आहे अशा ठिकाणी किल्ले पर्यटनासाठी जाणाऱ्यांची संख्या आधिक आहे. तसेच किल्ल्यावर सर्व प्रकारच्या अत्यावश्यक सोयी सुविधा असतील तर पर्यटकांचा ओघ अशा किल्ल्यावर पर्यटनासाठी मोठ्याप्रमाणावर असतो. पन्हाळगड, प्रतापगड, रायगड, पुरंदर या सारख्या किल्ल्यावर पर्यटनासाठी जाणाऱ्या पर्यटकांच्या तुलनेत वैराटगड, पांडवगड येथे जाणाऱ्या पर्यटकांची संख्या फारच कमी आहे. थोडक्यात हे सर्व घटक पर्यटनास प्रभावित करतात.

किल्ले पर्यटनास प्रोत्साहन देणाऱ्या उपाययोजना :

दुर्गपर्यटन करणारा एक विशिष्ट पर्यटकांचा वर्ग आहे. ज्यांना आपल्या इतिहासाबद्दल आपुलकी, जिन्हाळा आहे. जे शाररिक मानसिकदृष्ट्या सक्षम आहेत व फारशा सोयी सुविधा नसतानाही किल्ल्यांवर पर्यटनासाठी जाणाऱ्या पर्यटकांची संख्या फारच मर्यादित आहे. ऐतिहासिक पर्यटनातील किल्ले पर्यटन हा एक विशेष घटक आहे. महाराष्ट्रातील किल्ल्यावर मोठ्याप्रमाणावर पर्यटकांनी जावे, त्यातून पर्यटन व्यवसायाचाही विकास व्हावा त्या दृष्टीने किल्ले पर्यट नास उत्तेजन देणाऱ्या उपाययोजना करणे महत्वाचे आहे. त्यांचे स्वरूप पुढील प्रमाणे. -

- १) किल्ले दुरूस्ती व सुशोभिकरण करून त्यांचे वैभव वाढविणे.
- २) शक्य तिथे दळणवळणाच्या सुविधा निर्माण करणे.
- ३) सशुल्क भोजन व निवासाची व्यवस्था करणे.
- ४) पिण्याच्या शुद्ध पाण्याची चहा अल्पोपहार सुविधा असावी.
- ५) पर्यटकांना माहिती देणाऱ्या मार्गदर्शकांची उपलब्धता असावी.
- ६) शक्य असेल तर पर्यटकांसाठी काही सवलती देण्याचा प्रयत्न करावा.
- ७) जाहिरात तंत्राचा वापर करून जास्तीत जास्त लोकांना पर्यटनासाठी प्रोत्साहित करावे.
- ८) किल्ल्याच्या व किल्ल्यावरील पर्यटनाच्या विकासासाठी शासकीय आर्थिक तरतूद करावी.
- ९) राजस्थानातील किल्ल्यांची ज्याप्रमाणे बडदास्त ठेवली जाते त्याप्रमाणे महाराष्ट्रातील किल्ल्यांकडेही लक्ष केंद्रित केले जावे.
- १०) ऐतिहासिक वारसास्थळांचे पावित्र्य राखले जावे यासाठी लोकांच्यात जाणीव जागृती घडवून आणावी इत्यादी.

किल्ले पर्यटनाचे महत्व :

किल्ले पर्यटन हे पर्यटनातील महत्वाचे क्षेत्र आहे. किल्ले आपल्या इतिहासाचे, शौर्यशाली परंपरेचे साक्षीदार आहेत. ही दुर्गलेणी महाराष्ट्राच्या वैभवाची स्मारके आहेत. मराठ्यांच्या इतिहासाची यशोगाथा किल्ल्याशी निगडित आहे. हे ऐतिहासिक किल्ले महाराष्ट्राचा अनमोल ठेवा आहे. या ऐतिहासिक किल्ल्याचे जतन आणि संवर्ध करणे फार महत्वाचे आहे. त्यासाठी त्यांच्या विकासाचा आराखडा करणे महत्वाचे आहे. देशविदेशातील पर्यटकांनी मोठ्याप्रमाणात किल्ले पर्यटनाचा लाभ घ्यावा. इतिहासाची महती सांगणारे ३५० च्या वर किल्ले महाराष्ट्राला लाभलेले आहेत. पुरात्व खात्याच्या निर्देशांचा आदर करून किल्ले पर्यटनाला जास्तीत जास्त विकसित केलेतर महाराष्ट्राच्या पर्यटन विकासाला निश्चितच मोठ्या प्रमाणात गती मिळेल. राज्याच्या पर्यटनाला जगाच्या नकाशावर मानाचे स्थान मिळवून देण्याची क्षमता किल्ले पर्यटनात आहे. महाराष्ट्राला ललामभूत असलेले किल्ले ही स्फूर्तीस्थाने आहेत. त्यांच्या यशोगाथा आजही आपल्याला रोमांचित करतात. आधुनिक काळात याच किल्ल्यांच्या मदतीने आपल्याला पर्यटनाच्या आधारे राज्याच्या आर्थिक विकासाला निश्चितच हातभार लावता येईल. किल्ले हे स्वातंत्र्याची, मांगल्याची प्रतिके आहेत. त्यांची आपण निष्ठापूर्वक जोपासणा केली पाहिजे. भोर (पुणे) मधील रूद्र प्रतिष्ठान, शिवशाही प्रतिष्ठान जुन्नरची सह्याद्री प्रतिष्ठान सारख्या काही संस्था तशा स्वरूपाचे प्रयत्न करतात. पण त्यांना मनुष्यबळ व आर्थिक बाबतीत मर्यादा येतात. किल्ल्यांच्या संवर्धनासाठी सार्वत्रिक व्यापक प्रयत्न होण्याची नितांत गरज आहे. आजचे चित्र पाहिले तर महाराष्ट्रातील किल्ल्याची प्रचंड पडझड होत असलेली दिसते. साफसफाई, दुरुस्ती, देखरेख याचा अभाव आहे. उलट काही पर्यटकाकडूनच प्लॅस्टीक व इतर वस्तूंमुळे अस्वच्छता पसरलेली दिसते. ज्यांनी ही सुंदर स्थापत्यलेणी निर्माण केली त्यांनी कुठेही स्वतःचे नाव लिहिले नाही, आपण मात्र अशा पावित्र ठिकाणी स्वतःची नावे लिहून त्याचे विद्रुपीकरण करतो. महाराष्ट्राबाहेरील इतर राज्यातील किल्ले पाहिले तर करोडो पर्यटकांची वर्दळ असूनही तेथील व्यवस्थापणामुळे व लोकांच्या मानसिकतने झालेल्या बदलामुळे किल्ल्याचे सौंदर्य राखले जात आहे. बदामी, मांडू, बारबट्टी, विजयनगरम, चित्रदुर्ग, लाल किल्ला, आग्रा किल्ला तसेच राजस्थानातील किल्ले यांची आजही जाणीवपूर्वक देखभाल ठेवली जात आहे. महाराष्ट्र सर्वात जास्त किल्ल्यांचे राज्य असूनही किल्ले संवर्धनाबाबत एवढी उदासिनता का आहे? आज महाराष्ट्रातील अनेक किल्ले मरण पंथाला लागले आहेत. आपण उत्सवप्रिय लोक आहोत. जयंती, पुण्यतिथींना आपण पूर्वजांचे गुणगाण गातो पुन्हा सारे विसरून जातो. ही मानसिकता बदलून आपण किल्ल्यासारखा अनमोल ठेवा जतन केला पाहिजे. महाराष्ट्राने किल्ले पर्यटनाला अत्यंत अभ्यासपूर्ण व रचनात्मक पद्धतीने विकसित केले तर राज्याच्या उत्पन्नात निश्चितच वाढ होईल त्यासाठी प्रथम किल्ल्यांचा विकास करणे महत्वाचे आहे.

निष्कर्ष :

प्रस्तुत संशोधनातून काही निष्कर्ष प्रत्ययास आले ते पुढील प्रमाणे सांगता येतील.

- १) महाराष्ट्र हे किल्ल्यांनी समृद्ध असलेले राज्य आहे.
- २) ऐतिहासिक दृष्ट्या किल्ले अनन्य साधारण महत्वाचे आहेत.
- ३) पर्यटन व्यवसायाच्या दृष्टीकोनातूनही किल्ले महत्वाचे आहेत.
- ४) महाराष्ट्रातील किल्ल्यांची मोठ्याप्रमाणात दुरावस्था होत आहे.
- ५) किल्ले संवर्धन व संरक्षण या संदर्भात महाराष्ट्राची मानसिकता बदलणे अत्यंत गरजेचे आहे. त्यासाठी किल्ले संवर्धन महामंडळ असावे.
- ६) महाराष्ट्राबाहेरील राज्यांमध्ये ऐतिहासिक किल्ल्यांच्या देखभालीवर विशेष लक्ष दिले जाते. तसे महाराष्ट्रात ही दिले जावे.
- ७) स्थानिक पातळीवर रोजगार उपलब्ध होईल व आर्थिकस्तर वाढेल. लोकांचे जीवनमान उंचावेले.

- ८) किल्ले ही आपली स्फुर्ती व प्रेरणा मंदिरे आहेत. आपल्या शौर्यशाली इतिहासाचा तो वारसा आहे. तो आपण सर्वांनी मनापासून जपला पाहिजे. ही जाणीव जागृती होणे गरजेचे आहे.
- ९) पर्यटन विकासात किल्ल्यांची भूमिका निश्चितच प्रभावी ठरू शकते. राष्ट्रीय विकासाला चालना देण्याची क्षमता अशा पर्यटनात आहे.
- १०) शासकीय पातळीवर किल्ले विकासाच्या योजना प्रभावी व सक्षमपणे राबविण्याचा प्रामाणिक प्रयत्न होणे गरजेचे आहे.

थोडक्यात महाराष्ट्रातील किल्ले प्रेरणा व स्फुर्तीदायी पर्यटनाच्या माध्यमातून महत्वाचे आहेतच पण त्याच बरोबर या किल्ल्यांचा महाराष्ट्राची अर्थव्यवस्था प्रगल्भ करण्यासाठीही उपयोग होऊ शकतो. त्यासाठी प्रथम किल्ल्यांचा प्राधान्याने विकास व्हायला हवा.

संदर्भग्रंथ सूची :

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डॉ. राजेश गायधनी

शरदराव पवार महाविद्यालय, गडचिंद्र

सारांश

भारताच्या आर्थिक वाढीसाठी पर्यटन क्षेत्राच्या भूमिकेचे मूल्यांकन या पेपर मध्ये केलेले आहे. प्रवास आणि पर्यटन हा भारतीय संस्कृती आणि परंपरेचा अविभाज्य भाग आहे. भारताच्या जीडीपी मध्ये पर्यटनाचे योगदान 6.8 टक्के आहे. भारतातील पर्यटन उद्योग हा सेवा क्षेत्रातील कोट्यवधींची उलाढाल असणारा उद्योग आहे. या पेपरमध्ये नवकल्पना आणि पर्यटकांसाठी मूल्य निर्माण करण्यावर भर देण्यात आला आहे. भारतीय संस्कृतीत प्राचीन काळापासून पाहण्याच्या आदरातिथ्याला महत्वपूर्ण स्थान आहे. या पैलूवर भर देऊन परदेशी पर्यटकांप्रती असलेली आपली वृत्ती व वागणूक बदलण्याचे यामागील उद्दीष्ट आहे. यात पर्यटनावर भारताच्या आर्थिक वाढीचा झालेला परिणाम, आर्थिक वाढीस हातभार लावणारे घटक, भारताच्या जीडीपीमधील पर्यटन उद्योगाची भूमिका, परदेशी विरुद्ध देशांतर्गत पर्यटक याचा विचार केलेला आहे. सरकारच्या धोरणामुळे आणि सर्व स्तरातून पाठिंबा मिळाल्यामुळे भारतात पर्यटनामध्ये प्रचंड वाढझाली आहे.

अभ्यास पद्धती :

हा अभ्यास विविध संस्था द्वारे प्रकाशित केलेल्या दुय्यम डेटावर आधारित आहे. यात यूएनडब्ल्यूटीओ, पर्यटन मंत्रालय, सांख्यिकी विभाग, वर्तमानपत्रे, मासिके, पुस्तके, आर्थिक नियतकालिके इ. द्वारा प्रदान केलेला डेटा आणि माहिती उपयोगात आणली आहे.

प्रस्तावना:

आधुनिक काळात पर्यटन हा जगातील एक महत्वपूर्ण उद्योग म्हणून ओळखला जातो. सांस्कृतिक एकात्मतेच्या दृष्टीने पर्यटनाचे महत्व प्राचीन काळापासून आहे. पर्यटन उद्योगातून जगात २० कोटी लोकांना प्रत्यक्ष अप्रत्यक्ष रोजगार उपलब्ध झालेला आहे. तर 2015 पर्यंत 27 कोटी रोजगार म्हणजे जगाच्या एकूण रोजगाराच्या 8.9 टक्के रोजगार या क्षेत्रातून उपलब्ध होईल असे तज्ञांचे मत आहे. पर्यटनाच्या माध्यमातून वाहतुक व दळणवळणास प्रोत्साहन मिळते. परंतु त्याचबरोबर विविध औद्योगिक संस्था, फलोत्पादन, शेती, हस्तकला, हॉटेल, व्यवसाय, मनोरंजनात्मक सुविधा, केंद्र पर्यटन स्थळांची माहिती देणारे गाईड याशिवाय विविध सेवा व्यवसायांना प्रोत्साहन मिळते. त्या विविध सेवा व्यवसायांच्या उत्पन्नात वाढ होते. देशाच्या आर्थिक, औद्योगिक आणि कृषी विकासात सेवा क्षेत्रातील या व्यवसायाचे महत्त्वपूर्ण योगदान आहे. पर्यटन उद्योग केवळ भारतातच नाही तर जगभरात अग्रगण्य आहे. देशाला पर्यटनाद्वारे बहुमूल्य परकीय चलन या व्यवसायातून प्राप्त होते. पर्यटनाच्या दृष्टीने भारत महत्त्वपूर्ण व विविध सौन्दर्याने नटलेला आहे. परंतु जागतिक पर्यटनाच्या तुलनेत अपेक्षित प्रगती झालेली नाही. देशात पर्यटनाच्या संदर्भात विविध आकर्षण असून सुध्दा पर्यटकांच्या संख्येत विशेष वाढ नाही.

पर्यटनाचे मुख्य आधार :

पर्यटन क्षेत्र विकसित करण्या साठी काही गोष्टींची गरज असते . अशी आधारभूत तत्वे खालीलप्रमाणे आहेत.

1. आकर्षण : हवामान, सृष्टीसौंदर्य ऐतिहासिक, धार्मिक व सांस्कृतिक स्वरूप.
2. आरामदायी प्रवास : पर्यटन केंद्रापर्यंत पर्यटकांना सहज आणि आरामदायक प्रवासी सुविधा उपलब्ध असतील तर पर्यटन क्षेत्राचा विकास जलद होतो. यात वाहतूक सुविधांचा विशेष प्रभाव पडतो.
3. विविध सुविधा : निवास, भोजन, मनोरंजन, आरोग्य, सुविधा तसेच सुरक्षेची सुविधा उपलब्ध असतील तर पर्यटन केंद्राचा विकास जलद गतीने होतो.

पर्यटन उद्योग व आर्थिक विकास

पर्यटनाला विकासाचे इंजिन म्हटले जाते. 1973 मध्ये संयुक्त राष्ट्र संघटनेच्या "विकसनशील राष्ट्रातील पर्यटन विकासाचे धोरण" असा अहवाल प्रसिध्द केला होता. त्यावरून पर्यटन उद्योगामुळे विकसनशील देशात वार्षिक आयात-निर्यात मध्ये 7.6 टक्के वाढझाली आहे. तसेच जगातील केवळ 9६ विकसित देश जागतिक पर्यटनात सहभागी असून त्यांच्या आयात-निर्यात व्यापारात सातत्याने वाढ होत आहे व त्यापासून त्यांना भरपूर प्रमाणात परकीय चलन प्राप्त होत आहे. 1995 मध्ये संपूर्ण जगात 372.6 बिलियन डॉलर उत्पन्न पर्यटन क्षेत्रातून मिळाले होते. तर 282 बिलियन लोकांना प्रत्यक्ष व अप्रत्यक्ष रोजगार उपलब्ध झाला होता. म्हणजे तत्कालीन लोक संख्येच्या 10.7 टक्के लोकांना रोजगार यापासून मिळाला, त्यामुळे मागास व अल्प विकसित देशांना पर्यटन उद्योगांचे महत्त्व पटले.

भारताच्या आर्थिक विकासात पर्यटनाचे योगदान निश्चित महत्वाचे आहे . पर्यटनामुळे देशाचे उत्पन्न आणि रोजगारात वाढ होते. शिवाय वाहतुकीची व्यवस्था, निवास व्यवस्था व जेवणाच्या सुविधा उपलब्ध करणाऱ्या व्यक्तींच्या उत्पन्नात वाढ होते. पर्यटन क्षेत्रातील मार्गदर्शक, छाया चित्रकार व छाया चित्रणाच्या संबंधीत वस्तुविक्री, कलाकुसरीच्या वस्तु विक्रेते, परंपरागत वस्त्र व अलंकार विक्री करणाऱ्या व्यक्तींच्या उत्पन्न व रोजगारात वाढ होते. इ.स. 2004 मध्ये जगात आंतरराष्ट्रीय पर्यटकांची संख्या 69.8 द.ल.कोटी होती. त्यापासून 59.5 द.ल. कोटी उत्पन्न मिळाले व 1995 च्या तुलनेत दुपटीने रोजगार निर्मिती झाली. भारताच्या संदर्भात 2004-05 पूर्वी 16429 कोटी परकीय चलन भारताकडे उपलब्ध होते ते 21828 कोटी पर्यंत वाढले तर परदेशी पर्यटकांचे प्रमाण 17.35 टक्के एवढे होते. म्हणजे गेल्या दशकातील ही सर्वाधिक संख्या होती. परकीय चलनात 30.2 टक्के वाढझाली आहे.

पर्यटन उद्योगाचे आणखी एक वैशिष्ट्य भारतासाठी विशेष महत्वाचे आहे, ते म्हणजे राष्ट्रीय एकात्मता आणि नैसर्गिक तसेच सांस्कृतिक वातावरणाचे जतन करणे आणि लोकांचे सामाजिक आणि सांस्कृतिक जीवन समृद्ध करणे हे होय . दरवर्षी देशाच्या निरनिराळ्या भागांतून येणा 382 दशलक्षांहून अधिक देशांतर्गत पर्यटक देशाच्या निरनिराळ्या प्रदेशात राहणाऱ्या लोकांना पर्यटनाच्या निमित्ताने भेटून विचारांचे आदानप्रदान करतात . पर्यटन उद्योगा मुळे विविध स्मारक आणि वारसा मालमत्तेचे जतन केले जाते तसेच विविध कला , हस्तकला आणि संस्कृती टिकवून ठेवण्यास मदत करते. आज पर्यटन हे मानवी विकासाचे साधन बनले आहे. गरीबी निर्मूलन, पर्यावरण पुनर्जन्म, रोजगार निर्मिती, महिला आणि इतर वंचित गटांची प्रगती या दृष्टीने पर्यटन क्षेत्र महत्वाचे आहे .

भारतीय पर्यटन उद्योग :

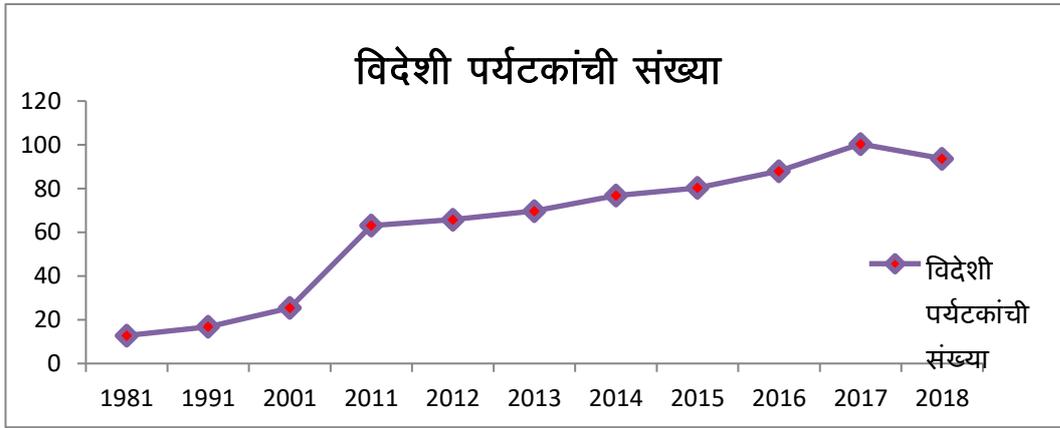
भारतात स्वातंत्र्यप्राप्ती नंतर सर्वप्रथम 1952 मध्ये शासनाने पर्यटनासंदर्भात न्यूयार्क मध्ये कार्यालय सुरु केले, त्यानंतर 1957 फ्रँकफूट (जर्मनी) मध्ये दुसरे कार्यालय सुरु केले. वाहतुक व दळण-वळण मंत्रालयांतर्गत पर्यटन विभाग स्थापन करून पर्यटनास चालना दिली. 1965 मध्ये पर्यटन विकासासाठी नेमलेल्या झा समितीच्या शिफारशी विचारात घेऊन तीन निगमांची (विभागांची) स्थापना केली. त्यात हॉटेल कार्पोरेशन आणि इंडिया टूरिझम, ट्रान्सपोर्ट अंडरटेकींग लिमिटेड यांचा समावेश आहे. यातीन विभागाने पर्यटनासाठी विविध सुविधा पुरवल्या व पर्यटन स्थळांचा विकास आणि विस्तार केला. त्यामुळे भारतातील पर्यटकांच्या संख्येत उत्तरोत्तर वाढ होत गेली.

भारतातील विदेशी पर्यटकांची संख्या (1981 ते 2018)

Years	1981	1991	2001	2011	2012	2013	2014	2015	2016	2017	2018
In Millions	1.28	1.68	2.54	6.31	6.58	6.97	7.68	8.03	8.80	10.04	9.37
In Lakh	12.8	16.8	25.4	63.1	65.8	69.7	76.8	80.3	88	100.4	93.7

(Source : India Tourism Statistics,2018)

वरील सारणीत भारतात येणाऱ्या विदेशी पर्यटकांचा कल लक्षात येतो. अर्थात उत्तरोत्तर पर्यटकांच्या संख्येत वाढ होत असल्याचे स्पष्ट होते. 1949 मध्ये टुरिस्ट ट्रॅफिक ब्रॅच ची भारत सरकारने स्थापना केली व पर्यटनाला आर्थिक उद्योगाचा दर्जा प्राप्त झाला. भारताच्या पंचवार्षिक योजनेतही पर्यटन विकासाला खूप महत्त्व दिल्याचे आढळून येते.

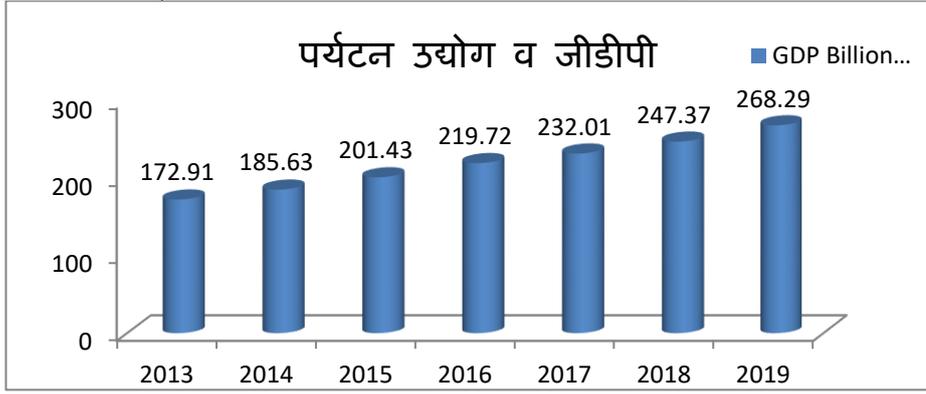


भारतातील पर्यटन उद्योगाचे जीडीपी मध्ये योगदान

Years	2013	2014	2015	2016	2017	2018	2019
In Billion U.S. Dollars	172.91	185.63	201.43	219.72	232.01	247.37	268.29

(Published by [Statista Research Department](#), Feb 2020)

पर्यटन उद्योग भारताच्या अर्थव्यवस्थेचे प्रमुख चालक असून हा व्यवसाय 250 अब्ज डॉलर्स किंवा सकल देशांतर्गत उत्पादनाच्या 10 टक्के (जीडीपी) योगदान देत असल्याचे Statista च्या अहवालात म्हटले आहे. वर्ल्ड ट्रेव्हल अँड टुरिझम कौन्सिलने (डब्ल्यूटीटीसी) 2018 मध्ये 230 अब्ज डॉलर्सचा उद्योग होणार असल्याचा अंदाज लावून ही वाढ अपेक्षे पेक्षा जास्त वेगवान असल्याचे म्हटले आहे. प्रत्यक्षात हि वाढ त्यापेक्षाही जास्त असल्याचे दिसते.

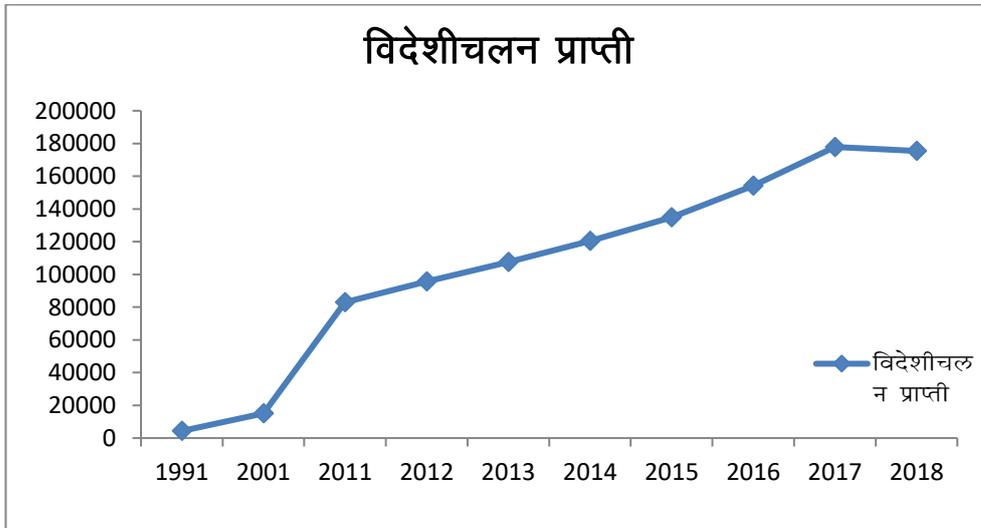


भारतात पर्यटन उद्योगामुळे विदेशीचलन प्राप्ती

Years	1991	2001	2011	2012	2013	2014	2015	2016	2017	2018
In Crore RS..	4318	15083	83036	95607	107563	120367	134844	154146	177874	175423

(Source : India Tourism Statistics,2018)

पर्यटन मंत्रालयाने तयार केलेल्या मासिक अंदाजानुसार 2016 मध्ये भारतातील पर्यटन क्षेत्रातील विदेशीचलन प्राप्ती 154146 कोटी रूपये होती तर 2017 मध्ये 177874 कोटी रूपये प्राप्त झाले. ही वाढ 15.4 टक्के झाली आहे.



अर्थव्यवस्थेवर पर्यटनाचा परिणाम :

पर्यटन व्यवसायाचे विशेषतः ग्रामीण भागात आणि विकसनशील देशांमध्ये, आर्थिक आणि सामाजिक फायदे आहेत, परंतु पर्यटन ते जर काळजीपूर्वक व्यवस्थापित केले गेले नाही तर नकारात्मक प्रभाव समाज आणि पर्यावरणावर पडू शकतात. भारतातील पर्यटन उद्योगाचा अर्थव्यवस्था व समाजावर अनेक सकारात्मक आणि नकारात्मक प्रभाव पडतो. हे परिणाम खालील प्रमाणे दर्शविले आहेत.

सकारात्मक प्रभाव:

1. उत्पन्न आणि रोजगार निर्मिती
2. परकीय चलनचा स्रोत
3. राष्ट्रीय वारसा व पर्यावरण संवर्धन
4. विकासशील पायाभूत सुविधा

5. शांतता आणि स्थिरतेचा प्रसार

नकारात्मक प्रभाव:

1. अवांछनीय सामाजिक आणि सांस्कृतिक बदल2. तणाव आणि वैर वाढ
3. पर्यावरणावरील प्रतिकूल परिणाम

निष्कर्ष:

पर्यटन उद्योग जागतिक स्तरावर आर्थिक विकासाचे प्रमुख इंजिन आहे. भारतीय पर्यटन उद्योगात वाढीचा अनुभव प्रत्ययास येतो. अर्थव्यवस्थेच्या संरचनात्मक व्यवस्थेत आर्थिक विकासाच्या मार्गावर असलेल्या भारतासारख्या विकसनशील देशासाठी पर्यटन हे एक योग्य साधन आहे. परिवहन, आतिथ्य, शिक्षण, आरोग्य, बँकिंग इत्यादी क्षेत्राची जोड घेऊन या क्षेत्राला पूर्ण कार्यक्षम बनविण्यास भारत सरकार प्रयत्नशील आहे. पर्यटन क्षेत्र हा केवळ अर्थव्यवस्थेच्या वाढीचा मोठा वाटा नाही तर रोजगाराच्या संधी निर्माण करणारा मोठा दुवा आहे. भारताचे पर्यटन मंत्रालय, विविध राज्यांचे पर्यटन मंत्री आणि खाजगी खेळाडू यांनी भारताला जगातील आकर्षक पर्यटनस्थळात रूपांतर करण्यासाठी विविध उपक्रम घेतले आहेत. पुढील काळात भारतीय पर्यटन क्षेत्र मोठ्या स्वरूपात जगा समोर येईल.

संदर्भ :

यशोधरा भोसले : प्रवास पर्यटनाचे नवे पैलू, मेहता पब्लिके'न हाउस, पुणे.

घारपूरे विठ्ठल : पर्यटन भुगोल,पिंपळापुरे अँड कंपनी पब्लिके'न, नागपूर.

उद्योजक : पर्यटन उद्योजक वि'ेषांक

उद्योजक पर्यटन वि'ेष-

लोकराज्य

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Bhatia A. K. Tourism in India, Sterling Publishers, Delhi.

पर्यटन व भोरची आर्थिक व्यवस्था

प्रा. मयुर रामदास कुंभार

सहाय्यक प्राध्यापक अर्थशास्त्र विभाग अनंतरावजी थोपट महाविद्यालय, भोर.

पस्तावना:-

प्राचीन काळापासून आजपर्यंत मानवाच्या आर्थिक क्रियामध्ये आमुलाग्र बदल झालेले आहेत. मानवाने स्वतःला घडवत. बदलत्या वातावरणानुसार स्वतःला मध्ये बदल करून घेतलेला आहे. पर्यटनातून अनेक नवीन अर्थव्यवहाराचे पैलू मानवाने आत्मसात केले आहेत. पर्यटन ही तृतीय स्वरूपाची आर्थिक क्रिया आहे, ज्यातून सेवा दिली जाते. पर्यटनातून प्रवास ह्या गोष्टीची सुरुवात ही झाली. प्रथम अन्नासाठी दाही दिशांना भटकंती व्हायची त्यानंतर शिकार आणि लुट त्यासाठी वणवण सुरू झाली. नव्या जागेचा शोध लावण्यासाठी होणा-या धाडसी प्रवासातून जगाला अनेक एक्सप्लोरर्स मिळाले. अमेरिकेला शोधून काढणारा इटालियन ख्रिस्तोफर कोलंबस, भारत भूमीवर पहिला पाऊल ठेवणारा पोर्तुगिज वास्को द गामा, युरोपातील आशियाकडे कुच करित ईस्ट इंडिया चायनाचा नवा मार्ग शोधणारा व्हेनिशियन इटालियन मार्की पोनो, चंद्रावर पहिल पाऊल ठेवणारा नील ऑर्मस्टॉंग अशा अनंत धाडसी व्यक्तींच्या शोधक वृत्तीमुळे जगाची माहिती झाली. त्यामुळे ते जगाचे पहिले वहिले पर्यटक ठरले. आज पर्यटनातून प्रत्येक देशाला आर्थिक हातभार लागत आहे.

प्रस्तुत लेखातील विषयाशी अनुसरून असणारा भोर तालुक्याचा परिसर हा पुणे जिल्ह्यातील दक्षिण बाजूस असून कोकणचे प्रवेशद्वार म्हणून उल्लेखला जातो, भोर तालुक्याला लागून सातारा व रायगड जिल्हाच्या सिमा आहेत. या भोर भूमीला तिन्ही जिल्हाचा सुवर्ण त्रिकोन लाभलेला आहे. ही भूमी शिवरायांच्या पदस्पर्शने पावन झालेली आहे. इथूनच मावळ्यांनी स्वराज्य उभे केले अशी ही ऐतिहासिक शूर विरांची भूमी आहे तसेच या भूमीला सह्याद्रीच्या डांगररांगांनी व विविध निसर्गाच्या पैलूनी सजवलेले आहे. येथे असलेले किल्ले, बांधलेली धरणे, जुनी ऐतिहासिक मंदिरे यामुळे हा भाग इतिहासाची साथ घेऊन चांगले पर्यटन केंद्र बनू शकतो. या माध्यमातून अधिक अधिक पर्यटक आकर्षित होत आहेत. पर्यटनाच्या दृष्टीने येथील व्यवसायिकांना व तरूणांना रोजगाराच्या संधी उपलब्ध झालेल्या आहेत. पर्यटन हा विषय खूप पगलभ असल्याने त्या बाबतीत सर्व तरूणांना रोजगाराच्या संधीची माहिती व अभ्यास असणे व त्याचे त्यांच्या दैनंदिन आयुष्यात व्यवसायाचे पैलू देणे व निर्माण करणे गरजेचे आहे. या शोधनिबंधात या परिसरातील ऐतिहासिक, धार्मिक, नैसर्गिक पर्यटन व त्यामधील असलेल्या पर्यटन संधीचा आर्थिक परिणामाचा अभ्यास केला आहे.

भोर परिसरातील पर्यटन

१. निसर्ग पर्यटन:-

प्रादेशिक विकासाच्या दृष्टीने पर्यटन व्यवसाय आर्थिक महत्वाचा आहे. पर्यटनाचे काळानुरूप व भौगोलिक घटक व उपलब्ध असलेली संपदा यामुळे वेगवेगळ्या प्रकारांची निर्मीती झाली. निसर्गामध्ये रमतगमत फिरत असताना पर्यावरणीय संतुलन राहणे महत्वाचे असते. लोकांमध्ये निसर्ग संवर्धनाची जाणीव होणे व पर्यटनाचा शाश्वत विकास होण्यासाठी निसर्ग पर्यटन दृष्टीकोन महत्वाचा ठरतो. निसर्ग पर्यटनाच्या विकासासाठी तसेच निसर्ग पर्यटनाला चालना देण्यासाठी स्थानिक लोकांची संस्कृती जतन करण्यासाठी तसेच व पर्यटन आणि स्थानिक या दोघांनाही लाभ मिळण्यासाठी निसर्ग पर्यटनाचे शाश्वत धोरण आखणे महत्वाचे आहे. भोर परिसरामध्ये नेकलेस पॉईंट, शिवतर घळ, धबधबा, भोरदरा, बनेश्वर उद्यान, निरा देवघर धरणाच्या मागील परिसर, वरंध घाट, भाटघर धरणाचा मागील परिसर हा पर्यटनासाठी आकर्षित स्थळे आहेत. भोर तालुका हा वनराईची शाल पसरल्यासारख्या असल्यामुळे तो पर्यटकांना आकर्षित करतो. कोकण प्रवेशद्वार म्हणू

भोरचा उल्लेख केला जातो. या सर्व ठिकाणी निसर्गाचा आनंद व घेण्यासाठी पर्यटक या परिसरामध्ये सप्टेंबर ते जानेवारी महिन्यात गर्दी करतात.

२. धार्मिक पर्यटन:-

मानवी उत्क्रांतीपासून देव, ईश्वर, अशा संकल्पना वेगवेगळ्या कारणासाठी निर्माण केल्या तेव्हापासून सण, उत्सव, नवस, यात्रा यामाध्यमातून धार्मिक कार्यक्रमासाठी लोक एकत्र येऊ लागले. यातच नवस, इच्छा, समाधान-अनुभूती या कारणासाठी किंवा उद्देशासाठी भाविक व पर्यटक विविध धार्मिक, पवित्र स्थळांना भेट देऊ लागले. भोर परिसरातील अंबवडे (नागेश्वर) बनेश्वर, मंदिर, मांढरदेवी, शिवथर घळ, केतकावळे बालाजी मंदिर, वाघजाई देवस्थान, रायशेखर भवानी माता मंदिर, भोरेश्वर मंदिर, पुरातन काळातील टोकेकर वाड्यातील गणपती, नारायणपूर, भोलावडे मधील निरानदीकाठी असलेले निरा माता मंदिर, पांडव दरा घेवडेश्वर, रामनवमी, जानुबाई उत्सव, जैन धार्मिक प्रार्थना स्थळे हि ठिकाणे धार्मिक पर्यटना साठी प्रसिद्ध आहेत. बालाजी मंदिराला भाविक मोठ्या प्रमाणात भेटी देतात. त्यामुळे स्थानिकांना त्या ठिकाणी रोजगार प्राप्त झाला आहे. आणि बहुतांशी पर्यटन हे सहकुटुंब किंवा समुहाने केले जाते.

३. ऐतिहासिक पर्यटन:-

पर्यटनाची खरी सुरुवात भोर परिसरामध्ये ऐतिहासिक स्थळातून झाली. भोर परिसरामध्ये ऐतिहासिक स्थळांना खूप महत्व आहे. या परिसरामध्ये असलेले. राजवाडे, मंदीरे, किल्ले राजगड, रायशेखर, तोरणा, रोहिडा, केंजळगड, पुरंधर, इत्यादी ऐतिहासिक स्थळे या ठिकाणी आहेत. पर्यटक कुतुहलाने अशा ठिकाणी भेट देतात व त्यातून पर्यटनाला चालना मिळते. उपरोक्त विविध प्रकारचे पर्यटन या परिसरातील विविध प्रकारच्या सुविधा निर्मितीस कारण ठरत आहेत.

१. भोर परिसरातील पर्यटन व विविध सुविधांचा संबंध

वाहतूक सुविधा:-

राज्य वाहतूक विभागातील उत्पन्नात पर्यटन क्षेत्रामुळे आर्थिक वृद्धी झाली. राज्य वाहतूक विभागाचा महसूल वाढीचा फायदा आर्थिक सुविधा पुरविण्यासाठी झाला. मागील ३० वर्षांत झालेल्या आर्थिक उत्पन्न वाढीमुळे महाराष्ट्र शासनाने देखील होऊन पर्यटन स्थळांच्या भेटी देऊन आर्थिक वाढीस चालना दिली. त्यामुळे भोर सारख्या दुर्गम भागाचे रूपांतर आता अत्याधुनिक सुविधांच्या शहरात होत आहे. वाहतूक सुविधा सुरळीत राहण्यासाठी रस्ते व बांधकाम विभागाने सुध्दा विशेष पुढाकार घेऊन, योग्य आखणी करून आवश्यकतेनुसार रस्त्यांची डागडुजी केलेली दिसून येते तसेच अंतर्गत रस्त्याचा दर्जा सुध्दा यामुळे सुधारलेला दिसून येतो. या सर्व बदलांमुळे स्थानिक नागरिकामध्ये एक प्रकारे आनंदाचे वातावरण निर्माण झाले आहे. त्यामुळे नागरिकामधून सुध्दा विकासाच्या नवनवीन कल्पना वाढीस लागल्या आहेत. त्या कल्पना खालील प्रमाणे-

१. प्रवास साधनांचा पुरवठा:-

खाजगी वाहनाचा उपयोग पर्यटकांना भाड्याने देण्यासाठी होत आहे. तसेच पर्यटकाना पर्यटन स्थळांपर्यंत पोहचवण्याचे काम खाजगी वाहने करू लागली आहेत. त्यामुळे वाहनांच्या संस्थेत वाढ होत आहे.

२. निवास व्यवस्था:-

पर्यटन स्थळांपासून जास्त अंतरावर आसणा-या निवासस्थानांपर्यंत पोहचवणे हा स्थानिक ग्रामस्थांचा व्यवसाय झाला आहे. तसेच पर्यटन स्थळांच्या जवळ तात्पुरत्या स्वरूपावर राहण्याचा उभ्या करणे अथवा कायमस्वरूपी तत्वावर बांधकाम करून खोल्या उपलब्ध करून देणे (लॉजिंग, घरगुती राहण्याची सोय इत्यादी)

३. चहा पान व भोजन व्यवस्था:-

चहा पान व भोजन व्यवस्था आलेल्या पर्यटकांना स्थानिक चवीचे ताजे गरम आणि रूचकर जेवण उपलब्ध करून देणे हा एक प्रमुख व्यवसाय झाला आहे. त्यामुळे घरकाम करणा-या स्त्रियांना रोजगार मिळाला असून आर्थिक स्तर सुधारण्यासाठी मदत झाली आहे.

४. स्थानिक लोककला - मनोरंजन:-

स्थानिक संस्कृतीचे प्रदर्शन करून पर्यटकांचे मनोरंजन झाल्याने आर्थिक मोबदला मिळत आहे. तसेच दुर्गम भाग असल्याने आदिवासी संस्कृती आणि प्राचिन नागवंशीय संस्कृतीचे प्रमुख दर्शन भोर परिसरामध्ये होते विविध प्राचीन धार्मिक संस्कृती प्रदर्शनासाठी अबाल वृद्ध सहभागी होतात. आणि ठराविक रक्कम किंवा मुल्य आकारल्याने स्थानिक नागरिकांचा आर्थिक फायदा होत आहे.

५. वैद्यकीय सुविधा:-

स्थानिक नागरिकांना पर्यटकांमुळे जाणारे आर्थिक फायदा झाला आहे. त्यामुळे पुढील पिढ्या शिक्षणाच्या प्रवासामध्ये आल्या आणि विविध क्षेत्रामध्ये उच्च शिक्षण होऊन स्थिर स्थावर होऊ लागल्या आहेत. त्यापैकी वैद्यकीय क्षेत्रामध्ये शिक्षण घेऊन पर्यटन स्थळी स्थानिक आणि पर्यटक नागरिकांना वैद्यकीय सुविधा पुरविल्या जातात त्यामुळे आर्थिक सुबताला येत आहे.

२. पर्यटन व रोजगार निर्मिती संबंध:-

पर्यटन हा एक असा तृतीय श्रेणीतील आर्थिक व्यवसाय आहे. या काळात ज्यात कुशल व उच्च शिक्षित कामगाराबरोबरच अकुशल कामगारानाही मोठ्या प्रमाणात संधी उपलब्ध होतं. भोजनासाठी कुक, वंटर, घोबी, आरोग्यासाठी जिम, खेळ यासाठी कोच, वाहतुकीसाठी ड्रायव्हर, वाहनासाठी मेकेनिकल, माळी कामगार, पर्यटन स्थळाच्या देख-भालीसाठी व्यवस्थापक वर्ग, गाईड इत्यादी लोकांना रोजगार प्राप्त झाला आहे. कमीत कमी भांडवल गुंतवणुकीतूनही जास्त रोजगार निर्मिती या कारणाने हा पर्यटन व्यवसाय आर्थिक विकासातील महत्वाचा घटक आहे. यातूनच आर्थिक विकास घडून येत आहे.

पर्यटन उद्योग व रोजगाराच्या संधी:-**१. रस्ते सुविधा:- (रस्ते सुविधा, विज, पाणी)**

विविध पाऊलवाटा उपलब्ध असल्याने पर्यटकांची दिशाभूल होण्याची शक्यता असतेच त्यामध्ये वेळेचा अपव्यय होता. त्यामुळे रस्त्यावर दिशाकलक व माहिती फलक बसविणे किंवा प्रमुख रस्त्याचे दर्जेदार बांधकाम करणे गरज पडल्यास दिशादर्शक म्हणून स्थानिक तरूणांनी काम पाहणे.

२. विज:-

दुर्गम भागांमध्ये विजवाहक तारांचा तसेच खांब उभारणीचा पुरवठा करणे जास्त जिकरीचे आहे. त्यामुळे उंच धबधब्यातून कोसळणा-या पाण्याचा वापर करून विजनिर्मिती करता येतं. परंतु ही कल्पना काही काळापुरती मर्यादित असल्याने सौर उर्जा निर्मिती उपकरणे वापरणे व विक्री करणे सुध्दा सोयीचे ठरू शकते.

३. पाणी:-

पिण्यायोग्य पाण्याचा पुरवठा करणे त्यासाठी पाणी शुध्दीकरणाचे केंद्र उभारणी करणे. त्यातूनच मोठ्या प्रमाणावर रोजगार उपलब्ध होतो. मुख्यतः उन्हाळ्यामध्ये पाण्याची गरज भागविण्यासाठी पर्यटक शुध्दा पाण्याचा वापर करण्यास प्राधान्य देतात.

४. स्थळानुसार सुशोभिकरण:

स्थानिक तरूणांनी विविध कला जोपासून त्यांचा पर्यटन स्थळांच्या सुशोभिकरणासाठी वापर करू शकतात. उदाहरणार्थ- रंगकाम, बांधकाम, बागकाम, चित्रीकरण, छायाचित्र प्रदर्शन.

५. स्थानिक ग्रामस्थांची आर्थिक गुंतवणूक:-

जर स्थानिक नागरिकांना आर्थिक विकासाच्या प्रवाहामध्ये सामील करून घ्यायचं असेल तर त्यांना गुंतवणूक करावयास सांगून त्याचा आर्थिक मोबदला त्यांना मिळवून देणं. ज्यावेळी स्थानिक नागरिकांना पर्यटनातून मिळणा-या आर्थिक मोबदल्यासवर विश्वास बसेल तेव्हा पर्यटन स्थळ धार्मिक असेल तर त्याद्वारे जमा होणारा सर्व पैसा गावच्या विकासासाठी (रस्ते, शाळा, पाणी, विज, पार्किंग इत्यादी) वापरला तर नागरिकांमध्ये समाधानाचे वातावरण निर्माण होऊ शकते. परंतू जर पर्यटन स्थळ हं ऐतिहासिक असेल तर मात्र त्याचा ताबा शासनाकडे पुरातत्व खात्याकडे असेल आणि उत्पन्न हे कराच्या रूपाने जमा होते परंतु शासन त्या उत्पन्नातील काही वाटा गावच्या विकासासाठी खर्च करू शकते.

६. मार्गदर्शक:-

स्थानिक नागरिकांच्या घरातील तरूणाकडे वारसा हक्कानं आलेली ऐतिहासिक माहिती आणि पर्यटन स्थळांचं महत्त्व जपण्याची कला ही त्यांना रोजगाराची प्रभावी संधी उपलब्ध करून देत आहे पर्यन स्थळाविषयी योग्य माहिती मिळवण्याने पर्यटक आनंदी होतात आणि मानधना व्यतिरिक्त आगाउ रक्कम बक्षिस स्वरूपामध्ये देतात.

७. कृषी पर्यटनास चालना:-

भोर परिसर हा प्रामुख्याने शेती व्यवसायावर आधारित आहे. या परिसरामध्ये भात हं महत्वाचं पिक घेतले जाते. येथील शेतकरी बासमती, इंद्रायणी रत्ना अशा जातीचे भात पीकाचे उत्पादन घेतले जाते. पर्यटक ही शेती पाहण्यासाठी पावसाळ्याच्या महिन्यात भेटी देतात. याच पावसाळ्याच्या दिवसात भात

शेतीची हिरवीगार शाल दिसून येते. पर्यटक येथील भात शेती तसेच येथील हुरडा खाण्यासाठी कुटुंबासहीत आनंद घेण्यासाठी येतात भोर परिसरात गायी व म्हैस यांचं गोठे मोठ्या प्रमाणात पर्यटक पाहण्यासाठी येतात त्यामधून मिळणा-या दुधाचा व ताकाचा आनंद हा पर्यटक घेतात भोर मधील दुग्धव्यवसायाच्या माध्यमातून मोठ्या प्रमाणात दुग्धजन्य पदार्थांची निर्यात केली जाते. हा एक लघू उद्योग स्थानिकांसाठी उदरनिर्वाहाचं साधन आहे. तसेच जोड उद्योग म्हणून येथे मस्यशेती, शेळीपालन, रेशीम उद्योगामधून कुटुंबाचे पालन पोषण करू शकतात. असं व्यवसाय येथील स्थानिक लोक करितात. त्यामधून पर्यटक मध, मास खरेदी करतात. त्यांचा उपयोग येथील लोकांच्या उत्पन्नात वाढ दिसून येतं तसेच गोमुत्राची विक्री सुद्धा स्थानिक पर्यटकांना करतात.

८. वनऔषधी केंद्र व व्यवसायाची संधी:-

सद्या धकाधकिच्या जिवनामध्ये पर्यटक नैसर्गिक सूरवाचा उपभोग घेण्यासाठी निसर्गरम्य ठिकाणाच्या शोधात असतो. बरेच परदेशी पर्यटक सुद्धा कोकण भागाकडे व दुर्ग, वनराई बघून सध्या राहोटेच्यांच्या वापर करून येथे मुक्काम करतात. त्यांचं जेवण व इतर सुविधांसाठी तेथील स्थानिक लोकांना व्यवसायास उपलब्ध झाला आहे. बाहेरून येणारे पर्यटक मनशांती व इतर वैद्यरूपी उपचारासाठी येथे येतात. औषधी वनस्पती ची माहिती स्थानिक वैद्यांना आहे व त्या माहितीचा वापर ते इतर विविध निसर्गीपचाराच्या पध्दतीमध्ये करून स्वतःचा व्यवसाय संभाळताना दिसतात येथील वैद्य विविध आयुर्वेदिक रस, मलम व औषधे तयार करतात त्यांचा उपयोग मुत्रविकार हृदयरोग, आस्थिरोगासाठी करताताना दिसतात. हं सर्व औषधे नेण्यासाठी दुरवरून लोक भेटी देतात. नैसर्गिक संपत्तीमुळे येथील शुद्धा हवा, पाणी व येथील गावराण भाजीचा स्वाद घेण्यासाठी सुद्धा पर्यटक येतात.

भोर परिसरातील जमिनीच्या किंमतीत व महसूलात संबंध:-

विकसित होणा-या पर्यटन स्थळांभोवती अनेक उद्योजक, हॉटेल मालक, गुंतवणुकदार आपल्या खरेदी चढ्या किंमतीमध्ये करतात. चित्रपट कलाकार विविध अधिकारी श्रीमंत व्यक्ती, राजकिय नेतं या अशा भागात फार्महाऊस किंवा बंगला खरेदी करतात. जमीन खरेदी विक्रीमुळे सरकारला मोठ्या प्रमाणात महसूल मिळतो या व्यवहाराबरोबर बांधकामाच्या विविध विभागाच्या परवाना बांधकामासाठी लागणारे साहित्य वाहतूक इत्यादी

घटकांमधून सरकारला महसूल मिळतो या महसूलाच्या वापर स्थानिक प्रादेशिक विकासासाठी काही प्रमाणात वापर केला जातो.

भोर परिसरातील पर्यटन व दळवळण सुविधा संबंध

१. भ्रमणध्वनी संच:-

दुरध्वनी नंतरच आधुनिक सुविधासह ध्वनी संवादाच साधन म्हणजे मोबाईल होय. यातही दुहेरी व प्रत्यक्ष वेळेचे ध्वनी संभाषण करून संवाद साधता येतो. टॉवरची सुविधा उपलब्ध असल्यामुळे कोणत्याही ठिकाणहून संवाद साधता येतो. यामुळे पर्यटक काही प्रमाणात चित्र, पर्यटन स्थळांची माहिती, निवास व भोजन यांची माहिती तसेच नोंदणी प्रक्रिया या सर्वांची माहिती घेऊ शकतो. त्यामुळे पर्यटकांना भ्रमण करताना अडचण येत नाही अशा स्वरूपाच्या माहितीची देवान-घेवाण वाढल्याने पर्यटन स्थळांना प्रसिध्दी मिळते

या सुविधेमुळे या परिसरातील आर्थिक विकास होण्यास मदत झाली आहे.

२. इंटरनेट:-

इंटरनेट, केबल किंवा वायरलेसच्या माध्यमातून खर्च सर्व इंजिनच्या सहाय्याने जगभरातील विविध संकेतस्थळावरील माहिती कुठेही पाहू किंवा साठवू शकतो. उतरवून ठेवू शकतो टेक्स्ट, गिगारॉहक तसेच निसर्गपंमीसाठी या परिसरात इंटरनेट सुविधा उपलब्ध असल्यामुळे कोणत्याही प्रकारची अडचण निर्माण होत नाही. इंटरनेटमुळे हॉटेल्सचे अंतर, दर, कुड इत्यादी सुविधांची माहिती मिळते. रेल्वे, बस तिकीट या माध्यमातून बुक करता येतात. त्यामुळे आर्थिक विकासाला चालना मिळत असून रोजगार निर्मिती होत आहे.

सारांश

भोर परिसरातील वाहतूक सुविधा मध्ये वाढ झाली आहे. या मुळे पर्यटकांची संख्या वाढली त्यामुळे एस. टी., जीप व टेम्पो या वाहन चालकांच्या उत्पनात मोठ्या प्रमाणात वाढ झाली आहे. स्थानिक लोकांसाठी रोजगार निर्मिती झाली आहे. छोटी मोठी उपहार गृहे यांच्या संख्येमध्ये वाढ दिसून येते. त्याचप्रमाणे इंधन पुरवठा करणारे पेट्रोल पंप, वित्तीय सेवा देणा-या संस्थेच्या उत्पनात वाढ झाली. या सर्व सुविधांमुळे स्थानिक लोकांच्या राहणीमानाचा दर्जा सुधारला आहे. या परिसरामध्ये नवीन कल्पना आराखडे तयार करण्याची गरज आहे. भोर हा ऐतिहासिक दृष्टीने महत्वाचा परिसर आहे. पर्यटन मंत्रालय व एम. टी. डी. सी. आय. टी. डी. सी. येथील पर्यटकांना सल्ला व नियोजनासाठी गरज भासत आहे. भोर परिसरातील स्थानिक रोजगार उपलब्ध झालेला आहे. आर्थिक विकास घडून येत आहे.

संदर्भ

पर्यटन भूगोल,

डा. शिवाजी पाचारणे डॉ. राजेंद्र सर्यवंशी,

अर्थव प्रकाशन २०१४.

भोर, वेल्हा, पुरंदर पर्यटन मार्गदर्शिका,

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www.torisum.gov.in

शालेय विद्यार्थ्यांमध्ये शैक्षणिक मूल्ये वृद्धिंगत करण्यासाठी पर्यटनाचे महत्त्व

प्रा. संध्या वसंत घोडके

सौ. निर्मलाताई थोपटे शिक्षणशास्त्र महाविद्यालय व संशोधन केंद्र, भोर, जि.पुणे. 412206.

गोषवारा

“Tourism is a basic and most desirable human activity, desiring the praise and encouragement of all government.” (The United Nations Conference of International Travel and Tourism)

आधुनिक काळातील पर्यटन जगातील प्रभावशाली उद्योग मानला जातो. ज्ञानवर्धन किंवा भावनात्मक एकात्मतेसाठी पर्यटनाचे महत्त्व प्राचीन काळापासून आहे. पर्यटनामुळे मनोरंजन परस्परातील भेदभाव ब्यापार विनिमय व सांस्कृतिक लाभ होतो.

शिक्षण हे सामाजिक परिवर्तनाचे प्रमुख साधन मानले जाते. विद्यार्थ्यांचा सर्वांगीण विकास हे शिक्षणाचे अंतिम ध्येय आहे. विद्यार्थ्यांमध्ये मूल्य रुजविणे अत्यंत आवश्यक आहे.

जग एक पुस्तक आहे आणि जे प्रवास करीत नाहीत ते केवळ एक पृष्ठ आहे. – सेंट ऑगस्टीन
पर्यटनाच्या माध्यमातून विद्यार्थ्यांमध्ये शैक्षणिक मूल्ये वृद्धिंगत करणे शक्य आहे.

प्रस्तावना

इंग्रजी Tour हा शब्द मराठीतील पर्यटन शब्दाचा उद्गाता आहे. परंतु Tours हा शब्द Torch या हिब्रु शब्दापासून तयार झालेला आहे. याचा अर्थ शिकणे, अभ्यास करणे, शोध घेणे म्हणजेच तुम्ही ज्या ठिकाणी जाणार असा व त्या ठिकाणांच्या संदर्भात शोध घेणे असा होतो.

तसेच फ्रेंच साहित्यात Grand Tour ही संकल्पना अस्तित्वात आहे. विविध देशांच्या व्यापक सहली किंवा प्रवासाच्या संदर्भात ही शब्द वापरला जातो. याशिवाय Tour हा शब्द Tornus या लॅटिन शब्दापासून निर्माण झाल्याचे अनेक तज्ज्ञ सांगतात. Tornus चे रुपांतर Tour मध्ये झाले व यांचा अर्थ Journey प्रवास भ्रमण किंवा भ्रमंती असा होतो.

लॅटिन भाषेत Tornus चा अर्थ Circle वर्तुळ असा आहे. म्हणजे Tour पासून Tourism म्हणजे पर्यटन याचा अर्थ एका वर्तुळाकार व गोलाकार प्रवास होय.

संस्कृती-संक्रमण हे शिक्षणाचे महत्वाचे कार्य आहे. संस्कृतीचा यथार्थ परिचय करून देऊन सांस्कृतिक संचित विद्यार्थ्यांपर्यंत पोहचवायचे आहे. सांस्कृतिक मूल्ये त्यांच्या मनावर ठसवायची आहे.

गरज

मूल्यशिक्षण ही आजच्या काळाची गरज असून ती जीवनप्रणाली व्हावी अशी अपेक्षा आहे. सामाजिक, नैतिक आणि आध्यात्मिक मूल्यांचा सातत्याने न्हास होत असल्याचे दिसून येते. त्यासाठी आजच्या काळात नितीमूल्ये रुजविण्यासाठी शाळने पुढाकार घेणे गरजेचे आहे.

महाराष्ट्राच्या शिक्षणविषयक प्रक्रियेमध्ये सद्यस्थितीत प्रमुख आणि आवश्यक अशा निवडक दहा मूल्यांचा समावेश झाला आहे. या मूल्यांवर अवधान केंद्रित करावयाचे आहे.

महाराष्ट्र शासनाने शालेय स्तरावर निर्धारित केलेली दहा मूल्ये

- | | |
|----------------------|-----------------------|
| 1.राष्ट्रीय एकात्मता | 2.राष्ट्रभक्ती |
| 3.वक्तशीरपणा | 4.नीटनेटकेपणा |
| 5.श्रमप्रतिष्ठा | 6.वैज्ञानिक दृष्टीकोन |
| 7.सर्वधर्म सहिष्णुता | 8.स्त्री-पुरुष समानता |
| 9.सौजन्यशीलता | 10.संवेदनशीलता |

‘मूल्यशिक्षण म्हणजे नैतिक, बौद्धिक अथवा सौंदर्यविषयक दृष्टीकोनातून आपल्याला ज्या बदलची पसंती जाणते ते शिक्षण होय.’ स्वतःच्या पलीकडे जाऊन इतरांच्या सुख-दुःखाचा विचार करणे, दुसऱ्याच्या सुखाने आनंदित होणे, दुसऱ्याच्या सुखाने आनंदीत होणे, दुसऱ्याच्या दुःखाने कळवळणे, इतरांचे जीवन सुखी करण्याचा प्रयत्न करणे यासाठी काही गोष्टी अंगी बाणविणे म्हणजेच मानवी ‘मूल्यशिक्षण’.

पृथ्वी अनंत अनुभवांनी, चमत्कारांनी आणि आजीवन संधींनी भरलेली आहे. जगाकडे पहा आणि आध्यत्मिक शिक्षणास विस्तृत करा ज्याची आपण कल्पनादेखील करू शकत नाही.

पर्यटनाची उद्दिष्टे

1. आनंद मिळविण्यासाठी पर्यटन
2. शिक्षणाचा हेतू सफल करण्यासाठी पर्यटन
3. सांस्कृतिक हेतू सफल करण्यासाठी पर्यटन
4. वैयक्तिक दर्जा यात श्रेष्ठत्व दर्शविण्यासाठी पर्यटन

पर्यटनाचे शिक्षणातील फायदे

1. आपण नवीन भाषा शिकतो.
2. नवीन ठिकाणचा इतिहास शिकायला मिळतो
3. आपण नवीन आणि साहसी गोष्टी करण्यास शिकतो.
4. जगातील विविध संस्कृती आणि सणांविषयी आपण शिकतो.
5. आपण आजच्या जगाबद्दल जाणून घेतो.
6. आपण स्वतंत्र रहायला शिकतो.
7. संस्कृती, परंपरा, सृष्टीसौंदर्य, मनोरंजन इ. गोष्टींची माहिती मिळते.
8. आंतरराष्ट्रीय शांतता, सद्भावना आणि संस्कृती यात यामुळे वाढ होते.
9. राष्ट्रीय एकात्मता वाढण्यास प्रोत्साहन मिळते.
10. जगातील सांस्कृतिक, ऐतिहासिक, धार्मिक स्थळांचे संवर्धन होते.

शिक्षणाचा हेतू साध्य करण्यासाठी पर्यटन

1. दुसऱ्याच्या ज्ञानाचा लाभ घेण्यासाठी उदा. विद्वान किंवा व्यक्तींच्या भेटी घेणे.
2. दुसऱ्या प्रदेशात आपल्या ज्ञानाचा प्रसार करणे.
3. दुसऱ्या प्रदेशातील लोकजीवन, वसाय, व्यवहार इ. कार्याचे माहिती घेणे.
4. शैक्षणिक उपक्रमात भाग घेणे.
5. विशेष क्षेत्रात प्रविणता मिळविण्यासाठी संदर्भिय क्षेत्रात ज्ञानाचा विकास झालेला असेल त्या ठिकाणी जाऊन ज्ञानार्जन करणे.
6. विशिष्ट व्यावसायिक व उद्योजक उद्योगाचे शिक्षण घेण्यासाठी महत्वाच्या ठिकाणी जाऊन उपयुक्त माहिती उपलब्ध करण्यासाठी पर्यटन.

समारोप

भारत हा जगातील प्राचीन संस्कृतीचा, विविधता असणारा सर्व संपन्न असा देश आहे. योग्य प्रकार पर्यटनाचे नियोजन केल्यास भारतात फार मोठया प्रमाणावर पर्यटनाचा विकास होवू शकतो. त्याचप्रमाणे शालेय स्तरावर पर्यटनाचे महत्व अधिक प्रमाणात पटवून दिल्यास विद्यार्थ्यांमध्ये विविध शैक्षणिक मूल्ये वृद्धीगत करण्यास पर्यटनाचा उपयोग होईल. विविध ठिकाणचा इतिहास संस्कृती, रुढी, परंपरा इ. ची माहिती मिळेल.

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“राज्याच्या आर्थिक विकासामध्ये कृषी पर्यटन क्षेत्राची भूमिका”

प्रा. डॉ. अनिल विजय शितोळे

उपप्राचार्य व अर्थशास्त्र विभाग प्रमुख

ए.सी. दिवेकर महाविद्यालय वरवंड

ता. दौंड, जि. पुणे.

प्रस्तावना

भारत हा कृषिप्रधान देश आहे. शेती हा भारतीय अर्थव्यवस्थेचा कणा समजला जातो. कारण भारत कृषी व्यवसाय अव्याहतपणे चालू असणारा आर्थिक व्यवहार आहे. त्यामुळे या क्षेत्रात फार मोठ्या प्रमाणात लोकसंख्येत रोजगार मिळतो. भारतीय शेती श्राम्प्रधान असल्याने कुशल—अकुशल, निमकुशल मनुष्यबळास रोजगार उपलब्ध होतो. भारतीय कार्यकारी लोकसंख्येपैकी १२७.३ दशलक्ष २९.७% शेतकरी व १०६.८ दशलक्ष २५% शेतमजूर आहेत. म्हणजेच ५४.७% लोकसंख्या हि शेती क्षेत्रावर अवलंबून आहे. राष्ट्रीय उत्पन्नात कृषी क्षेत्राचा शेकडा वाटा १९५०—५१ साली ५६.५% इतका होता. परंतु अलीकडील काळात शेती क्षेत्राचा राष्ट्रीय उत्पन्नातील वाटा घटलेला आहे. २०१३—१४ साली १३.९% इतका कमी झाला आहे. त्यासाठी अनेक कारणे कारणीभूत आहेत. उदा. दुष्काळ, नैसर्गिक आपत्ती, आदानांच्या वाढत्या किंमती, शेतीतील घटते उत्पादन, आधारभूत किंमतीचा अभाव इत्यादी कारणे सांगता येतात.

भारतीय शेती क्षेत्रात सध्याच्या काळात जागतिकीकरण आणि औद्योगिकीकरणाचा प्रभाव मोठ्या प्रमाणात वाढला आहे. यामध्ये अनेक जागतिक पातळीवरील संस्था सहभागी आहेत. अशा संस्था शेतकऱ्यांकडील शेती माल कमी किंमतीत खरेदी करतात आणि तोच शेतमाल जागतिक बाजारपेठेत जास्त किंमतीला विकून त्यापासून फार मोठ्या प्रमाणात नफा कमावतात. त्यालाच “डंपिंग” म्हणतात. त्याचप्रमाणे शेतीची घटती उत्पादनक्षमता आणि शेती उत्पादनाच्या घटत्या किंमती यामुळे शेती व्यवसायात नफा मिळवणे अशक्य झाले आहे. त्यामुळे शेतकऱ्यांच्या स्थलांतरात वाढ झाली आहे. शेतकऱ्यांच्या शेती व्यवसाय बंद करून कुटुंबाच्या उदरनिर्वाहासाठी शहरांकडे जाण्याच्या ओघ वाढला आहे. त्यामुळे खेडी ओस पडू लागली आहेत.

अलीकडील काळात शेती क्षेत्रात भांडवल गुंतवणूक करून शेती उत्पादनात भिन्नता आणणे, तसेच शेती पूरक जोड व्यवसाय करण्यावर भर दिला जात आहे. त्यामध्ये कृषी पर्यटन हा एक नवीन जोड व्यवसाय सुरु झाला आहे. महाराष्ट्रातील शेतकऱ्यांकडे कृषी पर्यटनात गुंतवणूक करण्याची एक चांगली संधी उपलब्ध झाली आहे. महाराष्ट्रातील ग्रामीण भागाला निसर्ग सौंदर्याची अमुल्य अशी देणगी भेटली आहे. उदा. दाट जंगले, समुद्रकिनारे, टेकड्या आणि त्याचबरोबर खोल—खोल दर्या आणि सतत बारमाही वाहणाऱ्या नद्या इ. अशा प्रकारचे सौंदर्य पाहण्यासाठी देश—विदेशातील अनेक पर्यटक महाराष्ट्राला भेट देत असतात.

१९८५—९० च्या काळात सातव्या पंचवार्षिक योजनेच्या काळात पर्यटन क्षेत्राला उद्योगाचा दर्जा देण्यात आला आहे त्यामुळे महाराष्ट्रात पर्यटन उद्योगाला मोठ्या प्रमाणावर चालना मिळाली आहे. पर्यटन व्यवसायात अनेक लोकांना रोजगार उपलब्ध होतो.

पर्यटनाचे अनेक प्रकार पडतात. परंतु अलीकडील काळात पर्यटनाची संकल्पना बदलली असून पारंपारिक स्वरूप बदलून पर्यटनाच्या नवीन संकल्पना जन्म घेत आहेत. त्यामध्ये धार्मिक पर्यटन, संस्कृती पर्यटन, जंगल पर्यटन, ऐतिहासिक पर्यटन, वनौषधी व निसर्ग उपचार पर्यटन, गिर्यारोहण पर्यटन, साहसी पर्यटन आणि कृषी पर्यटन अश्या नवीन संकल्पनांचा समावेश आहे.

महाराष्ट्रातील पर्यटनाचा नवीन चेहरा म्हणून पुढे येणारे माध्यम म्हणजे कृषी पर्यटन होय. महाराष्ट्रातील कृषी पर्यटन क्षेत्राला देश-विदेशातील लाखो पर्यटक भेट देतात आणि ग्रामीण संस्कृती समजून घेण्याचा प्रयत्न करतात. त्यामुळे आज देशातील कृषी पर्यटन व्यवसायात महाराष्ट्राचा पहिला क्रमांक लागतो. हळू हळू मध्ये महाराष्ट्रात पहिले कृषी पर्यटन केंद्र स्थापन झाले. आणि त्यानंतर आज महाराष्ट्रात २८८ कृषी पर्यटन केंद्र स्थापन झाली आहेत.

१ एप्रिल २०१५ ते ३० मार्च २०१६ या एका आर्थिक वर्षामध्ये महाराष्ट्रातल्या २८८ कृषी पर्यटन केंद्रांना ७ लाख ६८ हजार (ए.टी.डी.सी.) कृषी पर्यटन अहवाल पर्यटकांनी भेट दिल्या त्यामधून शेतकऱ्यांना १८ कोटी रुपयांचे अतिरिक्त उत्पन्न या पर्यटनाच्या माध्यमातून प्राप्त झाले आहे. कृषी क्षेत्राला आंतरराष्ट्रीय स्वरूप प्राप्त व्हावे यासाठी संयुक्त राष्ट्र व्यवसाय परिषदेने २०११ मध्ये १६ मे हा दिवस जागतिक कृषी पर्यटन दिवस म्हणून साजरा करण्यास मान्यता दिली.

महाराष्ट्र सरकारने २०१३ मध्ये नुकतेच जाहीर केले आहे कि, प्रत्येक शाळेतील पाचवी ते दहावी पर्यतच्या विध्यार्थ्यांना किमान वर्षातून एकदा एक दिवसासाठी कृषी पर्यटन केंद्राला सहल म्हणून भेट देणे बंधनकारक केले आहे. त्यामुळे मुलांना शेतीची तसेच ग्रामीण भागाची ओळख होईल.

कृषी पर्यटनाची व्याख्या :-

१) कृषी पर्यटन म्हणजे शेतीवरील फेरफटका, आपल्या संस्कृतीची ओळख, आनंद, शहरी जीवनशैलीचा उबग आलेल्या लोकांनी चार दिवस शेतकऱ्यांच्या शेतावर राहणे व शेतकऱ्यांने शहरी लोकांचा सशुल्क पाहुणचार, आदरातिथ्य म्हणजे कृषी पर्यटन होय.

— मार्ट संस्था, पुणे.

२) कृषी पर्यटन म्हणजे असा प्रवास की, जो ग्रामीण जीवनमान आणि शेती, शेतीतील विविध उत्पादन पाहण्याच्या हेतूने केलेला प्रवास होय.

— पांडुरंग तावरे, (ए.टी.डी.सी.) पुणे

महाराष्ट्राचा कृषी पर्यटन व्यवसायात देशात पहिला क्रमांक लागतो. त्यामुळे कृषी पर्यटनासाठी महाराष्ट्रात खूप मोठा वाव आहे वेगाने विस्तारत असलेल्या कृषी पर्यटनाच्या व्यवसायाचे महत्व लक्षात घेऊन येथील जीवनशैली अनुभवण्यासाठी अनेक पर्यटक कृषी पर्यटन केंद्रांना भेटी देण्यासाठी येतात. पर्यटन हा सर्वात मोठा सेवा उद्योग असून तो आर्थिक विकास व रोजगार निर्मितीचे मोठे साधन आहे. कृषी पर्यटन हा व्यवसाय शेतकऱ्यांना शेती संलग्न व्यवसाय करता येतो या व्यवसायातून मिळणारे उत्पादन आणि रोजगारात वाढ होताना दिसते.

यापूर्वी पर्यटन हा व्यवसाय हंगामी असल्याने विकासाला मर्यादित होता. परंतु निसर्गदत्त प्रसन्नता ऐतिहासिक वारसा व धार्मिकतेची जोड यामुळे पर्यटनाचा विकास होत आहे. या दृष्टीकोनातून महाराष्ट्र राज्यातील कृषी पर्यटन स्थळांच्या माध्यमातून आर्थिक व सामाजिक विकास कसा साधता येईल याचा अभ्यास करणार आहे.

कृषी पर्यटनाची आर्थिक विकासातील भूमिका :-

कृषी पर्यटन व्यवसायात मोठ्या प्रमाणात रोजगार उपलब्ध होतो. कृषी पर्यटन केंद्रामध्ये प्रत्यक्ष-अप्रत्यक्ष रोजगाराच्या मोठ्या संधी प्राप्त होतात. त्यामुळे पर्यटन केंद्राचा मालक, शेतमजूर, माळीकाम करणारा माळी, व्यवस्थापक, मार्गदर्शक इत्यादी रोजगार यांचा समावेश होतो. दिवसेंदिवस कृषी पर्यटन केंद्राला भेटी देणाऱ्या पर्यटकांची संख्या वाढत चालली आहे. या भेटी देणाऱ्या पर्यटकांमध्ये देशी विदेशी पर्यटकांची संख्या मोठी आहे विदेशी पर्यटकांच्या भेटीमुळे देशाला विदेशी चलनातही वाढ होत आहे.

कृषी पर्यटनामुळे राष्ट्रीय उत्पन्नात वाढ होत आहे. कृषी पर्यटन केंद्राच्या ठिकाणी हॉटेल्स विविध खाद्यपदार्थ दुकाने, विविध पेये यावर सरकारचा कर लावलेला असतो. या करांच्या मध्यमातून सरकारला उत्पन्न मिळते. अर्थव्यवस्था विकसित होण्यामध्ये त्यांचा उपयोग होतो.

पर्यटन हा असा महत्वाचा उद्योग आहे कि, ज्यामुळे अविकसित देशात आर्थिक विकास होण्यास मदत होते. यामध्ये कृषी पर्यटन हे देखील आर्थिक विकासात मोठे योगदान देत आहे. त्यामुळे राज्याच्या आर्थिक विकासाला मदत होते प्रादेशिक असमतोल कमी करण्याचे प्रमुख साधन म्हणजे कृषी पर्यटन होय. ज्या भागांमध्ये शेती अगर उद्योगधंदे यांना कमी संधी असते इतर कोणतेही व्यवसाय नाहीत साधन संपदांचे यांचे वितरण असमान आहे त्या भागात कृषी पर्यटन केंद्राच्या माध्यमातून विकास होण्यास मदत होते.

कृषी पर्यटन केंद्रांना विदेशी तसेच देशाच्या विविध प्रांतातून व राज्यातून पर्यटक भेटी देत असतात. त्यातून देशाची संस्कृती विविध प्रांतातील स्थानिक कला, तसेच शेती विषयी संपूर्ण माहिती मिळते, सामज्यस्य निर्माण होते. यातून भाषावाद, प्रांतवाद दूर होण्यास मदत होते. परकीय चलन मिळण्यास मदत होते.

महाराष्ट्र राज्यातील कृषी पर्यटन केंद्र

अ.क्र.	जिल्ह्याचे नाव	केंद्रांची संख्या
१.	अहमदनगर	१५
२.	अकोला	१
३.	अमरावती	३
४.	औरंगाबाद	६
५.	बीड	२
६.	धुळे	१
७.	जळगाव	१
८.	कोल्हापूर	१५
९.	लातूर	३
१०.	नागपूर	८
११.	नांदेड	१
१२.	नंदुरबार	१
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१५.	पालघर	१
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१७.	रायगड	१४
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२०.	सातारा	४३
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२२.	सोलापूर	१६
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२४.	वाशिम	२
२५.	वर्धा	२
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महाराष्ट्र राज्यात ३६ जिल्हे आहेत. २५ जिल्ह्यांपैकी २५ जिल्ह्यात कृषी पर्यटन हा व्यवसाय चालतो. महाराष्ट्रातील २५ जिल्ह्यांमध्ये २८८ इतकी कृषी पर्यटन केंद्र असून अहमदनगर, कोल्हापूर, पुणे, सातारा, सोलापूर व ठाणे या जिल्ह्यांमध्ये सर्वात जास्त म्हणजेच १९९ इतकी कृषी पर्यटन केंद्र आहेत या ६ जिल्ह्यातील कृषी पर्यटन केंद्रांची एकूण संख्या ही महाराष्ट्र राज्यातील कृषी पर्यटन केंद्रांच्या ६९ टक्के इतकी आहे.

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मंत्रालय भारत सरकार, मे २०१० पुस्तक क्रमांक १७, १९.

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Research Paper :- ' कोल्हापूर जिल्हयातील किल्ले पर्यटन आणि आर्थिक विकास'

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‘ कोल्हापूर जिल्हयातील किल्ले पर्यटन आणि आर्थिक विकास ’

प्रस्तावना :-

पर्यटन हा अत्याधुनिक व झपाट्याने विकसित होणारा मानवाचा आर्थिक व्यवसाय आहे. प्राथमिक पर्यटन हे मुख्यत्वे व्यापार व वस्तूंच्या देवाण-घेवाणाशी संबंधित होते. मध्ययुगीन काळात नवनवीन प्रवासी मार्ग शोधणे त्याचबरोबर व्यापार वाढविणे व नवीन प्रदेश हस्तगत करण्यासाठी पर्यटन करत होते. त्यानंतर पहिल्या महायुद्धानंतर पर्यटन हा एक उद्योग म्हणून समोर आला. पर्यटन उद्योगाचे स्वरूप जरी पारंपारिक उद्योगासारखे नसले तरी उद्योगा मध्ये रोजगार भिमुकता आहे. पर्यटन उद्योगात पर्यटकांना विविध प्रकारच्या सेवा द्याव्या लागतात. या सेवांचे स्वरूप पर्यटक कोणत्या पर्यटन स्थळी येतात यावर आधारित असते. आज विज्ञानामुळे मानवाची मोठया प्रमाणावर प्रगती झालेली आहे. अत्याधुनिक तंत्रज्ञान विकसित झालेले आहे. जलद स्वस्त पर्यटन यामुळे आज पर्यटन उद्योग वेगाने विकसित होत आहे. जगातील काही देशांची अर्थव्यवस्था पर्यटन उद्योगांवर अवलंबून आहे. आज प्रत्येक देश पर्यटनाचे आर्थिक महत्व लक्षात घेऊन मुलभूत सोयी-सुविधांचा विकास करत आहे प्रत्येक राज्य त्यास प्रोत्साहन देत आहे. प्रस्तुत शोध निबंधामध्ये कोल्हापूर जिल्हयातील ऐतिहासिक किल्ले व पर्यटन आणि उद्योग यावर प्रकाश टाकणार आहे.

कोल्हापूर ऐतिहासिक परंपरा :-

प्राचिन काळापासून कोल्हापूर नगरीला ऐतिहासिक, धार्मिक व सांस्कृतिक अशी परंपरा लाभलेली आहे. कोल्हापूर परिसरावर प्राचिन काळात सातवाहन शिलाहार, मध्ययुगीन काळात यादव, बहामनी, अदिल शहा व मराठा या राजवटींनी राज्य केले. या राजवटींच्या काळात विकसित झालेली अनेक ऐतिहासिक स्थळे कोल्हापूर जिल्हयात आहेत. सातवाहन कालीन महालक्ष्मी मंदिरामुळे कोल्हापूर हे ‘दक्षिण काशी’ म्हणून संबोधले जाते. महाराष्ट्रातील साडेतीन पीठापैकी एक पीठ म्हणून कोल्हापूरचे महत्व आहे. ऐतिहासिक किल्ले, घराणे कोल्हापूर जिल्हयात आहेत. ऐतिहासिक घटक, घटना याबद्दल लोकांना नेहमीच कुतूहल असते. अशा ठिकाणांना भेटी देणे व तेथील इतिहास जाणून घेणे ही प्रत्येक पर्यटकांची इच्छा असते. याचबरोबर नैसर्गिक समृद्धता, वैशिष्ट्यपूर्ण खाद्य संस्कृती यामुळे महाराष्ट्रामध्ये कोल्हापूर जिल्हयाला पर्यटन दृष्ट्या महत्व प्राप्त झाले आहे पर्यटनामध्ये ऐतिहासिक स्थळांना महत्वाचे स्थान आहे. या ऐतिहासिक पर्यटनामध्ये कोल्हापूर जिल्हयातील किल्यांना सर्व-साधारण महत्व प्राप्त झाले आहे. एकेकाळी किल्ले ही

राज्याची शक्ती होती. ती यशाची शिखरे होती. अशा किल्यांचा इतिहास जाणून घेण्यासाठी व तेथील वास्तूशिल्पे पाहण्यासाठी पर्यटक तेथे भेटी देतात.

महाराष्ट्र पर्यटन विकास मंडळ :-

महाराष्ट्रामध्ये पर्यटन विकासाला प्रोत्साहन देण्यासाठी व आर्थिक विकासाला चालना देण्यासाठी महाराष्ट्र शासनाने इ.स. १९६९ मध्ये 'पर्यटन संचालनालयाची' स्थापना केली.^१ पर्यटन संचालनालयाच्या स्थापनेनंतर शासनाकडील पर्यटन स्थळांच्या ठिकाणी असलेली विश्रामगृहे, अथितीगृहे या विभागाकडे हस्तांतरीत करण्यात आली. पर्यटन विकासाला गती देण्यासाठी कंपनी अॅक्ट १९५६ अंतर्गत २० जानेवारी १९७५ महाराष्ट्र 'पर्यटन विकास महामंडळाची' स्थापना करण्यात आली. या महामंडळातर्फे मुंबई, पुणे, नागपूर, नाशिक, कोल्हापूर, अमरावती, औरंगाबाद या ठिकाणी विभागीय कार्यालये स्थापन झाली.^२

पर्यटन स्थळांची निवड व विकास :-

महाराष्ट्र शासनाने नागरी व ग्रामीण भागामध्ये धार्मिक, ऐतिहासिक पर्यटन स्थळांचा विकास व पर्यटन व्यवसायाला चालना देण्याच्या हेतूने २००६ मध्ये पर्यटन धोरण जाहिर केले. या धोरणांतर्गत पर्यटन स्थळांचा विकास नियोजन बंध होण्यासाठी त्यांचे अ, ब, व क, वर्ग या श्रेणीमध्ये वर्गीकरण करण्यात आले. कोल्हापूर जिल्ह्यामध्ये एक समिती स्थापन या समिती मार्फत जिल्ह्यातील किल्यांचे पर्यटनदृष्ट्या महत्व लक्षात घेऊन पन्हाळागड 'ब' श्रेणी व गगनगड, भुदरगड, रांगणा, विशाळगड, पारगड कलानिधी गड, सामानगड यांना 'क' दर्जा देण्यात आला.^३ या वर्गवारीनुसार शासनमार्फत विविध प्रकारच्या योजना येथे राबविण्यात आल्या. आणि विविध सोई-सुविधा निर्माण केल्या.

पन्हाळा किल्याचा विकास -

कोल्हापूर जिल्ह्यातील 'पन्हाळा किल्ला हे महत्वाचे व ऐतिहासिक ठिकाण आहे. येथे येणाऱ्या पर्यटकांना सोईसुविधा उपलब्ध करून देण्यासाठी १ जानेवारी १९५४ रोजी गिरीस्थान नगरपरिषदेची स्थापना करण्यात आली.^४ या नगरपरिषदेचे पर्यटनाचे आर्थिक महत्व लक्षात घेऊन तेथे विविध योजना राबविल्या. पन्हाळयावर 'पर्यटक मार्गदर्शक सुविधा केंद्राची' स्थापना केली. व या केंद्रातर्फे मार्गदर्शक (गाईड) नेमणूक केले. त्याचबरोबर किल्यांवरील ऐतिहासिक स्थळे, हॉटेल्स, इ. सोई-सुविधांची माहिती उपलब्ध होण्यासाठी 'A Swort Wote on Panhala' नावाची पुस्तिका प्रकाशित केली.^५

पन्हाळा किल्यावर येणाऱ्या पर्यटकांना विश्रांतीचे ठिकाण म्हणून पन्हाळा नगरपरिषदेने 'नेहरु उद्यान' विकसित केले कालांतराने या गॅलरीचे रुपांतर हॉटेल मध्ये करण्यात आले. याशिवाय १९५४ ते २००० या कालावधीमध्ये पुरुषांसाठी ४८ व स्त्रियांसाठी ३९ स्वच्छतागृहे बांधली.^(६)

वनविभागामार्फत – पन्हाळा किल्याचा विकास

इ. स. १९५९ वनविभाग मार्फत वन अधिकारी रॉड्रीक्स यांच्या मार्गदर्शनाखाली उद्यान विकसित केले. त्याचा आकार तबकासारखा असल्यामुळे याचे नांव 'तबक उद्यान' असे पडले. या तबक उद्यानामध्ये सपोद्यान केले होते. पुढील काळात शासनाने वन्यजीव प्राण्यांना बंदिस्त न करण्याचा कायदा केल्यामुळे हे सपोद्यान बंद करण्यात आले. याचबरोबर येथे लहानमुलांना खेळण्यासाठी झोपाळे तसेच खेळण्याचे साहित्य ठेवले आहे.^६

एकूणच पन्हाळा किल्यावरील पर्यटनाच्या विकासासाठी नगरपरिषद, वनविभाग व महाराष्ट्र पर्यटन विकास महामंडळ व महाराष्ट्र शासन यांनी विकास योजना राबविल्यामुळे 'पन्हाळा' हे महाराष्ट्रातील प्रमुख थंड हवेचे व ऐतिहासिक पर्यटन स्थळ म्हणून विकसित झाले आणि नगरपरिषदेला चांगले आर्थिक उत्पादन मिळाले.

पन्हाळा किल्याबरोबरच पारगड, भुदरगड, रांगणा, विशाळगड, गगनगड, कलानिधी गड, सामानगड या किल्ल्यांची महाराष्ट्र शासनाने वर्गवारी करून त्यांना 'क' दर्जा दिला. इ.स. २००६ ते २००९ दरम्यान एकात्मिक पर्यटन विकास योजनेअंतर्गत शासनाने पारगड, सामानगड व भुदरगड किल्ल्यांच्या विकासासाठी १९५.८३ लक्ष रु. निधी उपलब्ध करून दिल्यामुळे विविध सोई-सुविधा निर्माण केल्या. गगनगड, विशाळगड, भुदरगड, सामानगड, पारगड या ऐतिहासिक स्थळांना 'धार्मिक पर्यटन स्थळ म्हणून महत्व प्राप्त झाले आहे. येथे सुध्दा विकास निधी उपलब्ध झाल्यामुळे पर्यटकांना विविध सोयी-सुविधा निर्माण झाल्या.

किल्ले संरक्षण :-

विभागाच्या धर्तीवर महाराष्ट्र राज्य शासनाने कोल्हापूर जिल्हयातील पन्हाळा, विशाळगड, रांगणा, भुदरगड, सामानगड, पारगड, कलानिधीगड व पावनगड या किल्ल्यांचा समावेश संरक्षण वास्तूंच्या यादीमध्ये करण्यात आला. 'पन्हाळा किल्ला पुरातत्व सर्वेक्षण विभागाच्या ताब्यात आल्यावर १९५८ च्या '२४ व्या प्राचीन स्मारके आणि पुरातत्व स्थळे व अवशेष अधिनियमान्वये' राष्ट्रीय महात्वाचे स्मारके म्हणून जाहीर करण्यात आले. या अधिनियमानुसार स्मारकाची नासधूस अथवा वस्तूंना धोक्यात आणणाऱ्या व्यक्तीस ३ महिन्यांचा कारावास व ५०० रु. दंड अशी शिक्षेची तरतूद करण्यात आली.^९

आर्थिक विकास –

पर्यटनाला आर्थिक महत्व प्राप्त झाल्याने पर्यटन उद्योगास 'व्यापक स्वरूप प्राप्त झाले आहे. पर्यटनांमुळे कोल्हापूर जिल्हयातील किल्यांवर परिणाम झाले आहेत. पर्यटनाच्या विकास प्रेमींचेमुळे आर्थिक, सामाजिक, सांस्कृतिक व पर्यावरण इत्यादी घटकांवर अनुकूल व प्रतिकूल परिणाम होत आहेत. पर्यटन हा

रोजगाराभिमुख उद्योग आहे. याद्वारे कुशल व अकुशल लोकांना रोजगार मिळतो. स्थानिक लोकांना रोजगाराची संधी मिळते. अशा प्रकारची रोजगार निर्मिती कोल्हापूर जिल्ह्यातील पारगड, विशाळगड, पन्हाळागड, गगनगड या किल्यांवर झाली आहे. 'पन्हाळा' गडावर तर हॉटेल्स, खानावळ, कलाकुसरीच्या वस्तूंची दुकाने राहण्यासाठी सुविधा निर्माण झाल्या आहेत. तेथील स्थानिक महिलांनी झुणका व खरडा यासारखे पारंपारिक पदार्थ खाण्यासाठी पर्यटकांना उपलब्ध करून दिले आहेत. यामुळे महिलांना घरबसल्या रोजगाराची संधी उपलब्ध झाली आहे^{१०} पन्हाळा गडावर येणाऱ्या पर्यटकांपासून येथील नगरपालिकेला महसूल प्राप्त होतो. या महसूलापासून पन्हाळा नगरपालिकेचा आर्थिक विकास होण्यास मदत झाली आहे.

पन्हाळागडा प्रमाणे विशाळगडावर ही रोजगार उपलब्ध झाले आहेत. मलिक रेहान दग्यामुळे दरवर्षी येथे मोठ्या प्रमाणात पर्यटक येत असतात. या पर्यटकांना तेथील स्थानिक नागरिकांच्या मार्फत जेवणाची व्यवस्था केली जाते. तसेच आसपासच्या प्रदेशातील लोक येथील जंगलातील सापडणाऱ्या औषधी वनस्पतींची विक्री करतात. यामुळे येथील स्थानिक नागरिकांना रोजगाराचे साधन उपलब्ध झाले आहे. अशीच परिस्थिती पारगडावर सुध्दा आहे.

समारोप :-

किल्ले पर्यटनामुळे तेथील स्थानिक नागरिकांना रोजगाराची संधी उपलब्ध झाली आहे. त्याचा परिणाम त्यांची आर्थिक परिस्थिती सुधारण्यास झाली आहे. याच्या व्यतिरिक्त पर्यटनाचा उद्योगात रूपांतर होण्यासाठी जी परिस्थिती आवश्यक आहे, पायाभूत सुविधा आवश्यक आहे. त्याचा मात्र अभाव जाणवतो आपल्याकडे महाराष्ट्रात ऐतिहासिक ठेवा मोठ्या प्रमाणात आहे. मात्र त्याची काळजी व आवश्यक त्या सुविधां अभावी पर्यटन उद्योगावर परिणाम होतो. तीच परिस्थिती जिल्ह्यांची आहे. त्याचा निश्चितच आर्थिक विकासावर परिणाम होतो. पर्यटकास सोई—सुविधा तर उपलब्ध करून दिल्याच पाहिजेत मात्र त्या स्वच्छ व सुयोग्य हव्यात. अत्यंतिक लोकसंख्येमुळे पर्यटन स्थळांचे गर्दीच्या ठिकाणात झालेले रूपांतर असेल, इत्यादी बाबी केवळ पर्यटन या उद्देशाने येणाऱ्या पर्यटकास अपुऱ्या पडतात.

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