

## Role Of Tourism In Employment Generation In Maharashtra

**Dr. M. N. Survase,**

Assistant Professor,

Hon. Shri Annasaheb Dange ACS College, Hatkanangale,

### Abstract

*It is very important to know the contribution of tourism in the economy and the job creation in the state as well as country. Thus the paper aims to study the status of tourism and its role in employment generation in Maharashtra. The Maharashtra state of India is selected for this study. The exploratory-cum-descriptive research design will be adopted for this research work. The data collected from different sources like Reports, of various committees and commissions, Journals, Research studies, Articles, other published-unpublished materials and Government's reports, publications etc. Various suitable statistical techniques and cartographic techniques used for the presentation of data. The study shows that the Maharashtra state offers variety of sightseeing desirability. In 2016, about 12 crore tourist visited to Maharashtra. It includes 11.65 crore domestic and 0.46 crore are foreigners. Maharashtra has 3491 accommodation units with 72142 rooms excluding company Guest houses, Guest houses run by trusts, Dormitories, free dharamshalas, tourist bungalows and free accommodation units. Tourism provides direct and indirect employment opportunities and shares 12.36% contribution in Employment generation and 6.88% in GDP. Thus the tourism is economically beneficial for employment generation at local to international level and GDP of the nation.*

**Keywords:** tourism, employment generation, sightseeing desirability, tourists, services, economy.

### Introduction:

**T**ourism plays a significant role in to the creation of the wide range of jobs and economic development. The substantial profit from this industry attracts to the investor and young generation to work in it. It is highly developed in all countries due to its economic benefits. The domestic market aspects play a noteworthy role in to the employment creation. Lot of peoples works with the tourist aspects and generates the income from it. It becomes a major source of income. Some countries and cities fully involved into the tourism and create lot of revenues. The tourism industry is one of the fastest growing industries in the world. In 2022 it may create 328 million jobs and supports approximate 10 percent work force in to the world.

Important contributions to the country's economy are created by creating new jobs through this field. The direct jobs include the tour guide, tour planner, travel concealment, tour operators, hotels, resorts and restaurants. The tourism and hospitality creates inter relevant jobs. The various other relevant industries like event management, airlines, amusement park, cruise industry etc also created lot of jobs. The agriculture, food production sector,

retail industry etc also indirectly involved in to the tourism. The service sector is growing due to the tourism in various areas. The indirect sector also greatly contributed into the gross domestic product of the country.

The tourism sectors included the individual; business and government also earn much. Besides this the income also generated through the use of services like hotels, restaurants and various tourist attractions. Otherwise the medicines, cloths, entertainment, food, transportations etc economic activities supports to the tourism. Thus the tourism creates significant contributions in the economics of the various countries in the world at various ways.

**Objective:** This paper aims to study the status of tourism and its role in employment generation in Maharashtra.

### Study Region

Maharashtra; one of the state of India is selected for this study. It lies between 13° N to 20.5° N latitude and 70° E to 80.5° E longitude. It covers 307,713 km<sup>2</sup> area with 112,374,333



population (9.28% of India) It is surrounded by Arabian Sea to the west and Karnataka, Telangana, Goa, Gujarat, Chhattisgarh, and Madhya Pradesh states and the Union territory of Dadra and Nagar Haveli. The state has 720 kilometres coastline of Arabian Sea. The Sahyadri hilly range running parallel to the coast of Arabian Sea has lot of tourist attractions. Besides that the various physical, historical, social, cultural, religious and other factors attracts to the tourist.

**Methodology**

The exploratory-cum-descriptive research design will be adopted for this research work. The primary and secondary data will be collected from different sources like records of Incentive programme like Reports, of various committees and commissions, Journals, Research studies, Articles, Text books, periodicals other published-unpublished materials and Government’s reports, publications etc. Various suitable statistical techniques and cartographic techniques used for the presentation of data in the form of distributional maps and graphs.

**Analysis:**

**Tourism Status in Maharashtra:**

The Maharashtra state offers variety of sightseeing desirability. The government policies also support to enhance the tourism in Maharashtra. The MTDC of Maharashtra promotes and regulates the tourism sector. The trade and restaurants accounts 16% share in gross domestic product of Maharashtra. The state has tourism potential with attractive destinations. It includes hill stations, beaches, forts, heritage and sanctuaries. The Mahabaleshwar, Sindhudurg, Matheran, Ajanta, Ellora, Elephanta Caves, Murud Janjira etc famous tourist destinations attract to the tourist in Maharashtra. The state has unique combination of hills, plateau, beaches, forts and caves. In 2016, about 12 crore tourist visited to Maharashtra. It includes 11.65 crore domestic and 0.46 crore are foreigners. Most of the tourist visit in January month. Amongst packaged components, majority of people had opted for Travel plus accommodation. Domestic visitors spend more on accommodation than anything else. The overall atmosphere in the State is conducive for tourist development.

**Total Number of Domestic and Foreign Tourists and Day Visitors**

Overnight			Same day		
Domes- tic	Foreig- n	Total	Domesti- c	Forei- gn	Total
687584	26099	713684	209740	-	209740
98	53	51	514		514

**Number of Accommodation units, Rooms, Beds and Employment**

No. of AUs	No. of Rooms	No. of Beds	No. of Employees		
			Tempo- rary	Perma- nent	Tot- al
3491	72142	151287	37769	25513	63282

*Source: Tourism Survey for the State of Maharashtra*

Maharashtra has 3491 accommodation units with 72142 rooms. The occupancy rate was the highest during the months of December, January and February up to 70- 85%. It not included the Company Guest houses, Guest houses run by trusts, Dormitories, free dharamshalas, tourist bungalows and free accommodation units. This also plays a significant role in the tourism of Maharashtra. Tourists mostly prefer the hotels as a first choice followed by staying at friends, relatives and other places.

**Mode of transportation used by domestic and foreign visitors (sampled) in the state.**

Mode of Transporta- tion	% of visitors from within the state		% of visitors from outside the state		% of foreign visitors
	Overni- ght	Sa- me Day	Overni- ght	Sa- me Day	Overni- ght
Train	19	17	56	59	21
Bus	74	81	42	38	7
Air	5	0	2	3	58
Personal Vehicle	2	2	0	0	11
Taxi	0	0	0	0	3
Total %	100	100	100	100	100
Total visitors	7935	577	6258	323	2736
		7		7	

*Source: Tourism Survey for State of Maharashtra, Final Report*

**Contribution of Tourism in GDP & Employment**

It is very important to know the contribution of tourism in the economy and the job creation in the



state as well as country. There are no any direct information about the employment from the tourism existed. Based on the various aspects of the data we tried to estimate the employment data. The existing system of accounts not able to measure the growth and contribution of tourism in GDP because the tourism is a demand based concept and it may be defined by its use instead of its output.

**Contribution of Tourism in GDP & Employment**

Year	Contribution of Tourism in GDP (%)			Contribution of Tourism in Employment (%)		
	Direct	Indirect	Total	Direct	Indirect	Total
2012-13	3.74	3.14	6.88	5.31	7.05	12.36

The tourism sector generates the employment opportunities with the provision of services. It increases the productivity of other sectors directly or indirectly. It helps the reduction of hidden employment and underemployment. It provides the direct and indirect employment to the huge peoples.

The hotels, restaurants, resorts, cruise, airlines, taxi service, vehicle rent, accommodation units, bus services, entertainment services, tour organizer, tour planner, guide, etc provides direct employment because it directly related to tourists. The firms which provide the materials and service to the industry are the indirect employment sectors such as the constructions, manufacturer, suppliers etc. The separation and quantification of the all these employment is impossible in nature. Thus the tourism is economically beneficial for employment generation at local to international level and GDP of the concerned country.

**Conclusions**

The Maharashtra state offers variety of sightseeing desirability. The tourism becomes is an important sector for employment generation in Maharashtra. It plays a significant role in to the creation of the wide range of jobs and economic development. Lot of peoples works with the tourist aspects and generates the income from it. It becomes a major source of income. In 2016, about 12 crore tourist visited to Maharashtra. It includes 11.65 crore domestic and 0.46 crore are foreigners. Maharashtra

has 3491 accommodation units with 72142 rooms excluding company Guest houses, Guest houses run by trusts, Dormitories, free dharamshalas, tourist bungalows and free accommodation units. The occupancy rate was the highest during the months of December, January and February up to 70- 85%. The domestic visitors prefers the trains, bus and personal vehicles and foreigner visitors prefer air, bus, train and taxi for transportation. The hotels, restaurants, resorts, cruise, airlines, taxi service, vehicle rent, accommodation units, bus services, entertainment services, tour organizer, tour planner, guide, etc provides direct employment because it directly related to tourists. The firms which provide the materials and service to the industry are the indirect employment sectors such as the constructions, manufacturer, suppliers etc. Thus the tourism is economically beneficial for employment generation at local to international level and GDP of the concerned country.

**References**

1. Datamation Consultants Pvt. Ltd., Tourism Survey for the State of Maharashtra April 2014 to March 2015 Final Report, Submitted to: Maharashtra Tourism Development Corporation Limited. (MTDC), Mumbai, <https://www.maharashtratourism.gov.in/docs/default-source/maharashtra-unfold/maharashtra-survey-detailed-report-14-15.pdf?sfvrsn=2>
2. Department of Tourism & Culture Affairs, Government of Maharashtra, Maharashtra Tourism Policy 2016, <https://www.maharashtra.gov.in/Site/Upload/Government%20Resolutions/Marathi/201605051328361423.pdf>
3. Ministry of Tourism, Government of India, Tourism Survey for State of Maharashtra, Final Report, [http://tourism.gov.in/sites/default/files/Other/Maharashtra\\_0.pdf](http://tourism.gov.in/sites/default/files/Other/Maharashtra_0.pdf)
4. MTDC, Tourism Statistics of Maharashtra Final Report (April 2011 - March 2012) [http://mahervis.nic.in/pdf/TourismStatisticsofMaharashtraApl2011\\_Mar2012.pdf](http://mahervis.nic.in/pdf/TourismStatisticsofMaharashtraApl2011_Mar2012.pdf)