A Research Project on
“MARKETING STRATEGIES FOR
RURAL TOURISM IN MAHARASHTRA”.

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Abstract:

INDIA is a multi-destination country with a variety of tourist attractions and facilities. India’s rich religious and cultural past has created distinctive architectural styles, temple towns and famous monuments. With Himalayas as backdrop, India’s mountain hideaways offer some of the best places in the world to literally chill out and rejuvenate the body and soul... The stunning beaches that line India’s vast coastline; offers unique experience, apart from the inevitable tan. RURAL TOURISM is emerging as one of the best options available with its proven results in west, to promote incredible India both for domestic and foreign tourists. In absence of any promotional activity for rural tourism, thousands of foreign tourists visit rural areas in Rajasthan, Gujarat and south India every year. Rural tourism covers “a range of activities provided by farmers and rural people to attract tourists to their area in order to generate extra income for their business.”

In Indian context, any form of tourism that showcases the rural life either real or recreated , and that which involves rural folk (as artists and guides etc.) at such locations, there by benefiting the local community economically and socially, as well as enabling interactions between the tourists and locals for a more enriching tourism experience would classify as rural tourism. Rural tourism in Maharashtra is in its infancy stage. Maharashtra started moving in this direction, though late and slow.

Marketing becomes a major problem for the promotion of Rural Tourism in Maharashtra. This is because the local bodies are either not aware about the developmental role of tourism or are constrained by their own politics or lack of funds. While marketing a rural tourism destination (region, village or leisure spots) there is need of developing a perfect marketing mix. In nutshell there is a need of thorough research on “MARKETING STRATEGIES FOR RURAL TOURISM IN MAHARASHTRA”. If proper research has not been done in this area, there is a possibility for wrong tourism policies by blind imitation of outside concepts and models of development without taking into consideration of the local needs, customs, attitudes and constraints. Proper research and implementation of its findings will certainly help Maharashtra, in tapping the almost untapped, untouched, unsullied and unlimited potentialities Rural Tourism

Objectives of the study:-

1. To find out the opportunities available for Rural Tourism in Maharashtra
2. To develop a marketing mix for Rural tourism in Maharashtra.
3. To develop a marketing strategy for Rural tourism in Maharashtra by studying the existing projects and their strategies inside/ outside Maharashtra.