



Received: 22-09-2024
Accepted: 02-11-2024

International Journal of Advanced Multidisciplinary Research and Studies

ISSN: 2583-049X

A Role of Maharashtra Tourism Development Corporation for Employment Generation

¹ CA Snehal Satyeprem Ghumare, ² CA Saurabh Dinkarrao Mohite
^{1,2} Chartered Accountant, DP Mohite & Company, Aurangabad. (M.S).431001, India

Corresponding Author: CA Snehal Satyeprem Ghumare

Abstract

This paper is related to employment generation. Government is trying to reduce unemployment in India which is high. The employment generation rate is low in various departments of the government. Due to unemployment, young people are taking extreme steps like suicide. For that, the government is giving priority to business for creating employment for the youth, so employment is being created in various industries in India. One of them is the tourism industry. There is a Maharashtra State Tourism Development Corporation for tourism

development in the state of Maharashtra. Similarly, the tourism sector of Maharashtra is being developed through the medium of this corporation, through which various employment opportunities are being created on a large scale. In this, employment is created in many sectors such as hotel & accommodation, transport, bank, guide, agriculture hawkers and entertainment, and it contributes greatly to the development of the country and is providing employment to the unemployed young people. It helps in the economic development of the country.

Keywords: Introduction, Research Methodology, Objective, Data Analysis, Etc

Introduction

Among the various businesses in India, tourism business has emerged as a major business. India's historical and cultural heritage as well as world-class tourist destinations in various states and places of natural beauty spread across the country make tourism in India attractive to tourists from around the world. Also, tourism plays an important role in increasing foreign exchange reserves for the country. Various employment opportunities are being created in the tourism sector in a large scale, in which employment is created in many sectors such as hotel, transport, bank guide, agriculture and entertainment, and contributes greatly to the development of the country and is providing employment to the unemployed youth. It helps in the economic development of the country.

Tourism is an amalgamation of various sectors, thereby tourism industry assumes a complex structure comprising of a wide variety of business and other organizations, touching virtually all spheres of tour economy.

Objectives

Following are the objectives of the study.

1. To study the role of Maharashtra tourism development corporation for employment generation.
2. To examine the factors which are responsible for the development of tourism business.
3. To suggest a remedial measure for the development of tourism and employment generation.

Research Methodology

For the purpose of the present study both types of data are collected from primary and secondary sources.

Primary Data:

For the purpose of the study Primary data were collected with the help of well-structured questionnaire for tourist, Interview with the tourist, Field survey, Discussion with the officials for getting accurate information.

Secondary Data:

Secondary data were collected from the following resources Published data, Journals, Governmental and Other Publication, Research studies, Books and Magazines, Website, Newspapers and other relevant documents.

Sample Design:

This research was on “A Role of Maharashtra Tourism Development Corporation for Employment Generation”. The sampling process adopted for the study was convenience sampling method. For the purposes of the study primary data were collected conveniently and randomly from 100 respondents. The samples were selected for the study from various tourist destination.

Review of Literature

Mathieson A and Wall G (1982) [4] in their book "Tourism - Economic, physical and social impacts" described to the protection, enhancement and improvement of the various components of man's environment are among the fundamental conditions for the harmonious development of tourism.

Ratandeeep Singh (1994) [7] In his books title “tourism today –structure, marketing and profile” defined as volume – III.the author given in depth information about different destination like Dehli, Mumbai, Pune, Goa, Mahabaleshor, Aurangabad.

Ratandeeep Singh (1996) [8] In his books title “Infrastructure of tourism in India” stated that tourism industry in India, this books writer given detail information about Indian tourism development corporation (ITDC) hotel of ITDC and infrastructure Of ITDC government of India tourism offices.

Cooper C. (1999) [1] entitled “Tourism Principles and Practices” described as this elaborating theoretical framework of tourism. He underlined concept and indicators of tourism demands.

Romila Chawla (2003) [9] wrote an important book entitled “Tourism in the 21st Century” explained emphasized on important features of the tourism industry, its contribution.

Sharma J. K. (2000) [11] wrote his famous book “Tourism Planning and Development: A New Perspectives” define as attempts the basic foundations of tourism planning and development caters to tourism designers, planners and developers, tourism services and effective management of tourism.

M. B. Potdar (2003) [2] in her research work (Unpublished doctoral Thesis) entitled “Tourism Development in South Konkan”described as reveals a treasure of tourism,. In her research work, she lighted on some problems and suggested remedial measures for better development of tourism in south Konkan.

Sajnnani, V. K. Goswami (2002) [10] Tourism growth management and incentives other ministries and departments of Central Government and State Governments. The Director General is assisted by one Additional Director General, one Joint Director General, a Deputy Secretary and four Deputy Director General.

Parvez Ali Khan (1987) [6] Role of India tourism development Corporation (ITDC) the thesis presented in depth role of ITDC in doctoral thesis the promotion of Tourism in India, ITDC has been given a major role in providing hotel accommodation.

O. P. Kandari and Ashish Chandra (2004) [5] wrote a book entitled „Tourism Development Principles and Practices“. He noted that planning and assessment are important parts of sustainable development of tourism.

Khan M.A. (2005) [3] In his books “introduction to tourism “explained this series of comprehensive books has been outlined within the parameters of the syllabus of various universities and institutes, in a broad –based manner, in order to cover all streams of the discipline and for the benefit of students at graduate and post graduate level.

B. S. Dhawale (2018) in her research work (Unpublished doctoral Thesis) entitled “A Role of Maharashtra Tourism Development Corporation for the Development of tourism in Marathwada region. In his research work he lighted on some problems and suggested remedial measures for better development of tourism in Marathwada region.

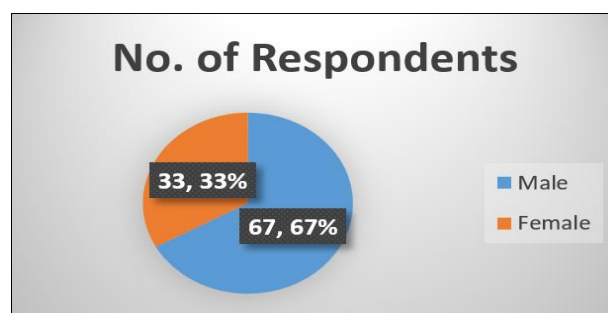
Data analysis

Study the impact of “A Role of Maharashtra Tourism Development Corporation for Employment Generation”. The primary data was collected through a sample survey of respondents.100 sample respondents were selected simple random sampling techniques. Collected data is analyzed and interpreted in the suitable Graphs and Tables.

Table 1: Distribution of Respondents as per Gender

S. No	Gender	No. of Respondents	Percentage (%)
1	Male	67	67
2	Female	33	33
Total		100	100.00

Source: Collected Data



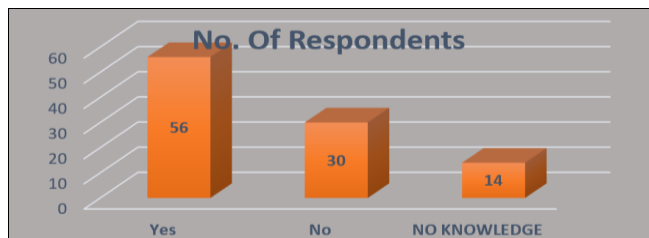
Source: Table 1

Graph 1: Distribution of Respondents as per Gender

Table 2: Distribution of Respondents as per Role of MTDC for Employment Generation

S. No	Response	No. of Respondents	Percentage (%)
A	Agree	56	56
B	Disagree	30	30
C	No Knowledge	14	14
Total		100	100.00

Source: Collected Data



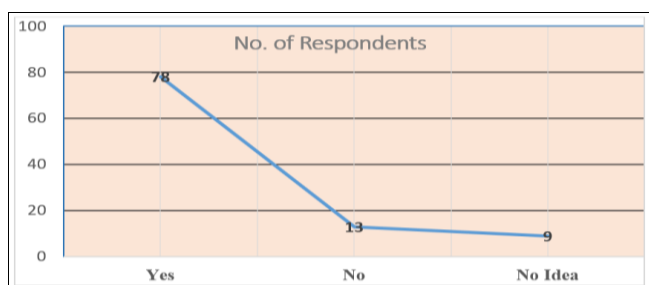
Source: Table 2

Graph 2: Distribution of Respondents as per Role of MTDC for Employment Generation

Table 3: Respondents as Per MTDC Is Promoting the Development of Tourism

S. No	Types of Response	No. of Respondents	Percentage (%)
A	Yes	78	78
B	No	13	13
C	No Idea	9	9
	Total	100	100.00

Source: Collected Data



Source: Table 3

Graph 3: Respondents as Per MTDC Is Promoting the Development of Tourism

Table 4: Respondents as Per Is the infrastructure of tourist destinations important for employment generation

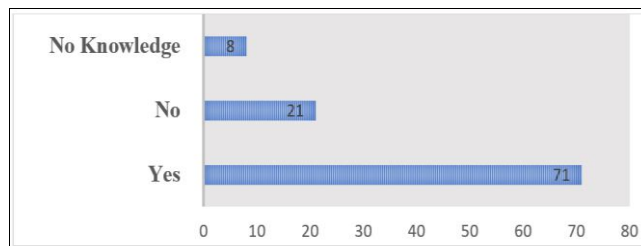
S. No	Types of Response	No. Of Respondents	Percentage (%)
A	Yes	71	71
B	No	21	21
C	No Knowledge	8	8
	Total	100	100

Source: Collected Data

Table 5: Respondents as Per tourism factor which are responsible for employment generation

S. No	Factor	Rate					Total
		Strongly Responsible	Somewhat Responsible	Responsible	Not Responsible	Strongly Not Responsible	
		5	4	3	2	1	
1	Hotels,	55	15	13	10	7	100
2	Restaurants,	40	21	17	13	9	100
3	Resorts,	61	19	5	11	4	100
4	Cruise	70	10	7	8	5	100
5	Airlines	67	11	12	6	4	100
6	Taxi Service,	47	23	10	13	7	100
7	Vehicle Rent	53	14	13	14	6	100
8	Accommodation Units	73	17	3	5	2	100
9	Bus Services,	80	10	2	3	5	100
10	Entertainment Services,	64	17	9	7	3	100
11	Tour Organizer,	40	34	15	8	3	100
12	Tour Planner,	57	23	12	5	3	100
13	Guide,	69	11	13	4	3	100

Source: Collected Data



Source: Table 4

Graph 4: Respondents as Per Is the infrastructure of tourist destinations important for employment generation

Table 1 provides the information about the gender of respondent out of 100 respondent 67 % (67) Respondents from male category and remaining 33 % (33) respondent from female category.

Table 2 shows that the Respondents distribution as per Role of MTDC for Employment Generation, out of 100 Respondents, 56(56%) respondents agree that Maharashtra State Tourism Development Corporation plays an important role in employment generation 30 (30%) respondents disagreed that Maharashtra State Tourism Development Corporation does not play an important role in employment generation. and 14(14%) respondents said no knowledge. It is concluded that the 56% Respondents told that they were agree that and only 30% Respondents told that they were disagreed. Only 14 respondents said no knowledge.

Table 3 concluded that maximum 79(79%) respondent told that the Maharashtra Tourism Development Corporation promoting the development of tourism, 13(13%) respondent told not promoting and 9(9%) respondent was neutral about it. In short out of 100 respondents more than 79 % respondent told that the MTDC Promoting the Development of tourism.

Table 4 shows that 71(71%) respondent were told that the Infrastructural of tourist destinations important for employment generation, 21(21%) respondent were tourists told that the infrastructure of tourist destinations is not important for employment generation 8 (8%) respondent were having no knowledge about it.

Conclusion

It is concluded that the 56(56%) respondents agree that Maharashtra State Tourism Development Corporation plays an important role in employment generation 30 (30%) respondents disagreed that Maharashtra State Tourism Development Corporation does not play an important role in employment generation. and 14(14%) respondents said no knowledge. It is concluded that the 56% Respondents told that they were agree that and only 30% Respondents told that they were disagreed. Only 14 respondents said no knowledge.

Respondents more than 79 % respondent told that the MTDC Promoting the Development of tourism. 71(71%) respondent were told that the Infrastructural of **tourist destinations important for employment generation**, 21(21%) respondent were tourists told that the infrastructure of tourist destinations is not important for employment generation 8 (8%) respondent were having no knowledge about it.

References

1. Cooper C. entitled. Tourism Principles and Practices, 1999.
2. Potdar MB. In her research work (Unpublished doctoral Thesis) entitled. Tourism Development in South Konkan, 2003.
3. Khan MA. Introduction to tourism. Amol Publication Pvt.ltd. New Delhi-110002, 2005.
4. Mathieson A, Wall G. in their book Tourism - Economic, physical and social impacts, london new york longman, 1982.
5. Kandari OP, Ashish Chandra. wrote a book entitled Tourism Development Principles and Practices, 2004.
6. Parvez Ali Khan. Role of India tourism development Corporation (ITDC) in the promotion of Tourism in India, 1987.
7. Ratandeep Singh. tourism today –structure, marketing and profile Kanishka publication, distributors' new Delhi-110002, 1994.
8. Ratandeep Singh. in his books title Infrastructure of tourism in India, Kanishka publication, distributors' new Delhi-110002, 1996.
9. Romila Chawla. Tourism in the 21st Century, Sonali Publications new Delhi-110002, 2003.
10. Sajnani VK, Goswami. Tourism growth management and incentives. P14 Kalpaz Publications Delhi-110002, 2002.
11. Sharma JK. Wrote his famous book. Tourism Planning and Development: A New Perspectives, 2000.
12. Sinha PC. Encyclopedia of Ecotourism. Arts & Science Academic Publishing. National Book Network, 2003.
13. Subhash N Nikam. Has presented in his research work (unpublished doctoral thesis) entitled. Potential and Prospects for Tourism Development in Nasik District, 2003.
14. Narendra Kumar V. A Study on Strategies for Sustaining Competitive Advantage in Tourism Sector. An empirical evaluation of stakeholder perceptions, 2015.