INTRODUCTION-

Travel and tourism have been important social activities of human beings from time immemorial. The urge to explore new places within one’s own country or outside and seek a change of environment and experience has been experienced from ancient times. Many possible social impacts of tourism have been put forward in the literature, most of which are negative. Not every form of socio-cultural change is necessarily bad, however. In order to reach a higher standard of living, some socio-cultural changes are often needed. But this does not need to damage social or cultural identity.

Tourism industry has flourished in many regions which are gifted by nature, historical cultural thing etc.. Tourism industry is a growing industry on not only national level but also on international level and as it emerged as n international business it has positively affected on many factors such as foreign revenue tread earning and also on education. With education we can bitterly perform any economics activity.

Tourism is an international business so people have to fulfill many challenges to endure in this business and for this education is extremely important. Tourism is classified on the basis of motives. Tourism is an ever explanting service industry with latent vast growth national social economics phenomenon, which has become the worlds largest and latest growing industry in terms of revenue and the number of people involved. Being is service industry it created employment opportunities for the local population. It also helps to improve infrastructural facilities like road, railway, electricity, water supply, building exe in tourists centre and ultimately hello to develop the region by adding national income among the various term of tourism. It is the pilgrimage tourism which has occupied an important place. Pilgrimage tourism must emphasize because of its importance to economics social and cultural benefits, the role to national integration of our country. Thus the increasing significance of tourism as a source of Income employment and amenities for the population of many areas particularly the developing ones has drawn the attention of the government as well as regional and local authorities and researches.
Development of tourism adversely attests on the socio-cultural set of the region. It may creates shortage of things needed in daily life and also increase cost of land accommodation food, cloths etc. It has also given rise to many problems like social and environmental pertaining to pollution sewage hygiene facilities etc. In order to minimize the above disadvantages and to increase the economics benefits of tourism is needed for proper planning and suggestions.

The impact of tourism on traditional life-styles is especially important where those traditions form the basis for the development of tourism. Ethnic tourism is particularly a feature of the Third World but the arts in general have been, and still are, a very significant part of Europe’s appeal to the traveler. Tourism is held by some observers to have a corrupting influence, brought about by the cheapening of artistic values or the commercialization of local traditions and customs; for example, the performance of religious or historical ceremonies on demand, out of context and for monetary reward. Other writers suggest tourists can have a strengthening and stimulating effect, either by reawakening interest in society’s own culture or simply by supporting the ballet, theatre or museums by their presence and entrance fees. More generally, seasonal tourist demand and other business generated from tourism-related workers may support shops and services which might otherwise disappear from some rural and other communities. Tourism may also impose other more banal but no less significant pressures on host populations, as when visitors are served ahead of local residents in shops and the latter are jostled in the streets during the height of the season, or restricted from the use of certain beaches. Tourism is labors-intensive and creates many jobs. It generates economic activity in the host cities, states and countries. Developing countries benefit from tourism or the money earned from foreign visitors can be used for imports of essential goods from other countries.

The Ministry of Tourism is the nodal agency for the development and promotion of tourism in India and maintains the ‘Incredible India’ campaign. World Travel and Tourism Council, India will be a tourism hotspot from 2009-2018, having the highest 10-year growth potential.

Though the words Travel and Tourism are synonymies and used interchangeably but Tourism is a wider concept and encompasses a lot more than travel alone. Travel implies journeys undertaken from one lace to another for any purpose including journeys to a destination
and also the stay at a destination outside one’s usual place of residence and the activities undertaken for leisure and recreation. All tourism includes some travel, but not all travel is tourism. A person may often travel for a wide variety of purpose of which tourism in only one.

Tourism has clear socio-cultural implications. It affects tourists, hosts and host-guest relationships. Cultural and economic distances between tourists and hosts in general, the greater these distances the greater the impact. If a tourist is not aware of certain values in the destination, he runs a high risk of violating them. On the other hand, if a host is not aware of the fact that many tourists need to work all year to be able to afford their holidays, feelings of envy are bound to be stronger. Absorption capability; Problems are bounded to arise once more tourists arrive than a destination’s facilities can sustain. In such cases direct competition arises between tourists and the host population.

Maharashtra is the second most visited state in India by foreign tourists, with more than 2 million foreign tourists’ arrivals annually. Maharashtra boasts of a large number of popular and revered religious venues that are heavily frequented by locals as well as out-of-state visitors. Ajanta Caves, Ellora Caves and Chhatrapati Shivaji Terminus are the three UNESCO World Heritage sites in Maharashtra and are highly responsible for the development of Tourism in the state. Mumbai is the most cosmopolitan city in India, and a great place to experience modern India.

Visiting places as a tourist is a relatively modern phenomena – a commercial activity that brings in revenue. But in India, pilgrimages as part of pious religious activity is known from the ancient times (e.g. the Kumbha melas or visiting religious centers on the banks of the Ganga.) Today religious pilgrimages still continuous, but with the growth of tourism as an industry, a variety of sites have emerged to cater to pleasure, relaxation, adventure, curiosity, interest and knowledge.

Maharashtra boasts of a rich array of attractive options for visitors both intrepid travelers, nature enthusiasts; connoisseurs of art, or a place to just unwind in a beautiful ambience with all the comforts, thus attracting in great numbers domestic and foreign tourists. The state has a separate department for tourism, set up in 1969. But the Maharashtra State Tourist Development Corporation [MTDC] a government body to promote
tourism was established in 1975. The offices of MTDC are located in most of the major cities of
the state, and also outside as in New Delhi, Goa and other places.

Under the aegis of the corporation a number of tourist homes/resorts/hotels operate from
several tourist sites to accommodate visitors and provide information as also arrange guided
tours. The corporation also organizes numerous festivals at some of the well-known tourist’s
places that showcase the culture and traditional performances – dance and music providing
visitors and opportunity to experience the land, its heritage, its people and their customs. Some
of these festivals are the Ellora Festivals, the Pune Ganesh Festival and others.

Maharashtra has great physical diversity. In the west, bordering the Arabian Sea is the
Konkan Strip with many small hills and streams. Behind the Konkan Strip are the Western
Ghats. These Mountains form the Western edge of the Deccan plateau and run for 640 kilometers
through the state from north to south. The highest peak reaches a height of 1,400 meters. There
are few gaps through which railways and roads run.

Between the Narmada Valley in the north and the Krishna Basin in the south is the
Deccan trap. This Basin is a series of lava outpourings which reach a depth of 3,000 meters near
Mumbai. East of Nagpur the Deccan Trap gives way to gently rolling hills 250 to 350 meters
above sea level. The lava rock of the Deccan Trap breaks down into black soil which is heavy
but fertile. The crystalline rocks beneath produce sandy soils which are light in colour and less
productive.

The state of Maharashtra is located between Latitude 14°.44’ to 22°.5’ N and longitude
72°.36’ to 80°.44’ E and encompasses a total area of 3,07,713 sq.km. the third largest state in
India. Maharashtra is bordered by the states of Madhya Pradesh to the north, Chhatishgarh to the
east, Andhra Pradesh to the south east, Karnataka to the south and Goa to the southwest. The
state of Gujarat lies to the North West, with the union territory of Dadra and Nagar Haveli.
Maharashtra’s west coast is 720 km long made up by the Arabian Sea. The Western Ghats is a
hill range which runs parallel to the coast wit an average elevation of 1,200 meters [4,000 feet].
To the west

of these hills, lies the Kokhan coastal plains which are 50-60 kilometers in width. To the east of
the Ghats lies the flat Deccan Plateau. To the north of the state, near the Madhya Pradesh border
lies the Satpura Range. The Western Ghats Form The Source of major rivers of South India, notably the Godaveri and Krishna, two major rivers of Deccan India. The rivers, along with their tributaries flow eastwards, irrigating most of central and eastern Maharashtra. The Ghats are also source of numerous small rivers which flow westwards emptying into the Arabian Sea. To the north of the state, the rivers Tapti and Narmada flow westwards.

For the tourism, religious centres are becoming important places. It includes temples, Samadhi Mandirs, Durgah, Gurudwara and Churches etc. A lot of people visit these religious centers. At these centers, there are festivals, fairs, and death anniversary celebrated frequently. Due to this reason, these areas are crowded. From this point of view, there are lot of religious centers are established. e.g. Pandharpur, Tuljapur, Alandi, Shirdi, Madhi, Shinganapur, Ashtavinayaka Temple, Jyotirling Temples etc. In Maharashtra, Ahamadnagar district is emerging as a famous religious tourist centre.