Swachha Bharat Mission- Development of a Five Year Plan at Tourism Places to Promote Responsible Tourism in Maharashtra State

A Project Submitted To
Maharashtra Tourism Development Corporation, Mumbai

For the Summer Internship programme of MBA 3rd semester, Department of Business Administration, Assam University, Silchar

In the Subject of Tourism Management

Submitted By
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Maharashtra Tourism Development Corporation, Mumbai
SWACHHTA PLEDGE

Mahatma Gandhi dreamt of an India which was not only free but also clean and developed. Mahatma Gandhi secured freedom for Mother India. Now it is our duty to serve Mother India by keeping the country neat and clean.

I take this pledge that I will remain committed towards cleanliness and devote time towards this. I will devote 100 hours per year that is two hours per week to do voluntary work for cleanliness. I will neither litter nor let others litter. I will initiate the quest for cleanliness with myself, my family, my locality, my village and my workplace.

I believe that countries that appear clean are so because their citizens don’t indulge in littering nor do they allow it to happen. With this firm belief, I will propagate the message of Swachh Bharat Mission in villages and towns.

I will encourage 100 other persons to take this pledge which I am taking today. I will make them devote their 100 hours of cleanliness. I am confident that every step I take towards cleanliness will help in making my country clean.
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<td>Showing Foreign Tourist Visit in 2014 in India</td>
<td>11</td>
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<td>3.2</td>
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PREFACE

The MBA programme is a well-structured and integrated course of business studies. The main objective of practical training at MBA level is to develop the skills in a student by supplement to the theoretical study of business management in general. Industrial training helps to gain real life knowledge about the industrial environment and business practices. The MBA programme provides students with a fundamental knowledge of business and organizational functions and activities, as well as an exposure to strategic thinking of management.

The emphasis in this project relates to providing the study into “Swachha Bharat Mission and developing Five Year plan for promoting responsible tourism in Maharashtra state. The summer project is designed to provide participation of MBA programme as on-the-job experience. This gave a clearance to try and apply academic knowledge and gain insight into corporate culture. This helps in developing decision making abilities and emphasizes on active participation. It helped in gaining valuable experience and knowledge.
ACKNOWLEDGEMENT

With heartiest pleasure, I would like to express my deepest sense of gratitude to those who have helped me to gather data for this paper. This work would not have been successfully completed without their individual help.

It is privilege to express my deepest sense of gratitude to my organizational guide Mr. Chandrashekhar S. Jaiswal, Deputy General Manager, Maharashtra Tourism Development Corporation Limited (MTDC), Mumbai for his help and guidance which greatly contributed to the effective completion of this project and also my project mentor Dr. Mukesh N. Kulkarni, Project Officer (MTDC), Mumbai for his continuous support in preparing this report. Without their support, encouragement and guidance this project would not have been possible to prepare.

I also express my regards to Mr. Amit Kumar Das, Faculty Member, Department Of Business Administration, Assam University, Silchar, for his suggestions, encouragement and inspiration to complete the project.

Paulami Datta
TO WHOM IT MAY CONCERN

This is to certify that Miss Paulami Datta, student of MBA Assam University Silchar, has successfully completed her SUMMER INTERNSHIP TRAINING from 25th May to 21st July 2016 at our company (MTDC, Mumbai).

During the training period, she did the project on "Swachh Bharat Mission-Development of A five year plan at Tourism Places to promote Responsible Tourism in Maharashtra State" and her project was found satisfactory.

During the training period, she has been found sincere and hard working.

We wish her all success in her future endeavors.

Mr. Chandrashekhar S. Jaiswal  
Dy. General Manager  
M.T.D.C., Mumbai

Dr. Mukesh Kulkarni  
Project Officer  
M.T.D.C., Mumbai
Executive Summary

Topic: Swachha Bharat Mission – Development of a Five Year plan at Tourism Places to Promote Responsible Tourism in Maharashtra State

Area of Study: Hospitality and Tourism

Place of Study: Maharashtra Tourism Development Corporation Limited (MTDC), C.D.O Hutments, Opp. L.I.C (Yogaksena) Building, Madame Cama Road, Nariman Point, Mumbai, Maharashtra- 400020

Phone no. : 1800 22 9930

Organizational Guide: Mr. Chandrashekar Jaiswal

Deputy General Manager (DGM)

Maharashtra Tourism Development Corporation Limited (MTDC), Mumbai

Project Mentor: Dr. Mukesh N. Kulkarni

Project Officer,

Maharashtra Tourism Corporation Limited, Mumbai
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Chapter 2:   Types of Destination & it’s Problems

Chapter 3:   Effects of Swachha Maharashtra Abhiyan on Tourist Destination

Chapter 4:   Solution to the Problems of Cleanliness in Tourist Destination

Chapter 5:   Responsible Tourism

Chapter 6:   Outcome

Chapter 7:   Five Year Plan

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CHAPTER – 1
INTRODUCTION
1.1. Background
Swachha Bharat Mission was launched on 2\textsuperscript{nd} October 2014 on the occasion of Mahatma Gandhi’s 145\textsuperscript{th} birth anniversary by Hon’ble Prime Minister Shri Narendra Modi in New Delhi. This Swachha Bharat Mission was launched throughout the country as a National Movement. While leading the mass movement for cleanliness, the Prime Minister exhorted people to fulfill the mission as a dream of Mahatma Gandhi to make India clean and hygienic. Hon’ble Shri Narendra Modi sir himself initiated the cleanliness drive at Mandir Marg police Station. He picked up the broom to clean the dirt, making Swachha Bharat Mission a mass movement across the nation and by inviting people to participate in the drive, the Swachhtta Mission has turned into a National Movement. Hon’ble Prime Minister Shri Narendra Modi also invited nine well known people to join Swachha Bharat Abhiyan which include:

1. Goa Governor - Mridula Sinha
2. Cricket legend - Sachin Tendulkar
3. Yoga guru – Baba Ramdev
4. Congress lawmaker and former union minister – Shashi Tharoor
5. Actor – Kamal Hasan
6. Actor – Priyanka Chopra
7. Actor – Salman Khan
8. Industrialist – Anil Ambani
9. Team of popular TV serial – Tarak Mehta Ka Oolta Chashma

In fact the Prime Minister Shri Narendra Modi announced that the companies will be asked to mandatorily take up corporate social responsibility (CSR) for the purpose of Swachha Bharat Mission. It will be mandate to spend 20-30\% of CSR spends for this project. The prime minister also announced that the money spend by the company in Swaccha Bharat Mission will be considered as CSR spend and a provision in the schedule VII of the Companies Act will be made as “Swachha Bharat Kosh”. The Act will encourage companies to spend 2\% of their average net profit on CSR activities.
The Swachha Bharat Mission (SBM) emanates from the vision of the Government articulated in the address of the President of India in his address to the Joint Session of Parliament on 9th June 2014:

“We must not tolerate the indignity of homes without toilets and public spaces littered with garbage. For ensuring hygiene, waste management and sanitation across the nation, a “Swachha Bharat Mission” will be launched. This will be our tribute to Mahatma Gandhi on his 150th birth anniversary to be celebrated in the year 2019”.

1.2. Swachha Bharat Mission (SBM) Overview:

A. Swachha Bharat Component:

- Household Toilets including conversion of insanitary latrine into pour-flush latrine.
- Community toilets
- Public Toilets
- Solid Waste Management
- Public Awareness

- **By Community Toilet:** It implies that these community toilets are shared facility provided by for a group of entire resident or entire settlement. These toilets are primarily used in low-income or informal settlement and in slum areas where space or land become constraint to provide household toilet in each and every household.

- **By public Toilet:** These toilets are established in public places such as markets, railway station, tourist places, near office complexes and other public areas where there is considerable number of people passing by.

- **By solid waste management:** Solid waste management is the process of collecting, treating and disposing of solid material that is discarded because it has served its purpose and is no longer useful.
1.3. Objective of Swachha Bharat Mission:

- To eliminate open defecation.
- To eradicate manual scavenging.
- To generate awareness about sanitation and its linkage with public health.
- To enable modern and scientific solid Waste Management.

1.4. Mission Outlay:

The estimated cost of implementation of SBM based on unit and per capita costs for its various components is Rs. 62,009 Crores. The Government of India share as per approved funding pattern amounts to Rs. 14,623 Crores. In addition, a minimum additional amount equivalent to 25% of Government of India funding, amounting to Rs. 4,874 Crores shall be contributed by the States as State/ULB share. The balance funds are proposed to be generated through various other sources of fund which are, but not limited to:

a. Private Sector Participation
b. Additional Resources from State Government/ULB
c. Beneficiary Share
d. User Charges
e. Land Leveraging
f. Innovative revenue streams
g. Swachha Bharat Kosh
h. Corporate Social Responsibility
i. Market Borrowing
j. External Assistance
1.5. Swachha Bharat Mission Management Structure:

Swachha Bharat Mission has the following three tier management structure:

<table>
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<th>Level</th>
<th>Governing body</th>
<th>Functions</th>
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<td>National level</td>
<td>National Advisory and Review Committee (NARC), headed by the secretary.</td>
<td>• Overall monitoring and supervision of SBM</td>
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<tr>
<td></td>
<td></td>
<td>• Approve installment and release of installment of funds for states by central government under the mission</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Develop and modify the performance matrix and criteria for release of performance grants to states.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Monitors outcomes and performance of projects sanctioned under SBM</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• NARC may delegate some of the functions within the prescribed limit to the National Mission Director (NMD) of SBM National Mission Directorate to ensure speedy implementation of mission.</td>
</tr>
<tr>
<td>State level</td>
<td>High Powered Committee (HPC) under the chairpersonship’s of the state’s chief secretary.</td>
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<td>-------------</td>
<td>-------------------------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Preparation, approval and online publishing of the state sanitation strategy (SSS) for the respective state and City Sanitation Plan (CSP) for all cities covered under SBM.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Finalization of the concept note on the Urban Sanitation Situation before submission to the SBM National Mission Directorate.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Empanel reputed institutes like IITs, NITs, State Technical University for appraisal of DPRs.</td>
<td></td>
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<tr>
<td></td>
<td>• Sanction project related to Solid Waste Management recommended by the ULBs.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Plan for fund flow for short, medium and long term.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1. Plan for additional resource mobilization.</td>
<td></td>
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<tr>
<td></td>
<td>2. Recommend proposals for release of installments of funds for projects under the mission.</td>
<td></td>
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<td>---</td>
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<td></td>
</tr>
<tr>
<td>3.</td>
<td>Address violation of norms and conditions.</td>
<td></td>
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<tr>
<td>4.</td>
<td>Ensure convergence of action for sanitation in the state and bring about their inter-departmental coordination for this purpose as and when required.</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Ensure timely audits of funds released and review the “Action Taken Reports” on various audit reports of the mission and other similar reports.</td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>Review legal issues, if any.</td>
<td></td>
</tr>
<tr>
<td>7.</td>
<td>Take up any other matter relevant for the efficient implementation of the mission, or matters referred to it by the SBM National Mission Directorate.</td>
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</table>
1.6 Swachha Maharashtra Abhiyan:

Along with other states in the country, Maharashtra government has also decided to launch Swachha Maharashtra Abhiyan on the lines of centre’s Swachha Bharat Mission campaign. As per the guidelines of Swachha Bharat Mission, all the urban local bodies have to provide a facility of toilet to all the households having no latrine within premises and an effective solid waste management system. For implementation of the same, government of Maharashtra have launched Swachha Maharashtra Abhiyan at the state level. The focus of the campaign will be construction of toilets and solid waste management and the government will set up a separate directorate under urban development department to monitor the implementation. Under this campaign, 19 cities in the state have achieved free of open defecation. In the first phase 19 cities from the state reciprocated to the pledge by taking initiatives for cleanliness and in the second phase it was expected that 31 other cities will become free of open defecation.

The state govt. has set a target to achieve a complete open defecation free status by 2018. In fact Maharashtra has always been a pioneering state for practicing cleanliness and for which it has received many National awards under Nirmal Gram Yojana. The chief minister of the state, Devendra Fadnavis also took initiative of “The Swachhtechi Saptapdi” for urban cleanliness in the state.

1.7. Objectives of Swachha Maharashtra Abhiyan:

- Elimination of open defecation
- Eradication of manual scavenging
- Modern and scientific Municipal Solid Waste Management
- To effect behavioral change regarding healthy sanitation practices
- Generate awareness about sanitation and its linkage with public health
- To create an enabling environment for private sector participation in capital expenditure and operation and maintenance
1.8. Swachha Maharashtra Mission Strategy:

Swachha Maharashtra Mission strategy involves comprehensive sanitation planning which includes:

- City level sanitation plans
- State Sanitation Concept
- State Sanitation Strategy
- Behavioral Change Strategy
- Enabling environment for private sector participation

1.9: Relationship of Swachha Bharat Mission with Tourism Industry of Maharashtra:

Tourism industry of the state also gets affected by cleanliness of the place. Maharashtra consists of various tourist destinations including various world heritage sites, hill stations, pilgrimage places. As per the India Tourism Statistics report, Maharashtra holds the 4th position among the top 10 states of India in number of domestic tourist visits in the year 2014 which is given below in the following table:

<table>
<thead>
<tr>
<th>Rank</th>
<th>State</th>
<th>Domestic Tourist Visits - 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Number</td>
</tr>
<tr>
<td>1</td>
<td>Tamil Nadu</td>
<td>327555233</td>
</tr>
<tr>
<td>2</td>
<td>Uttar Pradesh</td>
<td>182820108</td>
</tr>
<tr>
<td>3</td>
<td>Karnataka</td>
<td>118283220</td>
</tr>
<tr>
<td>4</td>
<td>Maharashtra</td>
<td>94127124</td>
</tr>
<tr>
<td>5</td>
<td>Andrapradesh</td>
<td>93306974</td>
</tr>
<tr>
<td>6</td>
<td>Telengana</td>
<td>72399113</td>
</tr>
<tr>
<td>7</td>
<td>Madhya Pradesh</td>
<td>63614525</td>
</tr>
<tr>
<td>8</td>
<td>West Bengal</td>
<td>49029590</td>
</tr>
<tr>
<td>9</td>
<td>Jharkhand</td>
<td>33427144</td>
</tr>
<tr>
<td>10</td>
<td>Rajasthan</td>
<td>3307691</td>
</tr>
</tbody>
</table>

Source: India Tourism Statistics
In the table 1.1 & Graph 1.1, it shows the total number of domestic tourist visits in India in the year 2014 in top 10 states of India, and from this table, it can be seen that Maharashtra holds the 4th position with 7.3% among the top 10 states of India.

Similarly like the domestic tourism, Maharashtra holds second position in the share of top 10 states of India in number of foreign tourist visits in 2014 which is given below in the following table:

<table>
<thead>
<tr>
<th>Rank</th>
<th>State</th>
<th>Foreign Tourist Visits in 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Number</td>
</tr>
<tr>
<td>1</td>
<td>Tamil Nadu</td>
<td>4657630</td>
</tr>
<tr>
<td>2</td>
<td>Maharashtra</td>
<td>4389098</td>
</tr>
<tr>
<td>3</td>
<td>Uttar Pradesh</td>
<td>2909735</td>
</tr>
<tr>
<td>4</td>
<td>Delhi</td>
<td>2319046</td>
</tr>
<tr>
<td>5</td>
<td>Rajasthan</td>
<td>1525574</td>
</tr>
<tr>
<td>6</td>
<td>West Bengal</td>
<td>1375740</td>
</tr>
<tr>
<td>7</td>
<td>Kerala</td>
<td>923366</td>
</tr>
<tr>
<td>8</td>
<td>Bihar</td>
<td>829508</td>
</tr>
<tr>
<td>9</td>
<td>Karnataka</td>
<td>561870</td>
</tr>
<tr>
<td>10</td>
<td>Haryana</td>
<td>547367</td>
</tr>
</tbody>
</table>

*Source: India Tourism Statistics*
In the table 1.2 and graph 1.2, it shows the total number of foreign tourist in top 10 states of India in the year 2014 and from this table it can be seen that Maharashtra holds the 2nd position with 19.4% among the top 10 states of India.

So from the above table 1.1 & 1.2 and graph 1.1 & 1.2, it shows the number of inflow of tourist to various tourist destinations in Maharashtra. Therefore, to maintain such inflow of tourist into the various destinations within the state, maintaining cleanliness and hygienic atmosphere in the various destinations is essential because it attracts more number of both domestic as well as foreign tourist and helps in publicity of the lace to other tourist through word of mouth. But if the cleanliness matter is not taken care off in the tourist places of the state, then it leads to problems such as lack of adequate sanitation and food safety leads to cross contamination causing severe diseases leading to decrease in tourist arrival. Therefore, maintaining cleanliness also plays an important role in tourism industry.

*******
CHAPTER – 2

TYPES OF DESTINATION & It’s Problems
2. About Maharashtra: Maharashtra is a land whose sheer size and diversity will stun you. Enjoy here mountains that stretch out into the mists as far as the eye can see. It’s numerous forts that stand proud and strong. Its scores of temples, sculpted into and out of basalt rock. Its diverse and colourful cultures, woven into one gigantic quilt. It’s festivals that galvanise the sleepy thousands into fervent motion. And its miles of silver, white beaches, stretched taut and inviting over the entire coast. Its diverse and colourful cultures, woven into one gigantic quilt. It’s festivals that galvanise the sleepy thousands into fervent motion. And its miles of silver, white beaches, stretched taut and inviting over the entire coast.

2.1 Types of Destination: Though Maharashtra consist of various tourist spots to be explored but here in this report only 4 categories of tourist destination viz, religious, historical places, railway tracks & stations and tourist destination have been considered regarding the Swachha Bharat Mission.

2.2. Types of Destination considered and problems associated with them:

1. Religious Places: Religious places such as temples, mosques, gurudwara, church are visited by the pilgrims with an intention to worship and they worship god. The list of religious places considered under Maharashtra are as follows:

- Siddhivinayak temple
- Haji Ali Dargah
- Mount Mary Church
- Mahalaxmi Temple
- Ganpatipule Temple
- Harihareshwar Temple

Siddhivinayak temple, Mumbai
Sai Baba Temple (Shirdi)
Trimbakeshwar temple
Shani Shinganapur
Nanded Gurudwara
Mumbadevi Temple

**Haji Ali Dargah, Mumbai**

- **The problems of cleanliness at religious places are as follows:**
  - Large number of pilgrims offers various things to worship god such as flowers, garlands, incense sticks, prasads, coconut, etc and the waste coming out from all of this material creates a problem as there is no proper disposal facility available at source.
  - Due to lack of litter bins inside the temple premises, people throw plastic bottles, other food stuffs and garbages here and there inside the temple and these contributes towards destroying the spiritual environment of the religious place.

2. **Historical places:** Historical places i.e., places such as world heritage sites in Maharashtra such as Gateway of India, Elephanta caves, Ajanta, Ellora caves are visited by large number of tourists everyday due to huge crowd in these places. The list of historical places considered in this report within Maharashtra are as follows:

- Gateway of India
- Chhatrapati Shivaji Terminus
- Bibi – ka – Makbara
- Elephanta cave
- Ajanta Caves
- Ellora Caves

**Gateway of India, Mumbai**
The problems of cleanliness at historical places are as follows:

- Due to lack of litter bins, people throw waste materials like plastic bottles, chocolate wraps, chips packets and other things anywhere inside the premises of these places and the heaps of these garbages spreads unhygienic atmosphere and also destroys the beauty of the place.
- As there is no sign boards with slogans not to litter the place, therefore tourist feel free to spread garbages and dirt.
- Due to improper sanitation facility available in these places, tourist makes the place dirty by urinating and defecation.

3. Railway Tracks & Stations: Railway stations in the states of Maharashtra is of great significance specially incase of Mumbai, as most of the people depend on local trains for moving to their destination every day. Due to heavy rush on the trains and in the railway stations, it gets dirty every day. The important railway stations considered are as follows:

- Chhatrapati Shivaji Terminus
- Andheri
- Bandra
- Dadar
- Dombivili
- Kalyan
- Kasara

Chhatrapati Shivaji Terminus, Mumbai
The problems of cleanliness faced by the railway stations are mentioned below:

- Human waste from open-discharge toilets used by passengers is damaging tracks and associated infrastructure. Many passengers ignore requests to not use toilets when trains halt. Apart from the unbearable stench it creates, the practice leads to clogging of rail lines at busy stations.
- The major source of polluting the railway stations is the improper sanitation facility and improper decomposition facility of garbages.
- The railway tracks and the nearby sides in the railway tracks are often found with heaps of garbage and waste products. People take bath beside the railway tracks, in fact they defecate on those places thereby making the place dirty.
- The food vendors in the railway stations are also responsible for making the place dirty as they don’t install litter bins near their food stalls and hence it initiates the people to throw the garbage and food staff here and there.
- Another source of unclean railway station is spitting of the people on the walls, staircases of flyover and roof tops of the flyover. And this is because there is no restriction or signboard available indicating not to spit or litter on such places.

4. **Tourist Destinations:** The state of Maharashtra consists of various tourist destination which includes various hills stations such as Mahabaleshwar, Matheran, Panchgani. Various pilgrimage spots such as Shirdi, Harihareshwar, Amaravati and the beautiful beaches like Ganapatipule, Velas beach, Tarkali beach. As large number of tourist visits these destinations, therefore these places gets dirty by the tourist. The list of tourist destinations considered here in this report are as follows:

- Bandra- Worli Sea link
- Marine Drive
- Juhu Beach
- Mahabaleshwar
- Matheran
- Bandra Worli Sea link
The problems of cleanliness faced in the tourist destination are as follows:

- Due to lack of awareness among tourist they litter the place and unclean the tourist places.
- Lack of sanitation facilities also makes the places unclean.
- Street food vendors in the tourist destination also contribute towards littering the place.

2.3. The photographs of waste materials coming out in these 4 tourist destinations are:

1. Religious places: In religious places, following pictures depicts the problem of cleanliness:

![Religious places image]

![Another image showing cleanliness issues]
2. **Historical places**: In historical places following pictures shows the problem of cleanliness:

![Image 1](image1.png)

![Image 2](image2.png)
Swachh Bharat Mission - Development of a Five Year Plan at Tourism Places to Promote Responsible Tourism in Maharashtra State

Maharashtra Tourism Development Corporation, Mumbai (MS), India
3. Railway Tracks & Stations:

![Image of railway tracks with litter]

![Image of a busy railway station with litter]

---

Swachha Bharat Mission- Development of a Five Year Plan at Tourism Places to Promote Responsible Tourism in Maharashtra State

Maharashtra Tourism Development Corporation, Mumbai (MS), India
4. Tourist Destination:

The following photographs show the waste on the beach sides in Maharashtra:
The following photographs show the waste in hills stations in Maharashtra:
CHAPTER – 3

EFFECTS OF SWACHHA BHARAT ABHIYAN ON TOURIST DESTINATION IN MAHARASHTRA
3. Effects of Swachha Bharat Abhiyan on Tourist Destination in Maharashtra

3.1. Positive Impact of Swachha Bharat Mission on tourist spots of Maharashtra:

Swachha Bharat Abhiyan has significant impact on tourism sector of Maharashtra and the entire country as a whole. Swachha Bharat Abhiyan goes parallel with Incredible India Campaign. Both the campaign are inter-related because Swachha Bharat Abhiyan helps to maintain the cleanliness, hygiene and sanitations and these are the basics for any tourist destination and at the same time it promotes tourists destinations and attract more number of tourists. Tourism benefits in different ways - employment, foreign currency and infrastructure development. Over 20million people works in tourism industry in India. This includes jobs in hotels, transport, attractions and tour companies. Tourism generates $11billion foreign assisting the country’s trade balance therefore promoting tourism sector is essential for the growth of the country. And it also helps in contributing towards GDP. It contributes 6.2% to the national GDP and 7.7% to the total employment. It is projected by the ministry of tourism that growth targets for tourism and hospitality for 2016-17 will be:

Table – 3.1
TOURISM & HOSPITALITY GROWTH TARGETS PROJECTED
BY MINISTRY OF TOURISM FOR 2016-17

<table>
<thead>
<tr>
<th>TARGET</th>
<th>2012-13</th>
<th>2016-17</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foreign tourist arrivals</td>
<td>6.97 million</td>
<td>11.24 million</td>
</tr>
<tr>
<td>Foreign exchange earnings</td>
<td>US$ 18.13 billion</td>
<td>30.30 billion</td>
</tr>
<tr>
<td>Domestic travellers</td>
<td>740.21 million (2010)</td>
<td>1451.46 million</td>
</tr>
<tr>
<td>Hotel rooms infrastructure star categories</td>
<td>128771 Rooms (2010)</td>
<td>181752 Rooms</td>
</tr>
<tr>
<td>Hotel rooms infrastructure unclassified categories</td>
<td>2583519 Rooms (2010)</td>
<td>4661807 Rooms</td>
</tr>
<tr>
<td>Employment generation (direct &amp; indirect)</td>
<td>53 million (2010)</td>
<td>77.5 million</td>
</tr>
<tr>
<td>Growth rate</td>
<td>9%</td>
<td>12%</td>
</tr>
</tbody>
</table>

Source: Ministry of Tourism

Now talking about Maharashtra, like the entire county, it is one of the most industrialized and urbanized state in India. It is located on the west coast line along the lush green Konkan region. The state consist of various tourist spot which includes natural and cultural attractions ranging from
unspoiled beaches, forest, wildlife, hill stations, ancient cave temples, forts, rich traditions of fairs and festivals. The state has recognized tourism as a major thrust area for economic growth. Maharashtra ranks 5th in domestic tourist arrival in the year 2013 with 7.20%. It ranks first in foreign tourist visits with a share of 20.80% tourist.

**TABLE – 3.2**

Number of tourist visits in the year 2013-14 in various tourist destinations in Maharashtra

<table>
<thead>
<tr>
<th>Districts</th>
<th>Destination</th>
<th>Total Visits</th>
<th>Domestic Visits</th>
<th>Foreign visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ahmednagar</td>
<td>Shirdi</td>
<td>9940605</td>
<td>9906527</td>
<td>34078</td>
</tr>
<tr>
<td></td>
<td>Siddhivinak-siddhatek</td>
<td>211055</td>
<td>211055</td>
<td>0</td>
</tr>
<tr>
<td>Amravati</td>
<td>Raipur(Chikaldhara)</td>
<td>207721</td>
<td>207721</td>
<td>0</td>
</tr>
<tr>
<td>Aurangbad</td>
<td>Ajanta</td>
<td>3960289</td>
<td>3868997</td>
<td>91292</td>
</tr>
<tr>
<td></td>
<td>Ellora</td>
<td>5795511</td>
<td>5737193</td>
<td>58318</td>
</tr>
<tr>
<td>Buldhana</td>
<td>Lonar Carter</td>
<td>312138</td>
<td>311911</td>
<td>227</td>
</tr>
<tr>
<td>Mumbai</td>
<td>Gateway of India</td>
<td>6972908</td>
<td>6255631</td>
<td>717277</td>
</tr>
<tr>
<td></td>
<td>Mahalaxmi temple</td>
<td>5700315</td>
<td>4736558</td>
<td>963757</td>
</tr>
<tr>
<td></td>
<td>Haji Ali</td>
<td>6777389</td>
<td>5489057</td>
<td>1288332</td>
</tr>
<tr>
<td></td>
<td>Sidhivinayak</td>
<td>8867972</td>
<td>8183306</td>
<td>684666</td>
</tr>
<tr>
<td></td>
<td>Elephanta Caves</td>
<td>2421247</td>
<td>2172386</td>
<td>248861</td>
</tr>
<tr>
<td>Nagpur</td>
<td>Pench National Park</td>
<td>666725</td>
<td>656385</td>
<td>10340</td>
</tr>
<tr>
<td>Pune</td>
<td>Khandala</td>
<td>857058</td>
<td>675478</td>
<td>181580</td>
</tr>
<tr>
<td></td>
<td>Karla Caves</td>
<td>437223</td>
<td>388103</td>
<td>49121</td>
</tr>
<tr>
<td>Raighad</td>
<td>Matheran</td>
<td>418153</td>
<td>410161</td>
<td>7992</td>
</tr>
<tr>
<td></td>
<td>Harihareshwar</td>
<td>256708</td>
<td>256319</td>
<td>389</td>
</tr>
<tr>
<td>Wardha</td>
<td>Sevagram</td>
<td>135630</td>
<td>134630</td>
<td>1000</td>
</tr>
</tbody>
</table>

*Source: Tourism Survey for the state of Maharashtra April 2014 to March 2015 by Datamation Consultant pvt. Ltd.*
Swachh Bharat Mission - Development of a Five Year Plan at Tourism Places to Promote Responsible Tourism in Maharashtra State

Swachh Bharat Mission - Development of a Five Year Plan at Tourism Places to Promote Responsible Tourism in Maharashtra State

Graph 3.2: Showing Total Visits of Tourists in 2013-14 in Different Tourist Destination in Maharashtra

TABLE 3.3
Number of tourists visits in 2014-15 in Various tourist destination in Maharashtra

<table>
<thead>
<tr>
<th>Districts</th>
<th>Domestic Visits</th>
<th>Foreign Visits</th>
<th>Total Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ahmednagar</td>
<td>13171751</td>
<td>36675</td>
<td>13208426</td>
</tr>
<tr>
<td>Amravati</td>
<td>362705</td>
<td>0</td>
<td>362705</td>
</tr>
<tr>
<td>Aurangabad</td>
<td>28841170</td>
<td>186441</td>
<td>29027611</td>
</tr>
<tr>
<td>Buldhana</td>
<td>1287898</td>
<td>522</td>
<td>1288420</td>
</tr>
<tr>
<td>Mumbai</td>
<td>28509110</td>
<td>2229900</td>
<td>30739010</td>
</tr>
<tr>
<td>Nagpur</td>
<td>1660549</td>
<td>18862</td>
<td>1679411</td>
</tr>
<tr>
<td>Pune</td>
<td>12345185</td>
<td>346206</td>
<td>13037597</td>
</tr>
<tr>
<td>Raighad</td>
<td>2455360</td>
<td>6601</td>
<td>2461961</td>
</tr>
<tr>
<td>Wardha</td>
<td>134506</td>
<td>1600</td>
<td>136106</td>
</tr>
</tbody>
</table>

Source: Tourism Survey for the state of Maharashtra April 2014 to March 2015 by Datamation Consultant pvt. Ltd.
From the above two tables i.e. Table 3.2 & 3.3, we get the total number of tourist visits in various destinations of Maharashtra in the year 2013-14 and 2014-15. From both the tables i.e, Table 1 and Table 2, it has been found that in the year 2014-15, there has been increase in the number of tourist in various destinations of Maharashtra. Here we have considered Nine districts of Maharashtra viz, Ahmedabad, Amravati, Aurangabad, Buldhna, Mumbai, Nagpur, Pune, Raighad, Wardha. By comparing the difference between two tables, it has been found that, there has been increase in the visits of tourists from 2013-14 to 2014-15. The following table shows the increase in the number of tourists from 2013-14 to 2014-15:
Table – 3.4

Increase in Number of Tourist from 2013-14 to 2014-15

<table>
<thead>
<tr>
<th>Districts</th>
<th>No. of Tourist in 2013-14</th>
<th>No. of Tourist in 2014-15</th>
<th>Increase in no. of Tourist in (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ahmednagar</td>
<td>10151660</td>
<td>13208426</td>
<td>1.30</td>
</tr>
<tr>
<td>Amaravati</td>
<td>207721</td>
<td>362705</td>
<td>1.74</td>
</tr>
<tr>
<td>Aurangabad</td>
<td>9755800</td>
<td>29027611</td>
<td>2.97</td>
</tr>
<tr>
<td>Buldhana</td>
<td>312138</td>
<td>1288420</td>
<td>4.12</td>
</tr>
<tr>
<td>Mumbai</td>
<td>30739831</td>
<td>30739010</td>
<td>0.99</td>
</tr>
<tr>
<td>Nagpur</td>
<td>666725</td>
<td>1679411</td>
<td>2.51</td>
</tr>
<tr>
<td>Pune</td>
<td>1294281</td>
<td>13037597</td>
<td>10.07</td>
</tr>
<tr>
<td>Raighad</td>
<td>674861</td>
<td>2461961</td>
<td>3.64</td>
</tr>
<tr>
<td>Wardha</td>
<td>135630</td>
<td>136106</td>
<td>1.00</td>
</tr>
</tbody>
</table>

Graph 3.4 : Showing the Increase in Number of Tourist in Maharashtra from 2013-14 to 2014-15
So from the above table 3.4 and graph 3.4, it shows that there is an increase in the number of tourists in various tourist destinations of Maharashtra. Hence to maintain this increasing inflow of tourist to the various destinations, maintaining cleanliness is very much essential. Thus clean India Campaign has its significant impact on the inflow of tourists.

3.2. Negative Impact on Tourist spots if clean India Mission is not followed in Maharashtra: As Maharashtra consist of various tourist destinations which includes world heritage sites, religious places, historical places and hills stations. These places are visited by large numbers of visitors every year which includes both domestic as well a foreign tourists. Since the number of tourists are very high therefore the possibility spreading dirt and garbage in the various tourist spots is also very high. The wide spread unclean environment in the tourist spots destroys the beauty of the destination and it also reduces number of tourists to the places as tourist don’t prefer to visit unhygienic and unclean places. The negative impacts that the tourists spots faces if clean India mission is not followed are mentioned below:

- **Lesser Inflow of tourists**: If the conditions of the tourist spots are not clean and hygienic, it increases the chances of spreading various diseases and destroys the healthy environment. Thus it leads to reduce the number of tourist in the place.

- **Unemployment**: Tourism helps in generating employment in the tourist destination. It directly benefits the poorer group through employment of local people in tourism enterprises, goods and services provided to the tourist, or running of small and community based enterprises on reducing poverty levels of the place. Therefore inflow of tourist to the destination is important to provide employment opportunities to the local people of the place and to maintain the inflow of tourist, swacchta in the destination is must otherwise it affects the employment leading to unemployment of the local people.

- **Bad publicity or Bad Image of the Destination**: Dirty and unhygienic tourist destination leads to decrease in the inflow of the tourist and it also spread bad publicity of the place through word of mouth.
• **No Revenue to Local Government**: As dirty tourist destination receives less number of tourists. Thus it leads to no revenue to the local government, as local government earns revenue from the tourist.

• **Migration of people for work towards city**: if the destination receives lesser inflow of tourist due to unclean and unhygienic environment, it affects the local people of the place as the engage themselves in serving the tourist in various ways and earns money in this way. But if tourist inflow gets lesser then they have to move to other place in search of income for their survival.

• **Environmental degradation**: polluted and unhygienic places also leads to environmental degradation of the tourist destination.
CHAPTER – 4
SOLUTION TO THE PROBLEM OF CLEANLINESS
4 Solution to the problem of cleanliness in tourist destination:

4.1. Measures to be taken for spreading cleanliness in tourist spots in Maharashtra:

- Biocrux machine should be installed inside the heritage sites to crush the plastic bottles so that it can be reused.
- More numbers of litterbins should be kept inside the premise.
- Practice of cooking inside the temple should be discouraged and holy kitchens should be maintained.
- No animals should be allowed inside the temple premises and “DON’T LITTER” board should be hanged inside the temple premises.
- Restriction on littering should be implemented by imposing fine so that people become alert before littering.
- Various slogans should be made to give psychological effect to the tourist so that they automatically restricts themselves from littering.
- Efforts should be made to clean up the beaches and resist its natural beauty through supporting beach restoration projects:
  
  a) replanting with native vegetation,
  b) installing dustbins in the beachside,
  c) hiring sweepers to clean up frequently the thrash and garbages thrown away.
  d) maintaining toilets and wash rooms inorder to maintain proper sanitization

4.2. Measures to be taken in 4 categories of tourist destination considered:

Maharashtra is also famous for various world heritage sites such as Gateway of India, Chhatrapati Shivaji Terminus, Haji Ali, Taj Mahal Palace and Tower, Ajanta and Ellora caves, Elephanta caves. These sites are one of the most frequently visited sites by the visitor. Everyday there is heavy rush of domestic as well as foreign tourist and these higher rate of tourist also increases the rate of pollution to the sites. For example if we take the case of Chhatrapati Shivaji Terminus, this is one of the finest functional railway station in the world and used by more than 3million commuters daily. Due to large number of commuters, this place is highly polluted with garbages and plastics which are having serious effect to the lives of people.
**Swachha Bharat Mission - Development of a Five Year Plan at Tourism Places to Promote Responsible Tourism in Maharashtra State**

In case of Historical places, following measure can be taken:

**Swachha Maharashtra swachha Smarak:** This initiative of “Swachha Maharashtra Swachha Smarak” can be implemented in world heritage sites of Maharashtra. And this can be implemented by following the recommendations of union government’s “Swachha Bharat Swachha Smarak” campaign which focuses on preserving and protecting the monuments and spruce up India’s monuments and heritage sites and launching a poster with message of prime minister requesting people to maintain cleanliness in their surrounding and create a Swachha Bharat Swachha Smarak. Likewise in Maharashtra such campaign can be initiated to preserve the sanctity of monuments and heritage sites and maintaining cleanliness in their surrounding.

In case of religious places following measures can be taken:

**Swachha Maharashtra Swachha Pakwan:** This campaign can also be implemented in Maharashtra to maintain cleanliness. This campaign can be implemented following the campaign undertaken by the union government i.e.; Swachha Bharat Swachha Pakwan campaign which focuses on upgrading the skills and hygiene standard of street food vendors so that they can become the distinctive aspect of the Indian tourism as street food vendor constitute a significant percentage of the hospitality service provider. And in this regard The Ministry of Tourism has partnered with the National Association Of Street Vendors(NASVI) for the specific purpose of orientation, skill testing and certification of the vendors. Likewise, such campaign can be followed in Maharashtra for promoting cleanliness of food in the tourist spots.

In case of tourist destination, following measures can be taken:

**Swachha Maharashtra Swachha Paryatan:** Another campaign that can be implemented in tourist spots of Maharashtra is “Swachha Maharashtra Swachha Paryatan which can also be implemented as an outgrowth of “Swachha Bharat Swachha Paryatan “ campaign which is implemented by union ministry of tourism and focuses on the requirement of toilet facilities at all popular tourist sites, frame specific project proposals for construction of toilets in the tourist spots. By following this campaign,
cleanliness in the tourist spots can be maintained and open defecation in the tourist area will also be reduced and hygienic atmosphere will prevail in such spots.

4.3. Other then the above mentioned measures, following measures can also be taken:

A. Using social media: one of the major drawback of present system is there’s no much interaction between general public and agencies responsible for clearing of garbage or waste etc. So, benefit of social media and smart phones can be taken to interact better between public and agencies concerned to have an effective complaint redressal system. Improved interaction between public and authorities responsible for cleaning can do wonders.

B. Using display boards of quotes & slogans: using of display boards of quotable quotes, catchy slogans on cleanliness in the tourist area also brings a psychological effects on the tourists and automatically restricts them from spreading dirtiness in the place.

C. Another measure can be taken by following these 10 practices:

Clean & Green
Lean & Radiant
Efficient & Energetic
Able & Ebullient
Noble & Nice

******
CHAPTER – 5
RESPONSIBLE TOURISM
5. Responsible Tourism

5.1. Introduction:

In simple words responsible tourism means tourism “that creates better places for people for people to live in, and better place to visit”

In other words responsible tourism is tourism which:

- Minimizes negative economic, environmental and social impact.
- Generates greater economic benefit for local people and enhances the well being of the local communities.
- Improves working condition and access to the industry.
- Involves local people in decisions that affect their life and life chances.
- Make positive contributions to the conservation of natural and cultural heritage embracing diversity.
- Provides more enjoyable experiences for tourist through more meaningful connections with local people and greater understanding of social, cultural and environmental issues.
- Provides access for physically challenged people.
- Is culturally sensitive, encourages respect between tourists and host, and builds local pride and confidence.
5.2. Guidelines for Responsible Tourism:

1. Economic Guidelines:
   - Assess economic impacts before developing tourism.
   - Maximize local economic benefits by increasing linkages and reducing leakages.
   - Ensure communities are involved in and benefit from tourism.
   - Assist with local marketing and product development.
   - Promote equitable business and pay fair prices.

2. Social Guideline:
   - Involve local community in planning and decision making
   - Assess social impacts of tourism activities.
   - Respect social and cultural diversity.
   - Be sensitive to the host culture

3. Environmental Guideline:
   - Reduce environmental impacts when developing tourism
   - Use natural resources sustainably
   - Maintain biodiversity
Resources:

<table>
<thead>
<tr>
<th>Category</th>
<th>Type</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Natural resources</td>
<td>Flora, landscape, fauna, climate, water</td>
<td>Forests, beaches, wildlife, seasons, sea</td>
</tr>
<tr>
<td>Cultural resources</td>
<td>Religious, heritage, other</td>
<td>Churches, temples, historic buildings, ethnic celebrations</td>
</tr>
<tr>
<td>Event resources</td>
<td>Festivals, tournaments, business, other</td>
<td>Music, art, sport, trade shows, conferences, carnivals</td>
</tr>
<tr>
<td>Activity resources</td>
<td>Recreational, services, facilities</td>
<td>Golf courses, swimming pools, museums, theatres, zoos, theme parks</td>
</tr>
<tr>
<td>Services (tourism infrastructure)</td>
<td>Transport, accommodation, reception, catering, services</td>
<td>Airports, hotels, tourist information network, maps, guides, bars, restaurants, marinas, foreign exchange services</td>
</tr>
</tbody>
</table>

5.3. Benefits of Responsible Tourism:

- Establishes linkage with the hotel industry and enhances demand for local produces.
- It helps in development of souvenir industry.
- It helps in promotion of local art forms and culture.
- It promotes cultural tourism and ethnic cuisine.
- It helps in promotion of social awareness and tourist management.
- It also helps in protection of environment.
- It minimises negative economic, environmental and social impacts;
- It generates greater economic benefits for local people and enhances the well-being of host communities, improves working conditions and access to the industry;
- It makes positive contributions to the conservation of natural and cultural heritage, to the maintenance of the world’s diversity;
- It provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues;
- It provides access for people with disabilities and the disadvantaged;
- It is culturally sensitive, engenders respect between tourists and hosts, and builds local pride and confidence.

*******
CHAPTER – 6
OUTCOME
6. **Outcome of the Study:**

At the end part of this report, I would put forward some suggestions on my topic “Swachha Bharat Mission- Development of a Five Year Plan at Tourism Places to Promote Responsible Tourism in Maharashtra State” and if these suggestions are used efficiently then the problem of cleanliness in the state can be solved in near future.

The following suggestions should be undertaken for solving the problem of cleanliness:

- **Social Network:** Awareness among the people for maintaining cleanliness can be done with the help of social media such as Facebook, Whatsapp, Twitter, Hike, etc. As nowadays most of the people are associated with these social networking sites and it is the easiest way to reach more number of people through these social networks so, using these social media various messages, pictures, slogans and videos can be shared to bring awareness among people to put forward their hand towards cleanliness.

- **Print Media:** Awareness among people can also be done with the help of print media i.e. through newspaper, journals, magazines, news channels and by distributing leaflets among the people to spread the message of
- **Slogans**: By using can also be used to aware people towards cleanliness. The following slogans can be kept in the street corners and public places:

```plaintext
आओ हाथ बढाये, कचरा हटाये, और पर्यावरण को प्रदूषित होने से बचाये
He Give us Freedom, Let’s give him Tribute of Cleanliness
Safai apnaye, Bimari hataiye.
CLEANLINESS WILL LEADS TO HEAVEN’S DOOR
```
**Swachha Bharat Mission - Development of a Five Year Plan at Tourism Places to Promote Responsible Tourism in Maharashtra State**

**Maharashtra Tourism Development Corporation, Mumbai (MS), India**

**DONOT LITTER THE TOURIST DESTINATION AS ITS THE PRIDE OF NATION**

**हाथ से हाथ मिलाओ, स्वच्छता को आगे बढाओ**

**सुनो क्या कहती हैं आत्मा, कूडे-कचरे का करो खात्मा.**
- **Good Habits**: The following good habits can also be adopted by people for maintaining cleanliness:

  - Don’t spit in public places
  - Do not Litter in Public Places
By doing Cleanliness Drive: Awareness for cleanliness among people can also be undertaken by initiating various cleanliness drives and asking people to step forward and participate in these cleanliness drive and join hands to clear the dirt and promote cleanliness.
By organizing Swachhta Rally: Swachhta rally can also play an important role in spreading awareness among people. If Swachhta rally is conducted and public figures and celebrities are invited to join the rally to motivate people in joining such rally and spread cleanliness messages to others and aware themselves towards not littering here and there, then it will be possible to solve the problem at a faster rate. Following are some photographs of Swachhta rally conducted in different places in Maharashtra:
Swachha Bharat Mission - Development of a Five Year Plan at Tourism Places to Promote Responsible Tourism in Maharashtra State

CHAPTER – 7
FIVE YEAR PLAN
7. Five Year Plan :

7.1. Objectives to be achieved for 5 year Swachha Bharat Mission Plan For Tourist Destination in Maharashtra :

1. To aware the people about importance of cleanliness at tourist destination.
2. To completely start the scientific processing, disposals reuse and recycling the Municipal Solid Waste.
3. To link up school, colleges, NGO and other general people with Swachh Bharat Abhiyan.
4. To generate employment at local level through cleanliness.

7.2. Five Year Plan on Swachha Bharat Mission from 2015 -19 in 4 categories of destination considered :

1. In case of Religious places :
   - Message should be displayed for cleanliness through sign boards inside the courtyard of the temple or churches
   - All the waste materials coming out in the form of flowers, garlands, coconut should be reused in the form of making palates out of it.
   - Sanitation facilities inside the premises of the temple should be properly maintained and more number of toilets should be build.
   - River or pond inside the premises of the religious places should be cleaned and taking bath nearby these water bodies should be restricted.
   - All the drains should be cleaned regularly
   - More number of cleaning staffs should be hired and the cleaning staffs should be given instruction to clean the place after every few minutes.
2. In case of Historical places:
   - The heaps of the solid waste shall be cleaned and disposed off on the designated places.
   - Wash rooms and toilets available in the historical places for the tourists shall be regularly cleaned and repaired, if necessary. Also wash basins, drainage system and tiles shall be put in hygienic condition.
   - “Donot Litter” board will be installed and along with that another board displaying certain amount of money to be penalize if anybody found littering inside the premises.
   - Sanitation painting boards with cleanliness messages shall be kept inside the premises so that behavioral changes among the people can be made.
   - Swachhta Doot shall be engaged inorder to work as ear and eye upon the tourists.
   - Big baskets shall be kept inside the historical places and tourist shall be encouraged to use this basket for throwing plastic bottle into this, so that it can be reused.

3. In case of Railway Tracks & Stations:
   - Regular events on cleanliness are to be organized including periodic cleanliness drive
   - Various campaigns shall be adopted including tree plantation, clearing garbages from the tracks and platform, installing of sign boards displaying “Donot Litter”.
   - Main sources of garbage generation shall be identified at stations and specific solutions should be put in place.
   - Dustbins should be provided in all locations of the stations and public should be advised and encouraged to use the same.
   - Garbage generated by vendors/stalls/catering units should be promptly disposed off by the stall holder into the earmarked refuse bin.
   - There will be sustained “Public Awareness Campaign” to promote Swachha Bharat Mission.
Under this mission it shall be ensured that stations, tracks, colonies and offices are maintained in clean and hygienic condition.

4. In case of Tourist Destination:
   - Heaps of the solid waste shall be cleaned and disposed off in the designated places.
   - Awareness shall be created on usage of toilets to eliminate open defecation.
   - Cleanliness awareness through messages by using banners poster etc shall be adopted.
   - Swachhta Doot shall be hired to keep their eyes and ear on tourist.
   - Penalty of certain amount of money shall be made for littering the place.
   - Bio crux machines shall be installed so that tourist can use it to crush the plastic bottles also helps to generate employment at local level.

7.3. Other than the above mentioned Five Year Plans, the following Action plans can also be undertaken:
   - Development of adequate infrastructure like washable aprons, waste disposal system, effluent treatment plants, sewer lines/septic tanks and amenities such as platform surface, circulating area favourable to mechanized cleaning.
   - Development of modern tools, plants and equipments for platform surfaces and circulating area and drainage at all important tourist destination where tourist footfall is high.
   - Regular awarding of contracts i.e. rag picking, garbage disposal, pest control and cleaning contracts.
   - Periodic drives should be conducted at tourist destination to keep the momentum high. MTDC should be advised to participate in these drives so that a spirit of ownership of the campaign is generated.
   - In the next five years regular events on cleanliness to be organized.
   - Public awareness campaign should be continued through various media including posters at tourist destination and announcements through public address system and also through organizing poster/painting competition in various schools and colleges.
Campaign should also include action under the Railway’s anti-littering rules of 2012.

More and more toilets should be brought under the purview of “Pay & Use” toilets.

Regular inspection to be conducted at various levels viz. MTDC’s Head Office, Regional Office to check the standard of cleanliness.

Monitoring cleanliness through installing CCTV cameras at various tourist destinations.

An award to recognize the best efforts made by the individual/group/NGO/local body etc. towards the cause of cleanliness at various destinations such as historical places, religious places and tourist destinations shall be introduced. Such an award shall be called “Swachha Maharashtra Swachha Smarak” award for historical places, “Swachha Maharashtra Swachha Pakwan” award for religious places and “Swachha Maharashtra Swachha Paryatan” award for tourist destination.

Cleanliness drives including cleaning and sweeping of offices, corridors and premises, weeding out old records, disposing of old and obsolete furniture, junk material and regular white washing/painting in the establishment premises.

Targets should be fixed by Maharashtra Tourism Development Corporation (MTDC) in its regional offices in terms of number of cleanliness drives to be undertaken during each month. Each staff member of MTDC should ascertain to devote a minimum of 100 hours per year of his/her time exclusively for the “Swachha Bharat Abhiyan”.

The monthly reports on the activities regarding cleanliness drive conducted by each regional offices should be send to head office.
### 7.4. Do’s and Don’ts for tourist in tourist destinations:

<table>
<thead>
<tr>
<th>Do’s</th>
<th>Don’t</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use dustbins and litter bins for throwing wastes</td>
<td>Don’t litter here and there</td>
</tr>
<tr>
<td>Use paper or cloth bags</td>
<td>Avoid polythene bags</td>
</tr>
<tr>
<td>Use toilets and wash basins available for tourist</td>
<td>Avoid spitting &amp; urinating in corridors</td>
</tr>
<tr>
<td>Keep the chocolate wraps, plastic bottles, and other stuffs with yourself if dustbin is not available</td>
<td>Avoid writing on walls</td>
</tr>
<tr>
<td>Follow the instruction written on boards and don’t litter the place</td>
<td>Avoid throwing plastic bottles, chocolate wraps and chips packet here and there.</td>
</tr>
</tbody>
</table>
REFERENCES
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