

Adventure Tourism in Maharashtra

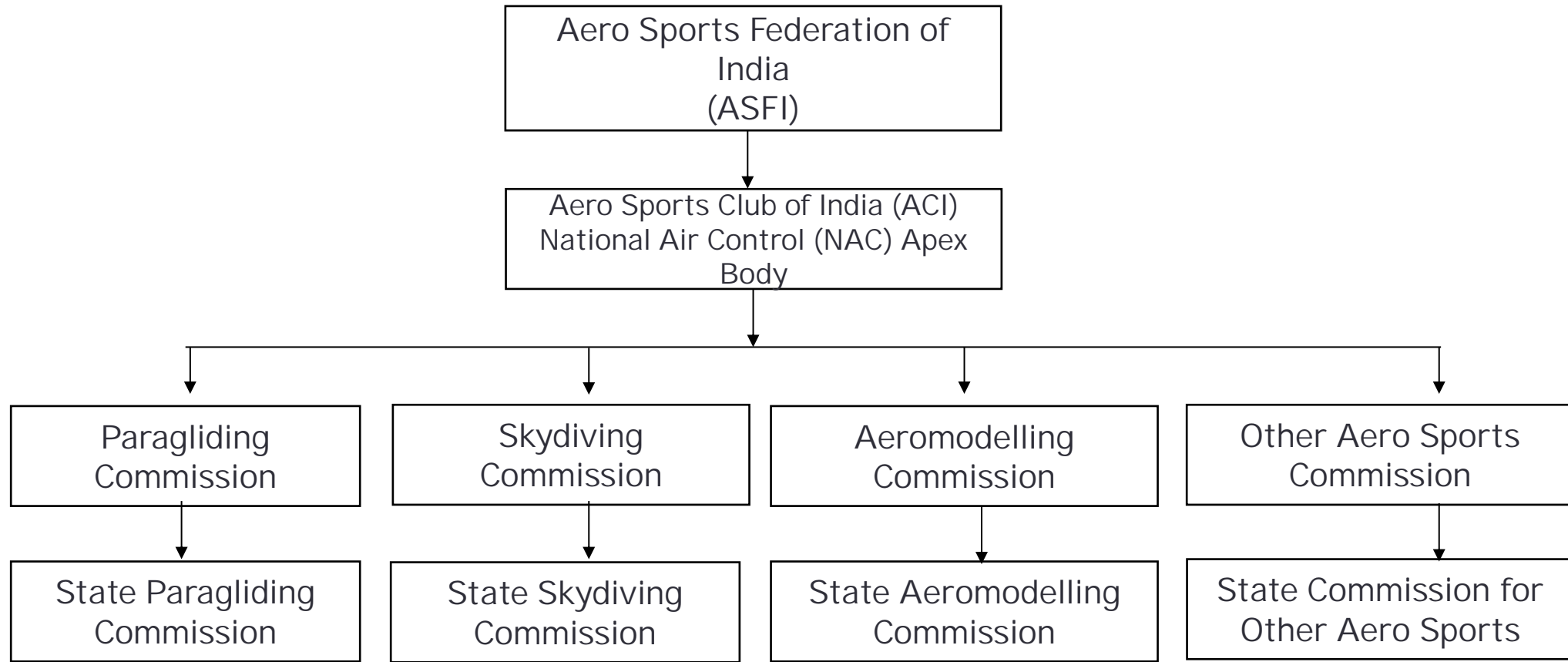


Adventure Tourism ecosystem in Maharashtra

- Maharashtra has 450 Km of Western Ghats with almost 350 Forts along with diverse ecosystem.
- Total Number of National Waterway routes in Maharashtra are 6 with a distance of 490 Kms.
- The State has 49 Helipad & 28 Airstrips.
- Maharashtra Helipad Policy 2018, focusses on developing helipads with max 5700 KG AUW (All Up Weight).GR-2018 passed to develop 358 Helipads across each taluka in Maharashtra.
- DGCA has marked 2 coordinates for Hot Air Balloon – Talegaon and Race Course in Pune.
- Maharashtra is one of the major land based adventure sports equipment manufacturer in India which includes – Wildcraft India, Decathlon, Tuff Gear and Trek India.
- Under Maharashtra Tourism Policy 2024, eligible Adventure Tourism units will get 15% of the eligible capital investment or INR 15 Crores whatever is less.
- Under Maharashtra Tourism Policy 2024, Directorate of Tourism to organise Annual Best Tourism Village Competition in Adventure Sports category with award of Rs 10 Crores.
- Directorate will develop Karjat and Khopoli as ideal adventure tourism destination.

National Guidelines for Air Based adventure activities in Maharashtra

National Aero sport Guidelines, 2023 issued by Ministry of Civil Aviation to be followed



Development of Adventure Tourism Zones

1. Infrastructure Development	- Road Connectivity: Improve road access by creating trails & pathways to key adventure spots.
	- Accommodations: Eco-resorts, homestays, tented camps, and adventure lodges in tourist hubs.
	- Transportation: Develop local transport systems (taxis, buses) and signages for navigation.
2. Safety Measures	- Qualified Instructors: Hire professional guides for trekking, climbing, rafting, etc.
	- Safety Equipment: Ensure the availability of high-quality gear (helmets, life jackets).
	- Emergency Response Plans: Build first aid centers and establish evacuation routes.
3. Community Engagement	- Local Involvement: Engage locals as guides, instructors, and hospitality workers.
	- Cultural Integration: Introduce local crafts, cuisine, and traditions to adventure tourists.
4. Sustainability & Eco-tourism	- Eco-friendly Practices: Implement waste management, water conservation, and use of renewable energy.
	- Conservation Programs: Promote responsible tourism with respect for flora and fauna.

Development of Adventure Tourism Zones

5. Marketing & Promotion	- Digital Campaigns: Use social media and online platforms to promote Maharashtra's adventure offerings.
	- Tour Packages: Collaborate with travel agencies to create packaged adventure tours.
	- Festivals & Events: Organize adventure sports festivals, competitions, or adventure camps.
6. Government Support	- Incentives & Funding: Provide grants, subsidies, and tax breaks for infrastructure development.
	- Promotion via 'National & State' Campaign: Include Maharashtra's adventure tourism in national marketing strategies.
7. Technology Integration	- Online Booking Systems: Offer digital platforms for booking activities and accommodations.
	- Mobile Apps: Develop apps with maps, itineraries, and information on adventure zones.
8. Regulations & Permits	- Activity Regulation: Ensure all adventure activities comply with safety standards and require necessary permits.
	- Insurance Options: Provide adventure insurance packages for tourists engaging in high-risk activities.

Major Challenges for Adventure Tourism in Maharashtra

- India has around 600 Protected Area known as Eco Sensitive Zone. Maharashtra has 44 ESZ most of which are in Western Ghat section.
- Flying over core zone of National Park, Wildlife Sanctuary, Biodiversity hotspots, Forest Reserve are restricted as per EIA Notification, 2006 and subsequent amendments issued by Ministry of Forest, Environment and Climate Change, GoI (MoFECC). Eg - Mahabaleshwar-Panchgani Eco Sensitive Zone (MPESZ) -123.96 sq Kms
- Weather condition: Since Maharashtra receive high footfall of tourist during monsoon (July-October), Helicopter rides will be an issue especially in Western Ghats area due to low visibility.
- Necessary NOC/Approvals from Competent Authorities: NSOP (Non-Schedule Operator) must get clearance for the routes from DGCA/AAI/ASI /Forest for operating.
- Trained Manpower and Equipment: State lacks trained Manpower in the domain. Most equipment are imported from Europe, Australia and USA.