

“Maharashtra Vision Document – 2047”

- *By Department of Tourism, Government of Maharashtra*

Viksit Bharat 2047 – A National Vision

Viksit Bharat 2047 is the Government of India’s long-term vision to transform the country into a developed nation by 2047, marking 100 years of independence. It is a comprehensive blueprint for inclusive, sustainable, and globally competitive development across all sectors.

- Target: \$30 trillion economy by 2047
- Emphasis: Global leadership in innovation, manufacturing, and services

Viksit Maharashtra 2047 – The State-Level Blueprint

Building on the national vision, the Government of Maharashtra has launched Viksit Maharashtra 2047, aiming to make the state an economic powerhouse and model of inclusive development by 2047.

Goals & Targets

- \$1 Trillion Economy by 2027
- \$3.5 Trillion Economy by 2047
- MMR (Mumbai Metropolitan Region) to become a \$300 billion economy by 2030

Key Focus Areas

Infrastructure, Agriculture, Education, Health, Social Welfare, Urban & Rural Development, & Environmental Sustainability

Planning & Execution

- 31-member advisory committee led by Hon. Chief Minister Shri Devendra Fadnis.
- 17-member coordination committee under the Chief Secretary.
- 150-day departmental planning challenge (ongoing) to create actionable roadmaps for every government department.
- 16 Sectoral Groups of Secretaries

Three-phase roadmap

- Short Term (2024–2029) – Vision for October 2, 2029
- Medium Term (2029–2035) – Vision for May 1, 2035 (Maharashtra@75)
- Long Term (2035–2047) – Vision for August 15, 2047 (Bharat@100)

Department of Tourism's Vision – Aligned Initiatives

Position Maharashtra as the foremost tourism destination in India and Asia, leveraging its rich cultural, natural, and spiritual assets to create immersive, inclusive, and sustainable travel experiences. By 2047, Maharashtra will emerge as India's soft power epicentre and global tourism gateway – **“Sahyadri pasun Samudra paryant”**.

The Department of Tourism has proactively aligned its initiatives with the Viksit Maharashtra 2047 mission through Maharashtra Tourism Policy 2024 and adopting the strategic development pillars laid out by the **Government of Maharashtra**. These pillars are instrumental in building an inclusive, resilient, and world-class tourism ecosystem.

Objectives:

- Estimated new private investment in the tourism sector: INR 100,000 crore,
- Creating approximately 18,00,000 jobs (direct and indirect) by bringing technical expertise,
- Increasing tourist spending by providing world-class infrastructure and quality services through private sector participation,
- Extending visitor stays at destinations and boosting repeat visits from both domestic and international travellers.

Strategic Pillars:

- Thematic Destination Development
- Spiritual and Pilgrimage Tourism
- MICE Tourism
- Eco and Wildlife Tourism
- Heritage and Fort Tourism
- Rural and Experiential Tourism
- Digital Enablement and Infrastructure

These pillars serve as the foundation for Maharashtra's transformational journey to becoming a premier global tourism destination by 2047.

1. Short Term (2025–2029) – Vision for October 2, 2029

Department of Tourism laying the foundation for vibrant, inclusive and digitally enabled tourism ecosystem in line with Maharashtra Tourism Policy 2024.

- **Policy Reforms & Infrastructure**
 - Development of a tourism land bank
 - Introduction of more services under Right to Services Act for time bound delivery of services in tourism.

- Promotion of PPP projects in Resorts, Wellness, Ropeways, Rural tourism, Eco-parks, and Cruise tourism etc.(at least 50 proposals within three years)
- Creation of at least two MICE centres.
- **Branding, Safety & Outreach**
 1. Pan-India marketing campaign to create a distinct identity for Maharashtra Tourism by adopting a 360 degree approach through dedicated campaign.
 2. International Branding and Marketing campaigns in source countries to increase inbound dollar tourism and enhance stay at tourist destinations.
 3. Installation of tourist signages, powder, pink rooms, tourist information centres etc. across key destinations.
 4. Launch of the Tourism Mitra initiative to promote safe and responsible tourism
 5. Organizing yearly tourism festivals through which various tourist places / attractions of the state will be widely publicized.
 - a. Host 3–5 international MICE events in Tier 1 Cities, Mumbai, Nasik, Nagpur, Pune.
 6. Organising Fam tours for International operators etc.
 7. Tourism Roadshows in National and International source market to popularise the tourist destinations in Maharashtra.
- **Rural & Women Empowerment**
 1. Promotion of Rural Tourism through Tourism fairs/Annual Fairs, introducing Tourism Awards for best Tourism Villages, Homestays , Agro Tourism Units and financial incentives
 2. Introduction of the AAI Policy to support women entrepreneurs in tourism
 3. Preference to women centric PPP projects for incentives through Tourism Policy 2024.
 4. Development of theme based tourism villages like Honey Villages, Tribal Tourism Village, Padma tourism, Eco-tourism village etc.
 5. Development of Home Stay Cluster at prominent destinations, skilling etc.
 6. Development of Adventure tourism around the prominent destinations.
 7. Development of Blue Flag beaches and beach sacks on at least two beaches.
- **Fiscal & Capacity-Building Support**
 - Skill development Programme for tourist guides, tour operators and youth through IHM Solapur, Hospitality Institutes in the State.
 - Financial Incentives for:
 - ICT enablement in tourism
 - Reviving art, culture, and cuisine
 - Agro-tourism enterprises
 - Research and innovation in tourism and hospitality
 - Insitu training for Home stays, Agro Tourism units etc.
- **Major Tourism Themes**
 - Under MAHA- Special destination development program department has identified Beach, Spiritual, Culture & Heritage, Adventure, MICE, Rural etc. tourism.
 - Promote the Shaktipeeth and Ashtavinayak circuits with digital guides and amenities.
 - Upgrade tourist infrastructure at various identified destinations.

- Develop at least 3 non-ASI Forts (Devgad, Ajinkyatara & Sapota)
- Develop at least 3 MHA destinations on different themes
- Development of Island Tourism
- Development of Eco-Tourism destinations like Amboli in Sindhudurg district.
- Kumbhmela tourism promotion at Nashik.

2. Medium Term (2029–2035) – Vision for May 1, 2035 (Maharashtra@75)

Position Maharashtra as a national leader in diversified tourism offerings and make the Mumbai Metropolitan Region (MMR) a globally competitive tourism hub.

• MMR Growth Hub Project – (NITI Aayog Partnership)

The Growth Hub Programme is a strategic initiative by NITI Aayog under the Viksit Bharat plan, aiming to transform India into a **\$30 trillion economy by 2047**.

- Mumbai Metropolitan Region (MMR), Maharashtra identified from Growth hub programmed.
- This initiative seeks to elevate MMR's economy from its current \$140 billion to \$300 billion by 2030, and further to \$1.5 trillion by 2047.

The Mumbai Metropolitan Region (MMR) Growth Hub initiative includes several tourism-focused projects aimed at transforming the region into a globally recognized destination. Key proposals encompass:

Tourism Potential Projects:

1. Island Tourism - Theme-Specific Island Development
2. Development of New Tourism Destination – NHAVA island
Nhava Island to be developed as eco-tourism destination
3. Coastal Tourism - Luxury Cruises & Sea Planes to Elephanta Caves.
4. Beach Tourism – Water sports, makeovers, and beach sports festivals
5. Fish Tourism – Walk-throughs in Koliwad, seafood markets and eateries
6. World Class Aquarium - State-of-the-art aquarium similar to SeaWorld Abu Dhabi or London Aquarium.
7. Heritage Tourism – Restoration of forts, Jewish & Parsi cultural circuits
8. Integrated Tourism Hub, Gorai - 130-acre hub with resorts, wellness centres, adventure sports, MICE facilities.
9. Beach Entertainment Hub – Madh Island- World Class Beaches
10. Redevelopment of Kharghar Central Park
11. Jewel of Navi Mumbai - Boat rides, butterfly park, amphitheatre, sports arena.
12. Flamingo View Point, Navi Mumbai - Boat safaris, bird deck, museum, mangrove walk.
13. Marina in Belapur - To attract global tourists Mumbai Eye can be developed as an Iconic Project.
14. Floatel near NCPA - floating hotel with jetties and onshore amenities.

15. International Exhibition and Convention Centre, Navi Mumbai Aero city
16. Mangrove Safari and Restaurant
17. Experiential Tourism, Palghar
18. Restoration and Experience Creation at Forts

Soft Interventions & Support Initiatives:

1. Festivals: Annual MMR events like Mumbai Festival, Mumbai Carnival, Food Festival, Flamingo Festival, Harbor Cruise Tourism Festival etc.
2. Digital Tourism Experience: Digitizing destinations for better visitor planning, feedback, and personalization, digitisation of experiences, immersive experiences.
3. Mumbai Convention Bureau: A new entity to coordinate and ease organization of global events.
4. Policy Support

- **Development of Tourism Circuits**

- To increase domestic and international tourism footfall in the state.
- Start Nasik-Shirdi-Aurangabad pilgrimage corridor development.
- Achieve leadership as India's #1 pilgrimage destination (250+ Mn footfall).
- Ramayan Circuit development.

- **Promoting cruise tourism**

- To boost tourism potential along the coast of Maharashtra identified various locations around Ratnagiri, Raigad and Thane districts.
- Position Konkan Coast as the "Gold Coast of Asia": identified 8–10 luxury beach hubs along the 700 km 4-lane Konkan Drive.

- **River Cruise Tourism**

- To boost interstate river tourism potential, department has identified various locations connecting with Gujarat and Madhya Pradesh along the Tapi/Narmada River.
- Development of Cruise tourism in Inland Waters (Rivers/lakes) etc.

- **Tourism MICE**

- Creation of MICE Bureau to position Maharashtra as a global event destination
- Make Mumbai and Pune among top 5 global MICE destinations.
- Host 10–15 mega global festivals, concerts, and expos.

- **MAHA Special Destination Program**

- 50 priority destinations across districts to promote balanced regional growth and employment
- Establish Tadoba as Asia's #1 tiger destination: eco-lodges, safari circuits, birding trails.
- Development of 3 Non-ASI Forts
- Development of 3 theme based tourism destinations.
- Development of at least 10 Iconic destinations through Central Government Schemes.

- Data Research and analytics to assess the foot fall trends. Use of AI/Technologies for data measurement and assessment.
- Development of World Class Aquarium (at least 3)

3. Long Term (2035–2047) – Vision for August 15, 2047 (Bharat@100)

Transform Maharashtra into a global tourism powerhouse, fully aligned with sustainability, innovation, and inclusive growth

- **Global Recognition**
 - Maharashtra as India's Soft Power Hub in tourism and culture by 2047.
- **Tourism Economy**
 - Creation of jobs by various incentives through Maharashtra Tourism Policy
 - Increasing tourism footfall at various tourist destinations
 - World-class visitor experience at UNESCO World Heritage Sites
- **Tourism Innovation**
 - Smart Tourism Ecosystem – AI - enabled, Fully digital, cashless and multilingual services
- **Environmental and Social Impact**
 - Sustainable tourism model aligned with Net Zero emissions goals

Vision Matrix: Maharashtra Tourism Sector 2047

Strategic Pillar	Short-Term (2025–2029)	Medium-Term (2029–2035)	Long-Term (2035–2047)
Policy & Infrastructure	Implemented land bank, Single Window Clearance and PPP model	Expand infrastructure in Tier 2/3, promote private investment	Global-standard infrastructure across circuits
Branding & Safety	Pan-India campaign, Signages, Tourism Mitra initiative, tourism festivals	Create Maharashtra tourism brand internationally	Maharashtra as global soft power hub
Rural & Women Empowerment	Launched AAI Policy, rural tourism awards, fairs	Empower 10,000 women entrepreneurs in tourism	Transform rural livelihoods via tourism
Skill & Incentives	Launched skilling programs, ICT, art/cuisine revival incentives	Establish tourism innovation labs, MICE skill hubs	AI-driven tourism training & employment platform
Thematic Destination Development	Identify 50 destinations for MAHA Destination development programmed and launch development in 10 districts	Develop Konkan Coast as Gold Coast of Asia with 8–10 luxury beach hubs along 700 km coastal drive.	Establish Maharashtra as a global tourism destination with fully integrated thematic circuits.
Spiritual & Pilgrimage Tourism	<ul style="list-style-type: none"> Begin Nasik–Shirdi–Aurangabad circuit. Promote Shaktipeeth & Ashtavinayak with digital tools. 	Achieve #1 pilgrimage destination of India (250+ Mn footfall).	Global spiritual tourism hub with seamless access, multilingual guides, and infrastructure parity with top sites.
Eco & Wildlife Tourism	Upgrade Tadoba, Pench with amenities like jeep safari & bird watching experiences	Position Tadoba as #1 tiger destination in Asia . Expand sustainable wildlife zones.	Maharashtra as Asia's model for eco-tourism with certified green practices in all reserves.
Fort & Heritage Tourism	Promote Maharashtra forts and provide class infrastructure	Digitally enable all 350+ forts with immersive history	Maharashtra as Asia's only Fort Tourism Destination , with

	Digitize top 50 forts with QR-based guides. Begin AR/VR content development.	experiences and guided treks.	year-round trails and heritage circuits
Digital Enablement	Launch tourism app, map 100+ sites	Smart infrastructure in 200+ destinations. Implement digital access, bookings, AR/VR, and AI tools.	AI-powered travel planner, multilingual cashless tourism
MICE & Global Events	Host 3–5 international MICE events in Tier 1 cities	Make Mumbai & Pune Top 5 Global MICE hubs. Host 10–15 mega global festivals, expos, concerts.	Host annual global signature events (e.g., Maha Expo, Maha Culture Fest) with international branding.
MMR Growth Hub	Prepare investment roadmap	Execute 18+ mega projects incl. Nhava Island, Mumbai Eye, Floatels	MMR becomes \$1.5 trillion global tourism node
Tourism Metrics	Tourist footfall: 150 Mn Avg. stay: 2.5 days Spend: INR 9,000	Tourist footfall: 200 Mn Avg. stay: 3.5 days Spend: INR 10,000+	Tourist footfall: 310 Mn Avg. stay: 5+ days Spend: INR 15,000+

Conclusion

Maharashtra’s tourism strategy under the Viksit Maharashtra 2047 roadmap reflects a bold, future-ready commitment to inclusive and sustainable tourism development. By 2047, the State aims to be a global beacon of heritage, innovation, and immersive experiences, contributing to the larger national vision of a Viksit Bharat.