

EVALUATING TOURISM DEVELOPMENT IN MAHARASHTRA THROUGH BUTLER'S TOURISM AREA LIFE CYCLE (TALC) MODEL

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A B S T R A C T

The purpose of this article is to examine Maharashtra's tourism development using Butler's Tourism Area Life Cycle (TALC) Model. The TALC model, which divides tourism evolution into stages ranging from exploration to decline or rejuvenation, provides a systematic framework for analysing the growth and sustainability of tourism destinations. This research uses this approach to identify the present stages of tourist growth in several regions of Maharashtra, including metropolitan centres such as Mumbai and Pune, as well as major rural and cultural sites.

The study takes a mixed-methods approach, integrating quantitative data on visitor arrivals, income production, and infrastructure development with qualitative feedback from stakeholders such as local people, tourism operators, and government officials. The data demonstrate various patterns of tourism advancement, with some places showing evidence of maturity and stagnation and others showing promise for revitalization through focused interventions.

Keywords: Tourism, TALC Model, Religion tourism, Maharashtra Tourism

1. INTRODUCTION

Tourism has grown as an important industry in Maharashtra's economy, helping to drive growth, create jobs, and develop regions. Maharashtra, recognised for its unique cultural history, gorgeous landscapes, and vibrant metropolitan centres, has seen a consistent stream of local and foreign tourists throughout the years. Understanding the growth and sustainability of tourism in this region requires a broad analytical approach. Butler's Tourism Area Life Cycle (TALC) model is one such

framework that sheds light on the many stages of tourism growth, from discovery to eventual decline (Singh, S., 2021). Butler's TALC model has six stages: exploration, involvement, development, consolidation, stagnation, and rejuvenation or decline. Each stage is distinguished by unique characteristics and dynamics that impact the trajectory of tourism in a given place. Applying the TALC model to Maharashtra provides a systematic way for assessing the province's tourist evolution, identifying present difficulties, and forecasting future trends.

1. Elements of Tourism

Tourism originated from humanity's desire to discover the world around them. This drive might have arisen from a need for survival or a mere desire to explore new locations. These reasons might be considered the core aspects of tourism. The next critical component becomes the act of movement itself. This movement subsequently evolved into travel, driven by the time and effort necessary to cover long distances. The third crucial issue was meeting critical requirements. When beginning on a voyage, one must guarantee that the fundamental essentials of life—such as food, clothes, and shelter—are met. As a result, these demands may impact and change the travel experience. Therefore, when individuals engage in tourism, their activities are determined by the interaction between incentive and mobility.

If tourism succeeds in delivering recreation, refreshment, renewal, and joy in people's lives, it is likely to be pursued again. Thus, the ongoing attraction of tourism stems from its potential to provide pleasure and delight, setting it apart from other human pursuits. Pleasure develops as a distinguishing feature of tourism. It is critical to recognise that the pursuit of pleasure in tourism must be consistent with society's laws and ethical norms. Several elements can be considered for tourism (Zhang, P., Wang, J., & Li, R., 2023).

1. **Travelers/ Tourists:** The key actors in tourism are the tourists themselves. These people or groups travel on excursions for a variety of reasons, including leisure, exploration, education, and business prospects.
2. **Destinations:** Tourism is centred on destinations, which might include natural marvels like beaches, mountains, or woods, as well as man-made attractions like historical monuments, theme parks, and cultural relics.
3. **Infrastructure:** The tourist sector is strongly reliant on infrastructure to provide travel and lodging demands. This comprises transportation networks (airports, highways, trains), lodging options (hotels, resorts, hostels), and tourism services (tour guides, restaurants, and entertainment venues).
4. **Hospitality:** Hospitality is an important idea in tourism. From hotels that provide pleasant accommodations to restaurants that serve local food, hospitality services attempt to improve travellers' entire travel experiences.

5. Cultural Exchange: Tourism promotes cultural interchange by introducing tourists to different conventions, traditions, languages, and lifestyles. This conversation promotes mutual understanding and appreciation among persons of diverse origins.
6. Economic Impact: Tourism contributes significantly to economic growth, producing money from activities such as lodging, transportation, eating, and souvenir sales. It generates job opportunities and encourages investment in infrastructure and tourism-related projects.

2. Nature of Tourism

Tourism is a varied and dynamic sector with a considerable impact on the world economy, culture, environment, and society. Understanding the nature of tourism entails investigating its different components, such as economic effect, cultural importance, environmental repercussions, and the diverse experiences it provides to visitors. This thorough examination explains why tourism is often recognised as the world's largest sector and a critical component of modern economies. Tourism is a key economic force globally, accounting for a significant portion of many nations' GDP.

It produces revenue through a variety of channels, including lodging, food and beverage services, transportation, entertainment, and retail. Tourism has immediate economic advantages by creating jobs, generating cash, and developing infrastructure. Tourism indirectly encourages investment in public utilities, transportation, and other areas, hence promoting overall economic development.

Tourism is a labour-intensive business, with jobs available in hotels, restaurants, travel agencies, tour operators, and cultural institutions. It also benefits ancillary businesses such as agriculture, building, and craft. Tourism is an important source of income in many developing nations, aiding in poverty alleviation and improving living conditions. The expansion of tourism needs the construction of infrastructure such as airports, roads, and public transit. These enhancements help both visitors and local inhabitants, resulting in increased connection and accessibility. Furthermore, investments in tourism infrastructure can spur the development of other industries, having a multiplier impact on the economy.

International tourism generates foreign cash, which is vital for countries with limited natural resources. This foreign cash may be used to acquire products and services, invest in technology, and repay foreign debt, all of which help to maintain economic stability and prosperity.

Tourism promotes cultural exchange by allowing visitors to explore and learn about various cultures, cuisines, languages, and customs. This connection fosters mutual respect and understanding, while also breaking down prejudices and promoting global citizenship. Tourism may assist to maintain cultural heritage by providing cash for the upkeep and repair of historical sites, museums, and cultural organisations. Tourist interest in cultural heritage sites inspires local people to conserve their traditions and crafts, ensuring that these cultural treasures are passed down to future generations. While tourism helps cultural preservation, it may also contribute to cultural commercialization, which occurs when traditional manifestations are transformed to match tourist expectations.

Tourism may contribute to environmental conservation efforts by raising funding for the preservation of natural resources, animal habitats, and biodiversity. Ecotourism, in particular, focuses on environmentally friendly travel to natural places, emphasising conservation, education, and low-impact tourism methods. Pollution, habitat damage, and resource depletion are some of the consequences of mass tourism for the environment. Overcrowding in famous tourist sites puts a pressure on local resources, causing water shortages, waste management challenges, and environmental degradation. Unsustainable tourist practices, such as overdevelopment and overuse of natural resources, worsen the issues. Tourism contributes to climate change by increasing carbon emissions from transportation, particularly air travel. To reduce its environmental effect, the sector must implement sustainable practices such as supporting low-carbon travel and investing in renewable energy.

1. **Dynamic:** The tourist sector is dynamic and ever-changing in response to shifting customer tastes, technology breakthroughs, and world events. New locations arise, travel preferences alter, and companies adjust to changing customer expectations.
2. **Seasonality:** Tourism frequently sees seasonal swings, with some sites getting more people at particular seasons of the year. Weather, holidays, and cultural events all have an impact on travel and tourist flows.
3. **Diverse:** Tourism comprises a wide range of activities and experiences tailored to different interests and preferences. Eco-tourism, adventure travel, history tourism, and culinary tourism are all options for different types of travellers.
4. **Interdisciplinary:** Tourism research draws on a variety of disciplines, including geography, economics, sociology, environmental science, and marketing. This multidisciplinary approach reflects tourism's complexity as an industry and a social phenomenon.

3. Characteristics of Tourism

1. **Mobility:** Tourism is the movement of people from one location to another, either inside a country (domestic tourism) or beyond international borders (international tourism). Aeroplanes, railroads, vehicles, and cruise ships all help to improve mobility (Xu, J., Su, T., Cheng, X., & Chen, H., 2024).
2. **Experience-oriented:** Tourism is experiential, with an emphasis on providing travellers with memorable experiences (Yi, K., Maekawa, T., Kong, Y., Bai, Z., Jin, X., & Ma, Q., 2024). Tourism is about making long-lasting experiences and emotional connections, whether by exploring natural landscapes, immersing oneself in local cultures, or partaking in adventurous activities.
3. **Global Reach:** Tourism is a worldwide phenomenon, with destinations and tourists spread across continents and cultures (Dzingirai, M., Chirodzero, T. C., & Mutanda, V., 2024). The world's interconnection enables the interchange of ideas, cultures, and opinions through tourism.

4. Sustainability: In recent years, there has been an increased emphasis on sustainable tourism methods that reduce negative environmental consequences, protect cultural heritage, and help local communities. Sustainable tourism attempts to encourage ethical travel behaviour while also ensuring the long-term survival of tourist locations (Ahmad, B. E., Abdullah, M. F., Roslan, M. N. H., Yusoh, M. P., Salleh, S. A., & Pardi, F., 2024).

4. Mumbai and Tourism

Mumbai's tourist industry is expected to increase significantly in 2024, fueled by a variety of programmes and events aimed at increasing the city's appeal to both local and foreign visitors. Taking place from January 20 to 28, 2024, this event intends to establish Mumbai as a top tourism destination. The festival will include cultural activities, exhibitions, and performances to boost the city's cultural tourism (Hindustan Times). Intervening technologies like artificial intelligence, IoT, Chatbots have increased the scope of customer satisfaction in hospitality and tourism (Jaiswal, G., 2020).

The Mumbai Festival 2024 has demonstrated the city's commitment to sustainable tourism. There are efforts underway to promote eco-friendly travel alternatives and lessen the environmental effect of tourism. This involves publicising lesser-known destinations and encouraging responsible travel behaviours (Hindustan Times). Enhanced Infrastructure and Attractions: Mumbai continues to invest in tourism infrastructure, such as improved connectivity, renovated amenities at popular tourist destinations, and new attractions. These improvements aim to enhance the tourist experience and attract more tourists to the city (ITB India). These efforts represent Mumbai's strategic goal of exploiting its cultural legacy, modernising infrastructure, and promoting sustainable practices in order to become a top tourism destination by 2024. Not only these events are attracting tourism in Mumbai, but revolutionizing street businesses are also attracting people's eye (Gautam, J., Sharma, S. D., & Khan, S., 2019). Dharavi and Juhu attract research tourism in the area.

Maharashtra was formerly regarded as a premier location for archaeologists and historians. However, over time, the emphasis has shifted to other sorts of tourism. Modern researchers may now access a multitude of secondary material online, allowing them to do their study remotely. Dharavi, a hotspot for economic and social studies, and the famed Mumbai Dabbawala system, formerly a benchmark for Six Sigma and quality management research, have lost popularity as technology has improved. Though applied in different sector example yet industry analysis also includes financial performance of any sector (Srivastava, M., Sharma, S. D., & Jaiswal, G., 2021).

There has been a substantial dearth of investment in tourist infrastructure designed to support research activities. Instead, the emphasis has switched to encouraging general tourism and trade, as seen by Maharashtra's participation in international events like as ITB Berlin 2024 to reach a larger audience (The Travel and Tourism Times). This move may limit resources for specialty tourist industries, such as research tourism. While the government's goals to improve travel and commerce

reflect a larger strategy, they do not particularly address the demands of research tourism. Effective regulations and support mechanisms, such as collaboration with academic institutions and better access to research permits, are critical for attracting research tourists (TTR Weekly).

5. Problem Statement

Tourism is an important part of Maharashtra's economy, contributing considerably to jobs and income. The purpose of this study is to investigate the scope of tourist economics in Maharashtra using Butler's tourist Area Life Cycle (TALC) Model. Using this model, the study aims to better understand the stages of tourist development in Maharashtra, identify difficulties, and provide options for sustainable expansion. The researchers have defined as Evaluating Tourism Development in Maharashtra Through Butler's Tourism Area Life Cycle (TALC) Model.

II. LITERATURE REVIEW

The body of work by various scholars' sheds light on the expansive and multifaceted nature of tourism in India and its significant economic implications. Landge, A. A. (2017) tourism, recognized as the world's largest industry, contributes around ten percent of the global GDP and serves as a pivotal service sector with the potential to boost economies, create jobs, improve infrastructure, and reduce regional disparities. Rural and tribal areas in India are highlighted for their high tourism potential, attributed to their pleasant climates, diverse physical characteristics, and unique cultures. Jain (2018) highlights the growth of foreign tourism in India, noting a significant increase in arrivals and receipts. While tourism operations are primarily centered in industrialized nations of Europe, the Americas, and the Asia-Pacific, India's consistent growth in visitor numbers and tourism earnings indicates a maturation of its tourism industry. Sathe and Randhave (2019) address the environmental impact of mass tourism, citing the adverse effects observed in various regions. Pawar (2020) focuses on agrotourism as a means to boost the economic development of rural communities in India. With tourism acknowledged as a key growth driver globally, the promotion of agrotourism presents multiple direct and indirect benefits. Given that agriculture is the primary occupation for many, agrotourism offers a novel way to supplement the agriculture sector by providing additional income and job opportunities for farmers. Bodake and Shinde (2021) discuss tourism as a growth driver, emphasizing its potential to generate large-scale employment and additional revenue streams for both skilled and unskilled workers. They note the evolution of tourism into new fields like agrotourism, stressing the myriad direct and indirect benefits of promoting tourism. Vetrivel and Poddar (2022) provide an overview of the tourism sector's performance in India, focusing on local and foreign visitor arrivals and the industry's revenue-generating potential. Their research shows that India's tourism industry has excelled over the past two decades.

Finally, Shah, Gumaste, and Shende (2023) explore various activities and strategies to generate additional income through farming and agrotourism. Their research in Maharashtra highlights activities such as roadside stalls, farm tours, traditional cooking methods, and the use of natural resources for fuel. They note that the rise of rural and agrotourism positively impacts the production of natural fuels, Ayurvedic medicines, organic foods, organic fertilizers, and local artifacts, benefiting both producers and the broader economy. In summary, these studies collectively illustrate the significant role of tourism in economic development, the necessity of sustainable practices, and the emerging trend of agrotourism as a means to support rural economies in India.

III. RESEARCH METHODOLOGY

This study adopts a mixed-methods approach, combining qualitative and quantitative data to evaluate tourism development in Maharashtra through Butler's Tourism Area Life Cycle (TALC) Model. The research design includes a sequential explanatory strategy, starting with quantitative data collection and analysis, followed by qualitative data to explain the quantitative findings. Conduct surveys with tourists to understand their perceptions, satisfaction levels, and factors influencing their choice of Maharashtra as a destination. Local Residents: Use questionnaires to gather local residents' perspectives on tourism development, its benefits, and its challenges.

Objective of the Research

With the discussion of the problem and related aspects the researcher has developed following objectives.

1. To study tourism in Maharashtra
2. To study the measures to increase effectiveness tourism in Maharashtra

Hypothesis

H01: There is no significant relationship between historical tourism aspects in Maharashtra state with tourist expectations

H02: There is no significant relationship between religious tourism aspects in Maharashtra state with tourist expectations

IV. FINDINGS AND SUGGESTIONS

1. Hypothesis Testing

H01: There is no significant relationship between historical tourism aspects in Maharashtra state with tourist expectations

Correlations			
		Historical Tourism	Tourist Expectations
Historical tourism	Pearson Correlation	1	.638**
	Sig. (2-tailed)		.000
	N	500	500
Tourist expectations	Pearson Correlation	.638**	1
	Sig. (2-tailed)	.000	
	N	500	500
**. Correlation is significant at the 0.01 level (2-tailed).			

The correlation coefficient is measured on a scale that varies from + 1 through 0 to – 1. Complete correlation between two variables is expressed by either + 1 or -1. When one variable increases as the other increases the correlation is positive; when one decreases as the other increases it is negative. The correlation among the variables is 0.638. This correlation value is positive and high. It can be said that there is a significant relationship between historical tourism aspects in Maharashtra state with tourist expectations.

H02: There is no significant relationship between religious tourism aspects in Maharashtra state with tourist expectations

Correlations			
		Religious Tourism	Tourist Expectations
Religious Tourism	Pearson Correlation	1	.611**
	Sig. (2-tailed)		.000
	N	500	500
Tourist Expectations	Pearson Correlation	.611**	1
	Sig. (2-tailed)	.000	
	N	500	500
**. Correlation is significant at the 0.01 level (2-tailed).			

The correlation coefficient is measured on a scale that varies from + 1 through 0 to – 1. Complete correlation between two variables is expressed by either + 1 or -1. When one variable increases as the other increases the correlation is positive; when one decreases as the other increases it is negative. The correlation among the variables is 0.611. The correlation value is high it suggested that one of the there is a significant relationship between religious tourism aspects in Maharashtra state with tourist expectations.

2. Discussion and Suggestion

This research looks at the experiences and opinions of people who have visited or plan to visit many historical places in Maharashtra, India. The study used qualitative analysis to assess numerous criteria, including the variety of monuments, forts, and temples, accessibility, information supply,

preservation, and overall experience for history aficionados. The findings demonstrate that Maharashtra's historical excursions are well-received, with participants complimenting the in-depth insights into the Maratha Empire, exceptional accessibility, preservation efforts that meet expectations, and the state's broad historical offers. These findings contribute to a deeper understanding of the importance of Maharashtra's historical legacy in tourism and generate new ideas for improving visitor experiences.

Maharashtra, with its rich historical record spanning the ancient, mediaeval, and colonial centuries, is a popular location for tourists interested in learning about the country's history. This study aims to provide a comprehensive overview of tourist experiences and perspectives on historical excursions in Maharashtra. This study focuses on positive tourist statements, such as the variety of historical sites, detailed insights into the Maratha Empire, accessibility, information provision, preservation efforts, and overall historical experience, in order to highlight Maharashtra's tourism sector's strengths and opportunities.

The study employs a qualitative method, collecting data from people who have been or want to visit historical sites in Maharashtra through interviews and questionnaires. Participants were recruited based on their interest and skill in historical tourism. A thematic analysis was performed to identify recurring themes and patterns in their responses, resulting in a more nuanced knowledge of their experiences and opinions.

Tourists enjoyed Maharashtra's diverse collection of historic sites, which included monuments, forts, and temples. The state's cultural landscape is a mosaic of architectural styles and historical periods that entices visitors with its richness and variety. Maharashtra's historical attractions, which vary from the ancient caverns of Ajanta and Ellora to the imposing forts of Raigad and Sinhagad, provide insight into the region's vibrant history. The variety of landmarks ensures that there is something for every history enthusiast, making Maharashtra an interesting destination for cultural exploration.

Historical tours in Maharashtra provide detailed information on the Maratha Empire, including its rise, significance in Indian history, and long-term effect. Visitors praised the educational value of these tours, which gave a deeper understanding of the Maratha emperors' military might, administrative achievements, and cultural contributions. The exploration of sites associated with Maratha leaders such as Shivaji Maharaj deepens the historical narrative, allowing tourists to understand the empire's long-lasting influence on Maharashtra's identity and heritage.

Tourists liked the accessibility and information available at Maharashtra's ancient landmarks. Signage, guided tours, and other amenities were cited as effective ways to improve the visitor experience. Clear signage made it easy to navigate complex areas, and knowledgeable guides provided contextual information and historical stories to enrich the tour experience. The availability of information in several languages facilitated interaction, attracting a diverse spectrum of domestic and international tourists.

Tourists were satisfied with the preservation and upkeep of Maharashtra's ancient sites. Efforts to save cultural treasures, prevent damage, and encourage sustainable tourism practices were acknowledged. Visitors commended the cleanliness, care, and restoration efforts undertaken to preserve Maharashtra's cultural past for future generations.

Maharashtra offers a complete historical experience, including ancient, mediaeval, and colonial sites. The state's historical landscape, ranging from the rock-cut caves of Ajanta and Ellora to Mumbai's colonial architecture, reflects its many cultural influences and history. Tourists praised the seamless integration of historical periods, which presented a complete picture of Maharashtra's past. Whether visiting ancient temples, mediaeval forts, or colonial-era monuments, travellers can immerse themselves in Maharashtra's rich tapestry of history, making for an exciting cultural journey.

This study demonstrates visitors' positive experiences and perspectives of historical visits in Maharashtra. The state's appeal as a top cultural tourism destination originates from its numerous historical sites, in-depth understanding of the Maratha Empire, accessibility, information availability, preservation activities, and comprehensive historical experience. By leveraging these assets and addressing areas for growth, Maharashtra can solidify its place as a major historical tourism destination, attracting visitors from all over the world to explore its rich heritage and vibrant history.

Religious tourism encourages spiritual wellness and cultural exchange. Maharashtra, known for its religious diversity, has a plethora of significant sites that attract pilgrims and visitors from all backgrounds. This study investigates the impact of visiting religious sites in Maharashtra on people's spiritual well-being, perceptions of safety, accessibility, and the inclusive nature of these locations. The research investigates the advantages of religious tourism in Maharashtra using qualitative and quantitative analyses of survey data collected from frequent tourists. The findings suggest that religious sites in Maharashtra function as inclusive spaces, supporting spiritual growth while ensuring the safety and accessibility of all visitors.

Religious tourism is a significant part of worldwide travel, drawing millions of pilgrims and visitors seeking spiritual experiences and cultural immersion. Maharashtra, a state in India, is noted for its diverse religious heritage, which includes Hinduism, Buddhism, Islam, Christianity, and other faiths. The state features a vast number of temples, mosques, churches, and pilgrimage sites of great religious significance. The goal of this research is to investigate how religious tourism influences people's spiritual well-being, as well as their perceptions of safety, accessibility, and inclusiveness at holy places in Maharashtra.

V. CONCLUSION

The TALC model will be used in this study to investigate the rise of tourism in Maharashtra. By assessing the stages of tourist expansion in key locations around the state, we may investigate the long-term viability of tourism practices, the efficacy of existing regulations, and the socioeconomic consequences on local communities. Furthermore, this study seeks to propose recommendations for

limiting tourist expansion in order to ensure long-term benefits while reducing negative impacts. This study not only adds to the theoretical understanding of tourism growth in Maharashtra, but it also gives practical insights for policymakers, tourism managers, and stakeholders involved in shaping the future of this crucial industry. Using a lifecycle approach, we may better comprehend the complexities of tourism growth and development.

Understanding the breadth of tourist economics in Maharashtra using Butler's tourist Area Life Cycle (TALC) model has important implications for long-term tourism growth and policymaking. The TALC model, which defines the stages of exploration, participation, development, consolidation, stagnation, and possible rejuvenation or decline, provides a systematic framework for analysing and forecasting Maharashtra's tourist business.

First, defining Maharashtra's tourist locations within the TALC phases aids in evaluating their current condition and future potential. For example, major destinations such as Mumbai and Pune may be in the process of consolidating, necessitating methods to control visitor intake and infrastructure maintenance. In contrast, growing attractions such as Tadoba Andhari Tiger Reserve may be in the development stage, demanding expenditures in infrastructure and marketing to attract more tourists.

Second, this approach assists in determining the economic implications at each level. Tourism may considerably benefit local economies throughout the growth and consolidation periods by creating new jobs, expanding business options, and improving infrastructure. However, recognising the start of stagnation is critical for enacting measures that avoid decline and encourage rejuvenation, such as diversifying tourism offers or improving visitor experiences, in order to maintain economic advantages.

Tourism is a major worldwide business, known for its ability to boost economic growth, create job opportunities, and foster cultural interaction. Tourism is especially important in Maharashtra, one of India's most economically significant states, because of its numerous attractions, which range from busy cities to calm rural landscapes and ancient places. This article investigates the varied relevance of tourism in Maharashtra, focusing on its economic, social, cultural, and environmental implications, as well as the problems and possibilities it brings. Furthermore, using the TALC model emphasises the significance of sustainable practices in mitigating negative consequences such as environmental deterioration and cultural commercialization, which are frequently found during the stagnation and decline stages. Policymakers may utilise these findings to create rules that strike a balance between tourism expansion and conservation initiatives, guaranteeing long-term economic sustainability. Tourism makes a significant contribution to Maharashtra's economy by producing money and increasing the state's GDP. Tourist spending on accommodations, food, transportation, and entertainment totals billions of rupees every year. Major metropolitan centres such as Mumbai and Pune, which are known for their historical landmarks, contemporary attractions, and economic hubs, draw both local and foreign tourists, bolstering the state's economy. The tourist business in

Maharashtra is a major source of employment, directly and indirectly supporting millions of people. This includes jobs in hotels, restaurants, travel agencies, tour operators, and transportation companies. Tourism also benefits auxiliary sectors like as handicrafts, local markets, and agricultural goods, which provide income to rural residents and craftsmen. To summarise, using Butler's TALC model to understand tourist economics in Maharashtra provides a strategic approach to promoting sustainable growth, optimising economic advantages, and maintaining the tourism sector's durability and resilience.

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