

# Sustainable Strategies for Boosting Tourism in Maharashtra Post Covid-19

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**Abstract:** *One of India's leading commercial and industrial states, Maharashtra, has identified tourism as a key driver of economic development. The Maharashtra government has identified tourism as a key sector for the state to provide both economic growth and new jobs. With an increase in foreign visitors, Maharashtra became India's second most popular entrance point in 2011. Additionally, the travel and tourism business, which includes transportation, storage, communication, trade, hotels, and restaurants, contributed 20–22% to the state's GDP and 3.5–6% of the state's jobs. Maharashtra's dedication to the tourist sector is shown in the state's promotion and development programs. Depending on the specifics, tourism can either help or hurt the economy, the environment, or both. It is common knowledge that the tourism industry plays an essential role in a country's overall economic growth. An area's natural beauty is a valuable asset, as it is a primary factor in deciding whether or not to visit a given location. Cultural and societal changes are brought about by tourists' contacts with locals, businesses, and non-governmental organizations (NGOs). There should be no doubt in anyone's mind that the environment is a finite resource that must be protected for future generations. Future generations should be able to enjoy the benefits of tourism, so it's important to keep the carrying capacity and the level of growth in mind. Therefore, in order to have future growth in tourism and economic development, the environment, as the primary source of tourist products, should be maintained and sustained. This paper highlights the sustainable strategies for boosting the tourism sector of the state of Maharashtra post-COVID-19.*

**Keywords:** Tourism

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