

# **Maharashtra Tourism Unveils WhatsApp Chatbot To Elevate Travel**

In a significant move, Girish Mahajan, the Minister of Tourism for the Government of Maharashtra, has introduced an AI-powered WhatsApp chatbot (+91 9403878864). This chatbot, available in both English and Marathi, serves as a convenient and informative tool for users to explore the state's cultural heritage, natural beauty, and various attractions. It provides insights into destinations, activities, accommodations, and more, simplifying the trip-planning process.

Addressing the need for strategic investments in infrastructure, hospitality, and technology to unlock Maharashtra's tourism potential, Mahajan emphasized the importance of seamless connectivity and the role of digital tools in enhancing visitor experiences. He stressed the significance of sustainability, advocating for the preservation of heritage and support for local communities, emphasizing a holistic approach to tourism development.

In support of women entrepreneurs in tourism, Mahajan also launched an app for the Aai Policy, a gender-inclusive tourism scheme. This initiative aims to register ten women-owned businesses in each district across various sectors, promoting entrepreneurship and economic empowerment.

As part of the proposed Tourism Policy, Dr B N Patil, Director of the Directorate of Tourism, discussed the sector's significant role in generating revenue and job opportunities. He outlined strategic initiatives such as rebranding hidden gems, promoting local festivals, and streamlining policies to maximize tourist footfall and spending.

The tourism board aims to attract entrepreneurs and investors through targeted initiatives and promotional campaigns, aligning with the state government's vision to position Maharashtra as a global hub for commerce. This initiative reflects a strategic approach to creating a thriving ecosystem, contributing to the economic growth and prosperity of the state.

Renowned for its diverse landscapes, dynamic cities, and profound heritage, Maharashtra has consistently been a sought-after destination for travelers. From the bustling Mumbai to the scenic hill stations of Lonavala and Mahabaleshwar, the ancient Ajanta and Ellora caves, and the tranquil beaches of Alibaug and Tarkarli, the state boasts an array of attractions.