

CHAPTER-1

INTRODUCTION

1.1 A CONCEPTUAL FRAMEWORK

During last few years, tourism is making inroads in the country's economy, as one of the prime foreign exchange earners. It has now become one of the largest commercial activities not only in India but also on a global scale; therefore it is also considered as 'sunshine' sector all over the world. The study of tourism is the study of people moving away from their usual residence. Until recently, involvement was restricted to few selected people, who could afford both the time and money to travel. Increased leisure, development of transportation, accommodation, higher incomes and greatly enhanced mobility combined has enable more people to take part in tourism. People want to visit new unknown places. Travelling and exploring the world is a natural tendency of all human beings. With each new steps (from apes to man) he learned about this world. His inquisitive tendencies and desire to know the unknown made him an adventurer¹. It is said that tourism is a smokeless industry, people industry, vacation industry, decentralized industry, service industry, multifaceted industry and legitimate industry. Whichever industry it is the entrepreneurs take it as a golden goose that lays golden eggs and the others see the goose fouls in the nest which should be-cleaned for sustainable tourism development.²

Tourism is now denoted as a global industry. The remote areas, which were deplored & unexplored only a few decades ago, are today successful tourist destination. Even South Polar Region has been successfully promoted by one of America's most prominent tour companies. Little known areas such as New Guinea, the outback of Australia & the remote Maldives Islands are visited by travelers every year. Tourism serves as an effective instrument in globalizing this world into a 'single universe'. The travel and the hospitality, a unique mixture involved in Tourism make any tourist to develop a good impression of a country³. Tourism is one of the most significant economic & social forces in the world today. It is now one of the rapidly growing importance in the field of economic development. Both The travel and tourism occupies one of the largest sectors in the world today, bigger by far than steel, automobiles and electronics. However, due to natural, political and induced circumstances, there are great disparities in the earnings from tourism of various tourism-conscious countries all over the world, but India getting only a fraction of a percentage of total tourists earning⁴. Any expenditure made by tourists contributes to

¹ A. Kumar, (2005), "Tourism Administration & Management", (by a team of experts), Vol.1, pg.1.1.

² Korat P.G., Desai Mahboob, (2004), "Historical Application in Tourism", Bhavnagar University, Bhavnagar.Parshva Publication.

³ Narayanan M., Prof. Krishna, Srivastava P., Kumar S., "Planning for Tourism Industry: A new Approach using Tractal Theory", pp 3, para 2,3.

⁴ Singh Ratandeep, (1994), "TOURISM TODAY: Structure, Marketing and Profile", Vol. 1 Dynamics of modern tourism, page 13, 14.

the prosperity and the development of the tourism industry. It has now become a popular global leisure activity. In 2003-04, there were over 59900 international tourist (*NRI's+Foreigners*) arrivals has been recorded. Tourist activity may have both a beneficial and a detrimental influence on the society and biophysical environment in which it crop up and its upshots are noted on the framework of environment, culture, lifestyle and economy of a region. The tourism is merely an aspect of recreation but, so far, besides economists, environmentalists, few geographers have also shown much interest in this field. Many geographers are now turning their attention to it. Its growing importance in the world has made this subject most burning issue. Now the world universities have started undergraduate courses in tourism. In India it is still on the path of development.

According to **Dr. H. Robinson** (*The Geography of Tourism*), the tourism is not a particularly easy task since information about the tourist industry varies widely from country to country. Here he deals with aspects of tourism which the purist (traditionalists) will claim bear little relation to geography, but he has included them because he feels they are necessary to proper understanding of the phenomenon of tourism.

The tourist is usually interested in the destination's climate, culture or its nature. Wealthy people have always travelled to distant parts of the world, not incidentally to some other purpose, but as an end in itself; to see great building or other works of arts to learn new languages, or to taste new cuisines. Many national economies are now heavily reliant on tourism.⁵ The spirit of travel has lived on down the ages. In the recorded history there have been instances whereby one is able to know that man has been travelling throughout the ages. The Travel and journeys for pleasure and leisure have been man's favourite occupation ever since the advent of trains, the jet aero planes and the fuel-efficient cars. The former confined to territories, and the jet planes has brought nations and peoples closer than ever before. From the very early historical period, travel has had a fascination for man. Much of the travel in the beginning was largely unconscious and rather simple affair unlike the sophisticated travel in the modern times. The man has explored new strange places, seeks changes of environment and had undergone new variety of experiences. Travel is a limited term but tourism, as we understand the term today, is of relatively modern origin, and means not only travel but its Geo-eco-socio-cultural effects on the area of destination and also on origin. Tourism, whether it is Domestic or International, is not a matter of few persons, particularly after the Second World War it has become a subject of large massive

⁵ *Kandari, O.P., Chandra, Ashish, "Modern Trends in Tourism & Hospitality", Vol.5, pg. Introduction.*

movement and mass consumption. Bearing the characteristic of own mechanism of marketing it has widened its scope. It is facing a lot of competition both within and outside the country on several accounts.

Tourism is vital for many countries, due to the income generated by the consumption of goods and services by tourists, the taxes levied on various businesses in the tourism industry, and the opportunity for employment in the service industries associated with tourism. These service industries include transportation services such as cruise ships and taxis, accommodation such as hotels, restaurants, bars, and entertainment venues, and other hospitality industry services such as spas and resorts. Tourism is considered as the third largest foreign exchange earner for many countries, and rightly so emerged as an instrument for employment generation, poverty alleviation and sustainable human development⁶.

Unlike early days, the tourism becomes multi-facet phenomenon. There are geographical-social-economic and psychological aspects of tourism. Every aspect has its own way of study tourism. It is a complex industry in which various independent units work for single consumer i.e. the tourist, who generates demand or provides a market for many separate-varied and inter-related industries. There are two sectors of tourism, one the dynamic and the other static sector. The former includes all the economic activities, the community services, the motivation of demand, the provision of transport, activities of tour operators, travel agents, transport undertakers and ancillary services. The later includes demand for accommodation, food and refreshment. By any means the tourism is very important for two reasons, one, in many developed regions, especially West European, North Americans & Australians, the tourist business is now a major employing activity for a large number of people; and second, the revenue from tourism form a very valuable invisible export, are especially important as a dollar earner and frequently contribute substantially to the balance of payments.

1.2 INTRODUCTION TO STUDY AREA

Globally, The State of Gujarat is extended between 20° 02' N and 24° 39' N latitudes, and 68° 10' E and 74° 37' E⁷ longitudes. The state of Gujarat has three distinct regions- a corridor running north to south, which is the industrial mainland, a peninsula known as *Saurashtra* and Kutch which is partly desert and partly marshland. Gujarat has

⁶Prasad Vara, V.V. Sundari, (2009), VBT, "Travel and Tourism Management", Excel Books publication, , pg-4 para-1.

⁷ "India Guide Gujarat", edited by Desai, Anjali H., published by India Guide Publications, ISBN 978-0-9789517-2-6 (2011) pg.-17.

some fascinating and idiosyncratic architecture, exquisite crafts and rare wildlife, including the Asiatic lions, a wide variety of sceneries from vast salt marsh and desert in the northwest, irrigated green fields in the southeast, and some first-class beaches in the southern part of the state. It will be worth to say that Gujarat is one kind of land of travelers, famous for religious & sacred places. The richness of the state can be seen from treasury of Jain and Hindu buildings, including the superb temples at Taranga, Palitana and Somnath, Dwarka & Modhera. From the late 15th century onwards Gujarat's ports became the important trading centers and embarkation points for Muslim travelers while European colonial nations established their trading bases around the Gujarat coast (Surat). Because of these characteristics the Government of Gujarat has made some important changes in the old odd policies to develop the tourism as an industrial sector.

Kutch, despite of its harsh environment, its people have developed an astoundingly vibrant identity. In addition to abundant birdlife in the state, the Rann of Kutch has the only surviving wild Asses in India and the Velavadar conserves the rare, swift-footed black bucks. Some species of wildlife that occur here do not occur in other parts of the country. The Vast Asiatic lions are found in the Gir National Park. In January 2001, an earthquake hit Gujarat and devastated the region of Kutch. But with their legendary capacity to overcome hardship and disaster, the people lost no time in rebuilding their lives out of the debris around them.

Gujarat ranks first in the country in the production of cotton and groundnut and second in the production of tobacco. Gujarat accounts for nearly 63% of milk produced in the country. There is exploration and production of oil and natural gas at Ankleswar, Khambhat and Kalol. The Gujarat coast provides a wide variety of coastal features due to its varied physiography, geomorphology, coastal processes and river discharge into the sea.

1.3 TOURISM DEFINITIONS

The 'Tourism' is a complex phenomenon & it is very difficult to approach at a consensual definition that what really the tourism means. Being a commercial organization it deals great extent of operation with the tourists & places of interest. It is a major socio-cultural phenomena of the new age society & is related with economic mobility and thereby several consequences. However, the movement of people to the places of interest was there since time immemorial but was without commercial approach and organizational and managerial skill. Several attempts have been made to define it some of these are fairly

comprehensive and explain tourism in the context of movement. It is completely the consequence of the word tour which forms the root of the word tourism. The tourism is now becoming the central part of the modern societies, because it has immense dimensions other than economic; hence its study becomes more important. "A technical definition of tourism involves three elements. **First** it must be made clear if, for example, travel for business, educational or family reasons counts as tourism. In other words the purpose of the travel must be clarified. **Second**, the length of stay at the destination must be defined in terms of minimum and maximum periods. **Third**, the definition must include particular cases, such as transit traffic and sea cruises". (*Burkart and Medlik: 1974, pp. 40-41*)

It was in the late 18th century that the Scottish Professor **Adam Smith**, a writer on Social and economic themes, after completing a grand tour of Europe got the idea of tour & thereby coined a new-expression "*Tourism*". In 1841, **Thomas Cook** organized the first group travel by rail for pleasure from Leicester in England to Loughborough in France and it soon became an important tourism activity. The period following the 2nd World War witnessed considerable growth in international tourism.⁸(**R.J. Shah, "Tourism: Definition & Regulations"**). In 1910, one of the earliest definition provided by **Hermann Van Schullard**, an Australian economist as, "Bob total of operation mainly of an economic nature, which directly relate the entry, stay & movement of foreigners inside & outside a certain country, city or region". The **web dictionary (Wikipedia)** defines the tourism as "*the act of travelling or sightseeing, particularly away from one's home; collectively, the tourists visiting a place or landmark*". Various disciplines have explored the different way to define of tourism. "The word 'tourism' consists of all those trades which together satisfy the varied need of the travelers. It satisfies the following conditions: Travel must be temporary, voluntary and it should not have remunerative employment as its aim". (**Ratandeep Singh, 1994, pg. 111**)

Tourism is that type of human activity which aims to enjoy all luxurious part of life. Human beings can experience the phenomena by travelling to fulfill his motives of making happiness. **F. Freulor** (1905) defined tourism as "a phenomenon of modern times, based on the increased need for recuperation and change of air, the awakened and cultivated appreciation of scenic beauty, the pleasure in, and the enjoyment of nature and in particular,

⁸ Korat P.G., & Desai Mahboob, (2004), (Editors) "Historical Application in Tourism" Bhavnagar University, Parshva Publication, Ahmedabad, pp. 243/3.

brought about by increasing mingling of various nations and classes of human society, as a result of the development of commerce, industry and trade”⁹.

The **conceptual definition** of tourism by **Swiss Prof. Hunziker and Krapf**, (1941) and adopted by the **International Association of Scientific Experts on Tourism (IASET)** rightly describes the concept of tourism: “Tourism is the sum of phenomena and relationships arising from the travel and stay of on-residents, in so far as they do not lead to permanent residence and are not connected with any earning activity.” (**Karma & Chand, 2004:34, Sharma 2004:14**)¹⁰ This definition is also adopted by the International Association of Science Experts in Tourism (**IASET**). In 1981 **IASET** defined Tourism in terms of particular activities selected by choice and undertaken outside the home environment. “Tourism is based on the desire for the pursuit of happiness”. (**Enzensberges; 1996; 135**) It is essentially a pleasure activity in which travelling from one place to another, country to country & region to region is involved.

The **technical definition** of tourism, also known as statistical definition¹¹ given by **F.W. Ogilvie (1933)** in his book “**The Tourist Movement**” (Staples Press, London) states as, “all persons who satisfy two conditions, that they are away from home for any period of less than a year, and second, that while they are away they spend money in the place they visit without earning it there” The definition was further refined in 1937 by The Economic Committee of the League of Nations: “Tourist is a person staying in a locality situated outside his place of residence during minimum of 24 hours and a maximum of one year.” The motives of such travel may be leisure, business, family, mission, meeting etc. It can be said that the technical definitions provide instruments for particular statistical, legislative, quantitative research & industrial purposes.

The researchers have also attempted to define tourism as a holistic point of view that the tourism as an industry, as a market, as a system. Still there is a long way to be considered it as an industry. According to **J. Jafri (1972)**, Tourism is “the study of man away from his usual habitat, of the industry which responds to his needs, and of the impact that both he and the industry have on the host’s socio-cultural, economic and physical environments”. It introduces a new dimension- the impact of tourism developments on the host environment. **C.A. Gunn (1972)** presented a model on the basis of the study of designs

⁹ Mohinder Chand, (2000), “Travel Agency Management”, An introductory text, , Anmol publication pvt. Ltd. New Delhi.

¹⁰ Hunziker, W. *Grundrisse der Aldagemcinon Fremden Venkeshreslehra Zunch*, Polygraphischer Verlag A.C., 1942.

¹¹Shah R.J., (2004), Article, “Tourism: Definition & Regulations” from “Historical Application in Tourism” by Parshwa Publicaitons, pp 244-245..

of tourist regions. It includes five main constituents of tourism: People, attractions, services and facilities, transportation and information and direction.

According to **Biswanath Ghosh (1998)**, "Tourism is a leisure activity which involves a discretionary use of time and money and recreation is often the main purpose for participation in tourism". In 1976 **Tourism Society of England** defined it as "Tourism is the temporary, short-term movement of people to destination outside the places where they normally live and work and their activities during the stay at each destination. It includes movements for all purposes." In another definition by **Erik Cohen** which also ignored the idea of socio-economic & natural aspects of tourism. According to him, "A tourist is a voluntary temporary traveler. He is traveling in the expectation of pleasure from the novelty and change experienced on a relatively long and non-recurrent round trip"¹²

Another broad definition was formulated by **IASET** and the **Tourism Society of Cardiff in 1981**, "Tourism may be defined in terms of particular activities selected by choice and undertaken outside the home environment. It may or may not involve overnight stay away from home". Within the parameters of the above definitions, tourists would mean those traveling for pleasure, domestic and religious purposes plus arrivals on cruise, even though they do not involve night stay. Contrary to this the **Caribbean Tourism Statistical Report (CTSR)**, "a tourist is a visitor staying at least twenty-four hours in a host country, whereas a cruise passenger (cruiser) is not regarded as a tourist, since he or she normally stays overnight aboard ship"¹³. Persons not to be considered 'tourist' are the individuals transiting through a country, those coming to take up a residence, those who live in one country but cross over to another to work, i.e., students attending universities of one country from another country and persons arriving with or without work-permit at another country for work are not included.

One of the definition given by *International Dictionary of Tourism*, published in 1953 by the international Academy of tourism at **Monte Carlo**, points out that tour in English and in French means- a journey, a circulative trip. **J.G. Bridges** (1959), the first major writer about tourism in the *Travel and Tourism Encyclopedia*, cited several historic dimension of tourism. As the modes and quality of travel have changed over a period of time, new interpretations of tourism has emerged. *The nineteenth century dictionary* defines- *tourist as "people who travel for pleasure of traveling, out of curiosity, and*

¹² Lea, John., (1988), 'Tourism and Development in Third World', Routledge Chapman and Hall Inc., (New York., P.4.

¹³ Thomas R.N., Pigozzi B. Wm., Sambrook R.A., (2005), "Tourist Carrying Capacity Measures: Crowding Syndrome in the Caribbean", published in journal "The Professional Geographers", forum and Journal of Association of Americal Geographers, edited by Sharmishtha Bagchisen, Sr. No. 722, Vol (issue)- 57 (1-4).

because they have nothing better to do," and even "for-the joy of boasting about it afterwards."

The International Union of Official Travel Organization (IUOTO), now called world **Tourism Organization (WTO)**, has defined tourist as a temporary visitor staying for at least twenty-four hours in a country visited when the purpose of the journey can be classified under one of the following headings:

- *Leisure, recreation, holiday, health, study, religion and sports; or*
- *Business, family, mission, meetings.*

According to **WTO** the travelers staying less than twenty-four hours (includes day trippers and people on cruises) are the excursionists. It is a distinctive form of recreation & demands separate consideration. This definition was accepted by IUOTO in their conference on International **Travel and Tourism in 1963**.

The definition provided by **United Nations** regarding international tourism in 1937 has been accepted by Indian government tourism department in 1971. Subsequently the Indian Government has decided the clear cut criteria for a foreign tourist. According to it the foreign tourist means those¹⁴:

1. *who come to India with legal foreign passport.*
2. *who stay for more than 24 hours but not more than 6 months.*
3. *who come for some specific cause such as to be at leisure, spending holidays, to recover from illness (health emolument), religious or domestic purpose, taking part in sport etc.*
4. *who don't come India as a permanent residence.*
5. *who is not coming India for earning money or employment purpose.*

Indian government tourism department has not considered as a foreign tourist for those:

1. *who is coming India illegally for earning or job purpose.*
2. *who is coming as a permanent resident.*
3. *who is coming here for less than 24 hours.*
4. *who is an official or an employee or driver of planes, steamer, railway or road transportation.*
5. *who is coming India for education purpose.*
6. *who is planning to go another place from India and stay there for more than 24 hours.*

¹⁴ Prof. Dr. Jani S.V., (2004), Article "Paribhasha, Swaroop ane Prakar", from "Historical Application in Tourism" by Parshwa Publications, pp 47-48.

According to **Bukart and Medliq**, "Tourism denotes the temporary and short term movement of people to destinations outside the place where they normally live and work and their activities at those destinations". A more comprehensive definition of tourism would be that tourism is a service Industry, comprising a number of tangible and intangible components. The tangible elements include transport systems - air, rail, road, water and now, space; hospitality services – accommodation, foods and beverages, tours, souvenirs; and related services such as banking, insurance and safety & security. The intangible elements include: rest and relaxation, culture, escape, adventure, new and different experiences¹⁵.

There has been a tremendous efforts has been made to define tourism. Researcher's from various backgrounds has defined it in different ways. One of the definition given by a report taken from the *Canadian Tourism Commission (CTC)* Official Business site (Research 2004-07) defining Tomorrow's Tourism Product in the form of experiential, learning, and enrichment travel are terms emerging with increased frequency in the travel media as new travel opportunities are promoted and the factors influencing traveller's choices are reported. The demand is growing for travel that engages the senses, stimulates the mind, includes unique activities, and connects in personal ways with travelers on an emotional, physical, spiritual or intellectual level. The recent most of the tourism definitions are unusual in that they are driven more by demand-side than by supply side considerations. "The supply side definitions are less well developed. **Leiper (1979, p. 400)** suggests one supply-side definitions: the tourist industry consists of all those firms, organizations and facilities which are intended to serve the specific needs and wants of tourists."¹⁶

There are many tourism definitions are existed in many texts. A range of multiplicity has been observed in the meanings of tourism. Every time researcher gets acquainted with new things to add in the previous definitions. A number of leading texts have defined it to solve the purpose of tourism, some of that are the followings:

According to **Jose Ignacie De Arrillage**, "Tourism in its first place was considered as a spot or rather as a synthesis of automobiles, touring, cycling, alpinism, camping, excursions and yatching"¹⁷.

¹⁵ Pratap R., Prasad P., (2005), "Tourism Geography", edition:, page 1.

¹⁶ Cooper Ch., Fletcher J., Gilbert D., Wanhill St., (1993), "Tourism Principles and Practice", pg-5.

¹⁷ Arrillage, Jose, Ignacie De, E.L., (Madrid 1955), *Tourism Enla Economic National, Tourism in the National Economy*, P. 10.

Dr. Zivadin say about tourism, “It is a social movement with a view to rest, diversion, and satisfaction of cultural needs”¹⁸.

Zafari (1977): “Tourism is a study of man away from his usual habitat, of the industry which responds to his needs and of the impacts that both he and the industry have on the host socio-cultural, economic, and physical environments”.

Primault considers tourism as “exploration of all that is unknown in all spheres of human activity and in all aspects of nature. It is also the search for rest, response for health, quietitude in a co-genial and comfortable atmosphere.”¹⁹

Dr. Pathania and Arun Kumar, there is no definition of what constitute the tourism industry; any definition runs the risk of either overestimating or underestimating economic activity. At its simplest, “the industry is one that gets people from their home to somewhere else (and back), and which provides lodging and food for them while they are away”.²⁰

Briton (1979): “Tourism is a phenomenon variably distributed in space (and time), and it can thus be approached from a variety of geographical branches. The locations of markets and destinations, and the flow of people, capital goods, and ideas are at the core of tourism. It influences the form, use and protection of the landscape”.

N. Leiper (1979), defined tourism in a systems framework that entails process of identifying the elements of tourism. “The elements of tourism are identified as tourists, geographical components, industrial components and environment. Broadly they are 1) a dynamic human element, 2) a generating region, 3) a transit region, 4) a destination region, and 5) the tourist industry”. This definition is similar to one established by **Mathieson and Wall (1982)**, who see tourism as comprising three basic elements: 1) a dynamic element, which involves travel to a selected destination, 2) a static elements, which involve a stay at the destination; and 3) a consequential element, resulting from the above two, which is concerned with the effects on the economic, social and physical subsystems with which the tourist is directly or indirectly in contact.

Kelly (1985): “Tourism.....recreation on the move, ongoing in activity away from home in which the travel is at least part of the satisfaction sought”.

¹⁸ Dr. Zivadin Joviac, Article on Tourism and Geography in the International Travel and Recreation Journal No. 3, P. 23.

¹⁹ Primault, *Le Role de L'automobile du tourism*, (Lausana 1943 quoted in Arrillage op. cit., p. 11).

²⁰ Singh K Pathiana, Kumar Arun, (2008), “ECOTOURISM”, p-10.

Murphy (1985), "...The sum of...the travel of non-residents (tourists, including excursionists) to destination areas, as long as their sojourn does not become a permanent residence. It is a combination of recreation and business".

Mill and Morrison (1985:xix), define tourism as "a system of interrelated parts. The system is 'like a spider's web- touch one part of it and reverberations will be felt throughout'. Included in their tourism system are four component parts, including Market (reaching the marketplace), Travel (the purchase of travel products), Destination (the shape of travel demand), and Marketing (the selling of travel)".

D.G. Pearce (1987), "Tourism is essentially about people and places, the places one group of people leave, visit and pass through, the other group who make the trip possible and those they encounter along the way". In a more technical sense, tourism may be thought of as the relationship and phenomena arising out of the journeys and temporary stays of people travelling primarily for leisure or recreational purposes.

According to **Jansen Verbeke and Dietvorst (1987)** "the term leisure, recreation and tourism represent a type of loose, harmonious unity which focuses on the experiential and activity-based features that typify these terms".

Bull (1991), "Tourism is a human activity which encompasses human behaviour, use of resources and interaction with other people, economic and environments".

M. Belen Gomez Martin (2004)²¹, "Movement in space undertaken by man in order to use other spaces as places of leisure. Tourists wish to enjoy the different geophysical resources or attractions offered by the place they have traveled to, or observe the genealogical elements contained therein; that is, they want to admire the historic remains with a certain monumental, historical or cultural value that survive in the area".

Although there is no consensual definition of tourism rather it involved more complexity in defining. This complexity will continue to be imprecise because of the rapid change taking place in the world travel. The increasing business activity, tourist attractions, transportations is changing the definition of tourism every day. The tourism development involve the utilization of physical & human resources and subsequently its impact on the social, economic, political, ecology & cultural value of the destinations.

²¹ M. Belen Gomez Martin, "Weather, Climate & Tourism, A Geographical Perspective", University of Barcelona, Spain (2004). Published in *Annals of Tourism Research*, Vol. 32, No. 3, pp. 572.

1.4 NATURE AND SCOPE

The nature of tourism has been changed over a period of time. Since the world-war II the emergence of new technologies in the field of communication & transportation had played an important role in the changing nature of tourism activity. The tourism is a multi-facet activity. The tourism basket now consists of numerous packages to sustain the tourist interest. It touches nearly all sectors of national life. The rapid and continuous development has been key-note of national and international tourism. The present day travelers come from a wider social background and his tastes and desires are much more varied²². The people today are not confined to any particular place, but now moving abroad to participate in exciting and exotic activities of mountaineering and other activities.

Conceptually, tourism arises from the movement of people to, and their stay in, different destinations. The 'journey' is the dynamic element in it and the 'stay', static. The 'Journey' and 'stay' are to, and in, destinations outside the normal place of residence and work. Destinations are visited for purpose not connected with paid work or regular employment. Again this movement is of a temporary and short duration, a few days, weeks or months. The changing nature of tourism can be well explained by following definition, "*Tourism is a vacation travel which is performed to satisfy needs and wants. Tourists do not take vacations just to relax and have fun, to experience another culture, or to educate themselves and their children. They take vacations in the hope and belief that these vacations will satisfy partially or wholly their various needs and wants*"²³. The tourism in the pure sense is essentially a pleasure activity in which money earned in one's normal domicile is spent in the places visited. It involves a discretionary use of time and money. Essentially, WTO has taken the concept of tourism beyond a stereotype image of holiday making. The United Nations Statistical Commission adopted WTO's recommendations on tourism statistics on March, 4, 1993, which represents a milestone for the tourism industry. The officially accepted definition in the report is:

"Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes".

This report also mentions the different types of tourism. According to it the tourism, involving residents of a country visiting their own country is known as **Domestic Tourism**. The **Inbound Tourism** which involve the non-residents visiting a country other than their

²² Singh, Ratandeep, (1994), "TOURISM TODAY: structure, marketing and profile", Vol. 1 Dynamics of modern tourism, page 101.

²³ Bhushan Ravi, (1995), "Coastal Tourism and Environment", p. 14, para-1.

own. On the other hand the tourism, which involves residents of a country visiting other countries known as **Outbound Tourism**. These above mentioned three basic forms of tourism can be combined to draw the following categories of tourism: **Internal** (domestic and inbound tourism), **National** (domestic & outbound tourism) and **International Tourism** (inbound & outbound tourism). Tourism has become a popular global leisure activity. In 2004, there were over 763 million international tourist arrivals.

If tourism makes dream possible-dream of sights & experience- its rapid expansion & consolidation as a means of economic development & its impact on life in general have strengthened its claim to be a strategic priority (**Dharmarajan & Rabindra Seth (1994)**). Tourism was viewed as being a “natural” renewable resource industry, with visitors portrayed as coming only to admire-not consume-the landscape, customs and monuments of a destination area. With the advent of mass tourism, has come the reckoning and a belated recognition that to become a renewable resource industry tourism, requires careful planning and management. Sometimes the mass movement has been described as contemporary migration pattern. *‘Wolf’ identifies three migration patterns in the society. The first migration to the city, is a continuation of the 19th century phenomena; the second, journey to and fro from the work is a result of our large scale urbanization & spatial separation of workplace and home; the third, recreational travel is the newest migration & function of the other two. Being the newest migration, recreational travel has experienced phenomenal growth rates, which can’t be maintained but which lead to major change in our life style.* Currently, international tourism is considered by some to be the most important industry in the world. In November 1991, the World Travel & Tourism Council (**WTTC**) quoted that “Travel and tourism is the world’s largest industry and the major contributor to economic development.”²⁴

The **UN** also derived different categories of tourism by combining the three basic forms of tourism: Internal tourism, which comprises domestic tourism and inbound tourism; National tourism, which comprises domestic tourism and outbound tourism; and International tourism, which consists of inbound tourism and outbound tourism. *Intra-bound tourism* is a term coined by the **Korea Tourism Organization** and widely accepted in Korea. Intra-bound tourism differs from domestic tourism in that the former encompasses policymaking and implementation of national tourism policies.

²⁴ Derrick Anderton, “Looking At Tourism”, pp.2.

Following to the above conceptualization of tourism the overall concept of 'Traveler' can be defined as 'any person on a trip between two or more countries or between two or more localities within his/her country of usual residence'. All types of travelers engaged in tourism are described as 'visitors' a term that constitutes the basic concept for the whole system of tourism statistics. A '**Visitor**' could be defined as a person who travels to a country other than that in which he has his usual residence but outside his usual environment for a period not exceeding twelve months and whose main purpose of visit is other than the exercise of an activity compensated from within the place visited.

A distinction should be made here between the concepts of recreation and tourism. Recreation does not necessarily imply travel. A game of tennis or a stroll (leisurely walk) in Neighborhood Park, constitute recreation, but the distance traveled to the location where these acts take place may be minimal. Much outdoor recreation, such as visits to theaters, cinemas, and clubs may be local in nature. In this case the participant does not travel far and does not leave his home for any lengthy period²⁵. This implies the removal of a person away from his habitual place of residence and his stay in another location. This stay or removal is temporary and is motivated by a search for personal pleasure in the shape of rest, relaxation, and self improvement (**Ginier: 1969, p. 26**). However, it is clear from the above criteria that all movements do not constitute tourism. Anyone taking up permanent residence or paid employment in another town or country is not a tourist but a migrant. Tourism thus contains elements of recreation and of travel and forms part of the wider fields of recreation and leisure.

Sometimes the leisure, recreation & tourism are almost used to express the similar meanings. This is, however, difficult to define these concepts. The **leisure** is a measure of time left over after completing work, rest, sleep and household chores. It is the time when an individual can do what he likes to refresh his/her spirits. "Free times after the practical necessities of life have been attended to"²⁶. Leisure is considered primarily as a condition, sometimes referred to as a state of being, an attitude of mind or a quality of experience. Leisure consists of a number of occupations in which the individual may indulge of his own free will - either to rest, to amuse himself, to add to his knowledge or improve his skills disinterestedly or to increase his voluntary participation in the life of the community after discharging his professional, family and social duties²⁷.

²⁵ Ian M. Matley, (1981), *The Geography of International Tourism: Michigan State University, Resource paper No. 76-1, page 2.*

²⁶ H. Fairchild (ed.), (1970) *Dictionary of Sociology*. Westport, CN, Greenwood Press, p. 251.

²⁷ Joffre Dumazedier, (1960), *Current problems of the sociology of leisure*. *International Social Science Journal*, 4 (4), 522-531.

The **recreation** means a variety of activities which a person could choose to refresh his/her spirit such as a game of golf, watching television or traveling abroad. **Tourism**, therefore, is simply one of these activities, which a person could undertake to refresh his/her spirit.

There is a clear cut difference between the *domestic tourism* and *international tourism*. This is relatively easy as domestic tourism is confined to persons moving around within their own country, whereas foreign tourism involves the movement of persons across international boundaries²⁸.

The whole concept of pleasure travel has been changed spatially as well as temporally during past thirty years, for example, the foreign travel in pre-war days was for the more affluent, leisured and well educated members of society enjoyed travel for its own sake and who were content to enjoy scenery, arts and the flavour of foreign places. This concept, however, has been replaced by "Tourism". It is something which is in total different. Now the present day traveler has their own ideas, desires, tastes & motives behind travel and that differs from person to person. Earlier some of the particular type of tourism was confined to only wealthier group of population and it was more 'democratised' but now this activity almost has been 'commercialized'. The people are now enjoying very recent 'the social tourism' which is able to bring a vast number of tourists into remote and relatively undeveloped regions.

In recent decades, the concept of tourism has broadened into holistic interpretations that have given rise to the modeling of tourism as a system. Many authors such as *Cuervo 1967, Gunn 1972, Leiper 1979, Mill and Morrison 1985 & Jafari 1989*, have proposed models of the tourism system. Key elements of this holistic and interrelated model include²⁹:

- (i) *Tourism is not a discipline instead it is a multidisciplinary field.*
- (ii) *Tourism is generated by two major powers, i.e. demand and supply.*
- (iii) *Within demand is a diversity of traveler interests and abilities.*
- (iv) *Within supply are all the physical and program developments required to serve tourists.*
- (v) *Tourism includes many geographic, economic, environmental, social and political dimensions.*
- (vi) *Tourism is not an industry, it is made up of a great many entities as well as business.*

²⁸ Ian M. Matley, (1981), "The Geography of International Tourism: Michigan State University", Resource paper No. 76-1, page 2.

²⁹ Gunn, A. Clare, (London, 2002), "Tourism Planning", pp. 8-9.

1.5 SIGNIFICANCE OF THE PRESENT STUDY

It is universally accepted that the tourism industry is an infrastructure industry, an economic driver and is an intrinsic part of the development of a region. It is the country's largest employment generator and foreign exchange earner. The Ministry of Tourism aims to increase foreign tourist arrivals from the present level of 2.8 million to 5.0 million. Coastal states are unable to tap this great economic potential to their advantage. Due to the high aesthetic value of the coast there is an enormous potential for tourism development.. The Tourism in the coastal areas of India has been on a high growth curve during the last few years and particularly during the last two years i.e., 2003-2004 and 2004-2005. The foreign tourist arrivals to places like Kerala and Goa have been booming to unprecedented levels, showing a growth of 25 to 30% every year. These coastal states are the most sought after by foreign tourists.

Tourism is vital for many countries, such as the U.A.E, Egypt, Greece and Thailand, and many island nations, such as The Bahamas, Fiji, Maldives and the Seychelles, due to the large intake of money for businesses with their goods and services and the opportunity for employment in the service industries associated with tourism. Tourism has become a popular global leisure activity. The tourism has lot of significance in the economy of a country; the major contributions from tourism are listed below³⁰:

1. *Economic benefits*
2. *Development of infrastructure*
3. *Human benefits*
4. *Regional development*
5. *Employment Generation*
6. *Helps build social system*
7. *Environmental benefits*

After a detailed survey of available related literature on the present research area, it was found that no canvasser has given an untainted attention to study the impact of the geographical apparatus on the study of tourism development in Gujarat. Despite of being a full of natural & physical resources, the study area is still untouched by the researchers. Therefore, in my present study I have covered and thrown some light on the effect of the geographical features on tourism development in Gujarat. Whatever study has been made earlier about tourism development in Gujarat, mainly are spatial, demographic & economic

³⁰Prasad Vara, V.V., Sundari, VBT, (2009), "Travel and Tourism Management", Excel Books publication, pg-18.

in nature. Moreover, the significance of the study stems from the fact that most previous studies tended to be very limited in scope as they tackled the number & location of tourist sites from a certain perspective, whereas the present study covers the available tourist sites in Gujarat from different perspective & also find out some new virgin areas, which may have a strong potentiality for tourism development.

Gujarat has tremendous potentialities to be developed, as various tourist site as geographical position of state is unique. It has Rann of Kutch in the north, Saurashtra plateau within middle and a long coastal line with various beautiful beaches and hilly and forest areas with east and south east region.

1.6 LITERATURE SURVEY

Although an enumerable number of literatures are available concerning international and national tourism in the world, but tourism as a regional & local perspective is very limited in number, particularly for Gujarat as a tourist destination. There is high inconsistency involved among various authors, who tried to put some efforts on the tourism as a whole, while more emphasis has been on local significance of tourism development. Their ideas are very limited to a particular location & its characteristics. For geographers it is very necessary to look in this subject, because only the geographers can perform better sense of duty in explaining the various attributes of tourism development in Gujarat. None of the other branches can contribute meaningfully as much as the geographers can do, because of his more diverse knowledge & ideas from various fields of education.

In Gujarat, the tourism is not a recent phenomenon, moreover, dated back to before 1400 BC, when 'Yadavas' migrated from Mathura to Saurashtra. History has it four thousand years ago, Lothal, in Gujarat, was the site of Harappan or Indus Valley Civilization. Gujarat also witnessed the sequential marching of Mauryas, Greeks, Guptas, Maitrak, Traikut and Gujjars, Rashtrakut, Jethva and Chavda, Chaulukya, Vaghela, Muslims, Mughals, Marathas and Britishiers in different periods of time. As such no valuable literatures are available particularly concerning the Gujarat tourism. Whatever is available is in the form of articles in the various magazines and information's published in published and unpublished books and tourist guides.

Bhushan Ravi Kumar³¹: (1995). The main objective of his study is to analyze the impact of tourism in developing countries. He also highlighted the geographical account of Western coastal region of India with crucial focus on geology, geomorphology, climate, vegetation and Indian landscape as elements of tourist landscape etc. He also studied the growth pattern of tourism on the western coast, in the purview of existing infrastructures and possible steps to boost tourism in south India particularly beach tourism and also understanding of various issues emanating on account of tourism and its impact on environment. Different types of beaches he identified along the coasts of Gujarat, such as sandy (Gulf of Khambhat), marshy mud flats on eastern shore of Kathiawar and rocky beaches on the western coast of Kathiawar. He also identified some virgin still preserved beauties, having strong potential needing attention and planning for future development, such a Hajira, Tithal, Ubhrat and Ahmadpur Mandavi, Nargol beaches. Most of them are uncrowded and are in process of development.

Vyas Rajnee³²: In his book originally called as 'The Asmita of Gujarat', he mesmerizes about wakeful responsibilities for a Gujarati, to serve the nation. 'I am an Indian, hailing from Gujarat'. In his views Gujarat has in the medieval ages earned from others the title of 'Vivekabrihaspati'- one who has the sense of discrimination between 'good and evil'. Poets have sung its praise by calling it 'garavi', 'gunial' or 'gunvanti'. On the other hand somebody has called it crazy- 'mad' (gandi). By explaining the Gujarat's beauty the great Gujarat poet Nhanalal has said that one wing of Gujarat is blue and the other is green. On one side there is the blue coastline of about a thousand miles and on the other there is the mountain greenery beginning from Abu-Aravalli in the north to Vindhya, Satpura and Sahyadri hills in the south. Gujarat will be truly 'an image of Dignity' and 'a paragon of virtues' only when the upliftment of the tribals and the Harijans is successfully achieved- and without loss of time.

Rajnee Vyas has covered almost all the aspects of the life of Gujarat. It is obvious that books which incorporate not hundreds but thousands of details are not going to be completed and total in themselves³³. The author did not only explains the pride of Gujarati's but also the major attractive features of Gujarat, beginning from its history of formation to distinguish land, coastline, glittering lamps, folk-life, forestry and ecology etc.

³¹ Bhushan Ravi Kumar, (1995), "Coastal Tourism & Environment", Chapter- Geographical features of western coastal India, Aph publishing corporation, New Delhi, pg. 73, 80-88.

³² Vyas Rajni, (1988), "The Glory of Gujarat", Gujarat Ananda Prakashan, pg. V.

³³ Joshi Umashankar, (1988), "The Glory of Gujarat". Gujarat Ananda Prakashan. Pg. V.

In his another book 'Incredible India' he writes little about tourism attractions in some of the districts of Gujarat. During an article entitled:, Gujarat: A Virtuous Land of Love and Devotion, he mentioned that how the entry of past people from other parts of world in general and South Asia in particular has contributed in achievement of wealth in the state. He explains the detail about the development of different capitals of different cities at different times. These include Dwarka and Girinagar, Valabhipur and Shrimal, Anandpur (Vadnagar) and Panchasar, Patan, Dholka and Ahmedabad. Today the capital is Gandhinagar, while other cities have not been able to retain their former glamour or wealth.

Makarand Maheta³⁴: He expresses his ideas on the historical development of tourism in India with special reference to Gujarat. He clearly indicates that the words 'Tourism', 'Pravasan', 'Paryatan' are the reward of modern world, which originated after establishment of Railways in India in 19th century. But with reference to the Historical records, the ancient people also did 'Yatra' and stayed at 'Yatradhama'. In the ancient time the ostentatious temples and King's Palaces were the great attraction for tourists. He also mentioned that at that time the Gujarati's also did trade in extreme East Asia and regions of Africa and laid the foundation of trade and travel. He also mentioned that the great ancient travelers spreads religious and cultural sentiency which give rise Hindu's Pilgrims (hospices). For traders stay Suba Azamkhan has constructed a large tavern in 1637 century. In 1660, a French Tourist **Jin-d-Jovenoe³⁵** has visited Gujarat and written about a 'Saray' in Ahmedabad. In the same way the Chintamani-Parshwanath temple constructed by Sheth Shantidas Jhaveri in 1621 was also a good place to see. Actually the writer tried to give more emphasis on the origin of different tourist places with lots of ups and downs in India with special reference to Gujarat.

He also mentioned that in old narrations, there so many descriptions are made regarding the travel in Gujarat. Some of the lines also has been mentioned in number of poetries, shows the nature of tourism, such as 'Kabirvad', 'Bharuch Kabirvad Jata Hodimathi Joyeli Narmdant Shobha' (a pretty sight seen in between Bharuch & Kabirvad from a boat), 'Mumbai thi te Rantundi Sudhi Aagadithi Joyelo Dekhav' (sight seen through train in between Mumbai to Rantundi), and 'Surat thi Mumbai Aavta Dariama

³⁴Maheta Makrand, (2004), an Article on "Bharat ma Paryatan no Itihas : Gujarat Khas Sandarbh ma", in edited book "Historical Application in Tourism" (Itihas ma Pravasan Vinayog), by Korat, P.G., Desai Mahboob, Bhavnagar University, pg-. 60-61.

³⁵ 'The Quervanseray in the Meidan, confliputs much to that place in Ahmedabad. Its front is adoced with several lodges and bolconys supported by pillors, and all these balcony's which are of stone, are delicately cut to let in the light. The entry is a large light square porch arched over like a dome, where you may find four gates, and see a great many balcony's: These gates open into the body of the buildings, which is a square of the freestone two storeys high, and varnished over like marble, with chambers on all rides, where strangers may lodge.

Chandnini Shobha' (a prettiness of moonlight in the ocean while coming from Surat to Mumbai). The tourism was there even before the railway and steamship era but was limited and in modern age the cart and pilgrims taken place by Hotels and Guest houses in more pleasant way.

M. J. Parmar³⁶: According to him, "it will be worth to say that Gujarat is a type of land of travelers". He has given main emphasis on the religious tourism and on the basis of the political, economic and cultural life of Gujarat he derived that in every work of human life is full of religion. The people from Shavdharma, Vaishnavdharma, Jaindharma, Shaktidharma, Islamdharma and Parasidharma came to Gujarat. The unity in Hindu-Muslims, Parsis, Christians, Shikhs etc. get equal importance in the state. He did not only praise the foundation of religious tourism in Gujarat but also emphasize the major drawbacks of government in providing infrastructure to major pilgrimage of the state. There are number of temples where still no measurement has been taken for pilgrims, even at so many places travelers are facing lots of difficulties. Notwithstanding, the private trustees has taken care of some of the facilities. He also mentioned that the government can also earn much more by developing some of religious places such as Bahucharaji, Ashapura, Chotila etc. Then also the 'Garvi Gujarat' is attracting the travelers from various countries.

Rahman S.A.³⁷: In his beautiful India Series of Gujarat, he mentioned about Gujarat's land, people, heritage, history, geography, economy, polity and tourism etc. which is a gift for all scholars, researchers and general readers. He gave a little idea about the major attractions of Gujarat such as national parks, sanctuaries, temples, hilly places, archaeological sites etc. In his views Gujarat has 4 national parks and 11 sanctuaries. The game sanctuary at Gir (the world's last habitat of the Asiatic lion), the sacred temples of Dwarika and Somanath, Palitana, the picturesque mountain city of Jain Temples on about 2000 ft. high Shetrunjaya hills, Udwada, the oldest place of the Fire temple of Parsees in India, sun temples at Modhera, bird sanctuary. In his book, along with the history and geography he mentioned about the various tourism spots and important festivals. Over and all, his literature doesn't provide sufficient information about Gujarat as a potential tourist place except mentioning some of the locations.

³⁶Parmar M.J., (2004), an Article on "Gujarat Pravaslakshi Dharmik Sthalo", in edited book "Historical Application in Tourism" (Itihas ma Pravasan Viniyog), by Korat, P.G., Desai Mahboob, Bhavnagar University, pg-. 144-174.

³⁷ Rahman S.A., (2005), "The Beautiful India, Gujarat", editor-in-chief, pg. 5-6.

Basak Tarak Nath³⁸: In his presented article on “International Tourism in India”, he explains the major causes of attractions for foreign visitors in India. The great diversity in Geographical, historical, economical and socio-cultural etc. has augmented international tourism in India. In this paper author has attempted to analyze the character and present trend of International tourism in India, especially since 1960. According to motivation, the international tourist arrival in India may be classified into five principal categories: 1) To see and to know the land and people and art treasures, 2) To visit relative immigrants, whose holiday expenses are being supported by their relative members in India, 3) to carry out business or professional work, 4) to come to India for study and 5) to participate in a wide variety of international sporting activities or any other international meet. He analyses the international arrival of tourist in India over a period of time and space. He also mentioned the general impact of tourism in India. Putting also some light on the various tourism related promotional mechanism for different states. For Gujarat, by praising the water transportation infrastructure, said that “the Gujarat Tourism authority has introduced the first hydrofoil service in the country for Saurashtra and other parts of Gujarat with Bombay. The benefit of this service is that, now a tourist/traveler can reach Saurashtra in six hours and a half from Bombay instead of 20 to 30 hours journey by rail or road transport”.

As such no further any research work has been done particularly on the topic of Gujarat tourism related fields. However, the basic information concerning promotion of tourism in the state definitely has been published time to time in the form of magazines such as Incredible India, India tourist guide, India guide Gujarat, Gujarat Darshan: Vibrant Gujarat etc.

Shiv Prasad B. Sajgor³⁹: In his book, ‘Gujarat Ek Darshan’, he beautifully organizes the ancient cultural and historical background of Gurjars. During the year of 200, the Gurjars are believed, belongs to be ‘vaishya’ group. But later Brahmins converted them to ‘Kshatriya’ to confront with Buddhism. “According the Vedas Gurjars are Vedic time Arya Vaishyas. During the time of Gupta’s, persecuted from continuous attacks by Huna’s, Gurjars shifted from Punjab to Rajasthan to Malwa plateau and believed to came through Dahod district to Gujarat. In this way the Gurjars belongs to Indo-Aryan group”. In the

³⁸ Basak Nath Tarak, an article on “International Tourism in India”, National Atlas and Thematic Mapping Organization, Calcutta, published in *Geographical Review of India*, Vol-49, pg. 15-27.

³⁹ Sajgor Shiv Prasad B., (1957), “Gujarat- Ek Darshan”,

above explanation also only the historical and cultural progress of the region preferred, rather tourism as a geographical phenomenon.

Kaushik Pandya⁴⁰: He did a wonderful job with support of his wife as a cartographer and TCGL in promoting the Gujarat as absolutely glorious place for tourism. His book "A journey to Glorious Gujarat" is a comprehensive travel guide which does not only provide the necessary tourist information but also historical importance of the place. According to him the Gujarati's are known to be staying out of India and this book could be a good source of information for them and their coming generation as a resource book. He superbly explained the historical & geographical background of the state but in brief. He successfully divided the state into four part, i.e. Northern, Southern, Saurashtra and the Kutch and also gave a brief topographical importance in tourism off all these regions.

Digant Ozha⁴¹: "Gujarati's are born travelers", said by him in framework of early days of Gujarati's affections towards traveling, despite of its adventurous and distress nature. According to him even in foreign tourism guides the attractions of Gujarat is well mentioned. An important guide named 'Lonely Planet' could be one of the reasons for tourist attraction for Gujarat. He also mentioned about unavailability of appropriate information and improper marketing. In this context the writer tries to give emphasis on promoting domestic tourism. The Gauravbhumi Gujarat would become a Gujarati's identification in the field of tourism and people staying outside of Gujarat will surely visit the Gujarat. He gave a local importance first for tourism development rather going wide to world.

Ashok Vyas⁴²: In his book 'Gujarat Tourism', he beautifully explains the potentiality of Gujarat as a tourist destination. The history of Gujarat will take you back to the most fascinating epochs of the past, i.e. 5000 year old civilization throbs with rhythmic life. He made an attempt to provide a bird's-eye view of the diverse and yet integrated canvas called Gujarat. He also provide a peep into Gujarat's history, culture, fairs and festivals, places of interest, architecture sculpture and miniatures. The final aim of the author was to prepare the people for a visit to this fascinating state of the country. He put the Gujarat's beauty and his experience in simple words, "I meditate upon thee- the Lord of Infinite Light- riding through the sky on a chariot driven by seven horses- dispelling the darkness of ignorance and spreading the light of knowledge". The geographical

⁴⁰Pandya Kaushik, (2007), "A Journey to The Glorious Gujarat", published by Sonal Anada, Akshara Prakashan.

⁴¹ Ozha Digant, (2003), "Gauravbhumi Gujarat", published by Navbharat Sahitya Mandir, Ahmedabad, p.

⁴² Vyas Ashok, "Gujarat Tourism" (writer, editor and designer), Kantaxmi publications, Gandhinagar, Gujarat.

peculiarities, economic richness and religious and social institutions have all combine to produce diversity which strikes every visitor to India called Gujarat. Actually he is the first person took some of the geographical components and tries to explain its richness in terms of natural beauties of the state.

Looking to the above matter of literature surveys, it can be said that none of these authors have perform in taking geographical components in defining and explaining tourism. Whatever work has been done regarding tourism is either as just an introduction or a guide to tourist places or way of reaching there and so on. Some of them also tried to explain tourism phenomena in the state through its historical records and then about its characteristics. The details are available for places which are already developed as an important tourist place. Some research also has been undertaken in this field by captivating economic and social consideration. My research work is different from these in terms of the accountable factors. My research work is based on to study Gujarat Tourism in Geographical perspectives. How the tourism phenomena is an integrative matter of all branches of Geography.

Philip Ward⁴³: While traveling to Gujarat his personal impression was to provide more meaningful information to western visitors (Portuguese) in terms of history, geography, art, architecture, landscape and life both human and animals. In his study he begins from Gujarat's changing trends in population growth to the historical backgrounds of some major cities (Ahmedabad, Surat, Baroda, Rajasthan, Bhavnagar and Jamnagar) along with the cultural importance of all these cities. According to him, "Gujarat is not a feverishly active tourist destination and, like Daman & Diu, lacks beggars and touts connected with more crowded destination". He also compared Daman & Diu tourism with tourism of other cities of Gujarat. In an explanation he mentioned about the characteristics of various cities. Such as Ahmedabad, which took its present form under the Ahmed Shahi dynasty, is a great cultural centre and develops ports at cambay, Broach (Bharuch) & Surat. Baroda expanded into engineering and industry, but boasts one of the two or three best museums of the state. South Gujarat possesses not only marvelous wildlife and cool hill stations such as Saputara and Bansda, but remains a sanctuary for Parsis escaping persecutions in Iran. He also compares the Jain temples at Ranakpur and Mount Abu in Rajasthan with Jain hill temple cities in Girnar and Shatrunjay above Palitana. Wildlife in Saurashtra is among the best in the whole of Asia, with Lions at Sasan Gir, Dolphins and

⁴³ Ward Philip, (1998), "Gujarat Daman and Diu", *A Travel Guide*, Orient Longman Ltd., (ISBN No. 81 250 1383 0).

coral reefs in Jamnagar's Marine Sanctuary, Blackbuck and marsh Harriers at Velavadar and Wild Asses and Pelicans near Dasada. Bhavnagar, Wankaner and Jamnagar said to be princely states. He also mentioned about the isolated adventurous nature of Kutch away from crowds of Surat or Ahmedabad with its unique tribal ways and handicrafts, temples and fortresses. Almost he took a long visit of Gujarat's famous centers, cities and also towns, beaches etc. He also depicted the tourism centers with meaningful and detail maps also showing transportation networks. Actually his literature is first of its kind which explains not only the places but also touches some geographical significance of it.

Sudarshan Majithia⁴⁴: His idea was to write this book (The Gujarat's Directory including who's who), to come out the problem of study about the Gujarat in Gujarati language. According to him most of books explaining the states emotions, thoughts, culture and economy are available in Gujarati language. Although he also mention that this book is not sufficient to meet the need of the people. He habitually explains about the land, history, cultural life, people, economy, social services and other information about Gujarat. He just gave some names of places of tourist interests and explains very little about those. In terms of cultural life he unintentionally opens up new way of life and heritages by mentioning Gujarat's history, festivals, music, dance, art, archaeology, museums, ancient architectures, movies, sculptures etc. But geographical explanations are lacking and nothing much is available in his literature about Gujarat as a tourist destination.

Jacobson Doranne⁴⁵: In his opinion, Gujarat, Madhya Pradesh and Maharashtra- three larger states- together make up much of India's vibrant heartland. They shelter monuments of some of the greatest epochs of early Indian history and are also throbbing with active modern life. In further saying, Gujarat: Cradle of Culture, is India's western most state has a long coastline on the Arab sea. Geographically facing outward Gujarat has welcomed an enormous variety of cultural influences from many lands. But Gujarat has not only taken in foreign influences, it has created its own rich traditions that have affected the world. The state also home to communities known for their intellectual and commercial acumen and also they run businesses and practice profession in many countries. He also praises the Gujarati's women and said that they are famed for their intricate needle work glittering with tiny mirrors that is embroidery works. In this study again the geographical explanations of state's tourism is missing.

⁴⁴ Majithia Sudarshan, chief editor and compiler, (1972-73), "The Gujarat's Directory, including who's who"

⁴⁵ Doranne Jacobson, (1992), "INDIA, Land of Dreams and Fantasy", UBS publisher's Distributors ltd., part-II- "The Vibrant West & Central Heartland", p-120, (ISSBN NO. 81 85674 38 8).

Ushakant Mehta⁴⁶: It is an old literature produced in 1984 with the financial support of Rajya Lalit Kala Akadami. In this book he detailed about art, folk culture, way of life, embroidery and handicrafts of Kutch region. According to him, '*Kutch is not only a white barren land but it is a combination of all colour*'. 'This district is the largest in terms of area but smallest in terms of population'. He explains very well about its fairs, temples and other monuments of Kutch. In this literature the word 'tourism' is missing and also it is more of explaining the regions cultural artifacts and its culture.

Bhargava Gopal⁴⁷: His explanations are not on tourism point of view but in a good manner he detailed about the cultural change of state over a period of time. He explains about all material and non-material activity of Gujarat which are definitely a great source for state tourism attraction. He paved the way from its history to art, religion, dance, drama, music, food habits, ornaments and archaeological literature, religious shrines and centre museum, fairs and festivals, customs, folklore folk stories and etc. With the help of list of coloured pictures he tried to depict the culture of Gujarat but here also the geographical explanation of tourism activity is lacking.

Kishor Makvana⁴⁸: In his book 'yatra', he explains about the old age tourism (yatra), been conducted as a great occasion. When the person comes out for tour up to his destination they do lots of spiritual activities. However, despite of reduction in the distance between place of origin and destination of a tourist by present transportation system, still its adventurous nature did not affected. The tourist places, does not only a place for entertainment but also increase the horizon of knowledge. Within this context he mentioned the main aim of his book to give the important and basic information regarding different tourist places including historical monuments of Gujarat. Originally his literature is more of religious in nature rather geographical. But he beautifully gave the basic idea about the places and the main reason of its importance, in both geographical and non-geographical way.

⁴⁶ Maheta Ushakant, (1984), "*Kutch: Art, Travel and Documentations*".

⁴⁷ Makwana K., (2005), "*YATRA*", published by Babubhai Halchand Shah, first edition.

⁴⁸ Bhargava Gopal, (editor), (2008), "*Encyclopedia of Art & Culture in India*", (in 27th Volume), Gujarat Volume-15, ISBN- 81-8205-440-0 (set), ISBN- 81-8205-455-9 (Vol.-15).

1.7 OBJECTIVES & HYPOTHESES OF THE STUDY

(a) OBJECTIVES:

- (i) To study the contemporary issues, practices and future challenges in tourism sector in the light of government policies.
- (ii) To examine the role of transport and quality of serviceable infrastructures in development of tourism in Gujarat.
- (iii) To assess the role of geographical components in playing a significant role in tourism development in the region.
- (iv) To examine the most causative and motivational factors for the foreign tourist arrivals in the state.
- (v) To find out the potentiality of different tourists places in purview of Other Indian States and international tourists arrivals.
- (vi) To study the category-wise trends of local, other Indian states and international tourist traffic inflow.
- (vii) Identification of new potential virgin tourist places.
- (viii) To analyze the overall problems and prospect of tourism development in Gujarat

(b) HYPOTHESES

The present research work is based on certain hypothesis, which is as follows:

- (i) *Tourism is an essential vibrant growth sector contributing not only in improving economic, social and physical well being of Gujarat but also enhancing the virtual relations with other states and countries.*
- (ii) *Geographical components influence the type of tourism development in an area.*
- (iii) *Tourism development in an area has a direct link with the number of tourist arrival and the duration of their stay.*
- (iv) *Higher the growth of transport sector, higher will be the number of tourist arrivals.*
- (v) *Higher the class, lower the number of arrivals, lower the class, higher the number.*

1.8 DATABASE & METHODOLOGY:

First of all the conceptual requirement in understanding of the role of geographical component in the development of tourism industry will be met through the various literature surveys. Data and statistics issued by various government and non-government institutions have been used to understand the trends and pattern of tourist flow. The

secondary data pertaining to arrival of foreign and domestic tourist has been used from government of India Gujarat, Ministry of Tourism websites. Various published and unpublished data during course of time from research papers, reports and magazines issued by government and other sources also have been utilized as a source of basic information. Further, the same i.e. the interface of tourism & Geography of Gujarat will be cross checked by looking to the present scenario in the light of historical background.

This present research work is vary by its nature & is based on extensive field survey & available secondary sources in both digital and non-digital forms. All the fact finding enquiries will be done through descriptive research methodology. The data based empirical research techniques will be used to analyze the facts. Later based on the data the inferential approach will be adopted & further work will be carried out. The extensive field survey includes the empirical field observation by approaching personally to the various tourist places. To generate statistics pertaining to social and economic evaluation the questionnaire method will be adopted. Statistics pertaining to the tourism sector will be procured through primary sample survey (direct/indirect personal interviews), interaction with private and government tourist operators (agents, government officials, guides) and also to professionals of various hotels, lodges & resorts. Since the study area is very vast to it is difficult to conduct survey for each and every hotels, resorts etc. so the data will be collected by adopting random sampling method. The secondary information will also be gathered from various tourism offices at district and state level in order to cross check the primary data. Further the information regarding the past and recent tourism activities (by TCGL) to promote the state tourism will be assembled and also the government policies published time to time will also be taken care.

Further for analysis purpose the data will be computed and tabulated & analyzed. To make the research more competent, different types of Maps and diagrams will be prepared by using Arc GIS & AutoCAD software technology & various other cartographic techniques. Finally the descriptive analysis will be done with combination of empirical data.