

CHAPTER-4

GROWTH OF TOURISM

4.1 A BRIEF INTRODUCTION TO WORLD TOURISM

The human beings are the most mobile species in the world from the very earliest history. Man's search for food and shelter and his curiosity for things around gave birth to travel and travel led to tourism¹. This phenomenon is as old as mankind on the earth. It was a simple affair as there were no procedures & formalities existed for travelling as there were no frontiers. The purpose of travel in the past was not undertaken for the any kind of pleasure, since no intentional motive was behind to seek any holiday form the work situation.

The primitive motive for which travel was undertaken was related to trade, commerce and the activities associated with it. There has always been a reason to change one's place and pace; be it for survival, trade, conquests, or curiosity². Inscriptions on monuments and coins and paintings on rock show that, throughout history, they undertook travel to far off lands in order to search food and shelter and later, trade with other nations. In the ancient past the travellers were trader and merchants looking for merchandise & engaging in **trade and commerce**. With the gradual opening of the trade routes, travel became easier as well as regulated. Trade relations gradually matured into cultural relations and better understanding of each other's way of life. There was, however, another form of travellers were **pilgrims**, a scholar in search of ancient texts, and a curious way looking forward to new and exciting experiences. *Seeking knowledge was his primary purpose for undertaking travel.*

If we look into the history, then some of the earliest travellers, Phoenicians were probably the first real travellers in the world. They were also credited for the invention of money, was being used in various business and commercial dealings. The invention of money and development of wheel around 3500-3000 BC by the Sumerians, ancient inhabitants of *southern Mesopotamia*, was a major landmark in the travel industry. Perhaps it can be said the beginning of trade and commerce around 3000 BC to be the most significant period, which paved the way for the development and organization of travel.

The Early travel in the ancient, particularly in India & China, was also largely based on the trade and commerce. As India was most developed region because of **Indus Valley Civilization (3000 BC)**, the travel to India in particular was undertaken

¹ Lajpathi Rai H., (1993) "DEVELOPMENT OF TOURISM IN INDIA", pg 1.

² Roday S., Biwal A., (2010) Joshi V., "TOURISM: OPERATION AND MANAGEMENT", pg-21, para 5.

by travellers from all over the ancient world. It is on record that long before the Christian era, travellers visited India in search of fortune, which paved the way for Europeans heading towards Indian shores for the sole purpose of trade and commerce.

The Imperial Era is well remarked by establishment of tourism during the early empires of Egypt, Persia, Rome, China and India. Road networks were laid for travellers, transport was made available, accommodation was provided for the traveller, wells were dug for water, and security pickets were set up³. In the ancient periods another motive of travellers was to explore new lands and to seek new knowledge by undertaking long journeys to distant lands & it become the strong urge in subsequent times. Homer's great work *Odyssey* records the references to great explores who spent many formidable years of their lives in search of knowledge. *The long journey through vast oceans and on the land by Arab trader's had also made possible in the new scientific discoveries.* These great explorations can perhaps pave the way for modern-day travel.

In 400 BC, the *Greeks and Romans travelled to Athens, Rome* and other cities to observing sporting competitions and to participate too. Romans Empire was prosperous and pleasure loving. Food, gambling and dancing to entertain have been part of the Greek hospitality. Travellers also attracted all over the world to attend festivals held in honour of Gods.

The practice for travelling for religious purposes became a well established custom in many parts of the world during the middle Ages. By the end of it, a large number of pilgrims were travelling to the main shrines and besides other places also in Europe. The rituals and faiths of pilgrimage were so deep rooted and strong that they became a great unifying force in the strengthening the religious bonds. The pilgrimages also provided the necessary impulsion for agrarian society to break out of its narrow geographical restrictions and visit other places associated with religion.

India's wealth and rich treasures were exposed to the western world only after invasion of Persians and Macedonians. Apart from Military travel for trade and commerce opens up new geographic routes to India during The Mauryan Emperor Ashoka. *In India, pilgrim travel credited to him, who travelled a lot to spread doctrines of Buddha.* Ashoka and his entourage first traveled to Nepal starting from Pataliputra and then ventured to Lumbini Gardens (Buddha's birth land), on to

³ Roday S., Biwal A., Joshi V., (2010), "Tourism: Operation and Management", pg-24, para 3.

Kapilavastu (spent his childhood). From here, he went to Samath, where Buddha spent many years of his life and finally to Gaya, (Buddha got enlightenment). Through his travels, Emperor Ashoka had special memorials set up at each spot and also rest houses where travellers could rest. *Harsha* was another Emperor who was greatly influenced by the Buddhist scriptural. He built institutions and Dharamshalas for the traveler. Numerous monasteries and temples were also built for the pilgrims. **Mughal Emperor Akbar** also established schools and colleges with boarding facilities because it was another major reason for travel during this period. **Bye 1640 AD, horse drawn coaches** (stagecoach) were used to transport people and goods from one city to another over long distances. In late 18th and early 19th century, the **Industrial Revolution** brought major changes in tourism industry. **Rail travel** initiated first mass travel at low cost in 1841 when Thomas Cook, organized a special train to carry 570 passengers from Leicester to Loughborough to attend meeting. Industrial Revolution brought new technologies and more quick and cheap mode of transportation infrastructure came such as *Motor cars, prototype airplane by Wright brothers, Orville and Wilber*. Over and all the modern tourism is well furnished with innumerable number of transport, hotel, aircraft infrastructure system.

The religion played and continues to play a key role in travel. The powerful influences of crusading religion such as Christianity in Europe and later in America and Hinduism, Islam and Buddhism in Asia took place to permit an assimilation and perpetuation of very distinctive languages, literature, art, architecture, philosophy and forms of government.

4.2 INTRODUCTION TO TOURISM IN INDIA

India is one of the most magnificent countries in the world. Indian History is as old as History of Mankind. India is the site of one of the famous civilizations of the ancient world, the others being the Mesopotamian, Chinese, Egyptian, Greek and the Mayan (Central America). The earliest known civilization in India dates back to about 3000 BC. Discovered in the 1920s, it was largely confined to the valley of the river Indus; hence it acquired the name so called Indus Valley Civilization. This civilization was predominantly an urban concentrated in and around two principal towns, Mohenjodaro and Harappa, the ruins of which still exist. Actually, the History of India

begins with the birth of Indus valley civilization and the coming of the Aryans. These two phases usually described as the Pre-Vedic and Vedic period.

It is also worth to mention that before 5th century, *Alexander the Great also travelled to India*, later pushed back by **Chandragupta Maurya**. In the 5th century, large parts of India were united under the great King Ashoka. He also converted to *Buddhism* after the war of Kalinga, and it is in his reign that Buddhism spread to other parts of South, Central and East Asia. It is in the reign of the Mauryas that Hinduism took the shape. *Islam first came to India* in the 8th century, and by the 11th century had firmly established itself in India forcefully; the North Indian dynasties of the Lodhis, Tughlaqs, and numerous others, whose remains are visible in Delhi and scattered elsewhere around North India, were finally succeeded by the **Mughal empire**, under which India once again achieved a large measure of political unity. Babur (1483-1530) is regarded as the founder of the Mughal Empire in India. His dynasty was possibly the most famous political (royal) family, in medieval India.

The European presence in India dates to the seventeenth century and it is in the latter part of this century that the Mughal Empire began to disintegrate, paving the way for regional states. In the contest for supremacy, the English emerged 'victors', their rule marked by the conquests at the battlefields of Plassey and Buxar. The British governed India for a period of about two centuries and brought about revolutionary changes in the social, political and the economic life of the country.

The Evidences of caravans of trading Persians visited India engraved in the inscriptions dating back to *the Persian King Darius, which Perhaps the indicator of the earliest travelling to the Indian soil*. Besides, commerce and trade there is also a mention of *cultural exchanges* between Persia and India. *There was free access to the ports along the Western Coast, Seaborne Commerce with Europe through Egypt during the rule of the Guptas, was yet another reasons for travel in and around the country*. The great travellers from various faraway places visited India. Probably the **greatest traveller** remembered from the distant past is **Huan-tsang**, a devout (spiritual) Chinese Buddhist. His principal mission was to assemble and decode antique Buddhist scriptures & to evident that he made the perilous (terrifying) journey to India around A.D. 633. Some other travellers whose names need special mention are Alexander the Great, Marco Polo, Benjamin of Tudela, Ibn Batutah, Francisco Friar, Alfonso D' Albuquerque and Mark Twain.

One of the important features during this period was the emergence of some sort of communication system and accommodation facilitated by trade and commerce. When **Alexander the Great**, during his journeys, reached India, he found well maintained roads covered with shady trees. Along one royal highway, 1920 kilometres long and about 19 meters wide, people travelled in **chariots, palanquins**, bullock carts, on horses, camels and elephants. **Shulgi**, the ruler of ancient Babylonia, claimed to have built roads and rest houses at various places for travellers.

India is ranked 62nd among the world's most attractive destinations and scores high on natural resources (ranked 14th) and cultural resources (24th), with many world heritage sites and strong creative industries in the country. Its transport network is ranked at 37th and ground transport infrastructure is ranked 49th. The tourism infrastructure however remains underdeveloped (ranked 73rd), with very few hotel rooms per capita by international comparison⁴.

The India's impetus to *boost tourism sector* was given only after independence. *The first serious step was initiated in the year 1946 by the constitution of **Sergeant Committee***. With the regional offices in Bombay, Delhi, Kolkata and Madras, the recommendation was made in setting up of tourism organization at national level. As follow up to the recommendations, a tourists Ad Hoc Committee was formed in the year 1948 for researching various means of promoting tourist traffic in the country. Later a '**Tourist Traffic Branch**' was set up and this branch later expanded into four sub-sections looking after, tourist traffic, administration, publicity and tourist distribution.

India attracted about 4 million foreign tourists in 2006, & spent US\$8.9 billion. The tourism industry in India generated about US\$100 billion in 2008 and that is expected to increase to US\$275.5 billion by 2018 at a 9.4% annual growth rate. According to **World Travel and Tourism**, tourism in India had the highest 10-year growth potential. The **Travel & Tourism Competitiveness Report 2007** ranked tourism in India 6th in terms of price competitiveness and 39th in terms in terms of safety and security. However, the tourism industry in India faces serious challenges including shortage of hotel rooms. In 2007, there were only 25,000 tourist-class hotel rooms in the whole of India. Among other factors hindering the growth of the tourism industry in India are stringent visa requirements and congested airports. Tourism has also

⁴ Prasad Vara VV & Sundari VBT, "TRAVEL AND TOURISM MANAGEMENT", page 72, para 1, (2009).

suffered due to recent terror attacks in Mumbai, Varanasi etc., but there were early signs of regaining lost momentum.

4.3 HISTORICAL DEVELOPMENT OF TOURISM IN GUJARAT

Gujarat is very fortunate in having a rich heritage of historical records among the other states of India. The regular contact of the Gujarat's people with foreigners, pooled with the impact of Jainism and Islam appear to be responsible for endowing Gujarat with a long and continuous historical tradition. This is borne out by a fairly large number of epigraphs and copperplates, Charitas, Prabandhas and Kavyas. Under the Sultanat, Gujarat has written and bequeathed to us histories large in number and variety. The history of Gujarat that can be measured by time dates back to the last stages of the fourth century B.C. The history of human culture prior to that period begins with the Stone Age. The references of Gujarat and Saurashtra are to be found in the Mahabharat, 'Arthashastra' of Chanakya, Deval Smriti and Buddha stories written during the 1st century A.D. Clear references to Saurashtra found in the stone inscriptions at Girnar, of Maha Kshatrap Rudradama of 150 A.D, of the remains and reminiscences of the people living at Rozdi (Shrinathgadh) near Gondal in Saurashtra of 1850 B.C. and different strata of cultural life found at various places prove that the culture of Gujarat is at least no less than 4,000 years old.

The strong historical background of Gujarat also owes to the fact that it was ruled over by a number of mighty kings, like **the Mauryas, the Scythians, the Guptas, the Solankis and the Mughals**. These rulers contributed in the increasing cultural value of the state significantly, by building a number of monuments and popularizing other traditional practices. The state was later inhabited by other groups, like the **Gurjars and the Parsis**. These groups remained under the influence of Mughals as well as Marathas till the mid 18th century.

Gujarat is well known for its archaeological importance which played an important role in revealing Gujarat past. The famous sites of Harappan culture named Lothal, Rangpur, Rozdi and Amri etc. were excavated here. Approximately 50 Harappan sites have been found here (MAP-1). Due to its coastline there was a channel of international trade between Gujarat and the rest of the world. Even before the Aryan occupation of Gujarat it is said to have had **trade contracts with Sumer**

through the Persian Gulf in about 1000-750BC. The most important early historic city in Gujarat was the ancient port of Bharukaccha (present day Bharuch), which played a strategic role in trade with Asia, Europe and Africa. Rock edicts in the Girnar hills indicate that Ashoka extended his domain into Gujarat. *The Ashok's rock edict of Girnar is the oldest inscription of Gujarat.* It is 3.6 m in height and it is 22.86 m wide at the base. It is written in Brahmi script. It was during the Mauryan rule that this region witnessed the influence of Buddhism. *The Mauryans also promoted trade and helped in spread of its culture.* After 137 years of Maurya rule, much of present day Gujarat was controlled by successive waves of invaders from the northwest such as the Greek Emperor, Alaxander the Great. From about AD130-390 the Scythians ruled it. After 300AD the Guptas (415-470) established their reign over Saurashtra, which became an important province in their kingdom until their vassals, the Maitrakas (473-788), took independent control of the region and they established Vallabhi as their capital and it prospered as a port and a center for learning.

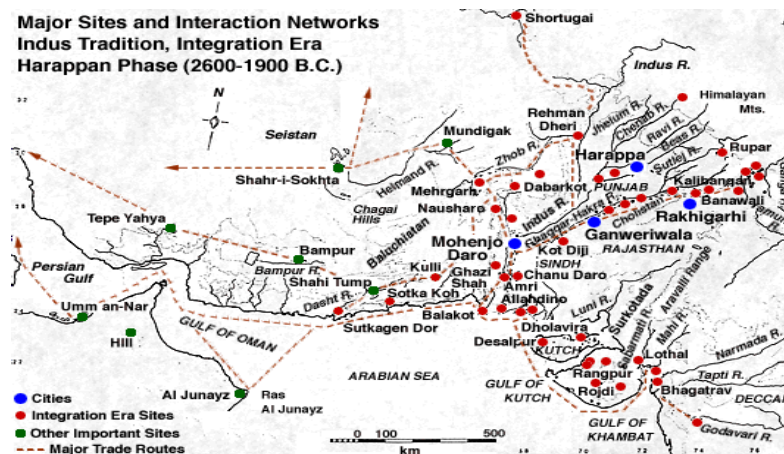


Figure-3: A HISTORICAL MAP SHOWING INTEGRATION ERA DURING HARAPPAN PHASE (2600-1900BC)⁵

After the death of Harshvardhana, the Gujjars controlled it till 746AD. The Solanki era (942-1304 AD) marked as a “**The Golden Age**” of Gujarat’s history. Actually they were Rajput clan from Gurjar. They shifted the centre of power from Saurashtra to north Gujarat, with Patan as the capital. This period saw the emergence of an integrated Gujarat, more or less to the geo-cultural region as like today. During this time, the Jain community established roots in Gujarat and greatly influenced its cultural ethos. The Solankis ruled over Gujarat till 1143.

⁵ <http://www.harappa.com/indus/indus1.html> (Art and Religion in India, February 4, 2006)

This era marks with another launch of Islamic contact to coastal Gujarat, in both peaceful and violent ways. Their small community developed in Bharuch, Khambhat and Veraval and local rulers facilitated the Mosques for them. Interest in Sufism and Islam also grew and at the same time, the 16th (1025 AD) of the 17th invasions of India by Mahmud Ghazni was marked by loot and vandalism of the Somnath Temple and by large-scale bloodbath. This was the time of downfall of Solanky dynasty.

The Arabs, Turks and Afghans invaded northern India in 12th and 13th century and eventually established the Delhi Sultanate (1206-1320). *The conquest of Ala-ud-din Khilji, the king of Delhi in 1299 also influenced the conditions in Gujarat.* They overwhelmed Patan and looted Somnath for a second time. Not only this, they plundered several more cities of Junagadh and the port of Cambay. In 1304 again the Rajput's power was displaced by the Turks but the Delhi's control over Gujarat weakened under the Tughlaq Dynasty.

Ahmad Shah I, the first independent Muslim ruler of Gujarat founded Ahmadabad in 1411 and shifted the capital there. He ruled over 31 years. The peak of Gujarat Sultanate came under Mahmud I, who ruled over it for 51 years (1459-1511). He conquest Junagadh (1469) and Pavagadh (1484) and titled with "Begada" (conqueror of two forts). His contribution in beautification of Gujarat is immense. He built & strengthened the fortification of Champaner, Sarkhej and Ahmadabad. He renamed Champaner as Muhammadabad and shifted the capital there. He also raided Kutch and Sindh and contained piracy around the ports of Dwarka and Ghogha. *After him no single reign in India contributed and inspired so much in architecture, until Akbar, nearly 150 years later.* It is believe that his Fatepur Sikri was inspired by his visit to Gujarat and its distinct fusion of Hindu, Jain and Islamic design elements. The last important ruler of the Gujarat Sultanate was Bahadur Shah (1526-1537), who granted the Portuguese permission to build a fort in Diu in return for their support against the Mughals. He regained most of his territory but later was slain by the Portuguese at Diu. During this era the cultural value of Gujarat has increases. The Bhakti movement led by poets, simplified essence of the Vedas, Upnishads and other sacred Hindu texts into literature and music. It promoted alternative way of life and spread the philosophy of ahimsa.

From the beginning of the 16th century the Mughals ruled for about 2 centuries. They were the descendants of the Timurids, from the Central Asian Steppes. They

married local royalty and continued the synthesis of **Turko-Persian and Indian culture**, which further enriched architecture, music and art, and ignited theological and philosophical discourse. In the 16th and 17th century Gujarat was largely peaceful except a drought brought about horrible famine in Gujarat, which was followed by a year of floods. It was famous for silk and cotton textiles. Aurangzeb, the son of Shah Jahan's period was infamous for severe bigotry (intolerance) and iconoclasm against Hindus. After his death, by 1818 the British had taken de facto control of India.

In 1615 Mughals & the British East India Company signed a treaty giving the latter to reside and build factories in the country. *Surat was one of the centres for exchanging goods and rare objects from the European markets. The English soon eclipsed the Portuguese and established a monopoly on all trade in the country.* The **first attack by Marathas** in 1664 at the port of Surat and plundered it dry. In 1670 the **second attack** was opposed by British East India Company. In 1674, after strengthening control over Deccan, Shivaji declared war on Mughal Empire during Aurangzeb's rule and gained popular support against intolerant Emperor. They conquered central and eastern Gujarat in the 18th century. *Their representatives the Gaekwads proclaimed as rulers and set up Baroda as their capital.* During this period many other local kings of Kathiawad and Kutch became independent. Another Bhakti movement also transpired during this era, led by Swami Sahajanand, the founder of Swaminarayan sect. After Anglo-Maratha war in the early 19th century, the British took over much of Gujarat. A special treaty signed by Gaekwads gave a degree of autonomy while most of Gujarat was under the direct or indirect British control. When EIC shifted its centre of commerce from Surat to Bombay, many Gujaratis also migrated there for business opportunities and played a major role in establishing Bombay as the economic capital of India.

In 1964, the first railroad had been introduced in British-dominated Gujarat which brought good trade of cash crops. British invested heavily in India and by 1946, Ahmedabad with 74 mills giving the title of "**The Manchester of the East**". But in 1896 ships from Hong Kong brought Bubonic plague, followed by epidemics of Cholera and influenza to Bombay and the whole west India affected. These factors induced the first wave of migration from rural to urban Gujarat.

In 1885, the people such as Dadabhai Naoroji, a Parsi intellectual, educator, and cotton trader from Gujarat became the voice of India's autonomy. In 1915, **Gandhiji** (born in 1869) returned from South Africa and established Satyagraha

Ashram in Ahmedabad. He organized people and popularized the idea of Swaraj and Swadeshi and fought with British by nonviolence rule. Later in 1913, **Muhammad Ali Jinnah**, the son of affluent Gujarati merchant from Kathiawad joined Muslim League after leaving Congress due to disagreement with Gandhiji. Later advocated the 'two-nation theory' and become the reason for creation of separate Muslim state. Finally on August 15, 1947, India splits into two independent states under British dominion- a secular India and a Muslim Pakistan.

In the year 1960, (**Table-5**) after prolonged struggle the people of Gujarat decided to form a new state for themselves. This, on 1st May 1960, led to the partition of Bombay into the states of Gujarat and Maharashtra. The first capital of the newly found state of Gujarat was Ahmedabad. But, in the year 1970, it was shifted to Gandhinagar. Today, Gujarat has transformed into one of the sought-after tourist destination of India. The Gujarati speaking areas of mainland Gujarat, Saurashtra and Kutch were joined together for the first time in 140 years. As a new political entity, Gujarat's elite had the freedom to initiate their own ideas for development. Many took emphasizing modernization and technology as instrument for change, which encourages the development of natural resource to develop agriculture and promote industrial growth.

Table- 5

THE CHRONOLOGICAL ORDER OF THE HISTORICAL INCIDENTS IN GUJARAT

DECADE	EVENTS
2500 BC	Harappans arrived from the northern India and established quite a few colonies & cities. It is said that they have established over 100 locations in Gujarat
500-100 BC	Yadav Dynasty, established by Lord Krishna rules all over the Gujarat with its capital at Dwarka. This city is said to be built for 8 th time, as all earlier cities submerged or disappeared in to the sea. This was known as one of the most prosperous cities of Gujarat, during the time of Lord Krishna.
200 BC	Rise of Mauryan Empire, established by Chandragupta Maurya with its capital at Junagadh which reached its peak under Emperor Ashoka. Rock edicts of Ashoka in Girnar hills are a proof of Ashoka's presence in this region.
100 AD	Satrap, members of the Saka tribes, gained control over Saurashtra.
388 AD	Guptas, and then Maitrakas, established their capital at Vallabhi.
1100 AD	Saurashtra came under the rule of the Solanki (Chauhan) dynasty.
1299 AD	Allauddin Khilji conquered the Gujarat from Chauhans and the Muslim rule was established.
1307 AD	Muzaffar Shah and appointed ruler for Gujarat declared independence from Delhi and established himself as the Sultan of Gujarat. His son Ahmed Shah established Ahmedabad in 1411 AD.
1500 AD	Mughal emperor Akbar conquered Gujarat- start of Mughal rule.
1531 AD	First European community portugese came to India and settled their bases in Diu and Daman.

1612 AD	British setup their Indian headquarter of East India Company at Surat.
1818 AD	British rule established.
1960 AD	Gujarat state formed after bifurcation of Mumbai state into Maharashtra and Gujarat.
Today	Gujarat's textile industry is still the largest in India, with the trading of the business-minded community helping to maintain its wealth.

Source: *A journey of the Glorious Gujarat by Kaushik Pandya, p.24*

4.4 GUJARAT AS A TOURIST DESTINATION

The Gujarat, India's westernmost and most industrialized arm of the country, belongs to the birthplace of Mahatma Gandhi, stronghold of Jainism and Hinduism, is one of its ***least visited and most colourful state in India***. The early Homo-Sapiens, as part of the 'Out of Africa' migration, entered India around 70,000 years ago during the last Ice Age, when only 25 to 50 km separated the south Arabian and the present Gujarat coastlines. The West Coast State of Gujarat is not on popular tourist itineraries of foreign and Indian tourists. Although the first people who visited to Gujarat were Harappans (***Figure-3***) but According to the Hindu epics, the Gujarat's tourism history begins from, when, Lord Krishna and his elder brother Balarama, evacuated Mathura and established at Kukshasthali, now known as Dwarka (in Saurashtra) and started what is known as the Yadava dynasty. Dwarka subsequently became one of the four seats (mathas) set up by Adi Shankaracharya. The **Parsees** when they fled from **Iran** in the **eighth century** first landed at Sanjan on the shores of Gujarat with the holy flame, which still burns in Udwada in Valsad. **The Muslim influence** left its lasting imprints on the local art and architecture and it came to be known as the Indo-Sarcnic style.

The origin of tourism in the state is knotted with the earliest civilizations of India. The earliest civilization flourished here around 3500 BC when the people from North and Northwest migrated to India. The spinning cotton into yarn and weaving it into cloth become an important item of trade as well as for tourism for the Indus people along the port of Cambay & Kutch coast to distant cities of Mesopotamia. Today, Ahmedabad, Vadodara, Jamnagar, Mahesana etc. are blooming as a commercial center for main tourism activity. Even the major religious centres such as Dwarka, Palitana, Sun Temple, Lord Shiva's temple were main attractions, pulled tourists from all over the world. Later, as the movement of people caught momentum for different purposes the frequency of incoming and outgoing tourists also fluctuated.

The exchange foreign currencies played a very important role in the economic development of the region. In recent times the concept of tourism has undergone a big change.

The Muslim rulers have also explored Gujarat in various ways. Muhammad Gazni attacked Somnath in Gujarat leading to the downfall of the Solankis. The conquest of Ala-U-din Khilji, The King of Delhi in 1288 also influenced the environment in Gujarat. **Ahmad Shah I**, the first independent Muslim ruler of Gujarat founded Ahmadabad in 1411. Then the Marathas terminated the Mughals (ruled for about 2 centuries) in 18th century.

Thereafter the Europeans were entered in India via Himalayan region along Indus valley & penetrated to Gujarat. Among them the earliest were the Portuguese who settled in Diu. From 1803-1827 the British set up their administration. The British East India companies have established their first head quarters in India & that was at Surat. It was later replaced to Bombay. Gujarat was the part of the erstwhile Mumbai state during the British Rule. But in 1960, the '**Gujarati**' population decided to disaffiliate from that union, which resulted in the formation of two new states, namely Gujarat and Maharashtra. The new State of Gujarat came into existence on May 01, 1960 because of this bifurcation.

The above all information is a brief introduction of earliest arrivals in Gujarat which had been taken place purposefully or with different intentions. Over and all the modernisation of tourism phenomena has brought major change in the definition the real tourism. The Government of Gujarat has taken up all understandings related to state tourism development. Looking to its great potential towards tourism, GTCL provides various tourism packages which were absent earlier. *Tourism basket now consists of numerous packages to sustain the tourist interest.* The heritage tourism, adventure tourism, cultural tourism, sports tourism, health tourism, pleasure tourism, recreational tourism etc, have all become very fashionable. *In recent years whatever can attract a visitor with his purse open for spending becomes a tourist and the purpose for which he comes becomes the type of tourism.* Places and areas receiving a steady flow of tourists are observed to experience a quick thrift and a big cultural transformation. Every rupee brought in and spend locally contributes to the local earning. This is why tourism has been given the status of industry. *So, looking to the earnings by the tourism industry the state government formulated a long list of policies to boost the tourism in the state.* The policy maker's realizes about the economic

importance of tourism activity. The tourism has wide spectrum phenomena. Authorities taking now more interests in developing the new different types of tourist centers for entertainment, leisure, recreation etc. The development of various natural parks one of them the Sasan-Gir Sanctuary, where one might see the nearly extinct Asiatic lions. The Bhuj, with its narrow alleys, carved balconies, old palaces and royal mausoleum is the most remote & charismatic area of Gujarat. This is also famous for its long Royal history, the vibrant colours of village life, its music, dance and crafts and the welcoming smiles of the Gujarati people.

The Parsis too belongs to this state where they had landed at a place called Saijan in A.D. 745 and many of them still live here. Thousands of them have migrated to Bombay. The money-making Jains of Gujarat are also very important community. There are families owning textile and chemical mills. As the Jains earn, they spend lavishly on building new temples and on charities like schools and religious trusts. ***Most Gujarati's are vegetarians as Jainism strictly prohibit meat-eating***⁶. As if chemicals, diamond cutting, textiles, thermal electricity, pharmaceuticals and other heavyweight manufacturing weren't enough to occupy its teeming 51 million (2001) population of Gujarat, this year, the state began muscling into a type of sector previously dominated by the likes of Katmandu, Agra and the Taj Mahal, Goa and Delhi along India's tourist trail. **(Mr. P.D. Vaghela, Managing director of Gujarat tourism, 2006)** Mr. Vaghela also pointed out, ***"And Gujarat is very safe", "Women can walk alone at night. During Navratri, millions of girls and boys danced through nine nights and not a single law and order case resulted. This is truly amazing"***.

The State of Gujarat has a contradictory feature- the endeavour of the people to coordinate their cultural pattern. Over the ages, Gujarat has seen a succession of races-settlers as well as conquerors and amalgamated their cultures into its own. The result has been a wonderful fusion of new ideas and old world traditions. Rich in crafts, history and natural beauty, this home state of great personalities continues to attract artists, scholars, intellectuals and businessmen from the world over. *With modern changes in technology, wading through the congested roads of big cities like Ahmedabad, Vadodara, Rajkot, etc. one may see the large milk cans ride on a motor-cycle by a man with a brilliant red turban and flashed golden earrings and a fierce moustache, hanging cans on both sides of his vehicle. He is nothing but a traditional*

⁶ Seth Pran Nath, "India: A Traveller's Companion", A Sterling Paperback Reprinted 1998, pp 343.

milkman of Gujarat who has enjoyed the modern transportation & communication (Mobiles) but firms to his conventional wear. This is how Gujarat lives, means changing yet changeless.

The state also took one important initiative by creating the year of 2006 as a Gujarat's Year of Tourism and came out punching above their weight. The people are indulging deep into rich seams of history and culture with strings of antique temples and Baroque cenotaphs (monuments). *They are mining the beauty of a landscape that stretches out into the Arabian Sea, "like an open jaw of a lion" with the Saurashtra Peninsula and the Kutch desert marking their mid-western border.* They are promoting their 4 National Parks, and 21 wildlife sanctuaries (GTCL). Gujarat intends to mobilize its mix of modernity, ancient attractions and unspoiled landscapes to become a leading world destination.

A separate Tourism Department was established in 1973 to identify and develop the tourism potential in the State. This was followed by the creation of ***Tourism Corporation of Gujarat Limited (GTCL)*** in **1978** which was entrusted with the task of undertaking and developing tourism-related commercial activities. The Corporation is presently engaged in a variety of activities such as creation of lodging and boarding facilities for the tourists and other aspects of tourist facilitation arranging cultural festivals, organizing exhibitions and producing and distributing maps, posters, brochures and pamphlets.

Over the years, the number of tourists has increases to Gujarat substantially, largely due to the development in infrastructure undertaken by the Corporation. In fact, the efforts in promoting infrastructure the corporation won such **prestigious awards** such as ***National Tourism Awards-2005-06*** for Best Kept Tourism Monument- Champaner and Excellence in Publication. A special appreciation letter to Chief Secretary from Jt. Secretary, Ministry of Tourism, Govt. of India, for ***"Extremely well produced literature"*** and ***"Great job done by Gujarat Tourism"***. It also received ***Best Tourism Film Award*** of Govt. of India during the Tourism year 2006 for the tourism field ***"Glimpses of Glory"***. It received ***National Tourism Award of Best Tourism Friendly Monument*** for Champaner-Pavagadh Archaeological Park in 2007. It received award for Best ethnic tourism pavilion in SATTE-2007 in New Delhi and also for various tourism fairs & exhibitions of excellence and tourism promotion. It also received award for ***Best Tourism Film*** for ***"DHOLAVIRA- A FUTURIC METROPOLIS OF THE PAST"***, by Ministry of Tourism, Government of India.

Gujarat Received “*Best Tourism Pavilion*” award on 19th April, 2008 at *Asia’s biggest Tourism and Travel Exhibition- SATTE-2008*, held at New Delhi.

4.5 POSITION OF GUJARAT AMONG OTHER STATES OF INDIA

Following are the important highlights of data for 2010. According to this data, Gujarat is at 10th place so far as domestic tourist traffic figures. In view of percentage, Gujarat’s share is very low (2.5%). During 2010, the number of domestic tourist visits in India to the States/ UTs was 740 million as compared to 650 million in 2009, 563 million in 2008 and 527 millions in 2007. During 2010, the number of domestic tourist visits in India to States/UTs registered an increase of 15.64% over 2009 as compared to increase of 2.54% in 2009 over 2008. The top ten States in terms of number of domestic tourist visits (in millions) during 2010 were Andhra Pradesh (155.7), Uttar Pradesh (144.7), Tamil Nadu (111.6), Maharashtra (48.4), Karnataka (38.2), Madhya Pradesh (38.0), Uttarakhand (30.2), Rajasthan (25.5), West Bengal (21.0) and Gujarat (18.8). The contribution of top 10 States was about 85.4% to the total number of domestic tourist visits during 2010⁷. The percentage shares of top 5 States were Andhra Pradesh (21.0%), Uttar Pradesh (19.6%), Tamil Nadu (15.1%), Maharashtra (6.5%) and Karnataka (5.2%). Gujarat is nowhere in sharing of domestic tourists among 5 top states.

Looking to the trend of domestic travel, we can conclude that the religious travel is on the top. Business travel can add up to some extent too. Andhra Pradesh is no. 1 in domestic travel. The main reason is perhaps Tirupati Temple. And Hyderabad of course adds to it in terms of business arrival. At second number is Uttar Pradesh which has Taj Mahal, number of Hindu religious places, Ganga, and of course Kumbh mela. Gujarat’s entry into top ten is thanks to Somnath, Dwarka, Palitana and Nageshwar Jyotirlinga. But staying behind West Bengal, Rajasthan and Uttarakhand in top ten is shameful for Gujarat looking at its potential.

During 2010, the number of foreign tourist visits (FTVs) to the States/ UTs was 1.307 lakhs as compared to 1.027 lakhs in 2009 and 1.10 lacs in 2008⁸. During 2010,

⁷ Figures are Provisional, Ministry of Tourism, Govt. of India (ON196), *Number and Percentage share of Top Ten States in Domestic Tourist Visits in India (2008-2010)*.

⁸, *Indian Tourism Statistics, 2009, INCREDIBLE INDIA (State/Ut Wise Domestic And Foreign Tourists Visit, 2008-2009)*, Government Of India, Ministry Of Tourism, Market Research Division, Pg 77.

the number of FTVs to States/UTs registered a increase of 21.4% over 2009, as compare to 2008, faced negative growth in FTVs from 2008 to 2009 (-7.74%). The top ten States in terms of number of FTVs (in lakhs) during 2010 were Maharashtra (50)*, Tamil Nadu (28)*, Delhi (19)*, Uttar Pradesh (17)*, Rajasthan (13)*, West Bengal (12)*, Kerala (7)*⁹, Bihar (6)* and Himachal Pradesh (4.5)¹⁰. Looking to the figure of foreign tourists arrival, Gujarat is nowhere in top ten. This means Gujarat has much to do in this area.

Market Research Division of Ministry of Tourism compiles data on “domestic and foreign tourist visits to States/ UTs” received from Ministries/ Departments of Tourism of various State Governments and UT Administrations.

In an article By Japan K Pathak, in Gujarat government’s magazine he mentioned about the political interference, just to maintain the vote bank by promising to promote tourism. ‘Gujarat has cover story in its latest issue that shows Chief Minister Mr. Narendra Modi dressed in traditional holding an embroidered umbrella. While the photo is OK, the caption says: **‘Gujarat is top destination in terms of tourist preference’**, which is completely wrong and untrue claim.

Bottom of the story is that really, lots of work has to be done in infrastructure sector so far as tourism in Gujarat is concerned. We don’t need unnecessary and untrue boasting about tourist preference on the cover page of government’s official magazine with Chief Minister’s photo. While past governments created some infrastructure, but they couldn’t maintain it to the level. The present government has taken ‘closure and privatization’ route, doesn’t believe in running the show on own, but wants private players to come up and invest in tourism sector. Some partners, national and international are coming in, but it’s just not enough, actually it’s far from enough. When it comes to Tourism sector, Gujarat government is just beating the drums and it is fine, but the drum is hollow from inside, added by Mr. Pathak.

4.6 TYPOLOGY OF TOURISM

Tourism includes a range of activities, all of which tend to decide to satisfy need of individual or group of tourists. It is an activity, whether domestic or foreign, travel or not to travel depends on varying degree of associated motivations. According to “Noronha, most of the classifications is based on one or two of the following

⁹ *Figures may not tally to actual data due to rounded off.

¹⁰ Domestic and Foreign Tourist Visits to States/UTs during 2009-2011, Ministry of Tourism, Govt. of India.

dimensions: the characteristics of the tourists (his income group, his life style, his educational background); the characteristics of the tour (its duration, the number of countries visited, whether the tour is spent at a single destination or in several ports of call); the mode of organization (individual arrangement or package tour); the type of facilities used (both mode of transport and the type of accommodation); and the motivation for the trip (whether it is taken for business, as a pilgrimage, to visit friends and relations or for vacation).”¹¹ A tourist is motivated by different factors; these factors create different kinds of tourism to satisfy their wants. As Sanskrit literature indicates, in the beginning, there might be three main types of tourism; travel for pleasure (Paryatana), travel for business and education (Deshatana), and travel to religious places (Tirthatana). For today the word ‘typology’ is very complex because of the varying nature of individual wants which are limitless. Continuous inventions and discovering of thousands of things are for him that is to satisfy his physical as well as psychological needs. In a broad term the tourism phenomena can be divided into two main types; **domestic tourism** (within their own country) and **international tourism** (across country borders or overseas). However, these two categories are further subdivided upon divided. Different types of Tourism may also be classified on different basis. Such as we say on nature or physical based activity it may be divided into **eco-tourism, adventure tourism, disaster tourism, mountain tourism (backpacking and free-hiking) & wildlife tourism**. On the basis of ethnicity and culture, this may be classify into **cultural tourism, heritage tourism, religious or faith tourism, pilgrimage tourism, cuisine tourism, medical tourism, educational tourism** and **ethno tourism**. On the basis of major historical events it may be Stone Age, Neolithic Age, Iron Age, Golden, Dark Age and **War time tourism**. Medical tourism has gain recent world wide recognition. “*Broadly speaking, medical tourism is the act of travelling to obtain medical care. There are three categories of medical tourism: outbound, inbound and intra-bound (domestic)*”.¹² On the basis of physical activity or sport oriented it can be adventure tourism such as mountaineering and hiking tourism, backpacker tourism and extreme tourism (for people interested in risking activities). In more of geographical way it may be **Eco-tourism, Sustainable**

¹¹ Emannel de Kadt. (1979), “Tourism, Passport to Development ? Perspective on the social & cultural effects of tourism in developing countries”, pg 4 (Types of tourism), published for the world bank and UNESCO University Press.

¹² Paul H. Keckley, (2008), Ph.D., Executive Director, ‘Medical Tourism: Consumers in Search of Value’, Deloittee Centre for Health Solutions, pg-3.

tourism and Geo-tourism. Electoral tourism is also gaining publicity especially in Gujarat as the state's strong political aroma spreading all around the world. According to online definition on types of tourism there can be many types of niche tourism; **The Learning-oriented niche tourism; The Bookstore tourism; The Creative tourism; The Educational tourism; The Hobby tourism; The Music and Dance tourism and The Heritage tourism.**

According to Dr. R. Pratap & Dr. K. Prasad in his book *Tourism Geography* clearly mentioned that there are many forms of tourism which are popular today. Some major categories among them are; **Ecotourism, Adventure Tourism, Cultural Tourism, Sport Tourism and Coastal tourism**¹³. He further divided each of them into subdivisions for the detail study reason. There are three main types of tourism- **domestic tourism, incoming or inbound tourism and outbound tourism**¹⁴. According to the motivations of travellers there are many types of tourism; **Cultural tourism, Health tourism, Sports tourism, Conference/convention tourism and religious tourism**¹⁵. Erik Cohen has defined five type of tourism¹⁶, they are:

1. **Recreational-** *One of the commonest forms of tourism where the trip is designed to relieve the strains and tensions of work with no deeper significance being involved.*
2. **Diversionary-** *When the visit is a pure escape from the boredom and routine of home life.*
3. **Experiential-** *It describes the tourist as the modern pilgrim looking for authenticity in the lives of other societies because he has seemingly lost his own.*
4. **Experimental-** *When the traveler begins to experiment with life styles other than his own.*
5. **Existential-** *It describes the tourist who actually acquires a new spiritual centre as a result of the travel experience.*

¹³ Prof. Pratap R. & Dr. Prasad K., (2005), "Tourism Geography", Shree Publishers & Distributors, topic-types of tourism pg-30.

¹⁴ Rowe A., Smith John D., Borien F., (first published in 2002), career award "TRAVEL AND TOURISM" standard level, Cambridge University Press, UK, pg- 4.

¹⁵ Bhushan Ravi Kumar, (1995), "Coastal Tourism & Environment", APH publishing corporation, New Delhi, pg-18

¹⁶ Bhushan Ravi Kumar, (1995), "Coastal Tourism & Environment", APH publishing corporation, New Delhi, pg-19

Cohen's classification is more of philosophical in nature than realistic except the first three which are realistic in nature. However, this typology is incomplete in nature.

The types of tourism match the variety of human kind. For the country like India and in the State like Gujarat this phenomenon must be classified by choosing some concrete basis. Actually no unique and comprehensive classification of tourism can adequately serve all purposes. Contemporary, the development of Sea beaches more fortunate in new tourism happenings in the State. Further, refurbishing & maintaining religious places, Historical monuments, Archaeological sites with provision of all basic amenities would definitely increase the variety of colours in the tourism history of Gujarat. Most of the tourism activity induced by the government is **event based** rather a natural based such as a mass level organization of Khel-Mahakumbh, Dance, Fairs and Festivals etc. which depends on seasons. These short term managements of tourism activities should not be considered as a concrete foundation for tourism progress of the state in future. From the geographical point of view there can be three type of tourism; incoming, outgoing and internal tourists. Geographically, in Gujarat the tourism can be classified into three types; Hill Tourism, Coastal Tourism, Plain Tourism & Miscellaneous Tourism. But over an all looking to the various colours of Gujarat there can be holiday tourism, business tourism, religious tourism (spiritual), Leisure/pleasure tourism, village tourism, cultural tourism, sport tourism, conservational tourism, recreational tourism, adventurous tourism. Looking to young class energetic population government must encouraged bag-packers tourism. With the help of some provisions government must encourage the long haul tourism in the state. Over and all, the State's Distribution of various geographical components are the potential factors in tourism development, which are discussed in next chapter.