

CHAPTER- 6

TOURISM RESOURCES, SERVICES, POLICIES & ORGANIZATIONAL FACILITIES IN GUJARAT

6.1 INTRODUCTION

Resources, exactly is not yet defined because of their immense nature, dynamism and multiplicity. According to Prof. Zimmerman “*Resource, does not refer to a thing or substance but to a function which thing or substance may perform or to an operation in which it may take part*”. The significance of the term tourism & resource relationship can be understood by economic geographer as resource is neither a material nor substance but a positive interaction between man & nature, positive in terms of satisfying individual needs & social objectives that we may apply for tourism development. Tourism and resource both are interrelated. “*Identification of tourism resources and their potential is an essential step in defining marketable tourism in both region and world markets.*”¹ Tourism helps in upgrading the quality of resources, which has not yet been fully utilized. Say for example most the hills & mountains are remain virgin i.e. not been touched by the human beings, because of prevailed inaccessibility, can be developed as a hill tourism or mountain tourism, such as adventure, climbing, tracking, hill station tourism etc. Some of the Hilltop shrines like Ambaji, Palitana, Girnar and Pavagadh are similarly steeped in legend and celebrated in history. Palitana is known for their architectural splendor. The south, central & north Gujarat has lots of potential for this type of tourism. Availability of Immense potentiality of tourism resources in State of Gujarat guarantees the opportunities of all type of physical, economical, social & human resource development. The concept of tourism resource development has well to do in its relation with the tourism products. The tourism product can be defined as sum total experience gained by a tourist other than his residence. Ideally, tourism product is like a package tour which comprises an air seat, accommodation at the place to be visited, local transportation, sightseeing, entertainment, meals, shopping, etc. The product is composite in nature and includes everything a visitor pay for, perceives, experiences and feels from the time he/she leaves home until the time he/she returns.”

When we describe Gujarat as a Tourism product, actually it means its assets as a tourist destination. It consists of interrelationship of three basic factors- Attractions, Amenities/Facilities and Accessibility. The attraction or aggregate attraction is a principal resource of the state tourism. But it may be different from person to person depends on purpose of travelling. Attraction can be again classifies into two types- The Site attraction and Even Attractions. Gujarat is endowed with both types of attractions. Site may be a

¹ Mahir Odeh Falah Al-Shamaylah, (2008), “*Role of Geographical Components in Tourism Planning and Hotel Development in Jordan*”, Doctoral Thesis pg. 100.

geographical region like Girnar, Great Rann, Sahyadris etc. Here it is worth to mention that these Site Attractions can be Natural or Man-made both. Gujarat has much more like event based tourism activity such as Kankaria Carnival, Travel and Tourism Exhibitions, Khel Mahakumbh, Kite Festival etc. The facilities or Amenities includes tourist infrastructure and services provided at tourist destinations. If any of these missed out, the destination will not be able to draw many tourists to its shores. Many cities/ tourist destinations in Gujarat are missing good amenities and which are there are not maintained. Accessibility means regularity & easy availability in transportation service which is a key factor of attraction. Tourists generally love to have comfortable journey for that they are willing to pay. Except explorers most of short term stable tourists would like to pay anything for their comfort.

What constitutes tourists attractions

1. Scenic

- Natural Beauty
- Wildlife, flora and fauna
- Attractive coastline/long beaches
- Mountain locations, rivers
- Wildlife safari parks

2. Cultural

- Ancient buildings, archaeological sites, history and culture
- Religion
- Customs and traditions

4. Way of life

- Folk arts
- Handicrafts
- Traditional music
- Classical and folk dances
- Festivals/Fairs
- Art

5. Entertainment and Amusement

- Theatre, cinemas
- Night life
- Local leisure, good food
- Health resort, spa, springs

- Recreational /Amusement parks
- Sporting activities, adventure sports
- Zoo and ocean marinas

5. *Climate*

- Mild temperature
- Hours of sunshine.

Many or several of these attractions assures visitors to follow destinations.

6.2 IDENTIFICATION OF VIRGIN TOURIST CENTERS

Gujarat is a region of various colours and festivals and becoming a great destination of investment in different Industries. Tourism industry is a dynamic industry which needs modifications according to the tourist demands and services they seek. Its purely a market oriented Industry. Some of the tourist places of Gujarat are well known to all over the world such as Dwarka, Somnath, Rann of Kutch, Sasan Gir, Saputara, Lothal, Tithal and also Ambaji, Pavagadh and Champaner. But there are other places too which have not yet been significantly recognized by people or not seen as a potential tourist centers. These centers are classified as Virgin Tourist centers. Government is also taking keen interest in developing those areas which are significantly known to the world or to which has historical importance. Crores of investments are done in those sites but still minor sites are left as it is. At some extent Gujarat government has recognized and started investment plans but still no factual data was observed in terms of increase of Tourist. These identified places are as follows:

1. Bansda National Park
2. Unai (hot water spring)
3. Lasundra (Hot water Spring)
4. Ubharat (Sea beach)
5. Dumas (Sea beach)
6. Nareshwar, Garudeshwar, Chandod
(Narmada River bank)
7. Aliabet
8. Kabirvad
9. Kayavarohan
10. Kavi Combio (Gulf of Khambhat)
11. Ajwa Nimeta
12. Jambughoda
13. Devgad Baria (Ratanmahal)
14. Dakor
15. Utkantheswar (Kheda)
16. Ider (Sabarkantha)
17. Tarangda Hill
18. Modhera
19. Becharaji temple
20. Sidhpur
21. Sahastralinga
22. Rani ni Vav
23. Jasor Sloth bear sanctuary (Banaskantha)
24. Nal Sarovar
25. Thol Lake
26. Chotila

27. Wankaner
28. Hingolghadh fort
29. Ghela Black buck sanctuary (Bhavnagar)
30. Sarangpur (Kashtabhanjan Hanuman)
31. Tarnetar Fair
32. Bet Dwarka
33. Madhavpur and Chorwad Beach
34. Girnar
35. Mul Dwarka
36. Delwada
37. Gopnath Mahadev (Bhavnagar)
38. Tulsi Shyam (Hot water spring) Junagadh
39. Dholavira
40. Mata no Math
41. Ghela Somnath
42. Shamlaji
43. Virpur
44. Unjha
45. Little Rann of Kutch
46. Lakhpat
47. Handicraft village (Khavda, Dhorado, Hodaka, Banni Village, Nirona, Bhirandiyara, Bhujaudi and Tundawandh)
48. Patan (Patola)
49. Kodinar
50. Hathini Mata Waterfall
51. Gira Waterfall
52. Ninai Waterfall

The destinations which are having negligible overnight flow:²

- Modhera
- Balaram
- Harshad Mata
- Mata-no Madh (Kutch)
- Nalsarovar
- Marine Sanctuary

- Narayan Sarovar & Koteswar
- Dholavira
- Velavador
- Tithal
- Ubhrat

The destination which are having positive overnight flow³:

- Ahmedabad
- Vadodara
- Surat
- Rajkot
- Ambaji
- Dwarka
- Palitana
- Pavagadh & Champaner
- Somnath/Veraval
- Jamnagar
- Bhavnagar
- Bhuj
- Patan
- Porbandar
- Bharuch
- Ankleshwar
- Vapi
- Valsad
- Sasan Gir
- Ahmedpur Mandvi
- Mandvi (Kutch)
- Saputara
- Junagadh

² GITCO Annual Report (2002-03)

³ GITCO Annual Report

6.3 TOURISM AS AN INDUSTRY

In recent times the concept of tourism has undergone a big change. 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. 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. "Tourism is the world's largest export industry today. International tourism is the largest single item in the world's foreign trade and for some countries it is already the most important export industry and earner of foreign exchange".⁴ This is why tourism has been given the status of industry. A visit by an overseas tourist is the most desirable thing to happen as that adds to the national product. Domestic tourism does not contribute directly to the NP, nevertheless, it plays a very significant role in creating right climate to build-up the appropriate infrastructure and right psyche for tourism. The Leiper's model of a Tourism system also explains well about tourism industry. It is the third element of Leiper's model which we can think of as the range of businesses and organizations involved in delivering the tourism product. "The model allows the location of the various industrial sectors to be identified. For example, travel agents and tour operators are predominantly found in the traveler generating region, attractions, and the hospitality industry are found in the destination region, while the transport industry is located in the transit route system."⁵

Travel & tourism occupies a pivotal position in most of the state Economics in India. "It has been well understood that tourism as an industry has the potential to revitalize all developing economies with its proved multiplier effect. Tourists spending relates not only to expenditure on accommodation, food, transport, shopping etc, but also earning of those trade & services which supply the tourism industry with goods & services. Backward area development is assured with the right kind of tourism inputs."⁶ The Gujarat is not an exception to this development. The tourism industry has been recognized as an important segment in the economy of Gujarat in generating resource

⁴ <http://www.slideshare.net/Dharmikpatel7992/role-of-tourism-industry-in-generating-foreign-exchange>

⁵ Fletcher John, Gilbert D., Wanhill Stephen, (1993), "Tourism, Principles & Practice", Chapter-1- An Introduction to Tourism, pg-3.

⁶ Singh R., "Tourism Today: Dynamics of Tourism", vol.1, pg 15.

sustainability. The golden state of Gujarat is blessed with a bounty of resources that enables it to emerge as a leading tourism power-house of the country and establish itself into the fortune list of travel and tourism activity around the world. The state has access to a vast coastline that can harbour immigrants across the continents. There are major road & railway networks that are helping the state extract and harness the non-conservative resources. Apart from the rich natural resources in the state, a vital ingredient to the state's progress prospects is its human resource. The Vibrant Summits organized by Gujarat Government from time to time is a grand step towards heavy investment in tourism sector. In general, Gujarat is peaceful, law abiding, easier to deal with- whether purchase or sales- and practices higher ethnical norms. The enterprising nature of the business community in Gujarat is also a significant input in the success.

As a matter of fact, there is a great potential for tourism in the state with the opening up of state economy to travel & business related tourism. Travel & Tourism industry has bright future and the development of infrastructure and advocating aggressive marketing strategy on the part of the Corporation (GTCL) will be it bail out from constant sickness.

6.4 TOURISM AS A RESOURCE DEVELOPMENT

The Gujarat possess a longest coastline, of different types such as rocky, plain & muddy beaches & not all the beaches are fully developed, only some of the beaches are functioning as a central attraction such as the Ahmedpur Mandvi (whose chief attraction is the ethnic beach resort. Cottages modeled on rural Gujarati architecture look out onto a sheltered beach, one of the state's chief centers for water sports), Chorwad Beach, Tithal beach, Dandi etc, & the beaches like Ubhrat, Dumus, Hazira, Mandavi (Kutch) etc are facing a problem of industrial affluent & lack of infrastructure. The plain has now become the hub of all cultural development, infact we can say it possesses the world's best-developed potential tourism environment in the world. Now the new type of tourism is coming in view i.e. the forest & wildlife tourism, which has catered a huge number of tourists from all over the world, because of its natural environment. In Gujarat such places are Ratanmal, Jambughoda, four major national parks are **Gir National Park, Blackbuck National Park, Vansda National Park, and Marine National Parks.**

Tourism has the potential to create beneficial effects on the resource development by contributing to environmental protection and conservation. It is a way to raise awareness of environmental values and it can serve as a tool to finance protection of natural areas and increase their economic importance. The quality of the environment, both natural and man-made, is essential to tourism. The impact of tourism on the land environment can be seen in the form of sprouting hotels restaurants, & others kinds of related infrastructures, which fulfils the demand of the tourists. Rise of cultural landscape in the form of nature park natural reserves, parks, golf courses etc. transforms the natural landscape. In short complete land use pattern alter in the places of tourists interests.

On the other hand the presence of natural resources become the core for tourism development. Today the tourists prefer to live in such places, which is free from noise, air & water pollution. That's why he use to go in the area of natural environment where he can enjoy the fresh air, mild climate, clean water, natural beauty etc. The movement of money itself stimulates several social & cultural changes. Several infrastructures such as the roads, water supply electricity, hospitals, post offices, shops, etc becomes necessary when an area is developed for tourism. This is the reason that the tourism and & resource both are interrelated to each other.

In recent years, growing awareness among tourism researchers of the relations between tourism and natural resource development has resulted in a new set of tourism concepts. Seemingly new forms of tourism, such as nature-based tourism, eco-tourism, and sustainable tourism, now are advocated as an environmentally safe basis for economic development in many rural locations worldwide. These new forms of tourism are promoted as an environmentally safe way for rural communities to generate income from natural resources. They are advocated particularly in developing countries because many developing countries possess a comparative advantage over developed countries in their ability to provide relatively pristine natural settings (Cater 1993). The Gujarat Government has become interested in these new forms of tourism because of increasing timber harvests and recreation on national forest lands, and the resulting impacts of these changes on local as well as State economies. New forms of tourism are closely related to outdoor recreation, which has been a management objective of the Gujarat Government.

Tourism development commonly has been advocated as an alternative to traditional natural resource-based economic development. Affluence, education, and environmentalism all contribute to increasing visitation to wild lands and generate income for local communities through the expenditures of tourists such as lodging, transportation,

food, guides, and souvenirs (Laarman and Sedjo 1992). Demand for these new forms of tourism, it is argued, arises from increased concern or interest in unique and fragile ecosystems and a growing desire to travel to new and exotic places, and an increasing number of people who have the financial means to do so (Seidl 1994). Research interest in these new forms of tourism has surfaced in the Gujarat partly because of increasing recreation on national forest lands and the resulting impacts of these changes on local economies.

Gossling (1999), suggests that nature-based tourism is derived from the existence of natural areas with no specific concern for their protection, whereas ecotourism is concerned with the protection of natural areas mostly to achieve rural economic development by enabling people who live in rural areas to capture the economic nonuse values derived from natural areas. Typical services offered at ecotourism destinations might include local arts and crafts, guided hikes and wildlife viewing, publications, natural history lectures, photography, and local food. Revenues are generated from fees for these services, as well as natural area user fees and local expenditures for hotels, restaurants and bars, and transportation services (Seidl, 1994). Some writers qualify ecotourism even more specifically, suggesting that it also must provide direct revenue toward the conservation or protection of natural areas and educate tourists about related environmental issues. The Ecotourism Society defines ecotourism as “travel to natural areas to understand the cultural and natural history of the environment, taking care not to alter the integrity of the ecosystem, while producing opportunities that make the conservation of the natural resources beneficial to local citizens” (Wood 1993). The qualification that ecotourism not harm the natural environment raises the issue of sustainability and the additional concept of sustainable tourism. Sustainability in tourism literature can be considered within political, social, economic, ecological, and cultural contexts (Henry and Jackson 1996) with sustainability of natural resources being the predominant view.

Ecotourism precludes more intensive exploitation of natural resources in rural areas or developing countries by providing economic returns that exist as positive incentives to local residents who are enlisted in natural resource protection. In this view, non-tourism industries generally are portrayed as exploitative and degrading to natural resources, whereas tourism generally, and ecotourism specifically, are advocated as ways to capture natural resource use and non-use values. According to this view, non-tourism industries must be controlled and ecotourism promoted. Some researchers view the

tourism industry itself as exploitative and degrading to natural resources as well as indigenous people and cultures. According to this view, the development of tourism is what must be controlled to sustain natural resources and cultural attributes on which tourism depends.

6.5 CONSTRAINTS ASSOCIATED WITH TOURISM RESOURCE DEVELOPMENT

Gujarat is one of the premier commercial & industrial state, has recognized tourism to be a major thrust area for economic growth in the state. The Govt. of Gujarat realized the potential of tourism wealth creation & employment generation. In 2005, Gujarat is one of the state which received one the highest international tourists and ranked 6th among all the states of India. This situation was very worst during 2004 where it was ranked 17th among all the states. There was marginal increase of tourists in Gujarat during 2000, thereafter it has gone worst in 2004 i.e. 0.25% of the total tourists in India. In 2005, when the Govt. of Gujarat has realized its potential resources & made some valuable policies to attract tourists internationally, nationally as well as locally & it has achieved also (0.47%). Now days the GTCL is concentrating more to locate only the foreign tourists, this is the major drawback for the tourism development. "We don't consider the person as tourists who arrive here whether he is from foreign countries or localized, do not stay in the hotels. Those who (NRI's, foreigners etc) are staying in their relative houses, we don't count them as a tourists", says **Shri PD Vaghela, IAS, Managing Director, TOURISM CORPORATION OF GUJARAT LIMITED**. It shows that in Gujarat the domestic tourism has not gain much importance than international tourism. This is the main region the people of Gujarat move to other states such as Rajasthan, Maharashtra, Madhya Pradesh etc. to spend their holidays. Nearly 63 per cent of the 1.14 crore (11.4 million) domestic tourists visiting the state every year are Gujarati's while the rest are mostly on pilgrimage tourism, **Kishore Rao** said, but still more than 50% of Gujarati's move to other states mostly to Madhya Pradesh.

Paradoxically however, growing recognition of the importance of travel and tourism by the Govt. of Gujarat, there seems to be a lack of appreciation of its scope, complexity, & dynamism. This industry works beyond local boundaries at global level bringing together diverse industries. The Govt. of Gujarat should inculcate this appreciation of travel and tourism industry to obtain long-term gains for the state. The

urgent need for the govt. of Gujarat is to view the tourism in a holistic sense, beyond its national & global boundaries bringing together the internal dynamic elements like its stakeholders-the community the private sector to work towards a tourism concept that benefits all & retains tourism assets for future. In the development of tourism environment the local participants plays a very important role, because these people are well aware of their local availability of resources. The Government level organizations cannot work alone without taking consideration the local level. The gap between these two level is high in Gujarat. There is a need of some Semi-Governmental organizations, which can provide the required information about the area or place. The lack of proper knowledge of the places of interests, the guide's misguide the tourists in fake of just making the money from them, because of this the tourist get bored & don't take interest. They also charge very high per hour from tourists.

The concept of sustainable tourism is one of such approach that balances the impact of tourism with its natural environment relationships, to the advantage of its tourism strengths and opportunities. The sustainable eco-tourism will help in stable & growing tourism economy. Having a largest coastal area, lovely beaches, still it is failed to attract the people from all over the world. The lack of infrastructure, special transportation facilities, proper media for communication has led these regions devoid of tourists. The Govt. is just trying to locate such places, which are already tourists interests and their policies seems to be facilitating more to the tourists, not to the locations.

6.6 SERVICES PROVIDED BY GUJARAT

The services and facilities in the tourist destination must be sufficient to meet the needs of the visitors. There must exist or be developed adequate food, lodging and transportation facilities, auxiliary facilities such as recreational, entertainment & shopping complexes and support services such as fire, police and medical care.

Handicraft facilities are well recognized in most of the tourist centre & in main cities of Gujarat. The Kutch, Jamnagar and Patan districts are the main centers of Handicraft products. Shops that sell and display handicraft products are found in almost all districts of Gujarat but most preferably in Kutch, Patan, Jamnagar and Surendranagar. This traditional industry depends mainly on local available raw materials such as wood, grasses, copper, cotton and wool. However there is a tough competition between imported items and handicrafts but still local hand-made beautiful craft has international demands.

The imported items and synthetic products are taking over market consumption of traditional items. The locals do not have better pricing facilities and well organized market places for their products. Most of the Kutch handicrafts are found in villages, which is beyond the reach of foreign and national tourists due to low transport infrastructure facilities which could make them accessible. The things to buy in these handicraft shops (Villages) are Patan-no-patola, Jamnagar ni Bandhni, Kachhi Bharatkam (embroidery), Sankheda ni Kashthakala, Stonework etc. Heer Bharat, Kanjri, Patchwork Quilts, Brocades, Mashru, Ajrakh printing (Handblock Prints), Bandhani or tie & dye, Beadwork, Wood crafts, Silverware, Metal, Patola (Queen of textiles) and Leather work are most favourable hand-made artifacts & textiles found in the state. "Gujarat handicrafts industry recently received a fresh lease of life when students of NIFT trained craftsmen in Vadodara, Rajkot, Khambhat, Ambaji, Patan and Kutch in beadwork, agate stone craft, stone carvings, terracotta art, embossed sheet enamellings and copper coating handmade bells. The intent was to improve the social-economic status of the local craftsmen by creating superior products which can fetch higher prices in the national as well as international markets".⁷

Another and most important service to cater tourist is **Restaurants and Rest Houses**. All developed tourist places of Gujarat are rich with restaurants and rest houses. The private sectors has bloomed at almost all important tourist locations with high class accommodation, transport and food services. Other than private sector the hotel Toran is also serving tourist by providing better accommodation and food services. But there is still a need for touristic restaurants that can offer distinguished services and typical oriental food. At present the restaurant services provided by public sector do not satisfy the various tastes of tourists, nor do they reflect Gujarat cultural heritage. Huge variation found in pricing & quality of food served by both sectors which always become unhealthy for tourists. The quality of beds, sanitation, toilets and bathrooms are also not up to the mark. A Good restaurant offers visitors Asian, European, American and other international cuisines. There are many international and local fast food restaurants offering fast food in Gujarat such as, McDonalds, Kentucky Fried Chicken (KFC) and Dominos Pizza, Pizza hut, Burger King. Gujarat offers variety of cuisine, influenced by variations in climate and soil across the state and the cultural differences between the communities. Most of Gujarati's have their meals at inexpensive restaurants, commonly

⁷ An article in *The Times of India* on Friday, January 3, 2014.

called Dhabas, setting up a scheme through incentives to improve hygiene, sanitation and storage systems in them should be considered. The Gujarati typical vegetarian *Thali* composed of range of preparations. Gujarat is known for its variety of farsan and nashta in breakfast items such as Khaman, Dhokla, Thepla, Khakhra, Handva, Fafda etc which are mostly made up of Flour of rice, gram & black gram. Kathiawad is known for its extra spice in its cuisine. In South Gujarat a regional food Undhiyu is most popular winter dish. Most of the city restaurants also serve Non-veg. food items. But it has its limitation because of religious constraints of most of the communities. The restaurants and rest houses should upgrade their services to suits to tourists: needs and demands. The Uneven distribution of entertainment facilities like cinemas, theatres and restaurants make unequal concentration of tourist & types.

The Gujarat Tourism Corporation has one of the biggest problem is the availability of well educated guides who accompanies tourists & making the trip very interesting and lively. In Most of the guides are young locals who earn money by guiding tourists but they are not well trained in terms of language proficiency. Most of the time the tourist and guides do not have cordial relation due to the communication gap. All the way they confuse and the tourists do not get as per their wants at the destination. Sometimes they are not able to provide accurate and adequate information about the touristic sites they visit. Many of the incapable people have intruded into the job in the wake of the surge in tourism activities. Some of the guides exploit the tourists through illegal deals with restaurants, rest houses and hotels. Due to these circumstances sometimes hefty charges pinched from the tourists who are coming from outside of State/Nation. In addition, the guide should be flexible as to the schedule of the trip and the group's proposals and demands.

The Lodging facility is one of the biggest psychological anxieties for a tourist who comes down. The availability of wide array of lodging arrangement is a very important aspect of tourism. In Gujarat there a large number of lodging facilities & are still in making as a result of growing demand. Between 2004 & 2007, while total tourist arrivals grew at the rate of 34% from 6.6 million to 10 million, total number of rooms grew only at rate of 24% from about 28000 to 37000-thus there clearly is a latent demand for more hotel rooms in the state. As per an interim report⁸ on Gujarat the class-wise accommodation availability in state is not up to the mark. The total number of hotels &

⁸ *Interim Report-Gujarat, (March-2012), Identification of Tourism Circuits across India submitted by IL & FS Infrastructure Development Corporation Ltd (IL&FS IDC) to Ministry of Tourism, Government of India, pg-15-17.*

recorded across Gujarat are 73 & 3984 respectively. There are six 5-star, four 4-star, forty three 3-star, six 2-star, one 1-star, 3 Heritage and 10 unclassified accommodation facilities are available. Since then State Government envisages the creation of at least 250 Wayside Amenities Centres (WAC) beside highways, waterways and major roads connecting important tourist destinations. Many of them could be taken up on PPP. The number of hotels, dormitories, rest houses, cottages, Dharmshalas, tent houses etc are increasing robustly at main tourist centers.

Table-16
Types of Hotels, Number of Rooms (Gujarat)

No.	Type	Number	Rooms
1	Five Deluxe	0	0
2	Five Star	6	519
3	Four Star	4	209
4	Three Star	43	2502
5	Two Star	6	191
6	One Star	1	10
7	Heritage	3	75
8	Unclassified	10	478
Total		73	3984

Source: Identification of Tourism Circuits, Interim Report-Gujarat by IL&FS IDC, march-2012

In Gujarat there is drastic increase in number of 3 & 2-star hotels since 2006 looking to the declaration of tourism year 2006. Government of Gujarat through corporation of Gujarat ltd has been successfully organizing Tent facility, at Vill: Dhordo, Dist. Kutch (White Rann) for the last 4 years. TCGL has explored and developed the concept of “Luxury Tented Camping” with Tent facility. All the infrastructure and services provided by Tourism Corporation of Gujarat has been 5 Star Grade and Tent facility today stands as one of the most successful tourism initiative by the state government anywhere in the country. Tent facilities are temporary accommodation provided during season only. In event base tourism activity it is best suited and useful step towards attraction of tourists.

Transport is an integral part not only for tourism development but also vital to the economy and indeed to society. It plays a role of blood vessels which helps in transporting valuable minerals to one region to another. It is most essential ingredients to

the growth and development of tourism. Individual to mass tourism became possible only due to efficient transport network and infrastructures. Improvement in transport and communication have decreased the friction of distance and made the greater part of the global accessible. The advent of aircraft has minimized the long distance barriers at domestic as well as at international scale. Gujarat has only one International airport and many domestic airports and helipads. Due to increase in number of foreign tourists the domestic airport are also increasing. But still many tourist places have high demand of air base services. Ahmedabad is only airport which are connecting major cities of India. The major service providing airbases are Spice Jet, Indigo, Go Air, Kingfisher, Air India and Airways. Railways plays most important role in tourism because it minimizes long distance travel cost and suitable for all class of population. Intercity trains have several categories: Super fast, express and local. Superfast option includes the Rajdhani, Shatabdi, Duranto. Express trains are usual best option between most destinations. In Ahmedabad, Mumbai and all other major cities of India foreigner can take advantage of the foreign quota reservation. Roads in Gujarat have one of the best networks in India, making travel by car and bus to most destinations fast and smooth. Renting a car gives you the convenience and freedom to explore villages or small town areas. ST transport buses & Luxury buses are also other alternatives of travel on these roads. Travelling by Jeep, Rickshaws, Shared Rickshaws and Chhakadas could be a new experience enjoyed by tourists. The Gujarat Government initiative towards "**Pragatipath Yojana** covers length of 3710 km (Nov. 2012) and aims to connect tribal belts, coastal, Industrial and rural areas with mainstream areas and the extremities of Gujarat. **The Pravasi path Yojana**, to ensure better connectivity to tourists places. This yojana entailed upgrading 1100 km of road covering 76 tourist places."⁹ In addition to increase in the volume of tourists traffic, the advancement in transportation methods must be modified hence the pattern of development will also modified.

Other services like Toilet facilities, discount agents, tourist visa, Business visa, employment visa, student visa, extra visa and transit visa facilities are also easily available in Gujarat. All type of related information is available at FRO (Foreigner's Registration Office). For a comprehensive list of Indian Embassies and High Commission abroad, check out the links page on www.mea.gov.in. The toilet can be a point of

⁹ *Road to Progress: Gujarat State Highway* (<http://www.bjpgujarat.org/english/news/road-to-progress-gujarat-state-highways>), *Pioneering and innovative schemes from the Gujarat Government turned out to be fruitful in building strong infrastructural structure in form of roads and state highways.*

contention for many travelers. Commonly the new buildings are now having western toilets but in villages, public restrooms and older buildings are still not practicing modern sanitation techniques. The toilet facility is one of the biggest problems faced by most of the tourist places in Gujarat. The conditions of public toilets are among the worst and little or no maintenance makes them stinky for years of years.

6.7 A BRIEF IDEA OF INDIAN TOURISM POLICY

The Tourism Policy of the state actually starts with the brief description of History of tourism policy development in India. Its root lies in the main objectives of the different tourism policies amended since 1982, the first tourism policy year to new tourism policies of the 2002. In the early days of independence Indian Government didn't play much attention to tourism activity. Worldwide the foreign tourists were limited and very little number of them goes faraway places like India. The first milestone in the history of tourism in India was creation of Indian Tourism Development Corporation (ITDC), in 1966. The aim was to develop tourist infrastructure and services. On the state level similar corporations (TDCs) were established after considerable delay. But the most limiting factor was low budget and scale of their operations, which could not drive the tourist services up to the mark at state level and national level too.

This process of tourism development was **too slow**. Some regional tourist centres in the vicinity of the main entry point such as Jaipur and Agra, hotels for international tourists and local elite were established. Most of the luxury services were provided in the hotels which were situated in metropolitan cities, mostly gateways. The gradual and spontaneous proliferation of various kinds of tourism paved the way for other forms of tourism development. **The local people in villages** showed great adaptation and flexibility in identifying the needs and tastes of visitors. *They created exactly the right mixture of goods and services, but they were neither supported nor guided by Indian government.* The tourism was largely unplanned exercise. The different states of India taste it in a different ways. *Gujarat was seen nowhere on the Indian tourist map at this time. Kerala, Jammu & Kashmir, Goa and Himachal Pradesh have incorporated tourism in their five year plans as early as in 1970s & become the model state for tourism development.* By that time they have already attracted large number of international tourists. The main reasons to become for becoming a model states are larger involvement of private sector and to unrestricted market.

The **first** tourism policy was introduced in India in the year of 1980s, with prospect of hosting the upcoming Asian Games of 1982. *Providing accommodating, transporting and entertaining the large number of visitors attracted by the event, opens up the public interest, which was enhanced by the fact that India was the largest earner of foreign currency from tourism.* Looking to public interest the tourism policy of 1982 provided an action plan, which became the base for development of tourism circuits.

More emphasis was given to tourism circuits rather than single places because the value of their sum is more than an adding up of the values of the parts. Tourism circuit consists of number of tourist sites which are geographically/thematically grouped together such as Delhi-Jaipur-Agra¹⁰ and Bombay-Goa shopping and beach circuit. Other than these tourist circuits the idea of alternative circuits¹¹ were also developing to fetch tourists from overcrowding tourist circuits. *"In concrete terms the circuit concept was centred around the establishment of so-called contels (condominium hotels¹²) in undeveloped are possibly 'backward' villages and hamlets. Such contels including necessary tourist infrastructure, were to be constructed by the government."*¹³ Contels were an integral part of village life, a real development of tourism by use of local resources (skills, buildings, artisans etc.) offering tourists a basic comfort. But as far as this ideology concern for India, there was no such tourism circuit and contel were established.

The **second** tourism development policy came out in the 1990s, looking to the recognition of tourism as an *Export Industry* and the creation of a special public tourism finance corporation (1987). These initiatives were made to attract private investors & entrepreneurs to participate in tourism development.

In 1997, the Department of Tourism published a **National Tourism Action Plan (NTAP)** to achieve an overall growth and improvement of the tourism sector in India. The main aim was to step up the marketing, infrastructure building and human resource development. Since independence the growth of international tourists has not been more than 0.4%, but it was claimed to risen up to some 0.45% (GOI, 2004), the steady increase of foreign tourist in India. According to ITOPC¹⁴, the number of international tourists

¹⁰ *The Golden Triangle*

¹¹ *Other potentially popular destinations in India.*

¹² *An individually owned unit of real estate, especially an apartment or town house, in a building or on land that is owned in common by the owners of the units.*

¹³ *Baken R.J. & Bhagavatula Suresh, "some Reflections on Tourism and Tourism Policy in India", An research article.*

¹⁴ *Indian Tour Operators Promotion Council.*

visiting India has increased considerably. Opening up of its market in 1990s and past economic growth has changes the tourism image of India.

With the opening up of Indian market, a competition between the states has sparked & started to grow their share in international and domestic tourism potential. Except Kerala, Goa, Himachal Pradesh almost all the states started calculating their tourism potential and followed Kerala example. Such as **recognition of the earning and job generation potential** of tourism, giving support and incentives to private sector and largely putting private enterprises in charge of the tourist services.

The **third** (recent) arrival of new tourism policy in 2002 brought India into at significant position in the world market of tourism & to India positioned as a global brand to take advantage of the burgeoning global travel trade and the vast untapped potential of India as a destination. Here the action plan was fully translated into a Tourism Policy and officially it became now a *central-state government concern*. **The policy attempts to describe tourism as an important contributor in improving GNP and its role as an 'ENGINE OF GROWTH'**. It opines that tourism does not only generate foreign currency but also provide optimal use of India's scarce resource that leads to sustainability. The policy also acknowledges the critical role of private sector with government working as a pro-active facilitator and catalyst. Intermittently tourism can be used as a development tool, such as to generate quality employment mostly in economically and socially backward areas. To increase foreign & domestic tourists, government to diversify and improve Indian tourism product, quality of infrastructure, marketing, visa arrangements and air travel. As far as domestic tourism concern it is conceptually linked to **'rural sustainable'** development and as international tourism is concerned the Indian government is targeting **'high-yielding variety'** of tourists¹⁵. The idea of high yielding variety, long haul is first represented by **UNDP** organization. The **WTTC** in particular has played an important role in shaping the Indian tourism policy¹⁶. The all above mentioned policies are aimed to evolved around six broad areas in tourism such as **Welcome** (Swagat), **Information** (Suchana), **Facilitation** (Suvidha), **Safety** (Suraksha), **Cooperation** (Sahyog) and **Infrastructure Development** (Sanrachana)¹⁷. Despite of all above mentioned attempts government did not target prioritized goals efficiently and had not created desired impact. Still a long term planning needed to

¹⁵ *ibid.*:5

¹⁶ *Ibid.*:6

¹⁷ *Draft: National Tourism Policy of India, Ministry of tourism, Government of India.*

achieve aforesaid goals and that is possible when corruption free implementation and local people participation will be given importance.

For a better implementation of government policies India follows five planned schemes they are the *schemes* for product & Infrastructure and destination development, *schemes* for integrated development of tourist circuits, *schemes* of assistance for large revenue generating projects, *schemes* for support to public private partnerships in infrastructure & *schemes* for market development Assistance (MDA). **Under the first scheme of infrastructure development** the ministry of tourism has been providing *Central Financial Assistance to the state governments* i.e. during the 9th five year plan. The scheme has been restructured during 10th five year plan to meet present day infrastructure requirement by creating large projects rather than smaller projects. **Under the scheme of integrated development** government to identify *tourist circuits* in the country on an annual basis & develop them to international level. The main aim was to develop world class infrastructure required by tourist within these circuits. **Under the scheme of Assistance for large revenue** government seeks high investment, so propose to promote large *revenue generating projects*¹⁸ for development of tourism infrastructure in *PPPs*¹⁹ with other government and semi government agencies. **Under the scheme for support to PPPs in infrastructure** government committed to provide financial support to bridge the viability gap of infrastructure projects undertaken through PPPs. Actually, in order to attract *private capital* as well as techno-managerial efficiencies government committed to promote PPPs. **Under the scheme of MDA**, government provides financial support to approved tourism service providers²⁰ for undertaking the following tourism promotional activities abroad: *sales-cum-study tour; participation in fairs/exhibitions; publicity through printed material.*

During 11th five year plan (2007-2012), Ministry of Tourism continue to support for further improvement in the world class infrastructure development. During the current financial year the Ministry of Tourism has sanctioned so far **Rs.323.00 crore** for various projects throughout the country. The new tourism policy also aims at making the stay of foreign tourists in India.

¹⁸ Projects like tourist trains, cruise vessels, cruise terminals, Golf courses etc. Hotels and restaurants will not be considered will not be eligible for assistance under this scheme.

¹⁹ Public Private Partnerships

²⁰ Such as hoteliers, travel agents, tour operators, tourist transport operators etc.

6.8 THE VIEWS OF GUJARAT TOURISM POLICY (2003-10)

Aim

The Gujarat Tourism policy aimed at **Socio-economic development** of the State by developing world class tourist facilities by ensuring **optimum utilization of available resources** & developing specific tourist destinations for national & international tourists. This will be achieved by **active participation by private**, national & international corporate bodies, their enterprise & investment with **supportive government policies & facilitation**.

The Main Mission

To develop and promote tourism as an **“Engine of Economic Growth”** & to bring Gujarat on the national & international tourist map. Tourism activity considered to be *an important economic activity* for overall *sustainable economic growth* with ensuring *employment generation* & at the same time *preserving and promoting natural, social & cultural heritage of the state*.

Tourism A Growth Engine

- *Hospitality Industry growth*
- *Indirect Employment*
- *Cultural Development*
- *Infrastructural Development*
- *Employment Opportunities i.e. 90 jobs per million Rs. Investment*
- *Sustenance of rich Heritage on Art & Craft*

Future Scope of Tourism Development In The State

The current world tourism contribution to GDP is 11%, while Indian tourism contribution to GDP is 1.8% and it was targeted to reach 6% in the next decade. It can be re-targeted to reach 10% with an additional 1.2 crore jobs can be created. **Gujarat is looking for 2 crore NRIs**, who are Gujarati's who are prosperous, professionals and well traders. It will boost the optimum utilization of untapped resources of the State and the GDP level can be improved considerably.

Identified Gujarat Scenario & Potential

On an average, Gujarat annually accounts for more than one crore domestic and international tourist inflow in the state. Majority of the 2 crore strong NRI base are NRGs who are generally well to do traders and professionals. *Having 10 million NRGs all over the world, most of them looking forward to come to Gujarat either for visit to their home*

place, religious places etc. There is a good scope for exploiting this for the development of Tourism sector.

Gujarat has strong potential in Heritage tourism, nature base tourism, golden sea beaches, bio-tourism, religious tourism, Hill tourism, adventure tourism, wildlife tourism, monumental tourism, fair & festival tourism etc. *The speciality of Kutch district of Gujarat has to be put to the optimum use on the tourism sector.* The district has distinct feature of sea and desert and the rich dinosaur fossils.

Major Identified Goals

-To develop hospitality industry for the tourists by setting up hotels, tent cities, Villages, Heritage hotels.

-To develop of beaches (cleanliness, nourishment, plantations, safety, long term planning)

-To develop beach resort

-To develop Special Entertainment Zones

-To develop tourism circuits

-To develop pilgrim hotels, good star hotels, air conditioner dormitories & good restaurants.

-To develop Dams & Canals tourism (At Narmada)

-To develop wayside amenities (20 each zone 5)

-To develop Golf courses (Gandhinagar, Ahmedabad, Baroda, Surat and Kutch)

-To develop of Dinosaur Fossil theme park.

-Conversion of Royal Orient

-To develop Indus Valley Civilization Park (Lothal, Dholavira)

-To develop Underwater Dwarka watching, Shark watching

-To develop Eco-tourism projects, Science city

-To, develop Buddhist circuits (Junagadh-Talaja-Bhavnagar), Gandhi Circuit, Sardar Circuit,

-To develop Medical tourism

-To develop Chain of food courts

Basic Approaches to New Tourism Policy

The main motive behind various approaches is to **aim** overall development of tourism by providing best quality services of international standards and also by creating excellent infrastructure, connectivity and providing tourists with good facilities at

important tourists and religious places. The Gujarat Government has adopted 7 approaches to New Tourism Policy:

1. *Nature base tourism*
2. *Tourism circuits*
3. *Eco tourism*
4. *Heritage tourism*
5. *Cultural tourism*
6. *Adventure, sports and hill tourism*
7. *Event based tourism (Festival)*

Gujarat's Holistic Approach for Tourism Development

Methodology

1. *Event based tourism*
2. *Tourism circuits*
3. *Infrastructure development*
4. *Innovative marketing & Promotional Tools*
5. *Human Resource Development*
6. *Private participation*
7. *Facilitating government Policies to ensure rapid growth*
8. *Active participation of District administration*

1. Event Based Tourism

(a) Utsavas:

- ✓ *International Kite Festival- Kite Museum,*
- ✓ *Navratri- Nine nights of fun frolic and fiesta*
- Policy look towards organizing traditional **Tribal Fairs**-Tarnetar fair, Chitra Vichitra fair, Holi fair & Voutha Cattle fair

(b) Sun, Surf and Sand-

- ✓ 1600 kms coastline an excellent potential
- ✓ 9 potential beaches have been identified
- ✓ Water sport, **Eco friendly** Star accommodation, clean environment with safety features will be provided in all beaches
- Policy Seeks **Private participation** for adequate plan and investment

(c) Health Tourism

- ✓ High tech medical facilities- *Appointment of medical professionals*

- ✓ Naturopathy, Yoga, Indigenous therapies
- Government would *provide Five Star facilities at poly-treatment group hospitals*

(d) World is my family

- ✓ *Vishwa Gram (Global Village)*- Erecting structure and models of different countries all along network of Narmada Canal at various places
- ✓ *Special Shopping Arcades*
- Policy would provide facilities of international standards *with the help of private participation*

(e) The King and his Kin

- ✓ *Home of Asiatic Lion, Wild Ass, Black Buck (Velavadar), Sloth Bear, Leopards & Indian Bustard.*
- ✓ Bird watching at Nal-Sarovar and Kutch & attracting **Bio-tourist**, Ornithologists
- ✓ *Desert Safaris of Kutch*
- Government policy would be *providing adequate infrastructure and accommodation*

(f) Our Ancestors

- ✓ *Indus Valley civilization, Lothal, Dholavira,*
- In this matter policy wants to develop these sites as tourist destinations by providing **Special Package Tour** by private partnership (private tour operators) with active support by the government

(g) Sound of chisel

Boosting some of the finest *sculptural & architectural* beauties like

- ✓ *Sun temple* at Modhera (Annual Dance festival)
- ✓ *Seven stories Step well* at Rani Ni Vav
- ✓ *Toran* at Vadnagar
- Policy wants enriching cultural traditions by organizing *Annual Dance festival*

(h) Emperor's Edicts

- ✓ **Buddhist Cave Temples, Kutch Randevis Mahal & Palaces at Champaner**
- Policy wants to promote a **Buddhist circuit** exclusively to attract the Buddhist tourist from SE Asian countries.

(i) Rhythms of Hills

- ✓ Hills are the places of rich flora & fauna, swift flowing streams & waterfalls such as Saputara, Wilson Hill, Girnar
- Policy wants to promote rock *climbing, mountaineering, Hang gliding and Para Jumping* because these are one the finest hills of Gujarat

(j) May God Bless

- ✓ The major strength is spiritually inclined Gujaratis have always worshiped Gods and Goddesses
- ✓ The religious flavour can be found in the temples at Dwarka, Somnath, Ambaji, Pavagadh & Palitana
- The policy aims to preserve and maintain these places of *worships* and develop *religious tourism as a major promotional campaign*.
- *Special events on festive occasions* are to be organized at Dwarka-Somnath to attract tourists.

2. Tourism Circuits

This approach will be followed along the guidelines of Government of India.

The main tourist circuits identified are:

- ✓ **Kutch Circuit-** *Little Rann Sanctuary-Narayan Sarovar Lake-Koteshwar, Mata-no-Math-Bhadreshwar-Dholavira-Bhuj-Mandvi.*
- ✓ **Saurashtra Circuits–** *Bhavnagar-Palitana-Velavadar-Ahmedpur Mandvi-Veraval-Somnath-Rajkot-Gondal-Porbandar-Dwarka-Jamnagar-Wankaner.*
- ✓ **North Gujarat Circuit-** *Dasada-Mahesana-Modhera-Siddhpur-Balaram-Ambaji-Poshina-Danta-Taranga-Vadnagar.*
- ✓ **Central Gujarat Circuit-** *Ahmedabad-Lothal-Vadodara-Balasinor-Dakor-Santarampur-Dahod-Chhota Udepur-Chandod-Rajpipla*
- ✓ **South Gujarat Circuits:** *Sardar Sarovar Kevadia-Kabirvad-Surat-Tithal-Udwada-Navsari-Saputara.*
- *Policy promotes all the promotional and infrastructural facilities will be developed to boost tourist traffic.*

3. Infrastructure Development

The policy proposes to provide infrastructure of international standards which is going to be key success of tourism policy of the state.

- *Linkages with tourist places-*

- Road Network
- Rail network
- Airport
- Information Corridor

- **Government Proposes following Schemes to attract private investment for the development of infrastructure. The policy strongly addresses to the creation of conducive environment for attracting investment on all tourism related activities in the state by following schemes:**

i. Land Bank Scheme:

- ✓ *Under this policy* Government shall act as *facilitator, coordinator and promoter and enabling development of tourism*. Tries to find certain land on beaches, tourist places, wayside locations and State/national highways for the tourism projects both in rural and urban areas.
- ✓ Certain area to be embarked as **SEZ**²¹ for purpose of tourism projects like hotels, resorts, restaurants and other amenities
- ✓ Easy procedure, if private investor wants land. He has to approach Commissioner of Tourism with his project report.
- ✓ Government also shall allot land on long term lease basis
- *Concessions on the lease and its tenure or on the rate to be charged for government land and also on stamp duty and registration fee on land transaction shall be provided depending on the size of the project and its importance to the state development.*

ii. Rationalization of Taxes and Duties:

- ✓ Government *shall equate* all tourism related activities with that of industry and accordingly, the structure of electricity duty, non-agriculture land charges and local taxes
- **Government also proposes on rationalization and simplification of Luxury tax, Entertainment tax and sales tax to encourage tourism projects**

iii. Private Sector Participation:

- ✓ The policy envisages *privatization* of as many as projects as possible and looking to this it provides *fiscal reforms* as it was mentioned earlier.
- ✓ A special emphasis would be given for *investments from the NRI sector*.

²¹ *Special Entertainment Zone*

- *The most important is that policy would also take steps for privatization of the existing assets of TCGL in a time bound manner*

iv. District level of tourism development:

- ✓ Considering tourism as a thrust area, action plan for the development will be worked out by district administration

4. Human Resource Development

- ✓ The policy encourages the *demand of trained personnel's* in various departments of *Hotel management, tour & travel and Food Crafts*.
- ✓ Government will provide *subsidy* in setting up of institute of Hotel Management with the help of Private sector
- ✓ Government shall also look after that such institutes will have to be established and run according to national & international standards and provide world class training.
- ✓ Courses shall be work out for *creating pool of private tourist guides* & also the new concept of *digital tourist guides* shall be encouraged and to enable tourists to get complete knowledge of places they visit, the multi-lingual digital tourist guides will be provided.

5. Marketing:

- ✓ *According to this Government policy the International fair shall be arranged in Gujarat, Development of tourism by e-marketing by e-mail communication with the students and other persons abroad and invite them to visit Gujarat.*

Road Map to Making Gujarat: Dream Destination & Project Opportunities in Different Fields Such As:

- *Hospitality opportunity*
- *Eco-tourism*
- *Viswa-Gram (Global Village)*
- *Dinosaur Theme Park*
- *Cruise Trip with whale watching*
- *Deep diving & snorkeling of coral Island*
- *Golf Course*
- *Royal Orient Gauge conversion*
- *Special Entertainment zones*

➤ *Wayside amenities*

The followings tourism project opportunities will be made available and encouraged and strengthened for private enterprises from India and abroad in the next ten years:

Guess Who's coming to Dinner: Hospitality industry will get a boost by *setting up* hotels, tent cities, Viswa Grams, Village hotels, and heritage hotels. The allied industries will also develop along the sides like shopping arcades, boutiques, theme restaurants, beauty parlours etc.

Sunbaths & Surfing: The *beach resort* and *winter sports* will be developed at 9 chosen beaches. The *clean environment with lawns* and other *plantations, safety measures* and *plenty of sea food* will also be taken care. It will also promote allied industries and special shopping centres.

Relax, Recreate & Rejuvenate: SEZ is to be developed for fun, leisure & health. *The rides, water parks, children's park, future clubs and theme restaurants, health spas* are proposed to be developed.

God's Own Shelters: Government plans to develop *Star Pilgrim Hotels* and *dormitories with A/C facilities*. Good restaurants with tasty food and shops that store religious and other items can be developed around these centres.

Men May come & Men May go, but I go on forever: In this policy *government plan river and canal banks* to be developed as a tourist spots with motels, improvised shelters with *fast food joints, restaurants and shopping centres*. *Boating and yachting* will be added attractions. Here also private investment and expertise will be encouraged.

A Long Way to Go: The *long distance travellers* require *fuel for his vehicle, food and rest rooms to get fresh*. So Government policy also envisages Kiosks, tent camps and other amenities to be set up in 20 places (5 in each zone) *with active participation by private enterprises*.

Birdie & Putt in Gujarat: Government plan to *construct high tech golf links* at five important centres like Gandhinagar, Ahmedabad, Baroda, Surat & Kutch. The Royal game is just to attract tourists from abroad. *Under this policy government will facilitate plan total dedication to promote sport*.

The Giant Lizard of Gujarat: The policy looks to boost to develop *dinosaur fossil parks* at Balasinor & Kutch. The discovered traces of the dinosaur indicate that this creature survived in Gujarat millions of years ago.

World is My Family: This policy encourage the development of *Viswa Gram, restaurants & shopping molls* to attract international tourists as well as NRGs.

Land Ahoy!: Under this policy *government propose to start cruises and ferry services in the coastal areas* to cater to sea faring tourists with plenty of seafood and coastal delights, motels & landing sight. Investment and business opportunities will also be encourages.

Regal Splendors: Under this policy the *Royal Orient Express will soon get a boost when the meter gauge will be converted into broad gauge*. It is to carry more tourists in search of rest, recreation and regal splendor.

Jaws in Gujarat: this policy envisages *developing sharks watching* in the high sea of Chorward, Veraval and Dumni point near Dwarka. *Fully safe speed boats* will take tourists to watch sharks. Here takers will be looked from private enterprises.

City beneath the Sea: This policy proposes to *take tourists in glass-bottomed boats to watch the underwater old Dwarka* with active private participation.

How Green is My Valley: To encourage *Bio-tourism & Eco-tourism* government policy proposes to develop Mal Samot, Dumni point, Gir & Idar in all respect of tourism. Here also the private participation is solicited to develop these areas.

Under the Microscope: *Promoting Science and inculcating scientific temper* is the new mantra for this policy. Here the policy proposes to encourage tourism by setting up a *world class science city at Ahmedabad*. It includes India's first *3D IMAX theatre, Simulator, Large Musical Fountain, LCD Screen, Energy Park, Space and Communication Pavilion and other attractions*. The main theme is *EDUTAINMENT*²². Tourist can access the world class technology. *The policy also proposes to set up Science centres at various locations in Gujarat and promote tourism*.

Sangham Sharnam Gachhami: Buddhism prevailed in Gujarat during Mauryan Period & the monks travelled across the country to spread & built cave temples monasteries in many places of Gujarat like Junagadh, Talaja-Bhavnagar. Most of the visitors are coming from Sri Lanka and NE Asia. *The government policy proposes to provide shelters and accommodation to suits to tourists from abroad and the development will be like Sarnath, Bodh Gaya, Kushinagar & other Buddhist pilgrim centres*.

Bapu's Country: According to this policy, the most important places which are related to Gandhi's birth place, *his stay at Sabarmati, his Dandi March, his Kochrab stay*

²² Education through Entertainment

and his long years in Ahmedabad are to be included in a circuit with proper itinerary, places of stay, route maps travel connections are to be prepared and given to the tourists.

Lauh-Purush (Iron Man): According to this policy the information material, infrastructure facilities and route maps related to Sardar V. Patel, his birth place, place of freedom struggle (Karamsad, Borsad, Bardoli, Surat, Khjeda and Ahmedabad) are to be developed.

Pandit Syamji Krishna Verma: In this Policy the house of Pandith Syamji K. Verma at Mandvi is to be converted into a memorial and assorted papers and material related to him to be kept there.

For Your Taste Buds: According to this policy a chain of food courts where special items of the area and theme foods will be served, to be created. The respective cuisine and expert chefs and the recipes will have to be acquired to cater to suit the choice of the tourists. This will boost private hoteliers and restaurants and will have a fine business opportunity in this sector.

The Implementation Mechanism of The Tourism Policy

- The proposed *policy needs to be implemented* in an *effective and time-bound manner* so as to achieve the target of attracting tourists to Gujarat. To ensure this, services of existing *Gujarat Industrial Promotion Board (GIPB)* would be utilized. **Commissioner of Tourism** will be the Nodal officer for implementation of all the policy proposals.
- All projects related to tourism *having investment less than Rs. 50 crore will be approved at the Government level and the projects that are more than Rs. 50 crore will be approved by GIPB.* Necessary amendments to the GIPB Act will be carried out to ensure the implementations of these delegated powers.
- **For all tourism related matters** pertaining to **GIPB**, the offices of the commissioner of tourism and Managing Director (**TCGL**) will act as Secretariat to GIPB.

Social Benefit of Tourism Policy:

Highest employment potential with approximately 90 jobs created per Rs. 10 lacs investment. By attracting large investment in the sector, large employment opportunities shall be created, adequate skills and training imparted by the institutions specially set up

in the policy period. *It would also improve quality of population. Good sale market opportunity for rural sector* also would be provided. Further NID, NIFT and other institutions will hone the skills of the rural people involved in handicrafts. Gujarat will beckon tourists as a respected visitor and friend to enriching colourful socio-cultural tapestry.

6.9 SOME OF THE NEW TOURISM POLICIES THE GUJARAT HAD COME UP WITH:

- “The Gujarat tourism is currently studying the draft of the new tourism policy submitted by Tourism Finance Corporation of India (TFCI). The new Tourism Policy is expected to address major issues related to the growth of tourism in the state. Speaking with *Hospitality Biz*, Vipul Mittra, Secretary Tourism, Gujarat, said that *the state government might consider easing the liquor permit system in the state through this Policy. The new Tourism Policy might also consider* permitting hotels at select tourist destinations, especially beach resorts, to **serve** liquor to guests. As part of promoting Rural and Heritage Tourism, Mittra said that *the Rann of Kutch will be developed as an active Rural Tourism destination*. The local community is being involved in setting up and running resorts with the help from local self-government of the area. “*The state tourism is offering subsidies, manpower training and marketing assistance to these projects. One such resort has already become operational in the Rann,*” said Mittra when asked about the role of state tourism in promoting these local initiatives. *Gujarat Tourism is also looking at Cruise Tourism*. Mittra mentioned that the state tourism department in coordination with major port operators in the state will set up cruise ship landing facilities at major ports. He also informed that a lot of private cruise operators have approached the department showing interest to commence cruise operations from Gujarat coast. “We have 1,600 kms long coastline and some of the largest ports in the country. We are looking at this huge potential for Cruise Tourism,” added Mittra. In the manpower development front, Mittra mentioned that the state tourism department has approached the Ministry of Tourism (MoT) for approval to commence three more state-level Institute of Hotel Management (IHM) in the state. The state tourism department has identified land for IHMs in Surat, Patna and Baroda. In order to promote Gujarat as a tourism destination among domestic and international travellers, Gujarat Tourism also plans to launch

'aggressive' marketing campaigns' as well. Mitra said the objective of the campaign will be to bring about a change in the travel behaviour among the people of Gujarat".²³

- "Minister of tourism and health and family welfare, Jayanarayan Vyas, said this while speaking at **'Gujarat Tourism Summit 2009'** organised by **Confederation of Indian Industry (CII)** on Sunday. *"We will unveil the new tourism policy in two months. The new policy will aim to place Gujarat as a top tourist location in the world in five years. It will have the features which will meet the expectations of Gujarat tourist industry,"* he said. The state's new tourism policy to be announced in two months will focus on developing Gujarat as the top tourism destination in India. The policy will also open doors for huge investments and put Gujarat on global tourist map. He said that the state government will invest **Rs. 500 crore at Ambaji and Saputara in coming three-four years**. Paragliding at Pavagadh and Saputara will be started to promote adventure tourism and in addition to that, wildlife and agro tourism will also be promoted. "Rajasthan, Goa, Kerala and Andhra Pradesh nationally and Dubai, Singapore and Malaysia on an international level are the competitors of Gujarat in terms of tourist location. Government of **Gujarat is planning to pump in around Rs.172 crore in 2009 compared to Rs. 34 crore in 2005**. We plan to reach 2nd rank in terms of hospitality in coming years," **said Kishor Rao D**, former tourism secretary and director-general, Gujarat Establishment Golden Jubilee Secretariat. Participants during the summit pointed out a few issues like establishing more budget hotels, creating special tourism zones, eco-tourism, theme-based tourism, rural tourism, developing night life, etc. Mr. **Ashwin Gandhi, chairman, CII's Gujarat Tourism Summit 2009**, said: "The government of Gujarat has taken CII as partner in tourism development and this summit is the beginning of a new horizon for Gujarat tourism."

Gujarat has a strong infrastructure and is pioneer in **Public-Private Partnership**. It takes to its credit as 'Asia's Biggest' Investment Infrastructure Opportunity Centre. The state has a larger image of all round development. As one of the youngest states of the Indian Federation, Gujarat's track record has shown impressive development which makes it a **'Growth Engine of Gujarat'**.

²³ P Krishna Kumar, Tuesday, May 18, 2010, 11:00 Hrs [IST], Ahmedabad, www.hospitalitybizindia.com › Ministry.

6.10 ORGANIZATIONAL FACILITIES OF THE STATE

1. TOURISM INFORMATION OFFICES

Information of offered to tourists and visitors by the Ministry of Tourism offices existing in many parts of the country. It is offered by the ministries offices personally or in the form of brochures and publications available in these offices. Realizing the importance and role of IT in promotion and facilitation of tourism, financial assistance is being extended to States/UTs for activities such as creation of website/online portals, online marketing of tourism products, etc. The website of Ministry of Tourism (www.tourism.gov.in) and Incredible India campaign (<http://incredibleindia.org>) were revamped and are constantly being updated.

2. DEPARTMENT OF TOURISM (INDIA)

India Tourism Development Corporation (ITDC) was established in October 1966. This organization is mainly responsible for promotion of tourism in India as an important tourist destination, tourism infrastructure development and facilities in the country. It is distributed as four regional offices at Delhi, Mumbai, Kolkata and Chennai with sub-regional office at Guwahati. Gujarat is still lacking MoT regional office of tourism. Tourist offices are also located at various places abroad. The detail activities are explained in the earlier chapter. Other organization are also working towards tourism development such a Indian Institute of Tourism and Travel Management (ITTM), established in January 1983 with registered office at New Delhi; National Council of Hotel Management and Catering Technology, head office at New Delhi; Tourism Finance Corporation of India Ltd. (TFCI), established in April 1988.

3. GUJARAT TOURISM INFORMATION OFFICES

Gujarat tourism, www.gujarattourism.com, has a number of offices in the state as well as in Chennai, Mumbai and New Delhi. At every center employees provide special brochures and detail information about recommended sites, as this material is not always stocked in the display shelves. The quality of service and information varies, but these facilities generally offer a basic orientation to the state. They also offer affordable package tours of different regions in Gujarat, the cost of which includes transportation, accommodation, food and guide fee. Gujarat tourism has recently identified tourism hubs across the state for the convenience of tourists. Mostly these hubs are the major nodal

points most of the transportation network converge. One of the major drawback of Gujarat tourism offices are the poor infrastructural condition of offices and lack of trained personals. Most of the Gujarat The hub include the Ahmedabad Metropolitan in Ahmedabad District; Rajkot, Bhavnagar and Junagadh in Saurashtra; Surat in South Gujarat; Vadodara in East Gujarat; North Gujarat and Kutch.

4. MINISTRY OF TOURISM REGIONAL OFFICE

Ministry of tourism registered head office is situated in Udyog Bhavan, Gandhinagar. The regional office is situated at Ahmedabad provides all the tourism related information of Gujarat. Vadodara, Surat and Rajkot are other tourism offices. Tourist Information Bureau (TIB) has been established as office of district information centre at Bhuj, Junagadh, Gandhinagar, Nadiad, Hyderabad, Lucknow & at Bangalore. Gujarat ministry of tourism suggested a wide range of tour packages which includes, Buddhist Circuit- 3 nights/4 days; Ex-Saputara Monsson Package Tour- 2 nights/3days; Gandhi Circuit- 3 nights/4 days; Heritage and Pilgrimage tour package-8 nights/9 days; Majestic Tours of Guarat- 5 nights/6 days; Navratri Festival- 3 nights/4 days; Paradise of Diversity Tour- 8 nights/9 days; Religious Tours- 4 nights/5 days; Textile with Wildlife- 11 nights/12 days; Textiles and Handicrafts Tours of Gujarat- 8 nights/9 days.

5. TOURISM OPERATORS AND TRAVEL AGENTS ASSOCIATION (TAG)

This organization was formed in February 2002 which represents dynamic and ethical professionals in our nation's Travel related activities. Their activities includes protect the interests of those engaged in the travel industry, Safeguard the rights of the travelling public, Promote industry's growth and development, maintain healthy relation with hoteliers, promote tourism in India, Arrange seminars and meetings of travel trade. TAG has excellent data base of members comprising of Tour Operators and Travel Agents (Inbound, Outbound & Domestic) for hotel bookings, Packages, Airline Ticketing, Rent A Car, Tours.....etc. They also help in City guides and Travel Advices to tourists. Travel Agent also offers a wide range of tour packages which covers almost all places of Gujarat.

6. GUJARAT INDUSTRIAL AND TECHNICAL CONSULTANCY ORGANIZATION LIMITED (GITCO)

This organization is generally undertakes a benchmark survey on tourist flow for the purpose of setting up a monthly Tourist Flow Information System (TFIS). Earlier the data collection was not regular but after 2006 this data was regularly collected and analyzed by GITCO. Other than collecting inflow data they also conduct special surveys and accordingly plan out further implementations. The special surveys are carried out in addition to TFIS, occasionally on issue of importance to tourism sector in Gujarat and findings on some of these deserve wider dissemination. They collect monthly information on tourist flow to selected destinations and analyze the trend of tourist flow. They also help in gathering destination-wise information on tourist class, purpose, origin (within Gujarat, OIS, foreigners, NRI), stay length and group size. Methodology for monthly TFIS is finalized in consultation with TCGL. GITCO, actually doing a good job in terms of understanding the trend of tourist flow and need of infrastructure and other services at different destinations.

7. TOURISM CORPORATION OF GUJARAT LIMITED (TCGL)

The TCGL currently on website, provide a brief summary of the various tourist attractions of Gujarat, its fairs & festivals along with the investment opportunities available in Gujarat. It was set up in 1975, provides comprehensive travel service to visitors to the state. These include accommodation, conducted tours and ground transport with a wide range of choice to meet diverse needs. The corporation has a network of 18 accommodation units and 5 Cafeterias under the brand name Toran. The internet site is the Corporation's endeavor to convey the timeless appeal of Gujarat. Currently the Tourism Corporation of Gujarat offers package tours to tourists such as Kutch Nahi Dekha to kuch nai dekha- 4 nights/5days; Mandvi Beach Tour-2 nights/3 days; Saurashtra darshan Tour-3 nights/4 days; Shakti Peeth Tour- 1- (Ambaji & Mn Abu)- 1 night/2 days; Shakti Peeth Tour 2 (Pavagadh-Champaner) 1 night/2 days. "Gujarat Tourism Corporation Limited and Sulabh International Social Services Organization today signed MoU for construction of 51 Sulabh Shauchalay (toilets) at places of tourists interest across the state. After detail survey of various tourist places in Gujarat, existing toilet facilities at 21 places will be revamped, while at 30 important tourist places new pay and use toilet complexes will be made available. The toilet facilities will be developed in

three categories. Some of them will also have refreshment rooms, locker and bathroom facilities”.²⁴

8. GUJARAT TOURISM OPPORTUNITIES Ltd. (GUJTOP)

This organization was set up in 2007 to identify tourist sites for development and to set up project development fund. This organization is responsible for conducting feasibility studies for several locations across Gujarat and spotting tourism opportunities.

9. GUJARAT TOUR DEVELOPMENT COMPANY LTD (GUJTOUR)

This organization was set up with a corpus of INR 1 billion to develop, create and market tourism-related infrastructure, products and projects. Also it is responsible for selecting the financial partner of GTDC which is currently underway.

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.

²⁴ An co-respondent, Gandhinagar, 24 April 2013 at Tourism Office.