

## ***CHAPTER- 7***

### ***TOURISM IN GUJARAT (Data Analysis)***

## 7.1 TOURIST ARRIVALS IN GUJARAT (MONTH-WISE)

In the present chapter the researcher has included year-wise data of total origin-wise tourists flow to Gujarat, collected from GITCO Ltd. & the official website of Tourism Corporation of Gujarat Ltd. (TCGL). The data has been modified according to the needs for the purpose. Gujarat government has started recording proper data since the year of 2002 and in this regard GITCO has played an important role in collecting tourist arrival data from various tourist centres and even more than that. They undertook a benchmark study on tourist flow to Gujarat, primarily to prepare ground for operation of a monthly Tourist Flow Information System (TFIS). This helps them in generating a database on tourist accommodation capacity, actual flow and distinctive feature of flows and on that basis they produced a design of a system for collection, processing and analysis of information on tourist flow. The graphical representation of available data from websites will reveal the actual trend and pattern of tourist inflow. According to them in general the system should recognise the broad tourist origin as follows:

- *Within Gujarat*
- *Other Indian states*
- *Foreigners*
- *NRI*

### **MONTH-WISE TOTAL TOURIST ARRIVALS IN GUJARAT IN DIFFERENT PERIODS**

*Table- 17*

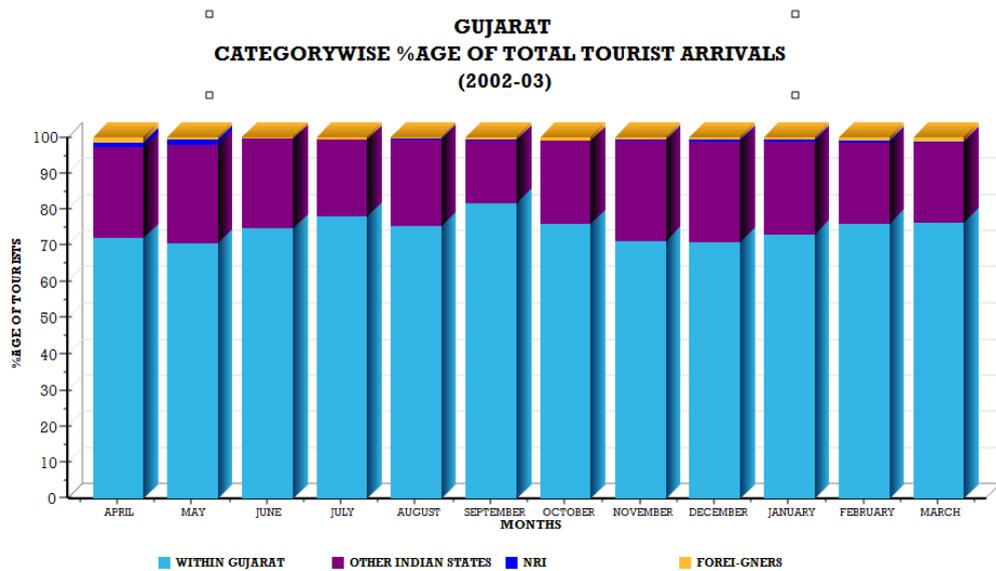
Months	THE ARRIVAL OF TOURISTS IN GUJARAT (2002-03)				
	Within Gujarat	Other Indian States	NRI	Foreigners	Grand Total
APRIL	72.25%	25.17%	1.36%	1.22%	100%
MAY	70.68%	27.54%	1.18%	0.60%	100%
JUNE	74.81%	24.89%	0.11%	0.19%	100%
JULY	78.04%	21.34%	0.20%	0.42%	100%
AUGUST	75.56%	23.79%	0.26%	0.39%	100%
SEPTEMBER	81.97%	17.20%	0.35%	0.47%	100%
OCTOBER	76.10%	23.05%	0.17%	0.69%	100%
NOVEMBER	71.42%	27.65%	0.48%	0.45%	100%
DECEMBER	71.10%	27.91%	0.36%	0.63%	100%
JANUARY	73.36%	25.67%	0.30%	0.67%	100%
FEBRUARY	76.15%	22.52%	0.66%	0.68%	100%
MARCH	76.57%	22.08%	0.30%	1.04%	100%
<b>Total</b>	<b>75.06%</b>	<b>23.89%</b>	<b>0.45%</b>	<b>0.60%</b>	<b>100%</b>

*Source: from website of Tourism Corporation of Gujarat Limited. (Data has been converted into percentage)*

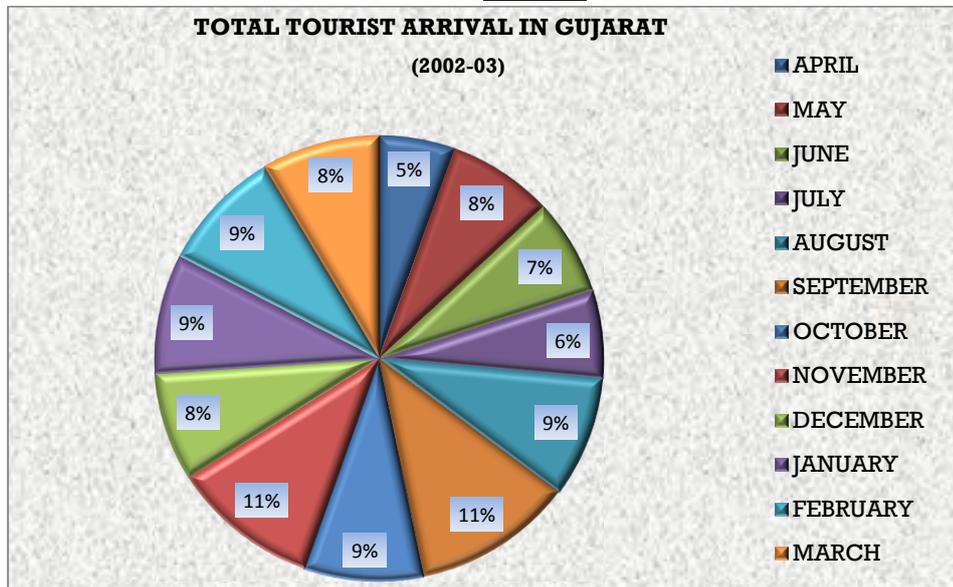
For the purpose of analysis in this chapter the month-wise data has been taken into consideration. Each year data has been analyzed separately. The absolute figures are not shown here but it has been converted into percentage, which shows the

percentage share of tourist arrivals from different origins out of total arrivals in the state. The table is also representing month-wise figure of arrivals. Accordingly the graph has been prepared. The present Graph (*Graph-1*) shows the month-wise trend of origin-wise tourist flow into the state. In 2002-03 the variation is much scene between arrival of local tourists and from other Indian states. In terms of International tourists they are almost negligible. The %age goes below 1% in most of the months. There was remarkable observation done in month of April, May, November, December January and February. That might be the favourable time for them while in rest of the months the local tourists are dominating. Even the tourists from OIS are also remarkably high during the months of April, May, November and December.

***Graph-1***



***Graph-2***



**Table- 18**

Months	THE ARRIVAL OF TOURIST IN GUJARAT (2003-04)				
	Within Gujarat	Other Indian States	NRI	Foreigners	Grand Total
APRIL	72.60%	25.90%	0.97%	0.54%	100.00%
MAY	75.43%	24.18%	0.21%	0.18%	100.00%
JUNE	73.71%	25.82%	0.30%	0.18%	100.00%
JULY	74.81%	24.92%	0.08%	0.19%	100.00%
AUGUST	75.78%	23.57%	0.12%	0.53%	100.00%
SEPTEMBER	79.29%	19.85%	0.45%	0.41%	100.00%
OCTOBER	75.86%	23.13%	0.44%	0.57%	100.00%
NOVEMBER	75.56%	23.26%	0.66%	0.52%	100.00%
DECEMBER	72.25%	26.68%	0.55%	0.51%	100.00%
JANUARY	71.70%	27.45%	0.47%	0.38%	100.00%
FEBRUARY	72.33%	26.84%	0.59%	0.24%	100.00%
MARCH	73.57%	25.80%	0.26%	0.37%	100.00%
<b>Total</b>	<b>74.58%</b>	<b>24.61%</b>	<b>0.42%</b>	<b>0.39%</b>	<b>100.00%</b>

**Source:** From website of Tourism Corporation of Gujarat Limited. (TCGL)

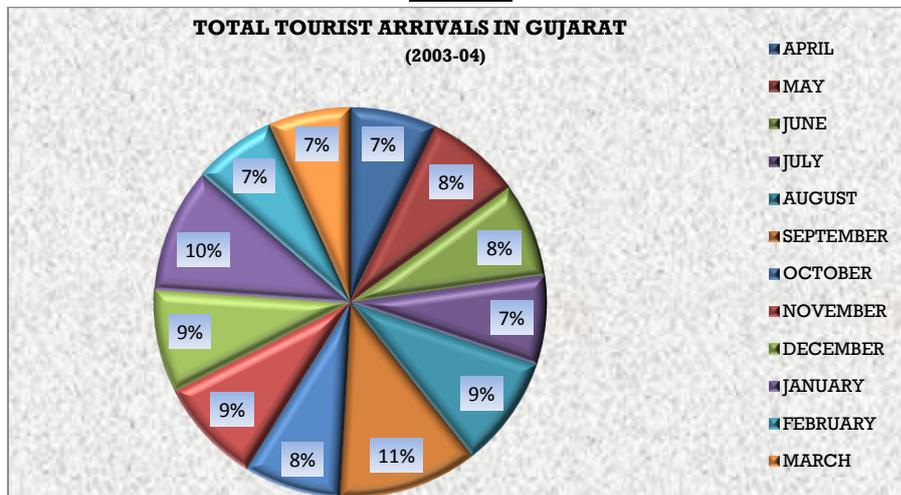
**Graph-3**

**GUJARAT  
CATEGORYWISE %AGE OF TOTAL TOURIST ARRIVALS  
(2003-04)**



**Graph-4**

**TOTAL TOURIST ARRIVALS IN GUJARAT  
(2003-04)**

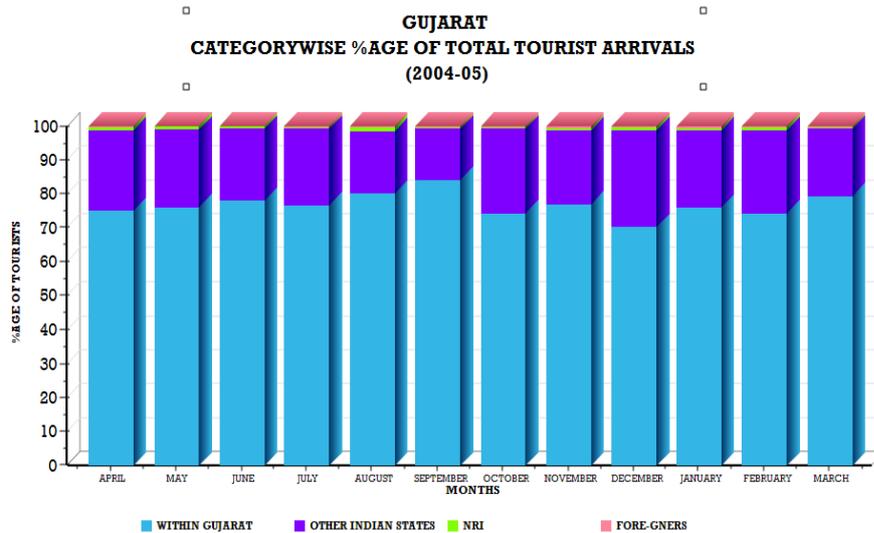


**Table- 19**

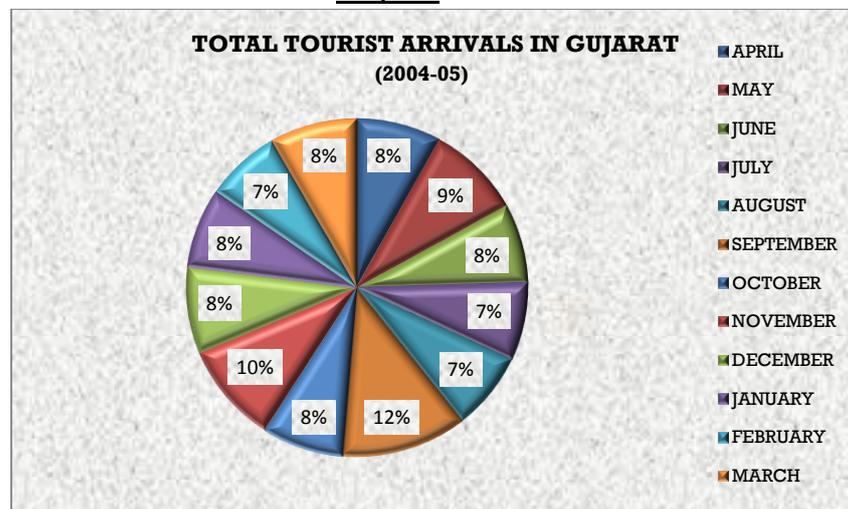
Months	THE ARRIVAL OF TOURIST IN GUJARAT (2004-05)				
	Within Gujarat	Other Indian States	NRI	Foreigners	Grand Total
APRIL	75.33%	23.71%	0.74%	0.22%	100.00%
MAY	76.34%	22.98%	0.55%	0.13%	100.00%
JUNE	78.09%	21.47%	0.32%	0.12%	100.00%
JULY	76.79%	22.66%	0.30%	0.24%	100.00%
AUGUST	80.21%	18.56%	0.87%	0.35%	100.00%
SEPTEMBER	84.27%	15.12%	0.40%	0.21%	100.00%
OCTOBER	74.37%	25.18%	0.26%	0.18%	100.00%
NOVEMBER	77.17%	21.79%	0.58%	0.46%	100.00%
DECEMBER	70.26%	28.78%	0.64%	0.32%	100.00%
JANUARY	76.09%	22.78%	0.59%	0.54%	100.00%
FEBRUARY	74.41%	24.54%	0.66%	0.39%	100.00%
MARCH	79.55%	20.00%	0.19%	0.26%	100.00%
<b>Total</b>	<b>74.58%</b>	<b>24.61%</b>	<b>0.42%</b>	<b>0.39%</b>	<b>100.00%</b>

Source: from website of Tourism Corporation of Gujarat Limited. (TCGL)

**Graph-5**



**Graph-6**

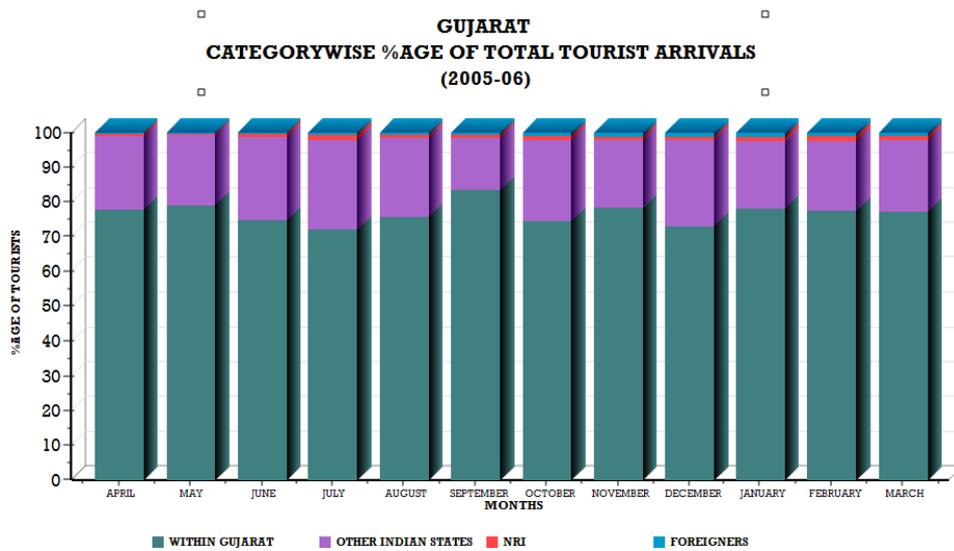


**Table-20**

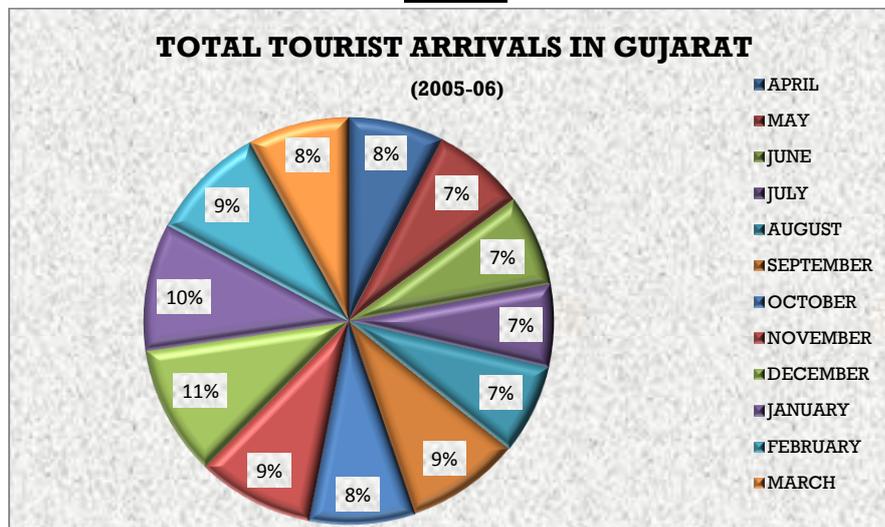
Months	THE ARRIVAL OF TOURIST IN GUJARAT (2005-06)				
	Within Gujarat	Other Indian States	NRI	FOREIGNERS	GRAND TOTAL
APRIL	77.99%	21.13%	0.68%	0.20%	100.00%
MAY	79.33%	20.02%	0.48%	0.17%	100.00%
JUNE	75.02%	23.90%	0.73%	0.35%	100.00%
JULY	72.26%	25.92%	1.15%	0.67%	100.00%
AUGUST	75.71%	23.00%	0.76%	0.52%	100.00%
SEPTEMBER	83.58%	15.15%	0.64%	0.63%	100.00%
OCTOBER	74.77%	23.45%	0.90%	0.88%	100.00%
NOVEMBER	78.53%	19.54%	0.91%	1.03%	100.00%
DECEMBER	73.27%	24.96%	0.81%	0.96%	100.00%
JANUARY	78.30%	19.36%	1.34%	1.00%	100.00%
FEBRUARY	77.57%	20.14%	1.36%	0.93%	100.00%
MARCH	77.44%	20.72%	1.05%	0.79%	100.00%
<b>Total</b>	<b>77.08%</b>	<b>21.30%</b>	<b>0.91%</b>	<b>0.71%</b>	<b>100.00%</b>

**Source:** From website of Tourism Corporation of Gujarat Limited. (TCGL)

**Graph-7**



**Graph-8**

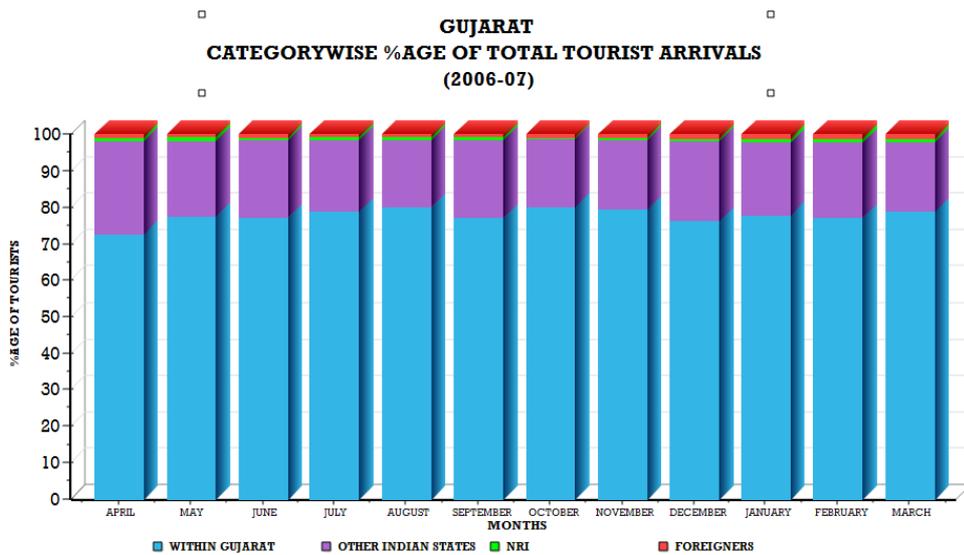


**Table – 21**

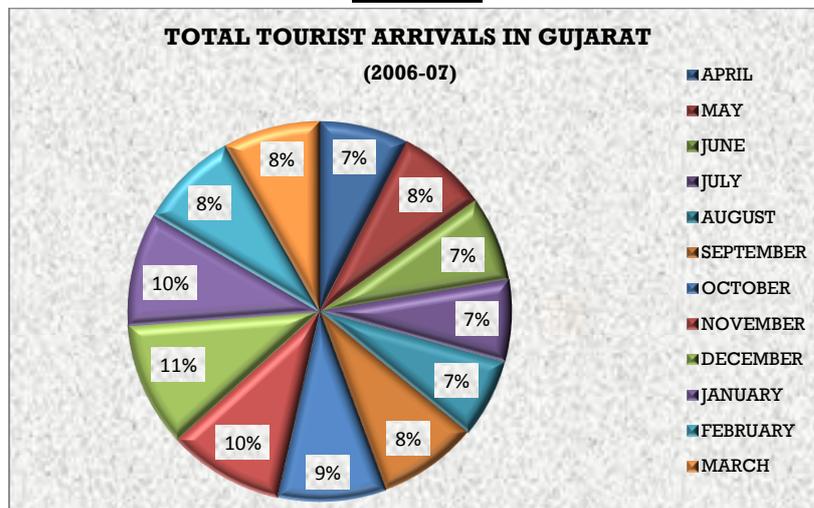
Months	THE ARRIVALS OF TOURISTS IN GUJARAT (2006-07)				
	WITHIN GUJARAT	OTHER INDIAN STATES	NRI	FOREIGNERS	GRAND TOTAL
APRIL	72.84%	25.51%	0.90%	0.75%	100.00%
MAY	77.67%	20.82%	0.86%	0.64%	100.00%
JUNE	77.33%	21.43%	0.59%	0.65%	100.00%
JULY	78.99%	19.81%	0.59%	0.61%	100.00%
AUGUST	80.10%	18.72%	0.57%	0.61%	100.00%
SEPTEMBER	77.15%	21.67%	0.61%	0.57%	100.00%
OCTOBER	80.20%	18.38%	0.70%	0.71%	100.00%
NOVEMBER	79.19%	19.14%	0.88%	0.79%	100.00%
DECEMBER	75.52%	21.86%	1.63%	0.99%	100.00%
JANUARY	77.88%	19.99%	1.14%	0.98%	100.00%
FEBRUARY	77.21%	20.73%	1.02%	1.04%	100.00%
MARCH	79.10%	19.19%	0.80%	0.91%	100.00%
<b>Total</b>	<b>77.74%</b>	<b>20.58%</b>	<b>0.89%</b>	<b>0.79%</b>	<b>100.00%</b>

**Source:** From website of Tourism Corporation of Gujarat Limited. (TCGL)

**Graph – 9**



**Graph –10**

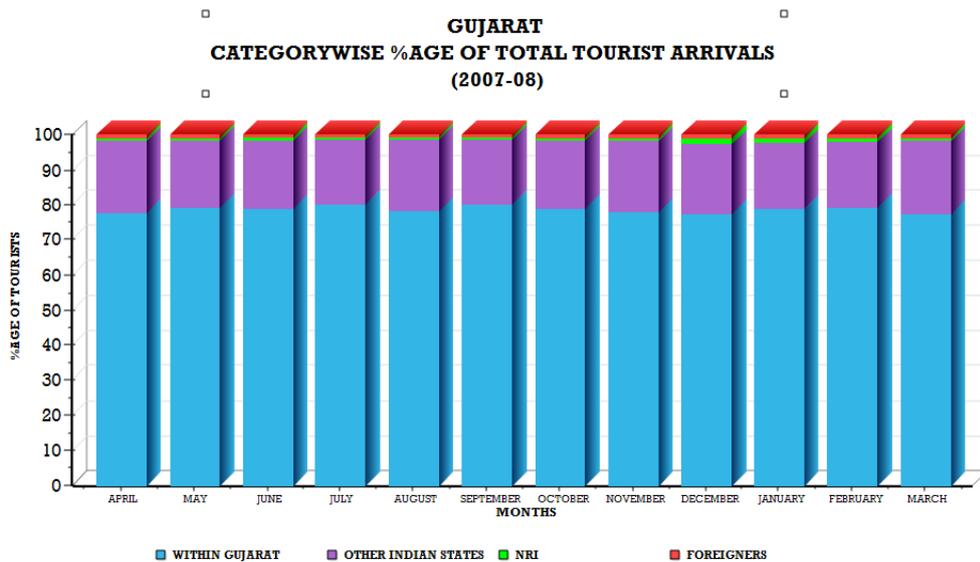


**Table - 22**

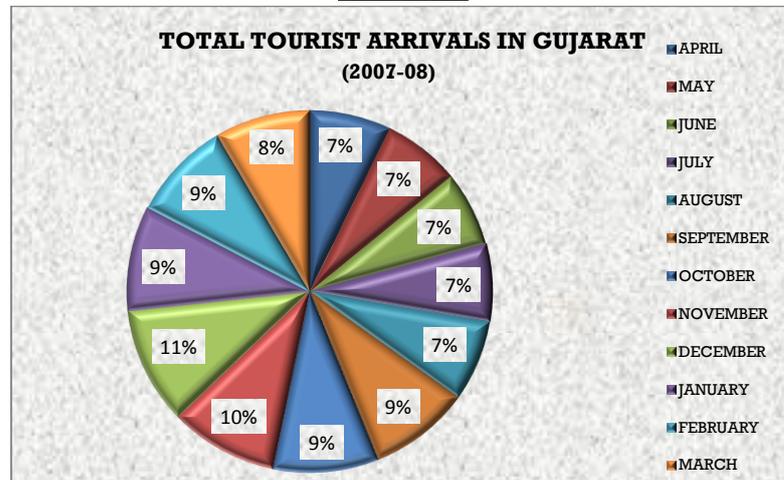
Months	THE ARRIVALS OF TOURISTS IN GUJARAT (2007-08)				
	WITHIN GUJARAT	OTHER INDIAN STATES	NRI	FOREIGNERS	GRAND TOTAL
APRIL	77.76%	20.56%	0.88%	0.79%	100.00%
MAY	79.34%	19.21%	0.68%	0.77%	100.00%
JUNE	79.28%	19.39%	0.68%	0.66%	100.00%
JULY	80.24%	18.57%	0.60%	0.60%	100.00%
AUGUST	78.36%	20.52%	0.57%	0.54%	100.00%
SEPTEMBER	80.21%	18.67%	0.57%	0.54%	100.00%
OCTOBER	79.31%	19.29%	0.69%	0.72%	100.00%
NOVEMBER	78.08%	20.32%	0.89%	0.71%	100.00%
DECEMBER	77.46%	20.13%	1.50%	0.92%	100.00%
JANUARY	78.92%	18.82%	1.34%	0.92%	100.00%
FEBRUARY	79.48%	18.59%	1.01%	0.92%	100.00%
MARCH	77.58%	20.90%	0.77%	0.75%	100.00%
<b>Total</b>	<b>78.80%</b>	<b>19.58%</b>	<b>0.88%</b>	<b>0.74%</b>	<b>100.00%</b>

Source: From website of Tourism Corporation of Gujarat Limited. (TCGL)

**Graph -11**



**Graph -12**

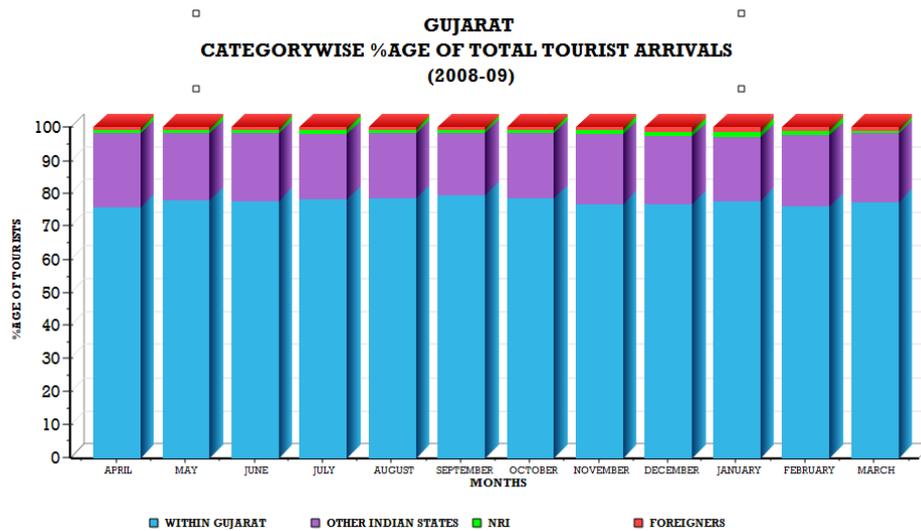


**Table - 23**

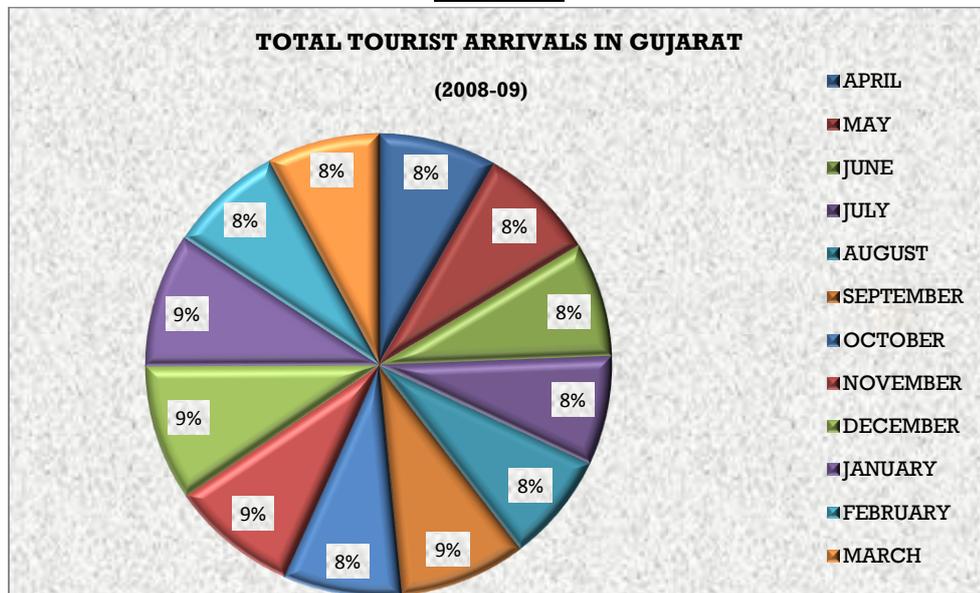
Months	THE ARRIVAL OF TOURISTS IN GUJARAT (2008-09)				
	WITHIN GUJARAT	OTHER INDIAN STATES	NRI	FOREIGNERS	GRAND TOTAL
APRIL	76.00%	22.47%	0.85%	0.68%	100.00%
MAY	78.15%	20.32%	0.91%	0.61%	100.00%
JUNE	77.81%	20.61%	0.95%	0.64%	100.00%
JULY	78.47%	19.66%	1.21%	0.66%	100.00%
AUGUST	78.56%	19.70%	1.09%	0.66%	100.00%
SEPTEMBER	79.76%	18.80%	0.93%	0.50%	100.00%
OCTOBER	78.69%	19.80%	0.99%	0.52%	100.00%
NOVEMBER	76.86%	21.32%	1.20%	0.62%	100.00%
DECEMBER	76.99%	20.48%	1.53%	1.00%	100.00%
JANUARY	77.82%	19.48%	1.65%	1.04%	100.00%
FEBRUARY	76.11%	21.68%	1.26%	0.95%	100.00%
MARCH	77.45%	20.83%	1.02%	0.71%	100.00%
<b>Total</b>	<b>77.72%</b>	<b>20.42%</b>	<b>1.14%</b>	<b>0.72%</b>	<b>100.00%</b>

**Source:** From website of Tourism Corporation of Gujarat Limited. (TCGL)

**Graph -13**



**Graph -14**



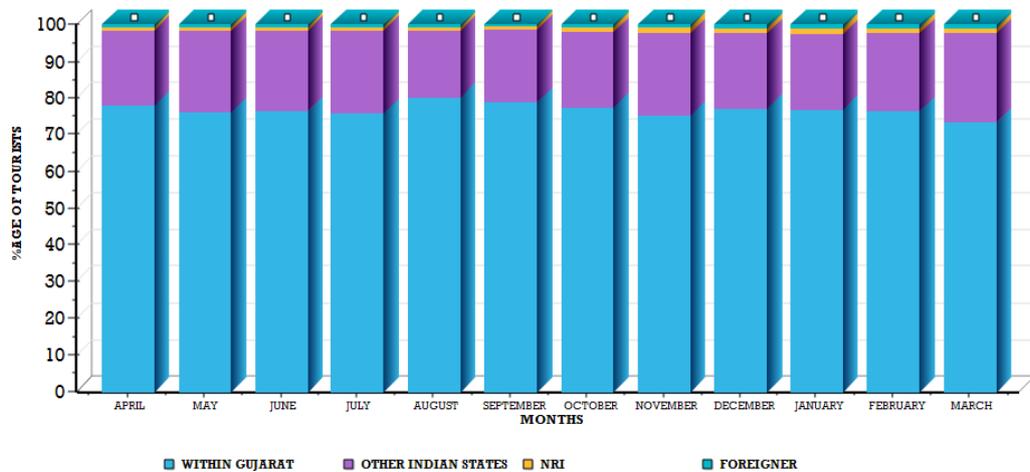
**Table - 24**

Months	The Arrival of tourists in Gujarat (2009-10)				
	WITHIN GUJARAT	OTHER INDIAN STATES	NRI	FOREIGNER	GRAND TOTAL
APRIL	78.17%	20.33%	0.95%	0.56%	100.00%
MAY	76.04%	22.43%	0.94%	0.59%	100.00%
JUNE	76.45%	22.29%	0.76%	0.49%	100.00%
JULY	76.00%	22.70%	0.79%	0.50%	100.00%
AUGUST	80.25%	18.50%	0.82%	0.42%	100.00%
SEPTEMBER	78.85%	19.92%	0.85%	0.38%	100.00%
OCTOBER	77.63%	20.38%	1.45%	0.54%	100.00%
NOVEMBER	75.34%	22.49%	1.50%	0.67%	100.00%
DECEMBER	77.19%	20.55%	1.56%	0.70%	100.00%
JANUARY	76.92%	20.64%	1.57%	0.87%	100.00%
FEBRUARY	76.43%	21.33%	1.42%	0.82%	100.00%
MARCH	73.54%	24.29%	1.34%	0.82%	100.00%
<b>Total</b>	<b>76.87%</b>	<b>21.30%</b>	<b>1.19%</b>	<b>0.63%</b>	<b>100.00%</b>

**Source:** From website of Tourism Corporation of Gujarat Limited. (TCGL)

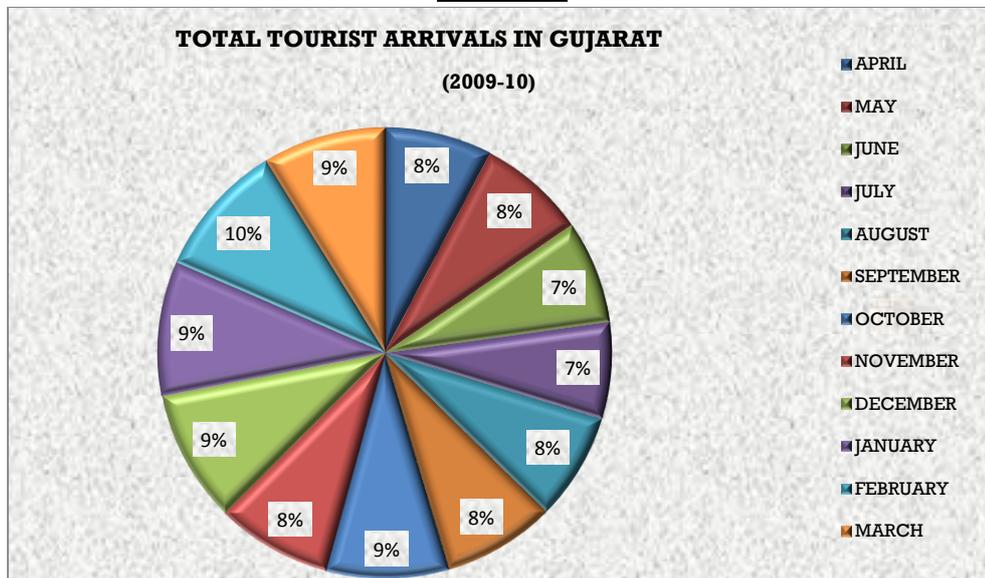
**Graph -15**

**GUJARAT  
CATEGORYWISE %AGE OF TOTAL TOURISTS ARRIVALS  
(2009-10)**



**Graph -16**

**TOTAL TOURIST ARRIVALS IN GUJARAT  
(2009-10)**



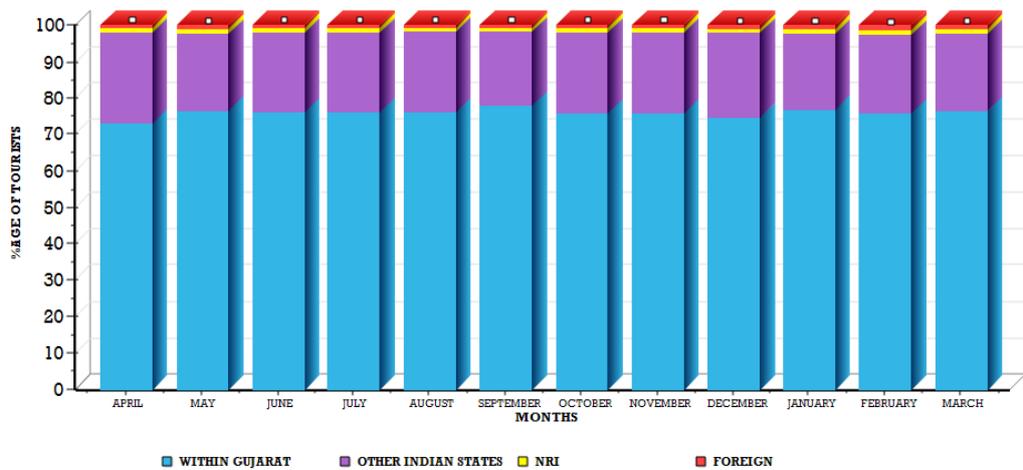
**Table -25**

Months	THE ARRIVALS OF TOURISTS IN GUJARAT (2010-11)				
	WITHIN GUJARAT	OTHER INDIAN STATES	NRI	FOREIGN	GRAND TOTAL
APRIL	73.23%	24.78%	1.35%	0.64%	100.00%
MAY	76.64%	21.16%	1.47%	0.73%	100.00%
JUNE	76.20%	21.98%	1.22%	0.60%	100.00%
JULY	76.22%	21.93%	1.23%	0.63%	100.00%
AUGUST	76.04%	22.29%	1.14%	0.53%	100.00%
SEPTEMBER	78.19%	20.21%	1.06%	0.54%	100.00%
OCTOBER	75.85%	22.29%	1.25%	0.61%	100.00%
NOVEMBER	75.98%	22.12%	1.25%	0.65%	100.00%
DECEMBER	74.70%	23.24%	1.35%	0.71%	100.00%
JANUARY	77.04%	20.72%	1.40%	0.84%	100.00%
FEBRUARY	75.85%	21.68%	1.50%	0.96%	100.00%
MARCH	76.34%	21.51%	1.28%	0.88%	100.00%
<b>Total</b>	<b>76.03%</b>	<b>21.98%</b>	<b>1.29%</b>	<b>0.70%</b>	<b>100.00%</b>

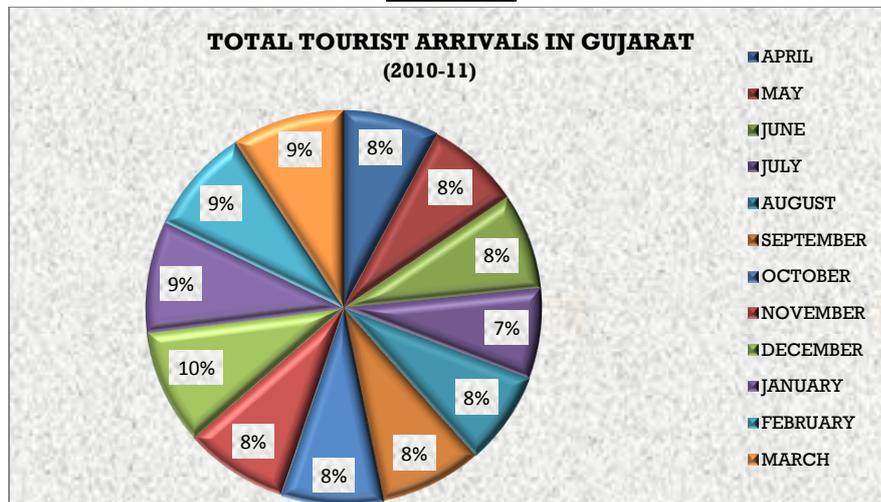
**Source:** From website of Tourism Corporation of Gujarat Limited. (TCGL)

**Graph -17**

**GUJARAT  
CATEGORYWISE %AGE OF TOTAL TOURIST ARRIVALS  
(2010-11)**



**Graph -18**

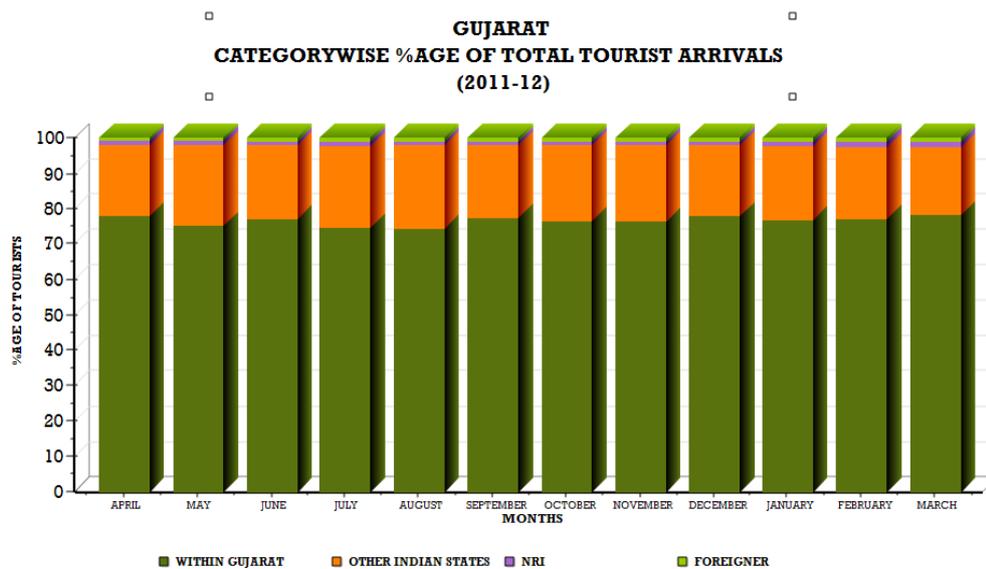


**Table- 26**

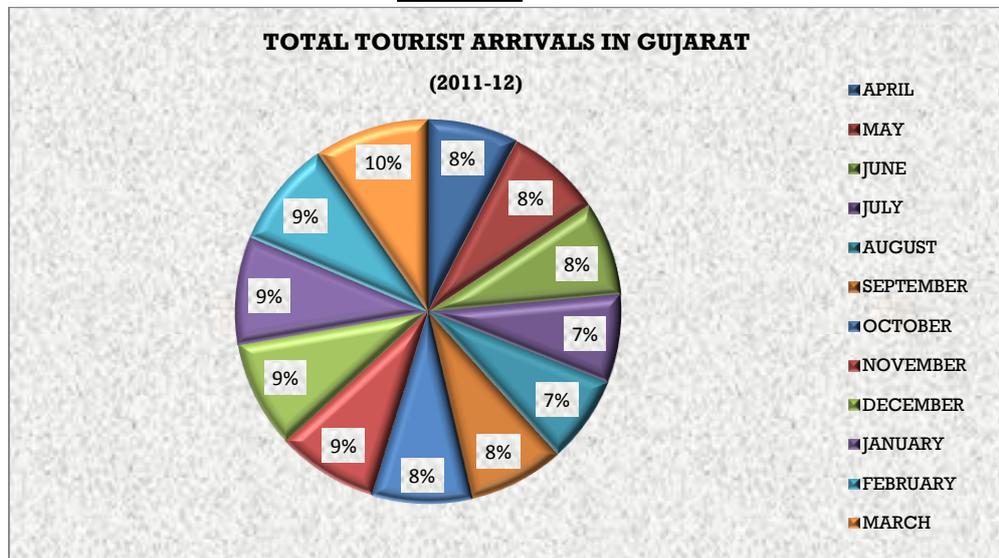
Months	THE ARRIVAL OF TOURISTS IN GUJARAT (2011-12)				
	WITHIN GUJARAT	OTHER INDIAN STATES	NRI	FOREIGNER	GRAND TOTAL
APRIL	78.15%	19.94%	1.27%	0.64%	100.00%
MAY	75.23%	22.87%	1.24%	0.66%	100.00%
JUNE	77.27%	20.83%	1.21%	0.69%	100.00%
JULY	74.76%	23.07%	1.41%	0.76%	100.00%
AUGUST	74.45%	23.71%	1.14%	0.70%	100.00%
SEPTEMBER	77.49%	20.72%	1.07%	0.72%	100.00%
OCTOBER	76.58%	21.47%	1.17%	0.78%	100.00%
NOVEMBER	76.42%	21.64%	1.13%	0.80%	100.00%
DECEMBER	78.07%	20.00%	1.11%	0.82%	100.00%
JANUARY	76.87%	20.86%	1.38%	0.89%	100.00%
FEBRUARY	77.15%	20.26%	1.65%	0.94%	100.00%
MARCH	78.38%	19.25%	1.44%	0.93%	100.00%
<b>Total</b>	<b>76.80%</b>	<b>21.14%</b>	<b>1.28%</b>	<b>0.78%</b>	<b>100.00%</b>

Source: From website of Tourism Corporation of Gujarat Limited. (TCGL)

**Graph-19**



**Graph- 20**

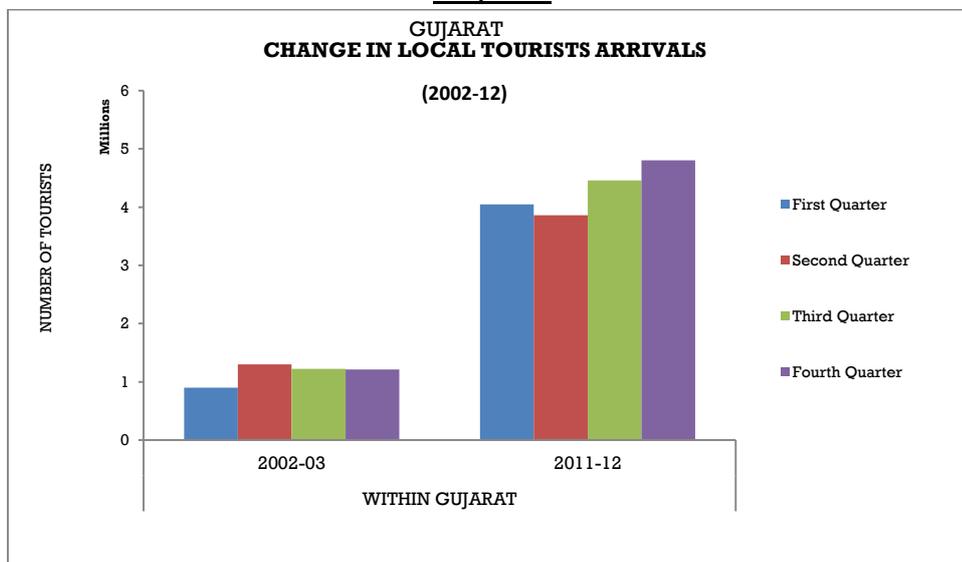


**Table - 27**

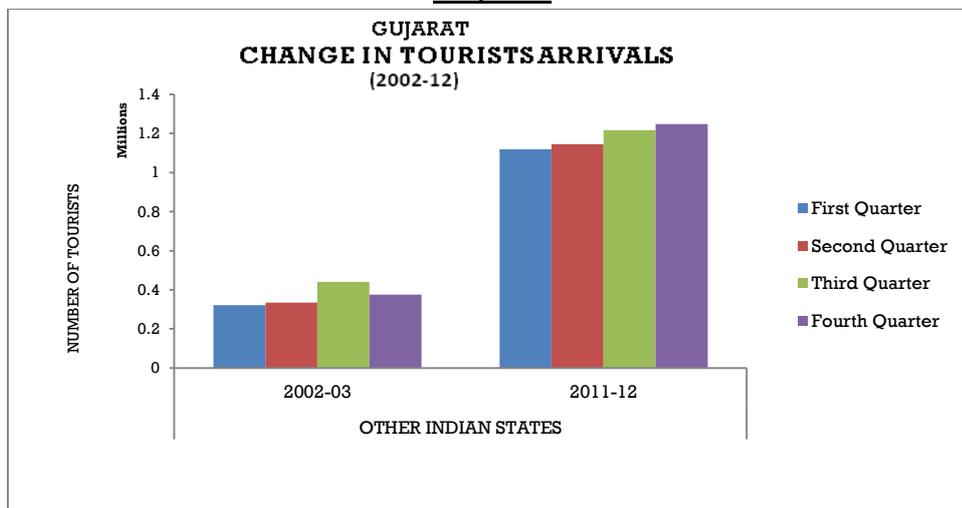
CATEGORY WISE ARRIVAL OF DIFFERENT TOURISTS IN GUJARAT (2002 to 2012)										
MONT HS	YEARS									
	WITHIN GUJARAT		OTHER INDIAN STATES		TOTAL DOMESTIC		FOREIGNERS / NRI		GRAND TOTAL	
	2002-03	2011-12	2002-03	2011-12	2002-03	2011-12	2002-03	2011-12	2002-03	2011-12
April	244156	1325007	85071	338153	329227	1663160	8719	23122	337946	1686282
May	330923	1350345	128961	410559	459884	1760904	8321	34027	468205	1794931
June	321727	1374122	107066	370392	428793	1744514	1286	33812	430079	1778326
July	306903	1249362	83904	385450	390807	1634812	2439	36308	393246	1671120
Aug	409186	1212821	128800	386273	537986	1599094	3530	30024	541516	1629118
Sept	584512	1396792	122648	373476	707160	1770268	5883	32231	713043	1802499
Oct	404705	1425682	122557	399656	527262	1825338	4536	36449	531798	1861787
Nov	469239	1456475	181705	412443	650944	1868918	6110	36905	657054	1905823
Dec	346348	1578394	135971	404412	482319	1982806	4795	38912	487114	2021718
Jan	390213	1561907	136530	423764	526743	1985671	5137	46526	531880	2032197
Feb	418510	1553980	123736	408036	542246	1962016	7314	52112	549560	2014128
March	401077	1690694	115675	415258	516752	2105952	7024	50784	523776	2156736
<b>TOTAL</b>	<b>4627499</b>	<b>17175581</b>	<b>1472624</b>	<b>4727872</b>	<b>6100123</b>	<b>21903453</b>	<b>65094</b>	<b>451212</b>	<b>6165217</b>	<b>22354665</b>

**Source:** From website of Tourism Corporation of Gujarat Ltd. (TCGL) (The data has been re-arranged)

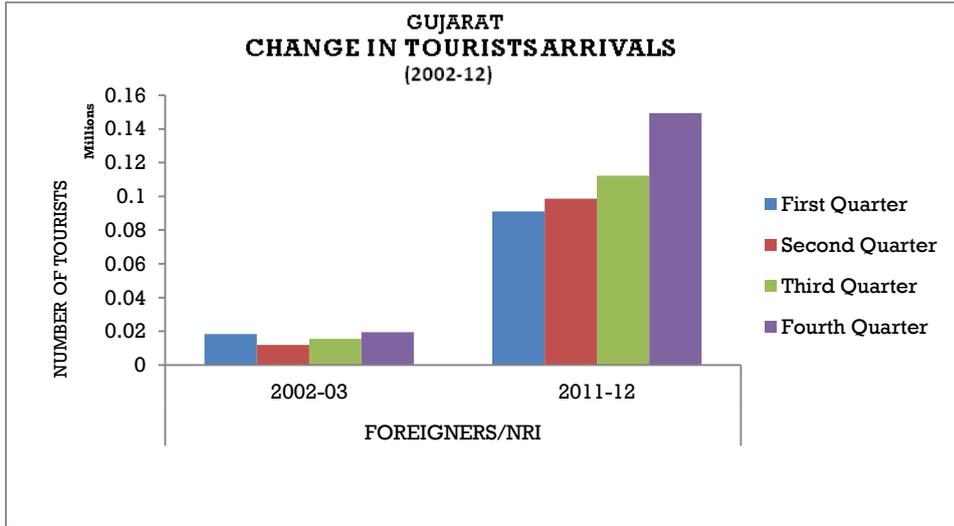
**Graph-21**



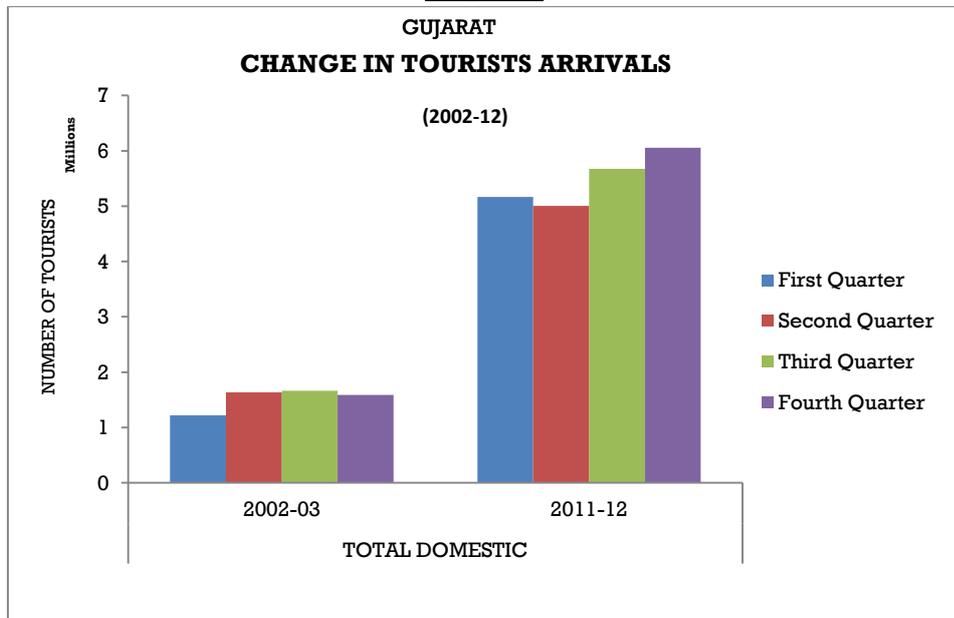
**Graph-22**



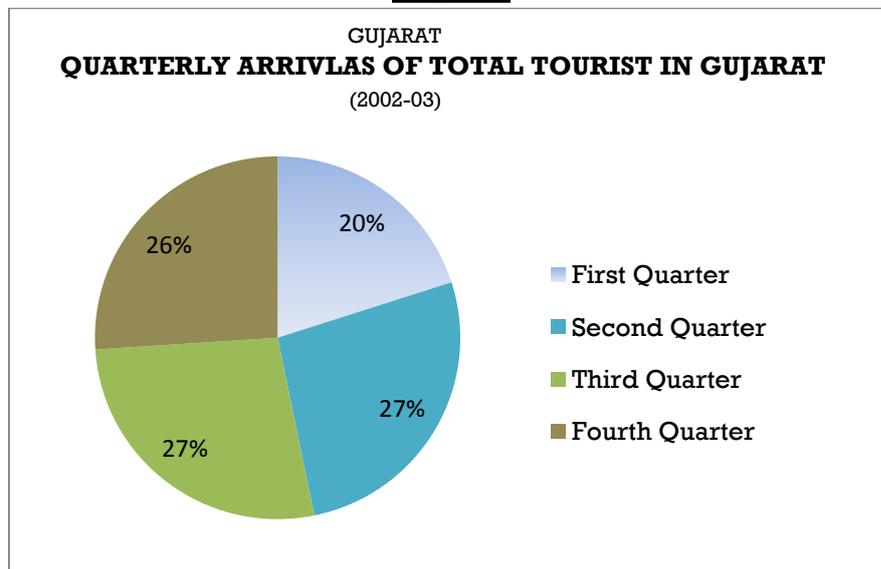
**Graph-23**



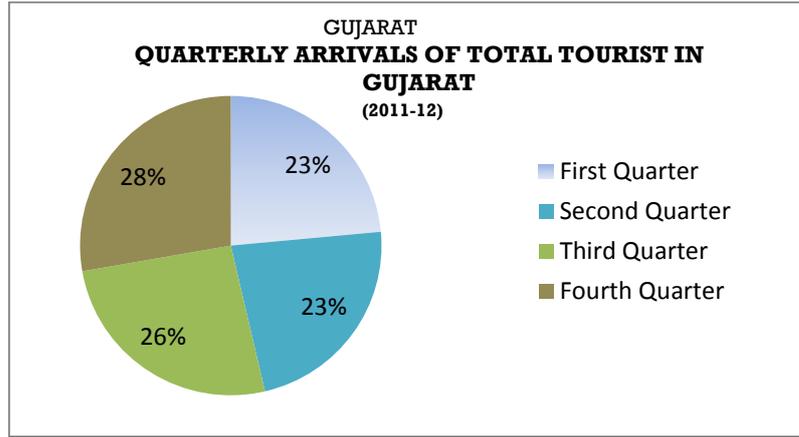
**Graph-24**



**Graph-25**



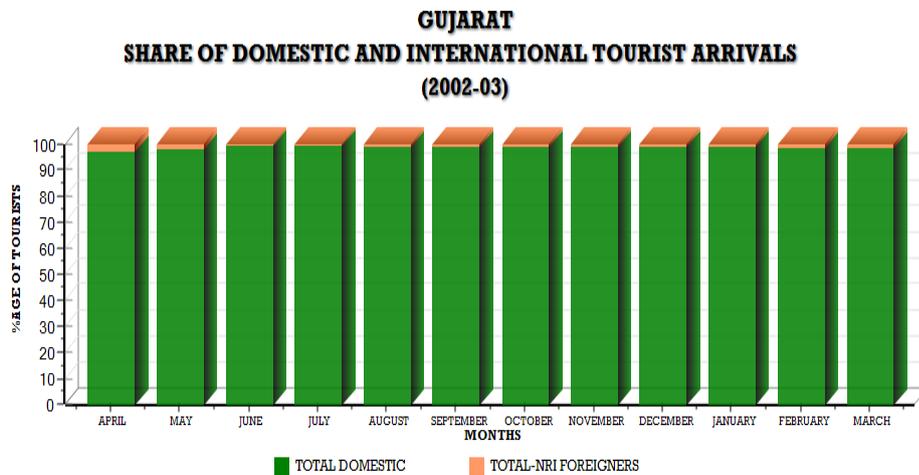
**Graph-26**



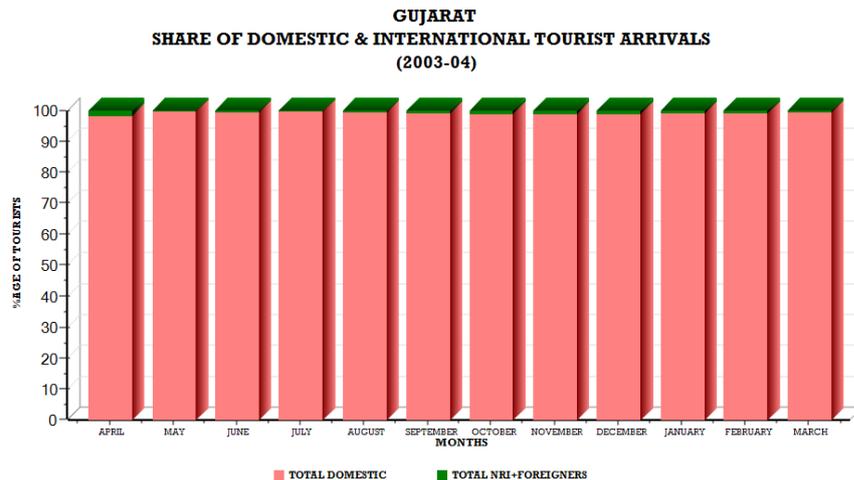
## **7.2 SHARE OF LOCAL, OTHER INDIAN STATES & INTERNATIONAL TOURIST ARRIVALS**

This part includes about a comparative study of tourists arrived from within Gujarat, from other Indian states and international tourists arrivals.

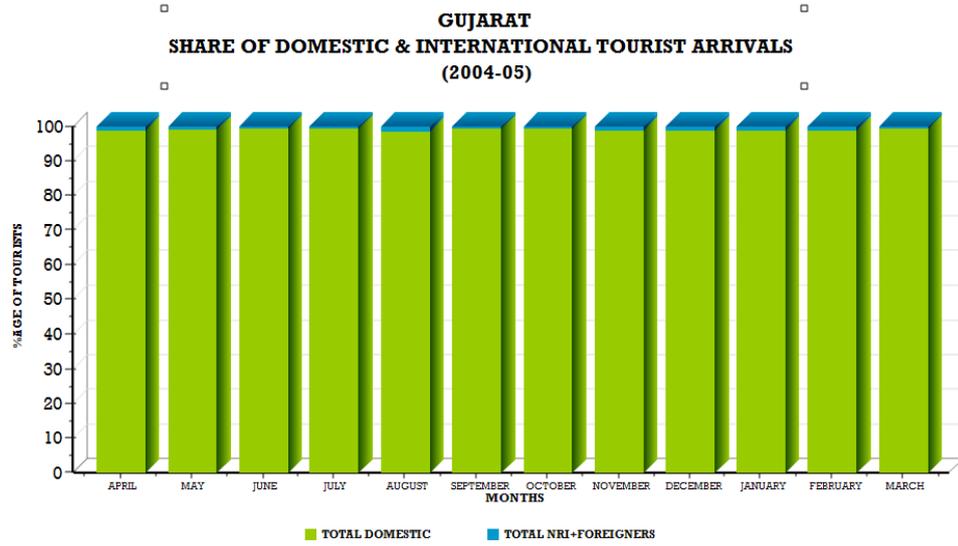
**Graph-27**



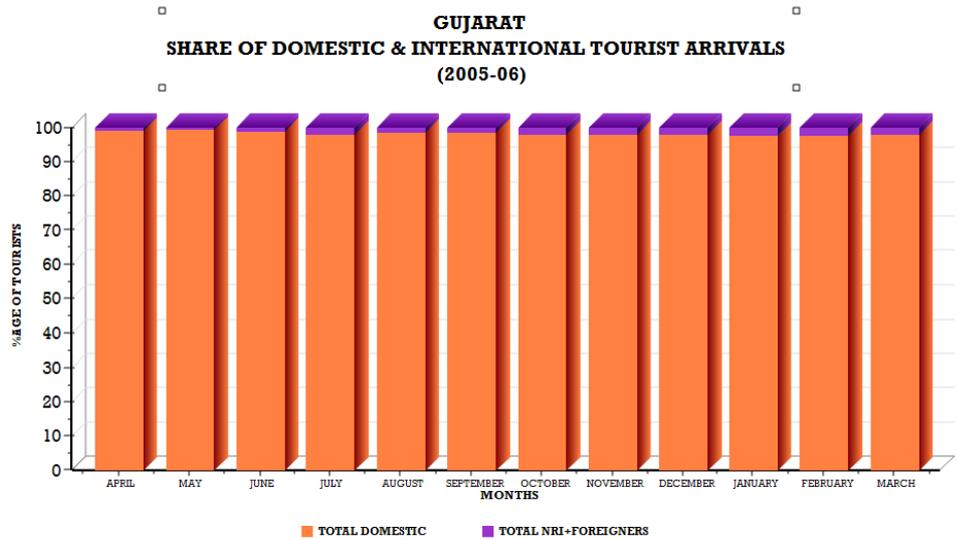
**Graph-28**



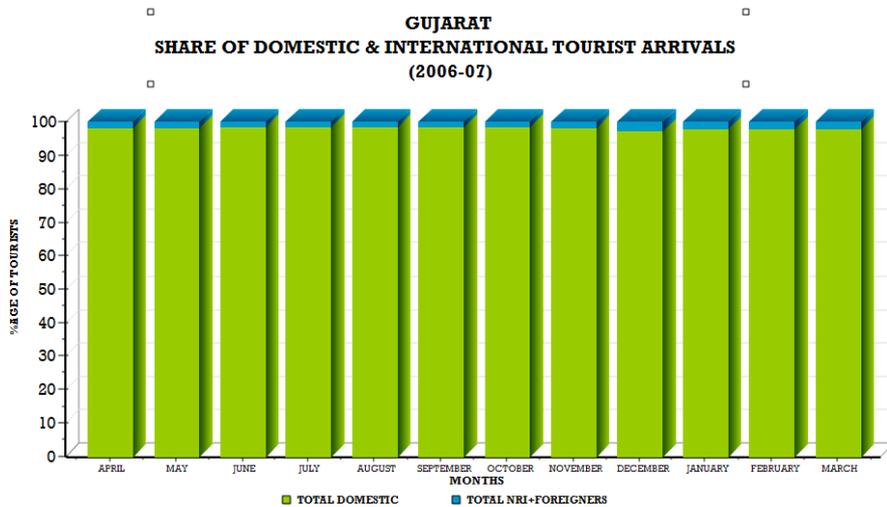
**Graph-29**



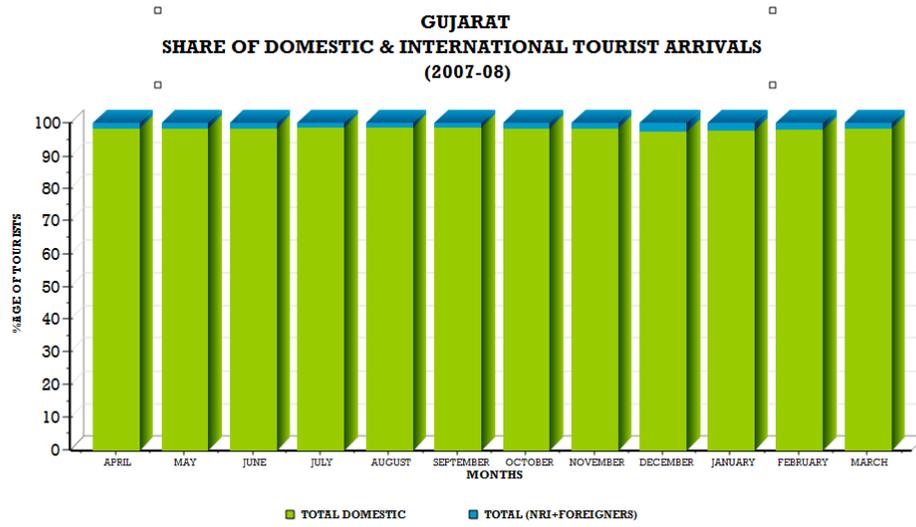
**Graph-30**



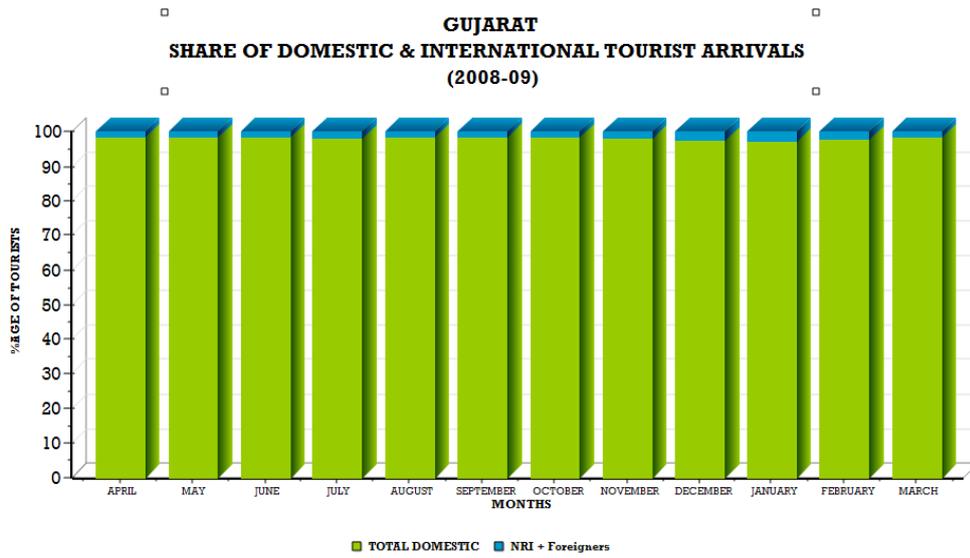
**Graph-31**



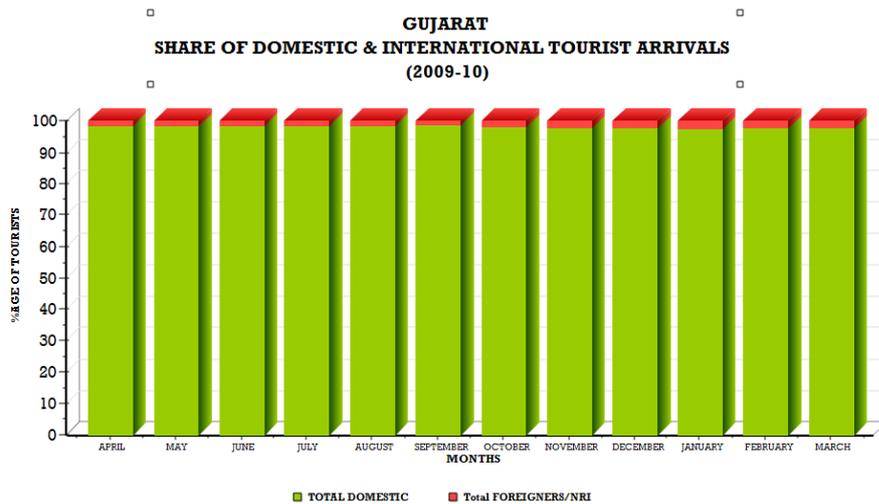
**Graph-32**



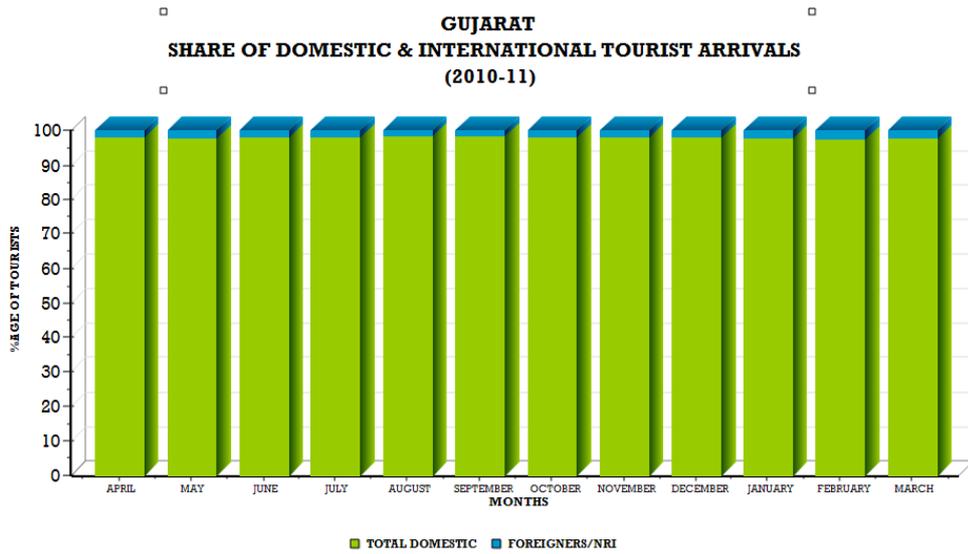
**Graph-33**



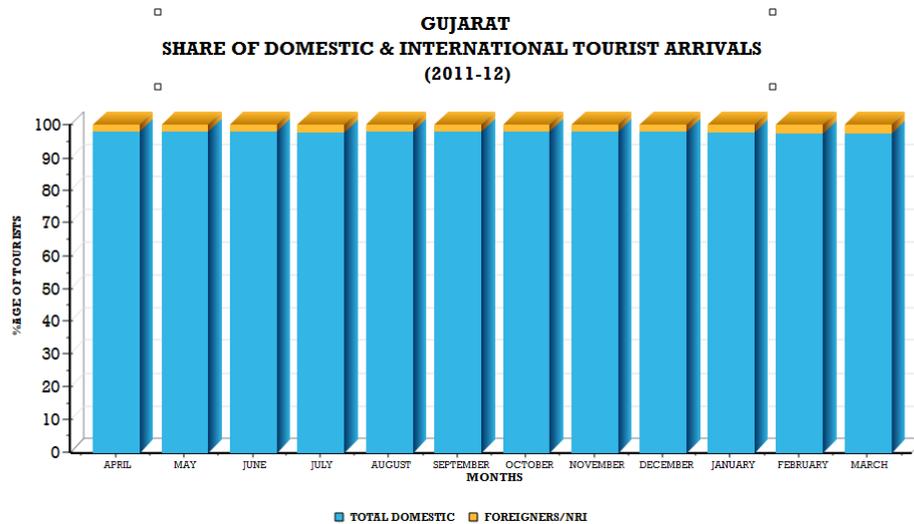
**Graph-34**



**Graph-35**



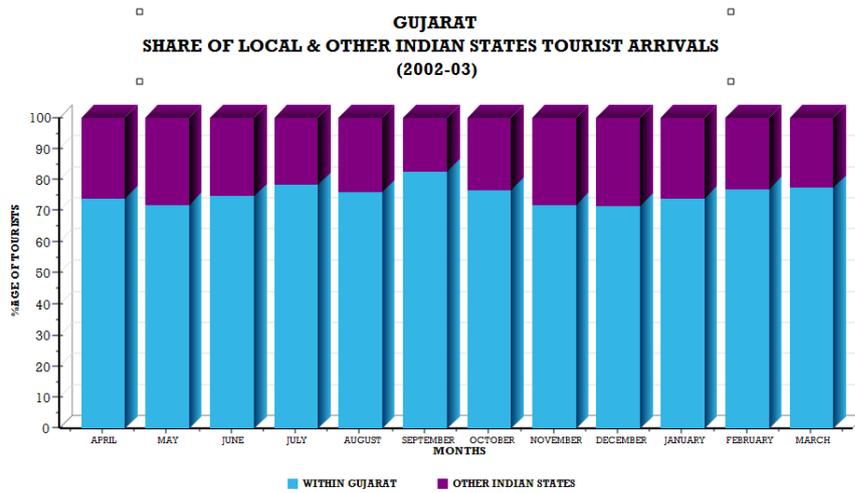
**Graph-36**



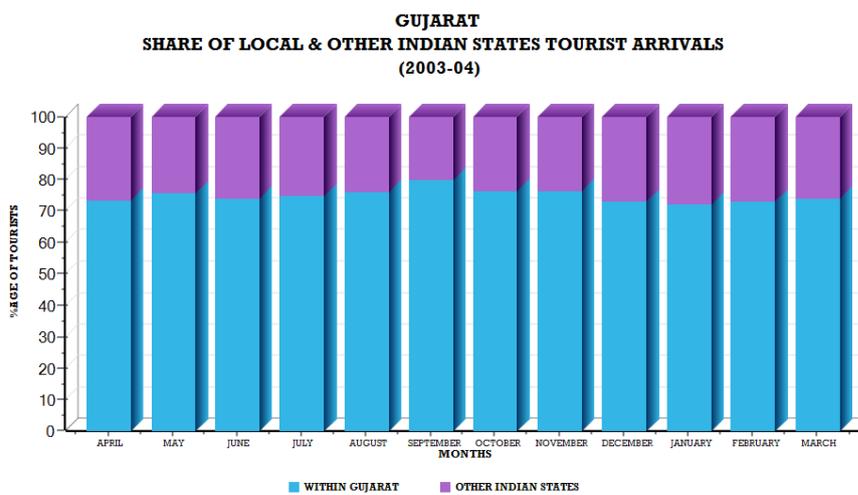
The above graphs prepared to show the comparison between the percentage share of total domestic and international tourist arrivals to Gujarat. The *Graph -27, 28 & 29* shows the shares for the years of 2002, 2003 & of 2004. Very high percentage variations among both arrivals are depicted by the graphs. The percentage shares by international tourist are very low in these years. On an average almost 99% of tourists are dominated by domestic origins. Since 2004 there was rise in percentage share of international tourist arrivals with a small record of month wise variations. From the graph-30 onwards till Graph-36 a significant rise in foreign tourist are seen. October to February is the most favourable months for international tourist arrivals. That is the only season when foreign tourists are somewhat competing with the domestic tourists.

From all above diagrams one thing is clear that the Gujarat is mostly visited by the domestic tourists and a very few or negligible percentage is shared by foreign tourists.

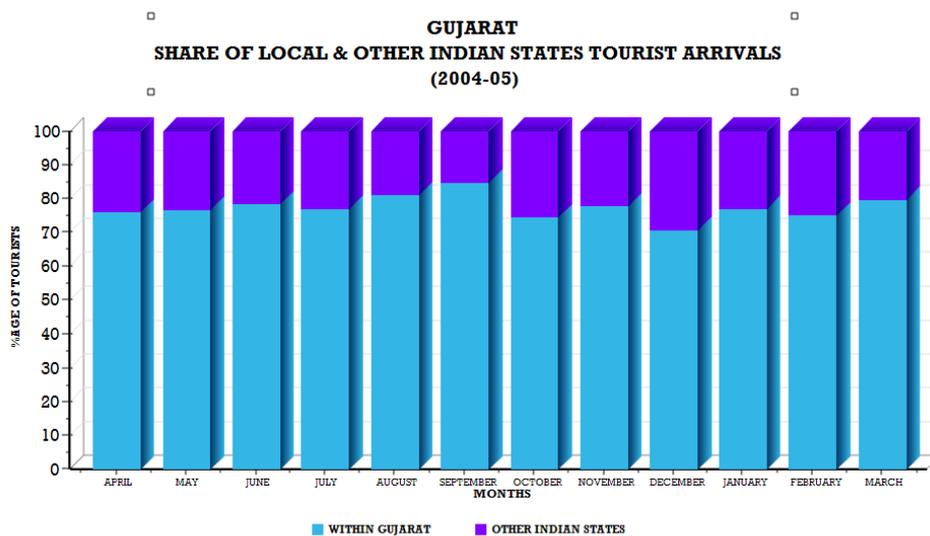
**Graph-37**



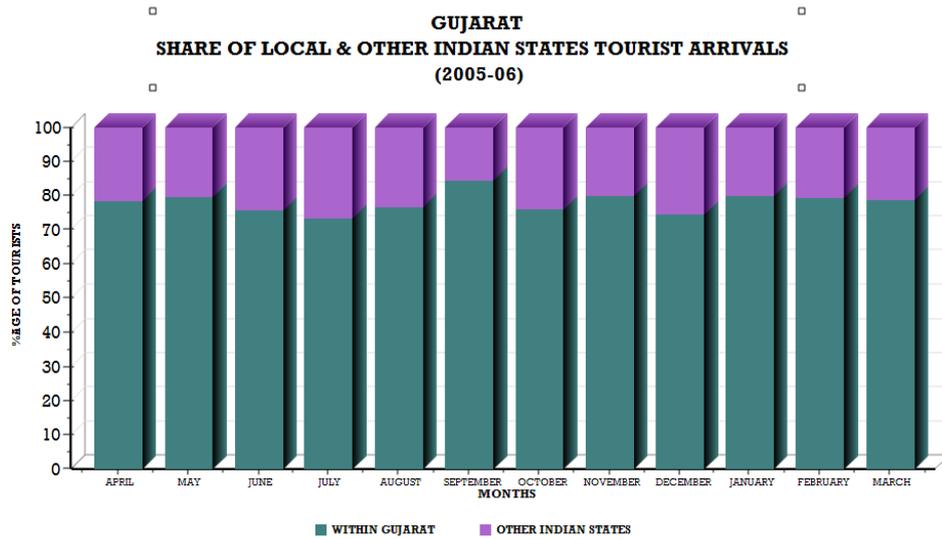
**Graph-38**



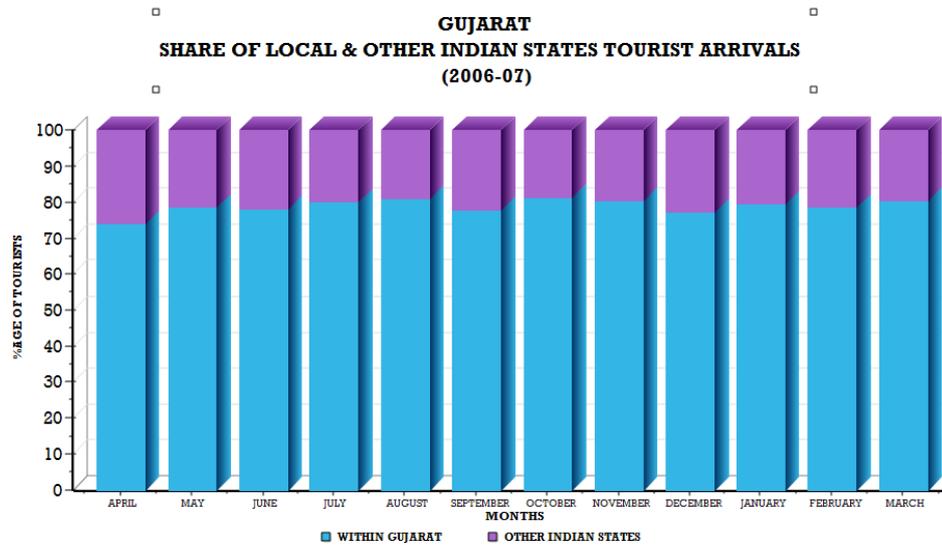
**Graph-39**



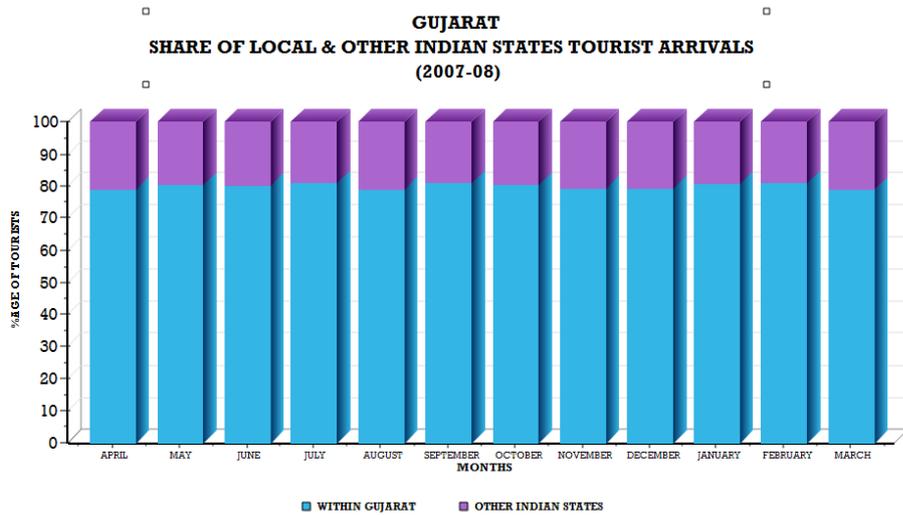
**Graph-40**



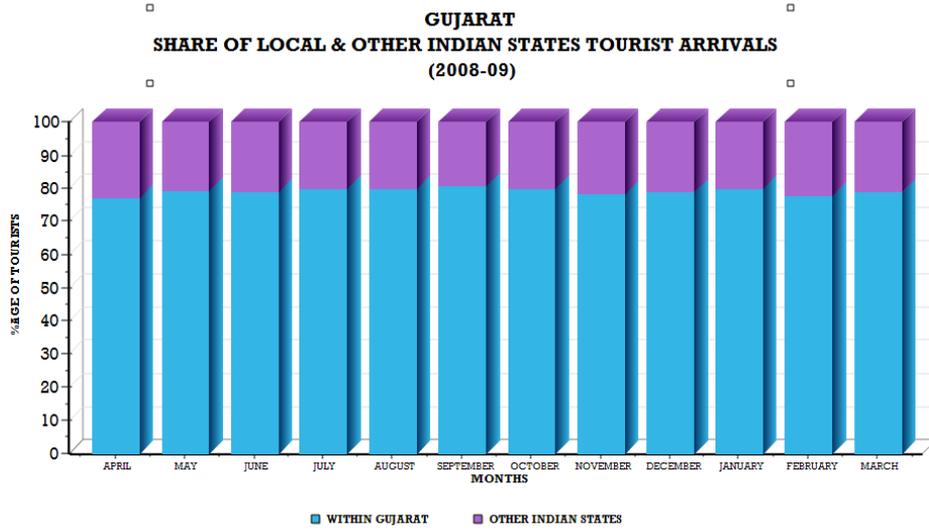
**Graph-41**



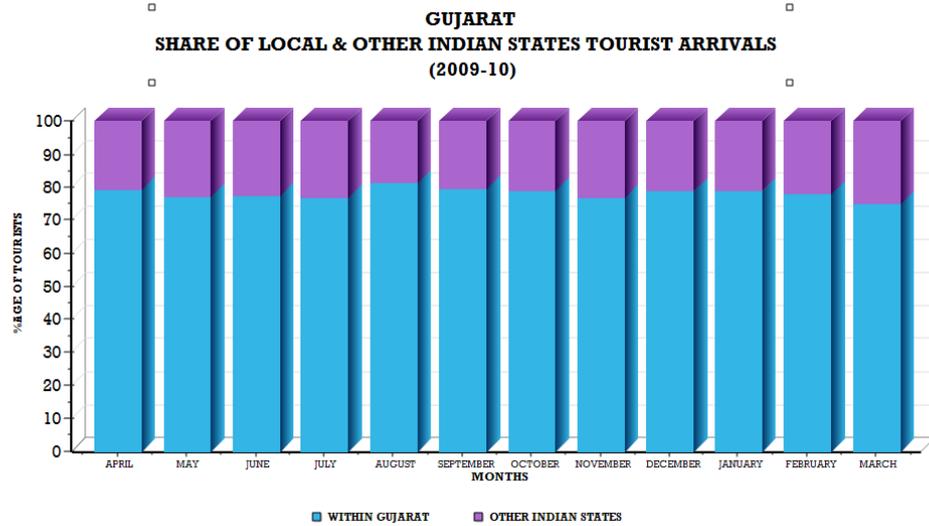
**Graph-42**



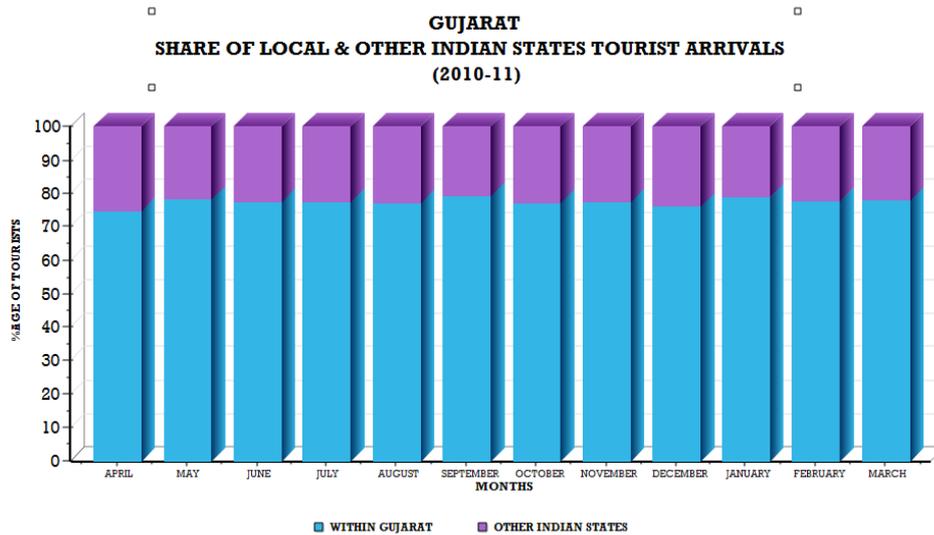
**Graph-43**



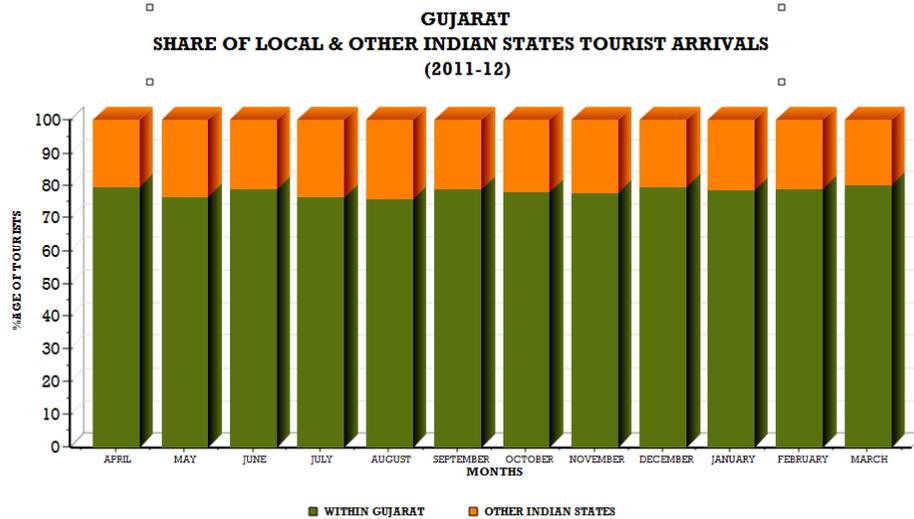
**Graph-44**



**Graph-45**

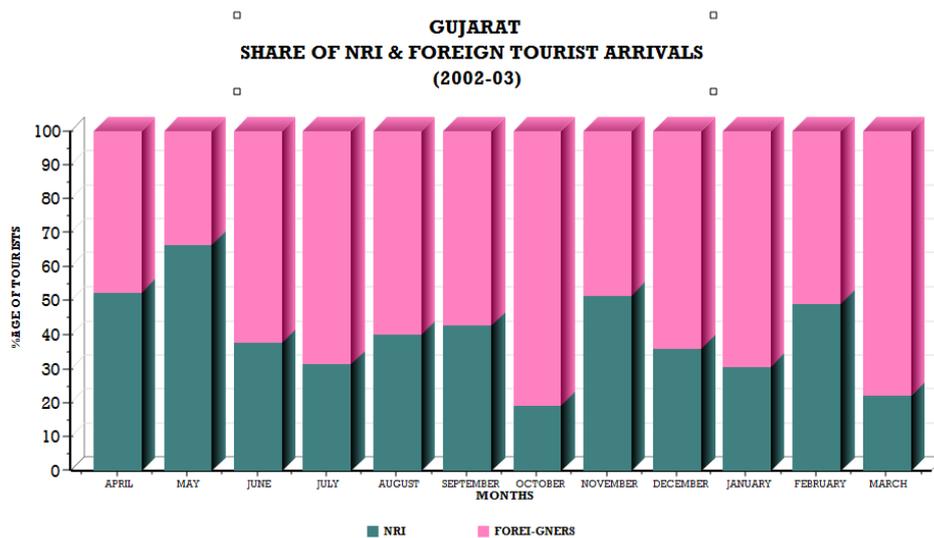


**Graph-46**



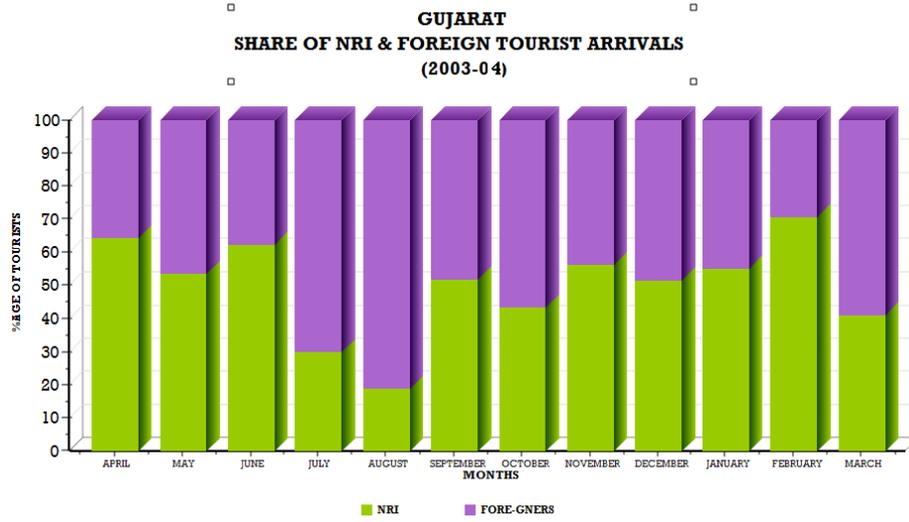
The above *Graph-37 to 46* shows the month wise percentage share of local and other Indian states tourist arrivals. Out of total domestic tourist arrivals the percentage share of local tourist are still higher but with lots of variations observed year wise. The month wise trend of OIS tourist arrivals are very much confusing from 2002-03 to 2005-06. During these years there is no particular pattern is visible except irregular arrivals. From April to July there was rise in OIS tourists and then decline till October and again rise and fall from November to March. A significant pattern of declining trend has been observed between the years of 2005-06 to 2011-12. During these years the percentage share of OIS tourists has decline since April to March. That might be because of high rise in local tourists as compare to the tourists from other Indian states.

**Graph-47**

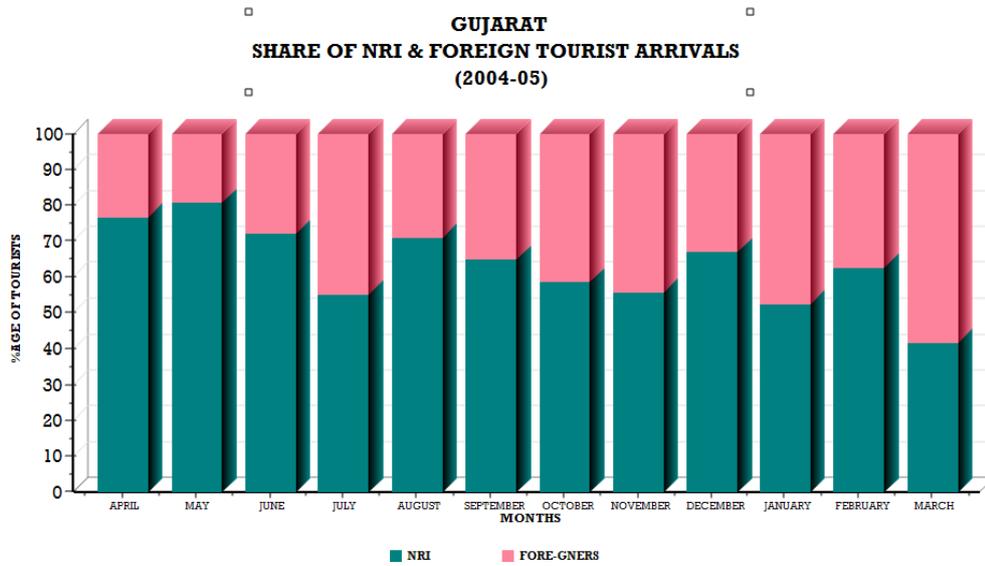


The above *Graph-46* of comparative bar diagram explains about percentage share of NRI and foreign tourist arrivals to Gujarat state. NRI's are non-resident Indians who live outside Indian countries mostly for business purpose or settled there but still they come to Gujarat on several occasions. If we look at month wise bars the high fluctuation is scene. In 2002-03 the foreign arrivals are outnumbering the NRI's tourists. From June to March the percentage share of foreign tourists arrivals are highest comparatively while the month of October and March records lowest percentage share by NRI tourists. Further change also seen in *Graph-48* of 2003-04 where except in July, August and March in all other months the NRI's are outnumbering the foreigners. In this period also the high fluctuations observed in tourist arrivals. In the *Graph-49* of 2004-05 the NRI's are outnumbering foreign tourists. This might be possible because of increased number of NRI's visit to their homelands whereas the foreign tourists remain same. Except in the month of March all the time NRI's are dominating over foreign tourists. Fluctuation in both foreign and NRI's are still continues. In the *Graph-50* of 2005-06 a proper trend has been observed. Here first second and fourth quarter of the year NRI tourists are dominating while in the third quarter the foreign tourists are outnumbering their counterpart. A gradual fall in NRI tourist arrivals seen from April to September and then remain stagnant and again gradually add to from December to March. *Graph-51* of 2006-07 shows again a seesaw rise and fall in NRI and foreign tourist accessions. Except in first, second and fourth quarter NRI's tourists could not beat foreign tourists. And in terms of their percentage hike the foreign tourists has overpowered the NRI's in the months of October, November and December. In the *Graph-52, 53 & 54* of 2007-10 again the steady orientation of tourists are seen. In 2007-08 the first and second quarter the trend was continuous but in third quarter NRI's outnumbered the foreign tourists. In 2008-10 this trend took a shape of convex slope in the upper middle which shows very gradual rise and fall. In 2010-12 (*Graph-55-56*) this seesaw trend becomes much continuous and all the months received almost equal rise in NRI tourists while equal fall in foreign tourists. In third and fourth quarter a slight change in foreign arrivals has disturbed the percentage share by NRI tourists but overall the momentum is towards a positive growth towards attracting our own residents from other countries not alone but with them the real contributors for tourism economy.

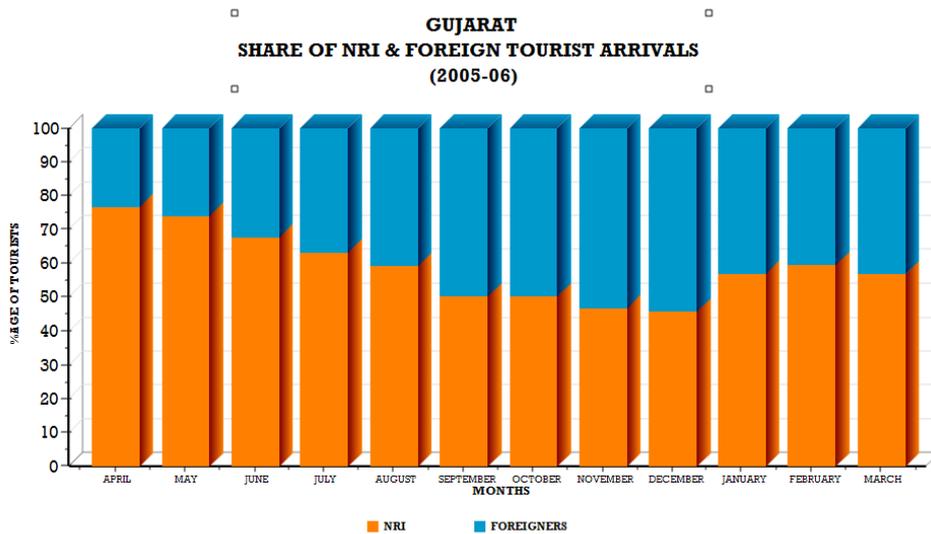
**Graph-48**



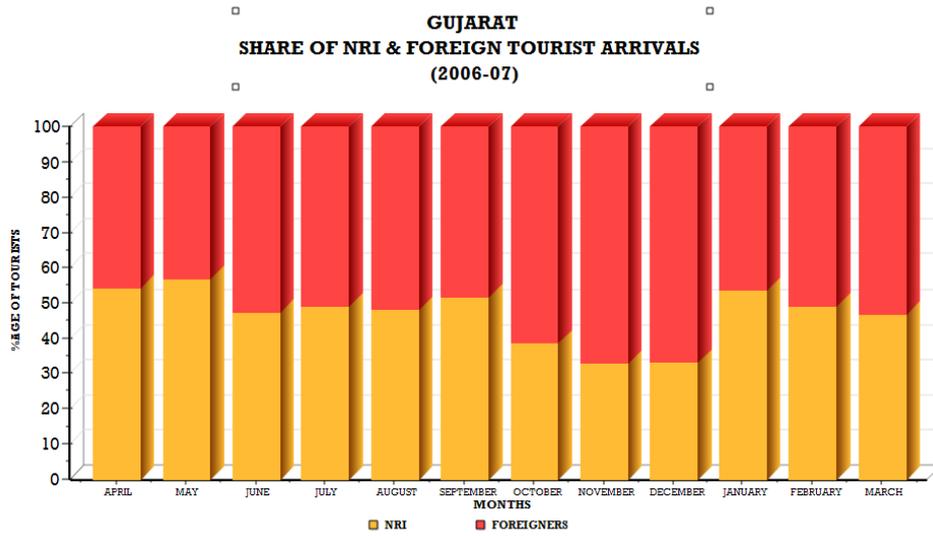
**Graph-49**



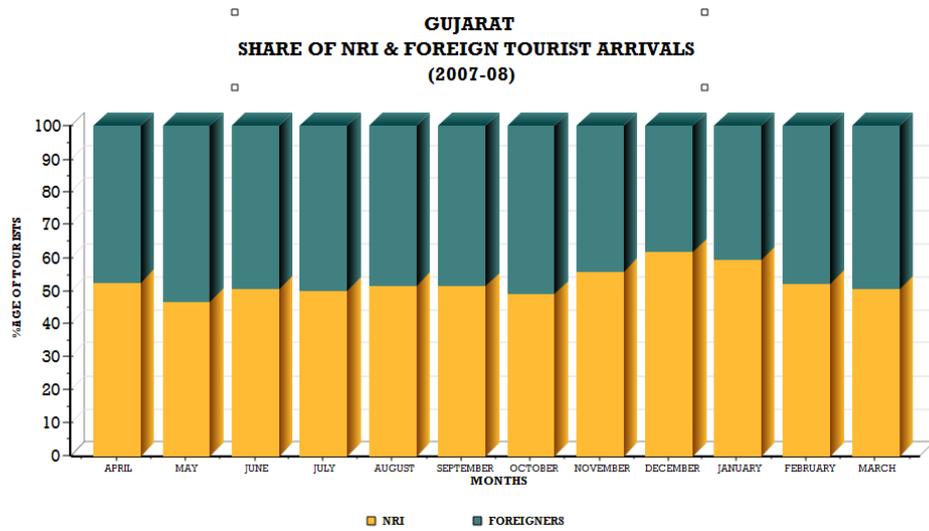
**Graph-50**



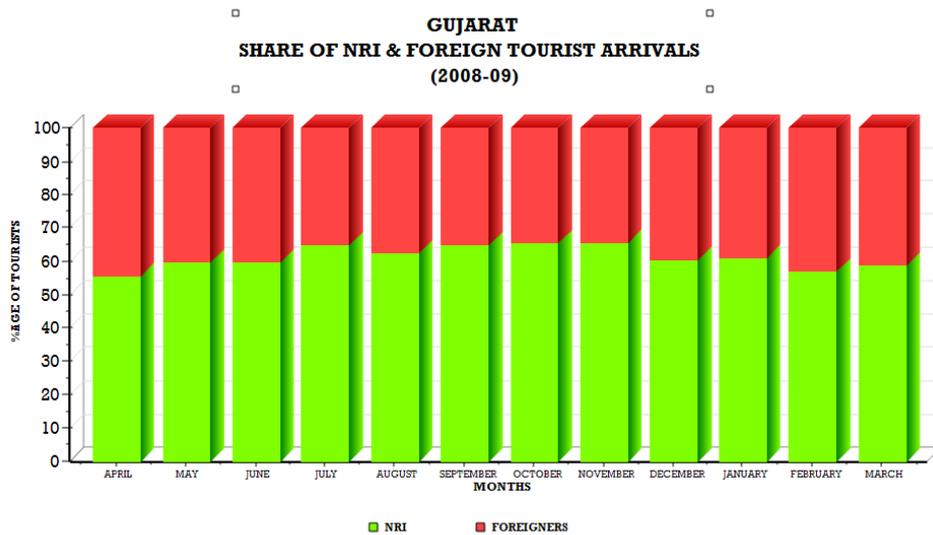
**Graph-51**



**Graph-52**

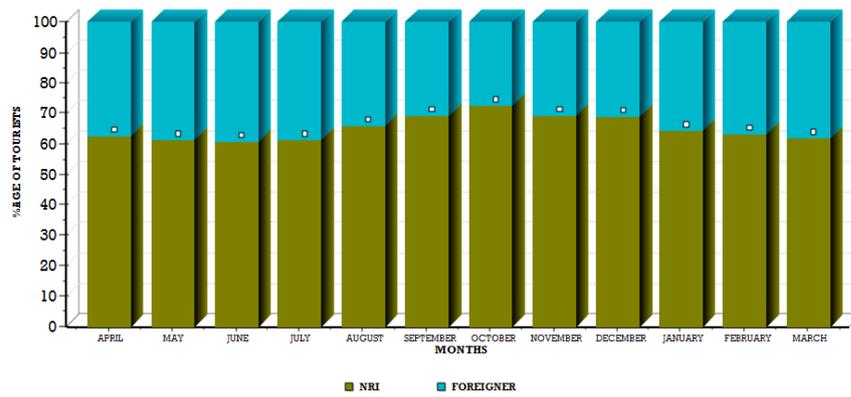


**Graph-53**



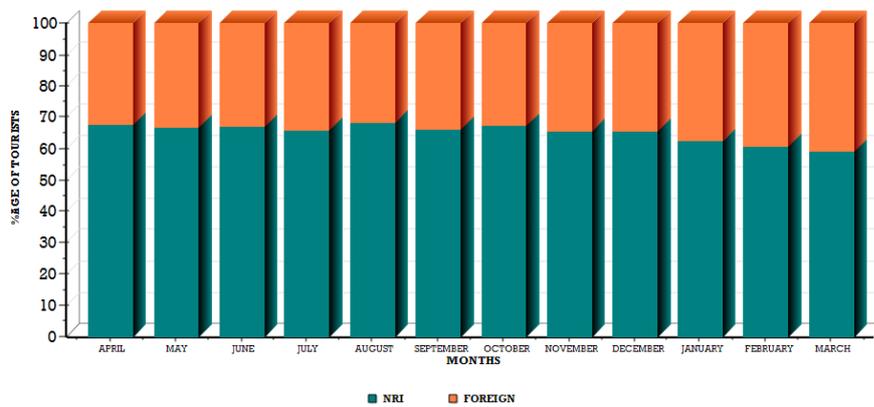
**Graph-54**

**GUJARAT  
SHARE OF NRI & FOREIGN TOURIST ARRIVALS  
(2009-10)**



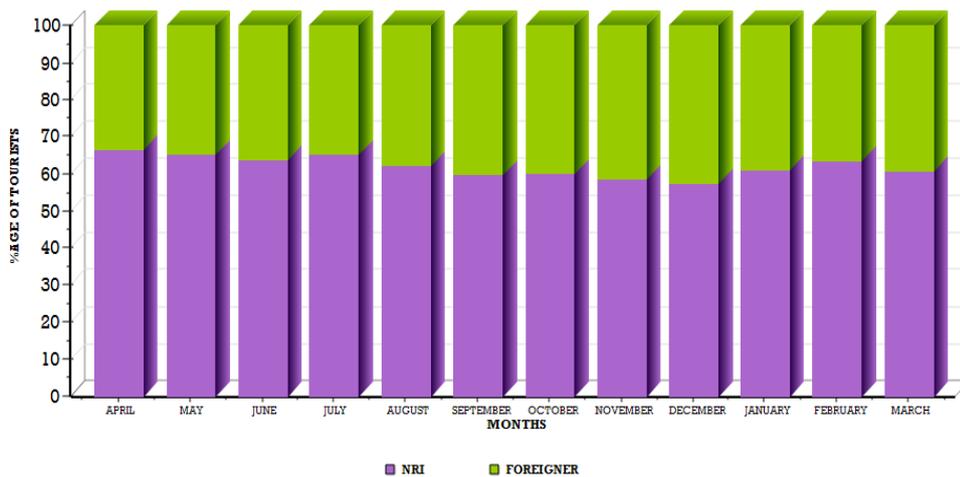
**Graph-55**

**GUJARAT  
SHARE OF NRI & FOREIGN TOURIST ARRIVALS  
(2010-11)**



**Graph-56**

**GUJARAT  
SHARE OF NRI & FOREIGN TOURIST ARRIVALS  
(2011-12)**



### **7.3 DECADAL CHANGE IN DOMESTIC TOURIST INFLOW TO GUJARAT**

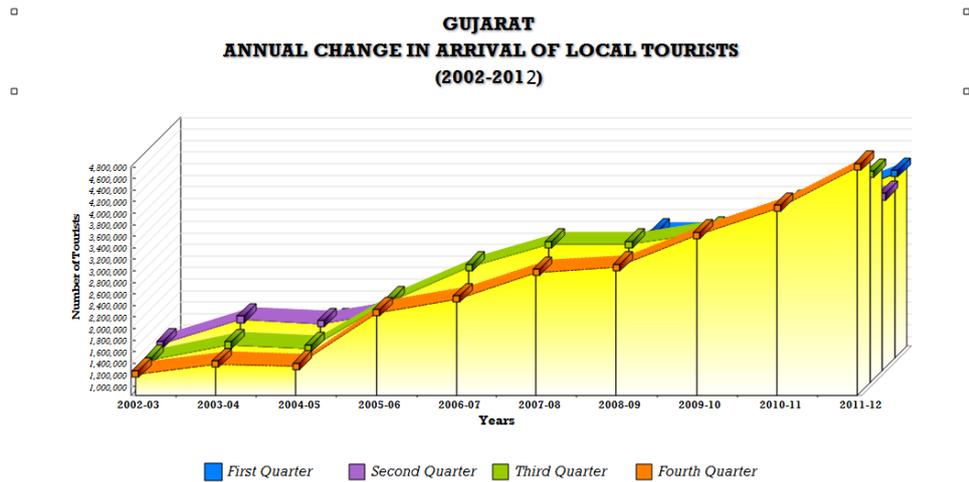
Gujarati's are born travelers. The geographical history indicates about their travel to other maritime countries mostly for business purpose and still the business tourism is on rise as per the data indicates. Its people are fond of travelling different places in India and abroad too. With the promotional activities initiated by the Gujarat government the state is successfully inviting large number of tourists from within as well as outside of Gujarat. The tourists from other Indian states are also increasing their arrivals due to strong policies and marketing strategies. One of the attempts like "Khushuboo Gujarat Ki" hosted by the Brand Ambassador of Gujarat Tourism, Mr. Amitabh Bacchan has drawn huge number of tourists from all over the world. Definitely within this one decade of time the number of local tourist are on rise which was most negligible or were very few earlier. Gujarati people mostly would like to prefer the religious places hence religious purpose tourism is on boost in the State. Every year uncountable number of tourist visit different religious sites (temples), which do not have any record, only that one can have just estimation in thousands or lacs. In this chapter I am going to deal with the degree of change in tourist inflow from within the Gujarat, Other Indian States, NRI's and Foreigners.

***Table-28***

DECADAL CHANGE IN LOCAL TOURIST INFLOW TO GUJARAT (2002-2012)										
MONTHS	YEARS									
	TOURISTS WITHIN GUJARAT									
	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
April	244156	413464	458593	623132	674664	790421	985190	1017775	1132638	1325007
May	330923	471715	519894	621998	728739	772205	1011128	1000484	1165967	1350345
June	321727	458618	451899	585926	690665	750214	985344	962499	1197942	1374122
<b>First Quarter</b>	<b>896806</b>	<b>1343797</b>	<b>1430386</b>	<b>1831056</b>	<b>2094068</b>	<b>2312840</b>	<b>2981662</b>	<b>2980758</b>	<b>3496547</b>	<b>4049474</b>
July	306903	442228	433353	502902	676564	781883	945880	896800	1116881	1249362
Aug	409186	555437	456651	575384	659166	801552	942690	1049236	1149078	1212821
Sept	584512	729723	763135	808176	806158	1018343	1111613	1076462	1291769	1396792
<b>Second Quarter</b>	<b>1300601</b>	<b>1727388</b>	<b>1653139</b>	<b>1886462</b>	<b>2141888</b>	<b>2601778</b>	<b>3000183</b>	<b>3022498</b>	<b>3557728</b>	<b>3858975</b>
Oct	404705	482231	438600	661724	903424	1044953	1022229	1158157	1250286	1425682
Nov	469239	522560	564447	771101	950800	1054470	1074527	1058776	1270707	1456475
Dec	346348	494180	444641	812627	985023	1146682	1148526	1242381	1403329	1578394
<b>Third Quarter</b>	<b>1220292</b>	<b>1498971</b>	<b>1447688</b>	<b>2245452</b>	<b>2839247</b>	<b>3246105</b>	<b>3245282</b>	<b>3459314</b>	<b>3924322</b>	<b>4460551</b>
Jan	390213	591397	441129	842602	922957	1042097	1151561	1261811	1389479	1561907
Feb	418510	394406	403084	765490	802217	999584	953757	1257503	1306241	1553980
March	401077	395574	500209	660542	795689	925902	952905	1095505	1387911	1690694
<b>Fourth Quarter</b>	<b>1209800</b>	<b>1381377</b>	<b>1344422</b>	<b>2268634</b>	<b>2520863</b>	<b>2967583</b>	<b>3058223</b>	<b>3614819</b>	<b>4083631</b>	<b>4806581</b>
<b>Grand Total</b>	<b>4627499</b>	<b>5951533</b>	<b>5875635</b>	<b>8231604</b>	<b>9596066</b>	<b>11128306</b>	<b>12285350</b>	<b>13077389</b>	<b>15062228</b>	<b>29544581</b>

**Source:** From website of Tourism Corporation of Gujarat Ltd. (TCGL) (The data has been re-arranged & reclassified)

**Graph-57**

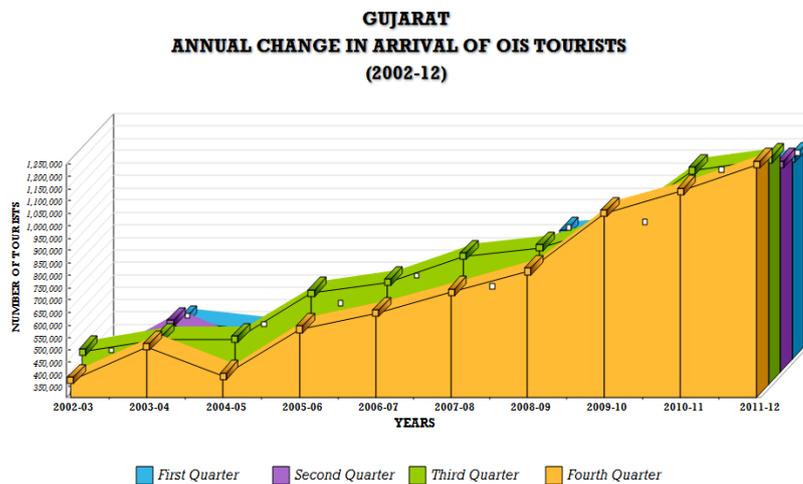


**Table-29**

DECADAL CHANGE IN OIS TOURIST INFLOW TO GUJARAT (2002-2012)										
MONTHS	YEARS									
	TOURISTS FROM OTHER INDIAN STATES									
	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
April	85071	147506	144364	168826	236248	208959	291255	264727	383240	338153
May	128961	151225	156517	156980	195366	186923	262925	295098	321925	410559
June	107066	160623	124245	186687	191404	183469	260950	280682	345542	370392
<b>First Quarter</b>	<b>321098</b>	<b>459354</b>	<b>425126</b>	<b>512493</b>	<b>623018</b>	<b>579351</b>	<b>815130</b>	<b>840507</b>	<b>1050707</b>	<b>1119104</b>
July	83904	147282	127878	180384	169669	180919	236970	267867	321318	385450
Aug	128800	172740	105695	174810	154010	209930	236344	241849	336822	386273
Sept	122648	182707	136921	146524	226433	237049	261952	271923	333846	373476
<b>Second Quarter</b>	<b>335352</b>	<b>502729</b>	<b>370494</b>	<b>501718</b>	<b>550112</b>	<b>627898</b>	<b>735266</b>	<b>781639</b>	<b>991986</b>	<b>1145199</b>
Oct	122557	147041	148509	207509	207091	254108	257155	303985	367457	399656
Nov	181705	160890	159390	191862	229787	274463	298056	315999	369853	412443
Dec	135971	182507	182106	276765	285091	298058	305583	330754	436605	404412
<b>Third Quarter</b>	<b>440233</b>	<b>490438</b>	<b>490005</b>	<b>676136</b>	<b>721969</b>	<b>826629</b>	<b>860794</b>	<b>950738</b>	<b>1173915</b>	<b>1216511</b>
Jan	136530	226390	132076	208335	236940	248554	288306	338499	373638	423764
Feb	123736	146334	132912	198737	215431	233842	271675	350880	373398	408036
March	115675	138709	125778	176732	193063	249475	256273	361893	390997	415258
<b>Fourth Quarter</b>	<b>375941</b>	<b>511433</b>	<b>390766</b>	<b>583804</b>	<b>645434</b>	<b>731871</b>	<b>816254</b>	<b>1051272</b>	<b>1138033</b>	<b>1247058</b>
<b>Grand Total</b>	<b>1472624</b>	<b>1963954</b>	<b>1676391</b>	<b>2274151</b>	<b>2540533</b>	<b>2765749</b>	<b>3227444</b>	<b>3624156</b>	<b>4354641</b>	<b>8208686</b>

*Source:* From website of Tourism Corporation of Gujarat Ltd . (TCGL) (The data has been re-arranged & reclassified)

**Graph-58**

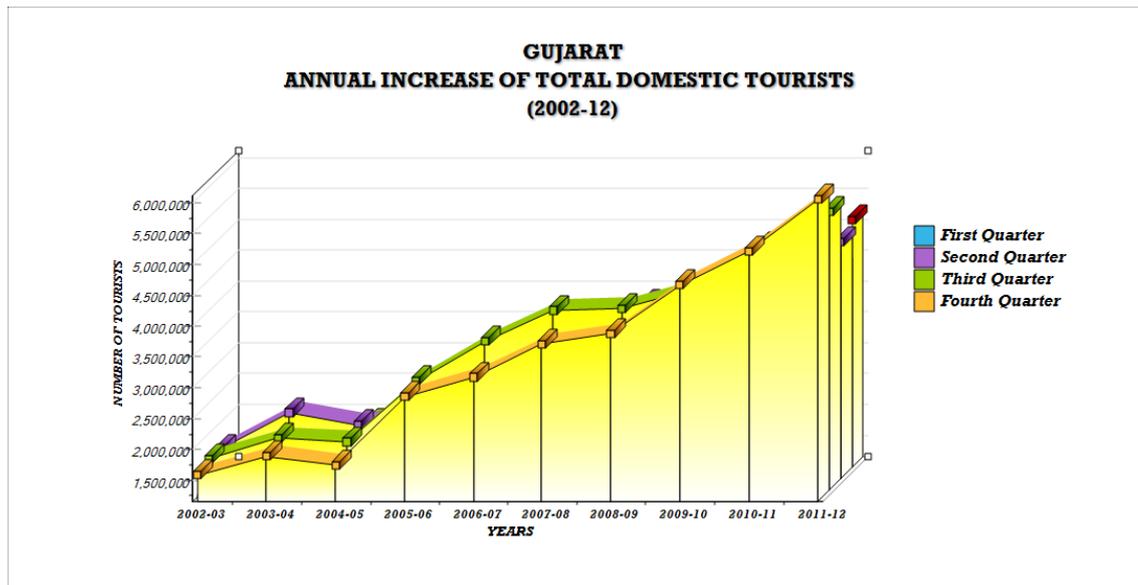


**Table-30**

DECADAL CHANGE IN DOMESTIC (Local + OIS) TOURIST INFLOW TO GUJARAT (2002-2012)										
MONTH S	YEARS									
	TOTAL DOMESTIC TOURISTS FLOW									
	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
April	329227	560970	602957	791958	910912	999380	1276445	1282502	1515878	1663160
May	459884	622940	676411	778978	924105	959128	1274053	1295582	1487892	1760904
June	428793	619241	576144	772613	882069	933683	1246294	1243181	1543484	1744514
<b>First Quarter</b>	<b>1217904</b>	<b>1803151</b>	<b>1855512</b>	<b>2343549</b>	<b>2717086</b>	<b>2892191</b>	<b>3796792</b>	<b>3821265</b>	<b>4547254</b>	<b>5168578</b>
July	390807	589510	561231	683286	846233	962802	1182850	1164667	1438199	1634812
Aug	537986	728177	562346	750194	813176	1011482	1179034	1291085	1485900	1599094
Sept	707160	912430	900056	954700	1032591	1255392	1373565	1348385	1625615	1770268
<b>Second Quarter</b>	<b>1635953</b>	<b>2230117</b>	<b>2023633</b>	<b>2388180</b>	<b>2692000</b>	<b>3229676</b>	<b>3735449</b>	<b>3804137</b>	<b>4549714</b>	<b>5004174</b>
Oct	527262	629272	587109	869233	1110515	1299061	1279384	1462142	1617743	1825338
Nov	650944	683450	723837	962963	1180587	1328933	1372583	1374775	1640560	1868918
Dec	482319	676687	626747	1089392	1270114	1444740	1454109	1573135	1839934	1982806
<b>Third Quarter</b>	<b>1660525</b>	<b>1989409</b>	<b>1937693</b>	<b>2921588</b>	<b>3561216</b>	<b>4072734</b>	<b>4106076</b>	<b>4410052</b>	<b>5098237</b>	<b>5677062</b>
Jan	526743	817787	573205	1050937	1159897	1290651	1439867	1600310	1763117	1985671
Feb	542246	540740	535996	964227	1017648	1233426	1225432	1608383	1679639	1962016
March	516752	534283	625987	837274	988752	1175377	1209178	1457398	1778908	2105952
<b>Fourth Quarter</b>	<b>1585741</b>	<b>1892810</b>	<b>1735188</b>	<b>2852438</b>	<b>3166297</b>	<b>3699454</b>	<b>3874477</b>	<b>4666091</b>	<b>5221664</b>	<b>6053639</b>
<b>Grand Total</b>	<b>6100123</b>	<b>7915487</b>	<b>7552026</b>	<b>10505755</b>	<b>12136599</b>	<b>13894055</b>	<b>15512794</b>	<b>16701545</b>	<b>19416869</b>	<b>37753267</b>

Source: From website of Tourism Corporation of Gujarat Ltd. (TCGL) (The data has been re-arranged & reclassified)

**Graph-59**



## **7.4 DECADAL CHANGE IN NRI & FOREIGN TOURIST INFLOW TO GUJARAT**

India has shown a lot of interest in attracting foreign tourists because of their foreign exchange earnings. In tourism, when a foreign tourist spends even a rupee, that is considered as a foreign exchange earnings for the country. India tourism statistics indicated that there is many fold increase of foreign tourist arrival in India

and Gujarat is also benefiting from that because of most of the NRI's are from Gujarat. The promotion of tourism became a conscious and organized activity in the year 1967 with the setting up of the Ministry of Tourism and Civil Aviation with a Cabinet Minister in-charge. On the whole, India has been achieving a compound growth of more than 15% every year. "In 2004, India has shown a remarkable growth of 24% over the previous year."<sup>1</sup> The season is one of the important factors affecting the foreign tourists in India. Every international tourist tries to find, before planning his trip, suitable season of the place which may suit his health, the facilities available in the country's tourism industry and his occupational engagement. In India the summer is the slack season for the international tourist arrivals. As per the further discussions will reveal that total foreign tourists arrivals increases in the first and fourth quarters of the year because of the cool climatic condition. Moreover, advanced countries have certain geographical advantages which India still did not explored. Their large tourist traffic figures are mainly accounted for by intra-regional tourism. Gujarat is also trying to harness its natural & cultural resources & has been succeeded in terms of attracting tourists. Gujarat has adopted almost same policy what Indian tourism ministry has and with the result the %age share growth has been observed in terms of foreign tourist traffic, comparatively.

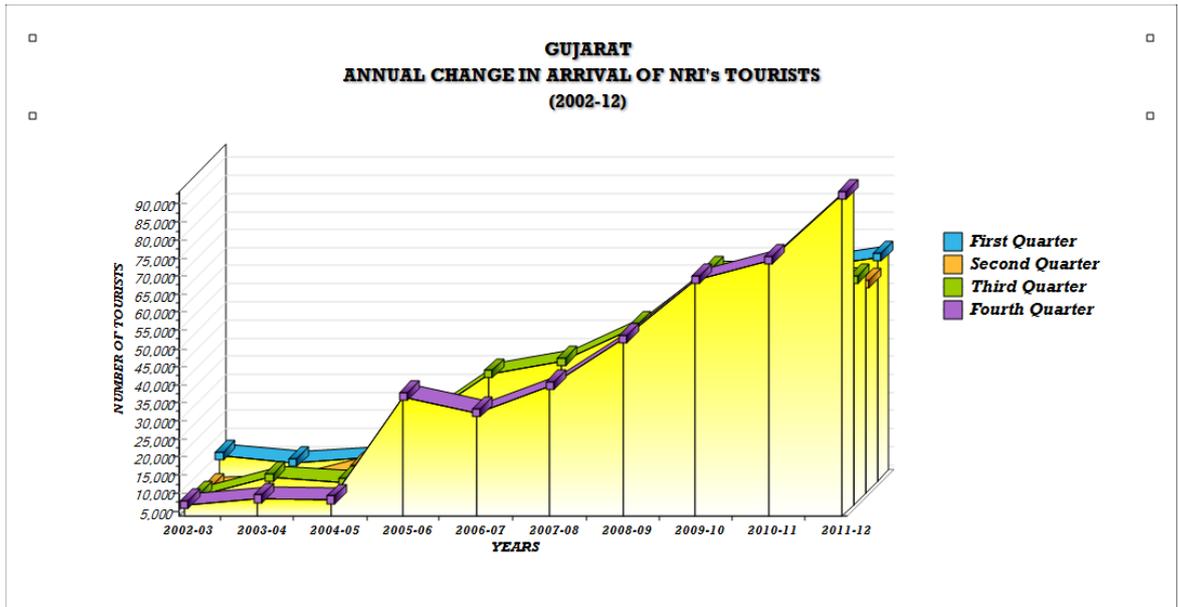
**Table-31**

DECADAL CHANGE IN NRI TOURIST INFLOW TO GUJARAT (2002-2012)										
MONTHS	NRI FLOW									
	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
April	4590	5507	4498	5414	8323	8992	11051	12307	20907	21594
May	5533	1316	3714	3756	8045	6636	11793	12416	22438	22196
June	484	1847	1861	5688	5254	6420	11997	9622	19201	21582
<b>First Quarter</b>	<b>10607</b>	<b>8670</b>	<b>10073</b>	<b>14858</b>	<b>21622</b>	<b>22048</b>	<b>34841</b>	<b>34345</b>	<b>62546</b>	<b>65372</b>
July	769	479	1715	8028	5028	5842	14581	9380	17961	23637
Aug	1417	902	4960	5813	4678	5879	13022	10765	17236	18649
Sept	2529	4126	3606	6181	6404	7291	13017	11610	17566	19262
<b>Second Quarter</b>	<b>4715</b>	<b>5507</b>	<b>10281</b>	<b>20022</b>	<b>16110</b>	<b>19012</b>	<b>40620</b>	<b>31755</b>	<b>52763</b>	<b>61548</b>
Oct	886	2788	1557	7948	5028	9062	12829	21616	20624	21855
Nov	3164	4597	4222	8935	4678	12025	16796	21132	20943	21617
Dec	1731	3759	4075	9006	6404	22141	22849	25112	25316	22431
<b>Third Quarter</b>	<b>5781</b>	<b>11144</b>	<b>9854</b>	<b>25889</b>	<b>16110</b>	<b>43228</b>	<b>52474</b>	<b>67860</b>	<b>66883</b>	<b>65903</b>
Jan	1581	3900	3443	14424	13494	17713	24404	25753	25301	28132
Feb	3600	3217	3590	13450	10554	12716	15737	23360	25842	33133
March	1558	1398	1179	8922	8082	9132	12503	19968	23204	31133
<b>Fourth Quarter</b>	<b>6739</b>	<b>8515</b>	<b>8212</b>	<b>36796</b>	<b>32130</b>	<b>39561</b>	<b>52644</b>	<b>69081</b>	<b>74347</b>	<b>92398</b>
<b>Grand Total</b>	<b>27842</b>	<b>33836</b>	<b>38420</b>	<b>97565</b>	<b>85972</b>	<b>123849</b>	<b>180579</b>	<b>203041</b>	<b>256539</b>	<b>285221</b>

*Source: From website of Tourism Corporation of Gujarat Ltd. (TCGL) (The data has been re-arranged & reclassified)*

<sup>1</sup> <http://www.slideshare.net/Dharmikpatel7992/role-of-tourism-industry-in-generating-foreign-exchange>, slide 14.

**Graph -60**



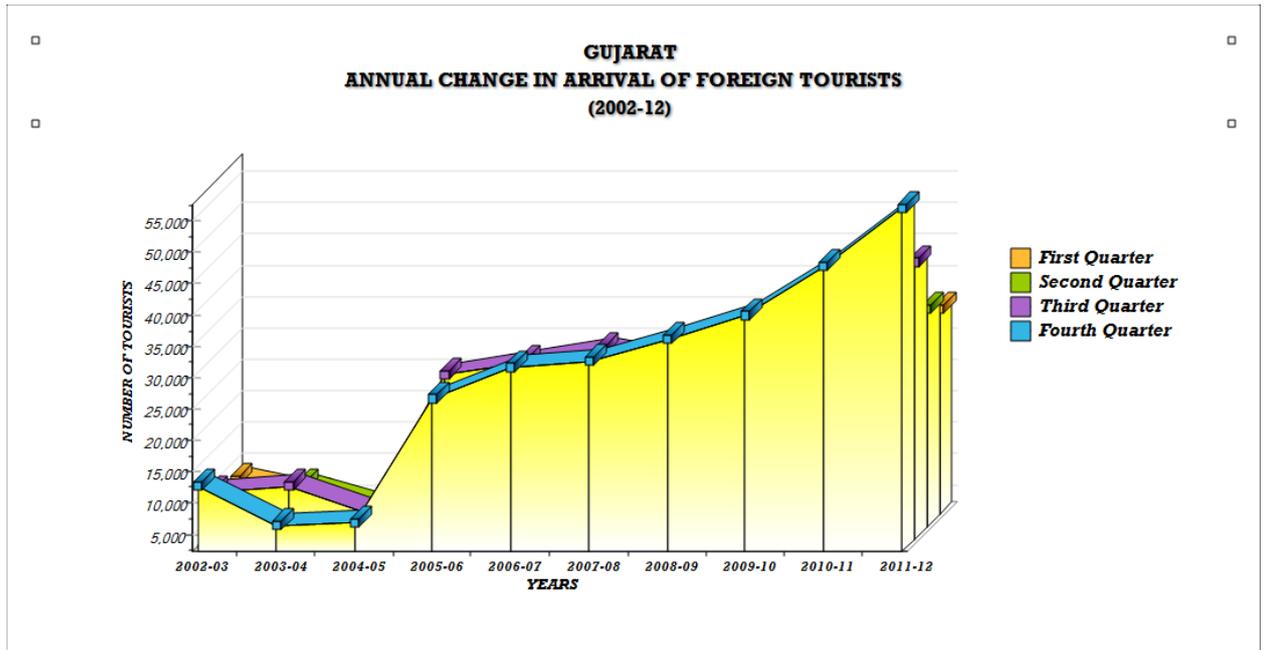
The above diagram (*Graph-60, Table-31*) represents quarterly flow of NRI tourists to the state of Gujarat. The trend of flow is not smooth with lots of ups and downs seen all over the year. But still the fourth quarters flowing of tourist are on high. The third quarter flows make some appearance during the year of 2006-08, but again it disappear from the line. So over and all the fourth quarter appearance is dominant over all other seasons. In 2011-12 it shows sudden rise and reaches at the topmost position.

**Table-32**

DECADAL CHANGE IN FOREIGN TOURIST INFLOW TO GUJARAT (2002-2012)										
MONTHS	TOTAL FOREIGNER									
	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
April	4129	3056	1348	1623	6977	8072	8831	7274	9971	10815
May	2788	1137	875	1315	6040	7493	7954	7808	11069	11831
June	802	1112	716	2699	5815	6222	8129	6179	9440	12230
<b>First Quarter</b>	<b>7719</b>	<b>5305</b>	<b>2939</b>	<b>5637</b>	<b>18832</b>	<b>21787</b>	<b>24914</b>	<b>21261</b>	<b>30480</b>	<b>34876</b>
July	1670	1117	1382	4665	5205	5816	7909	5937	9225	12671
Aug	2113	3859	2018	3971	5026	5485	7868	5550	7964	11375
Sept	3354	3807	1935	6105	5954	6873	7032	5148	8958	12969
<b>Second Quarter</b>	<b>7137</b>	<b>8783</b>	<b>5335</b>	<b>14741</b>	<b>16185</b>	<b>18174</b>	<b>22809</b>	<b>16635</b>	<b>26147</b>	<b>37015</b>
Oct	3650	3648	1091	7820	8009	9437	6766	8102	9986	14594
Nov	2946	3569	3337	10071	9544	9540	8709	9398	10872	15288
Dec	3064	3493	2004	10628	12952	13564	14879	11266	13255	16481
<b>Third Quarter</b>	<b>9660</b>	<b>10710</b>	<b>6432</b>	<b>28519</b>	<b>30505</b>	<b>32541</b>	<b>30354</b>	<b>28766</b>	<b>34113</b>	<b>46363</b>
Jan	3556	3171	3108	10768	11665	12127	15452	14266	15173	18008
Feb	3714	1313	2119	9154	10835	11570	11918	13498	16615	19008
March	5466	1989	1634	6738	9156	8928	8715	12235	16000	20008
<b>Fourth Quarter</b>	<b>12736</b>	<b>6473</b>	<b>6861</b>	<b>26660</b>	<b>31656</b>	<b>32625</b>	<b>36085</b>	<b>39999</b>	<b>47788</b>	<b>57024</b>
<b>Grand Total</b>	<b>37252</b>	<b>31271</b>	<b>21567</b>	<b>75557</b>	<b>97178</b>	<b>105127</b>	<b>114162</b>	<b>106661</b>	<b>138528</b>	<b>175278</b>

*Source:* From website of Tourism Corporation of Gujarat Ltd. (TCGL) (The data has been re-arranged & reclassified)

**Graph -61**



The above *Table-32* shows the annual arrivals of total foreign tourist arrivals in the state of Gujarat. The above diagram (*Graph-61*) represents the quarterly flow of foreign tourist annual change over a decade. In the first three years i.e. 2002-05 these was great fall observed in terms of foreigners approach while since then there was continuous rise till the end of the decade. The quarterly change indicates that the fourth quarter that is during winter season most of the foreign origin tourists arrived to Gujarat state. The second positioned season for their arrival is just before winter that is third quarter which is neither much cool nor too hot.

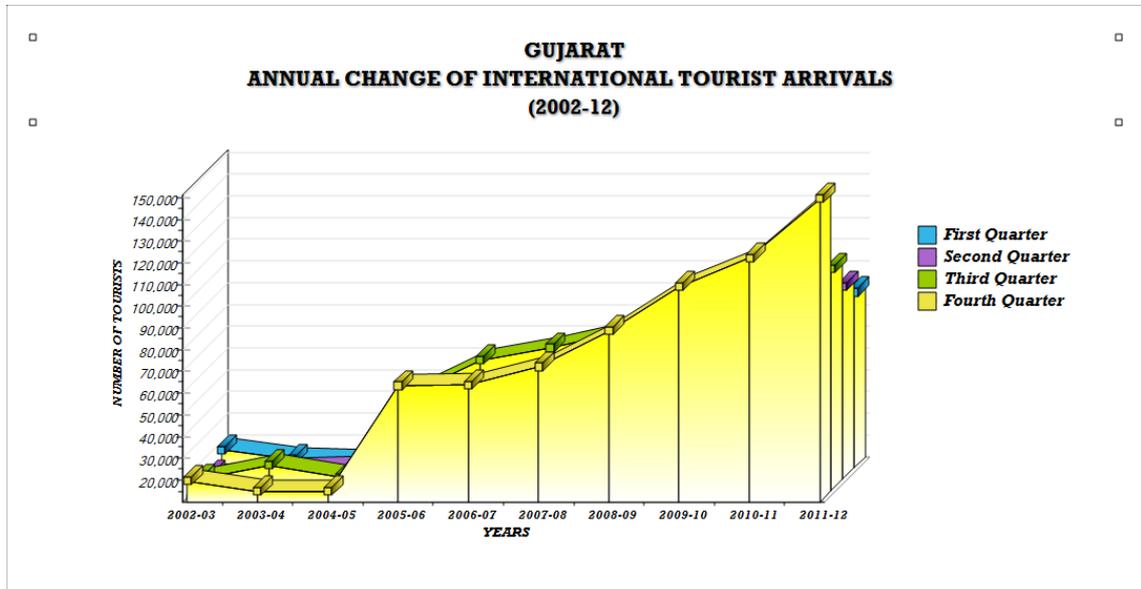
**Table-33**

DECADAL CHANGE IN INTERNATIONAL TOURIST INFLOW TO GUJARAT (2002-2012)										
MONTHS	(NRI + FOREIGNERS)									
	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
April	8719	8563	5846	7037	15300	17064	19882	19581	30878	23122
May	8321	2453	4589	5071	14085	14129	19747	20224	33507	34027
June	1286	2959	2577	8387	11069	12642	20126	15801	28641	33812
<b>First Quarter</b>	<b>18326</b>	<b>13975</b>	<b>13012</b>	<b>20495</b>	<b>40454</b>	<b>43835</b>	<b>59755</b>	<b>55606</b>	<b>93026</b>	<b>90961</b>
July	2439	1596	3097	12693	10233	11658	22490	15317	27186	36308
Aug	3530	4761	6978	9784	9704	11364	20890	16315	25200	30024
Sept	5883	7933	5541	12286	12358	14164	20049	16758	26524	32231
<b>Second Quarter</b>	<b>11852</b>	<b>14290</b>	<b>15616</b>	<b>34763</b>	<b>32295</b>	<b>37186</b>	<b>63429</b>	<b>48390</b>	<b>78910</b>	<b>98563</b>
Oct	4536	6436	2648	15768	15913	18499	19595	29718	30610	36449
Nov	6110	8166	7559	19006	20103	21565	25505	30530	31815	36905
Dec	4795	7252	6079	19634	34178	35705	37728	36378	38571	38912
<b>Third Quarter</b>	<b>15441</b>	<b>21854</b>	<b>16286</b>	<b>54408</b>	<b>70194</b>	<b>75769</b>	<b>82828</b>	<b>96626</b>	<b>100996</b>	<b>112266</b>
Jan	5137	7071	6551	25192	25159	29840	39855	40019	40474	46526

Feb	7314	4530	5709	22604	21389	24286	27654	36858	42457	52112
March	7024	3387	2813	15660	17238	18060	21218	32203	39204	50784
<b>Fourth Quarter</b>	<b>19475</b>	<b>14988</b>	<b>15073</b>	<b>63456</b>	<b>63786</b>	<b>72186</b>	<b>88727</b>	<b>109080</b>	<b>122135</b>	<b>149422</b>
<b>Grand Total</b>	<b>65094</b>	<b>65107</b>	<b>59987</b>	<b>173122</b>	<b>206729</b>	<b>228976</b>	<b>294739</b>	<b>309702</b>	<b>395067</b>	<b>753002</b>

*Source:* From website of Tourism Corporation of Gujarat Ltd. (TCGL) (The data has been re-arranged & reclassified)

**Graph -62**



The above table and Graph (Table-33 & Graph-62) represents the overall annual change in international tourist arrivals to Gujarat state. Here also a large variations observed in quarterly flow of tourists. During the first three years this change was nominal and not much significant but suddenly there was high rise in their arrivals. For a time being the third quarter flow was appeared during 2006-08 and again it was over powered by fourth quarter tourist arrivals. Since then this type of tourists are on continuous rise. It will be a positive sign towards achieving goals shaped by the government of Gujarat to attract large number of foreign tourists. But this momentum must continue in the coming years and should be fasten then only it could cope up with the domestic tourists because as compare to domestic arrivals the international tourist arrival performances are poorest. Foreign tourism policies must be re evaluated and little liberalization from strict rules can be one of the factor to attract them.

## 7.5 CATEGORY-WISE TOURIST ARRIVALS IN GUJARAT

### 7.5.1 DESTINATION-WISE (DISTRICT) INDIVIDUAL TOURISTS FLOW

**Table-34**

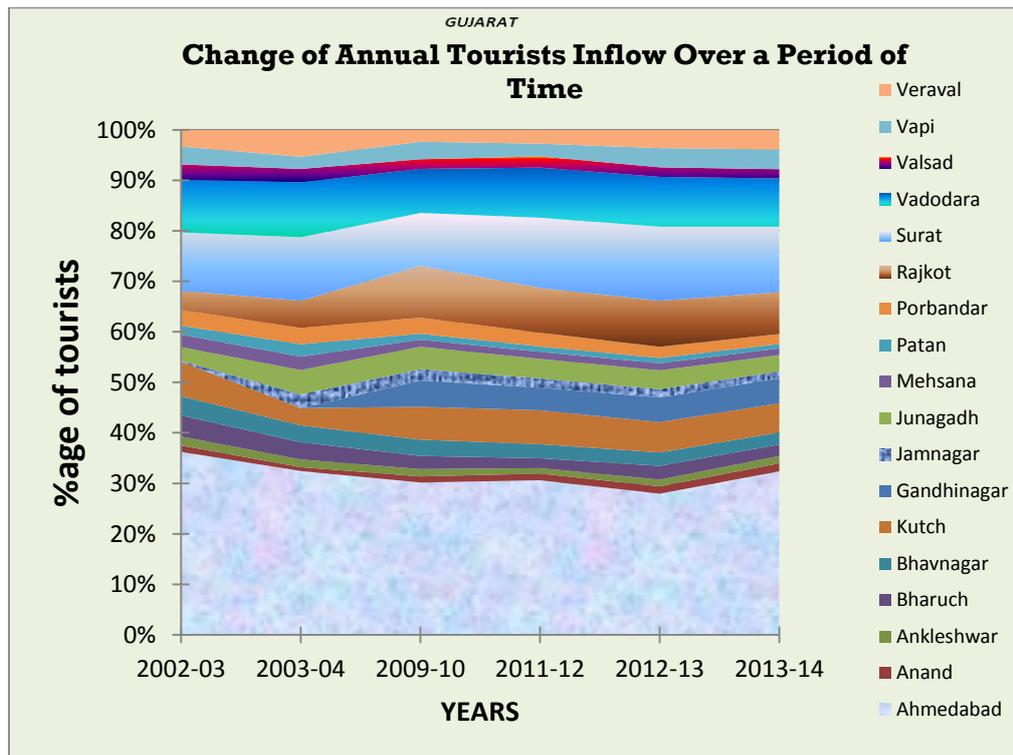
Destination	Tourist Inflow at Individual Destinations					
	(2002-2014)**					
Districts	FLOW					
	2002-03	2003-04	2009-10	2011-12	2012-13	2013-14
Ahmedabad	36%	32%	30%	31%	28%	32%
Anand	1%	1%	1%	1%	1%	2%
Ankleshwar	2%	2%	1%	1%	1%	1%
Bharuch	4%	3%	3%	2%	3%	2%
Bhavnagar	4%	3%	3%	3%	3%	2%
Kutch (Bhuj/Mundra/Mandvi)	5%*	2%*	3%	4%	4%	4%
Gandhidham	1%	1%	3%	3%	2%	2%
Gandhinagar	0%	0%	5%	5%	5%	5%
Jamnagar	0%	3%	2%	2%	2%	1%
Junagadh	3%	5%	4%	4%	4%	3%
Mehsana	2%	3%	1%	1%	1%	1%
Patan	2%	2%	1%	1%	1%	1%
Porbandar	3%	3%	3%	3%	2%	2%
Rajkot	4%	5%	10%	9%	9%	8%
Surat	12%	13%	10%	14%	15%	13%
Vadodara	10%	11%	9%	10%	10%	10%
Valsad	3%	3%	2%	2%	2%	2%
Vapi	4%	2%	3%	3%	4%	4%
Veraval	3%	5%	2%	3%	4%	4%
<b>Total Flow</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>* Data is addition of only Bhuj &amp; Mandvi / Data for Mundra is not available</b>						
<b>**Successive data of 2004-05, 2005-06, 2006-07, 2007-08, 2008-09 &amp; 2010-11 data was not available</b>						

**Source:** GITCO Reports of 2002-03, 2008-09, 2009-10, 2010-11, 2011-12, 2012-13, 2013-14 (the Data has been converted into Percentage)

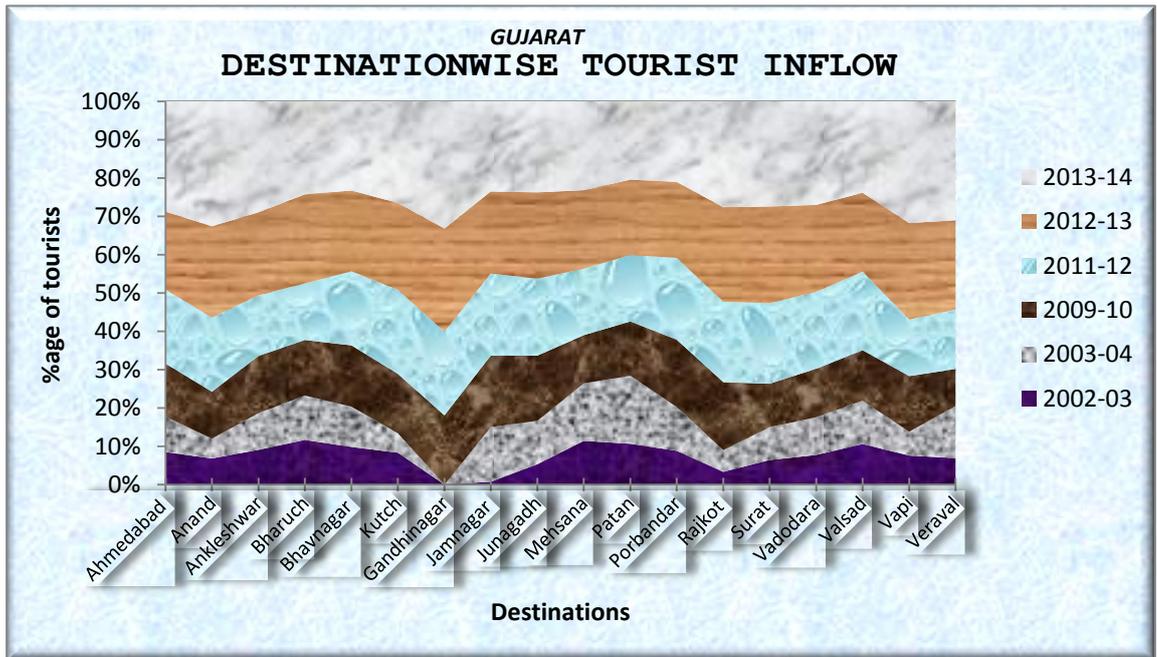
The *Table-34* shows the percentage of tourist arrivals at different destinations to Gujarat. The data has been collected from the Annual Reports of 2002-03, 2003-04, 2009-10, 2011-12, 2012-13 & 2013-14 prepared by Gujarat Industrial & Technical Consultancy Organization (GITCO). The absolute figure has been converted into percentage for better representation of the variations. The table shows destination wise arrival of total tourists. The percentage share of each destination has been computed. The year-wise change has been represented with the help of compound line graph (*Graph-63*), which shows the annual change in terms of percentage of tourist arrivals at each destination over a period of time. Because of non availability of data for the year of 2004 to 2008, for that period the computation has not been done. From the present pattern of strips it can be said that out of all the destinations Ahmedabad receives the highest percentage of inflow of tourists i.e.,

more than 30% of tourists alone consumed by it. Ahmedabad is also one of the favourite destinations for the business purpose. It is the centre of all administrative headquarters so the first arrivals mostly made at Ahmedabad irrespective of any purpose. According to 2013-14 data the second most important destination is Surat (13%) which is followed by Vadodara (10%), Rajkot (8%) & Gandhinagar (5%). These are top ten most preferred destinations by the tourists of all kinds. Since 2002-03 to 2013-14 there is only remarkable change has been observed in terms %age of tourists arrivals. Ahmebadab shows declining trend that is from 36% to 32%, this is because of development of other centers of destinations such as Rajkot, Gandhinagar, Junagadh, Veraval & Vapi. The declining trend also observed in Bharuch, Kutch, Patan, Mahesana, Valsad and so on. Over and all Ahmedabad, Surat, Vadodara and Rajkot still are top four destinations for tourists arrivals. The Graph-64 is prepared to show the year-wise received of tourists at each destination. In this graph (Graph-65) this is clear that in 2013-14 the size of band is broadest (28%) while it keeps on decreasing at the rate of 22%, 20%, 14%, 9% & 7% in the year of 2012-13, 2011-12, 2009-10, 2003-04 & 2002-03 respectively. This indicates that the numbers of tourists are on rise since 2002-03 and will be hopefully keep on rising in the coming years. Overall the business purpose tourism is showing dominancy over any other purposes.

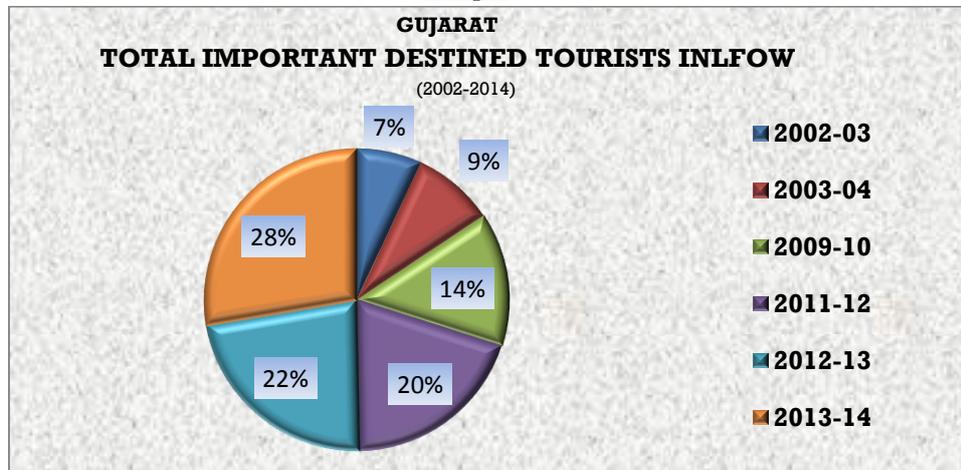
*Graph-63*



Graph-64



Graph-65



**7.5.2 PURPOSE-WISE INDIVIDUAL TOURISTS INFLOW**

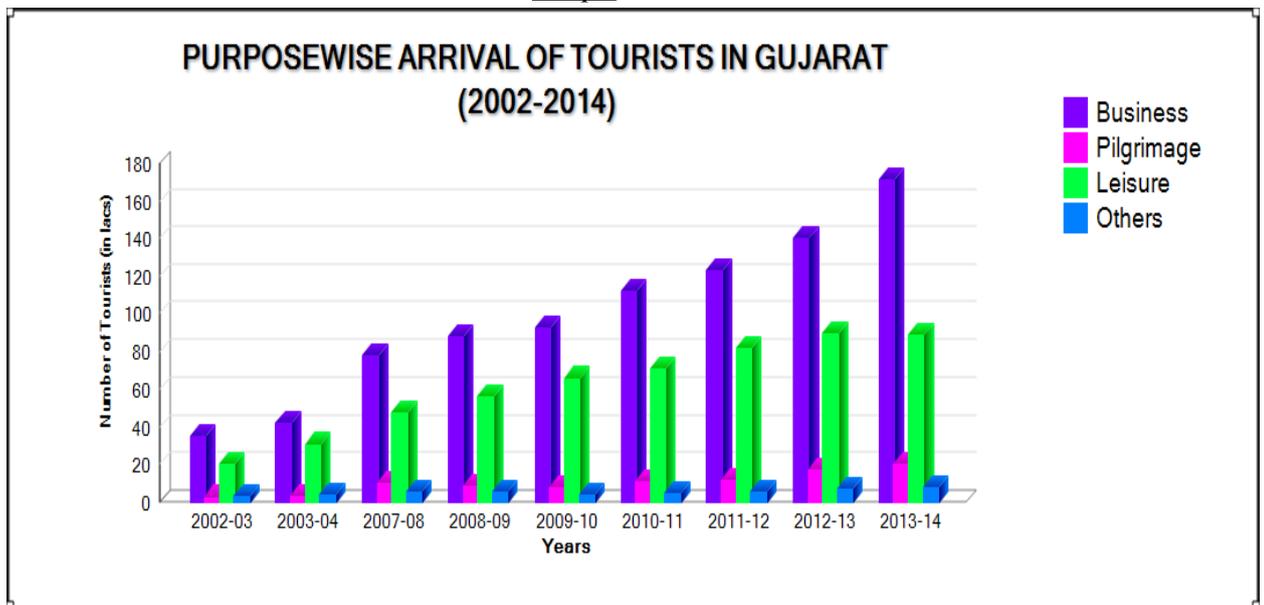
Table-35

Purpose-wise Tourist Inflow to Gujarat (2002-12)									
Purpose	Years								
	<i>(The values are in lacs)</i>								
	2002-03	2003-04	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14
<b>Business</b>	34.71	42.12	77.58	88.01	92.41	111.85	123.46	139.94	171.01
<b>Pilgrimage</b>	2.93	3.19	10.35	8.42	7.61	10.89	12.16	17.5	20.48
<b>Leisure</b>	20.63	30.51	47.41	56.17	66.05	70.67	82.18	89.82	88.72
<b>Others</b>	3.36	3.97	5.89	5.47	4.04	4.71	5.84	6.83	7.67
<b>Total</b>	<b>61.63</b>	<b>79.79</b>	<b>141.23</b>	<b>158.07</b>	<b>170.11</b>	<b>198.12</b>	<b>223.64</b>	<b>254.09</b>	<b>287.88</b>

**Source:** GITCO Reports of 2002-03, 2008-09, 2009-10, 2010-11, 2011-12, 2012-13, 2013-14 (the Data has been converted into round figure)

The Table -35 shows the purpose wise inflow of tourists to Gujarat state. The data has been classified into four main type of purposes i.e., for Business, Pilgrimage, Leisure & other purposes. The top three purposes are the main attractions for the state. From the Graph-66 it is clear that from 2002-03 to 2013-14 there is a continuous growth of Business & Leisure purpose tourist numbers. However, Religious purpose tourism also gained its importance but the numbers are too low which is far away to compete with Business and Leisure purpose.

Graph-66



### 7.5.3 CLASS-WISE INDIVIDUAL TOURIST INFLOW

The class-wise tourists are decided on the basis of character of hotel/guesthouse. GITCO has set up the following definition to define classes of High, Medium and Low:

Description	Tourist Class
Luxury tax covered accommodation units having tariff above Rs. 500/- for double bed room	High
Luxury tax covered accommodation units having tariff below Rs. 500/- for double bed room	Medium
Non-luxury tax accommodation units	Economy

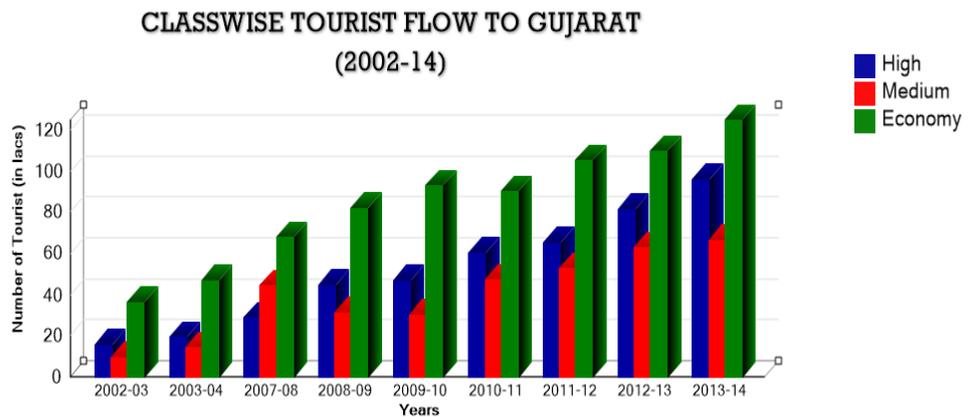
Table-36

Class-wise Individual Tourist Inflow to Gujarat									
Class	Years								
	<i>(The values are in lacs)</i>								
	2002-03	2003-04	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14
<b>High</b>	15.76	19.17	28.91	44.67	46.82	60.46	65.42	81.46	96.29
<b>Medium</b>	9.7	13.94	44.46	31.25	30.04	47.5	52.8	62.91	66.52
<b>Economy</b>	36.17	46.69	67.86	82.15	93.25	90.16	105.42	109.72	125.06
<b>Total</b>	<b>61.63</b>	<b>79.8</b>	<b>141.23</b>	<b>158.07</b>	<b>170.11</b>	<b>198.12</b>	<b>223.64</b>	<b>254.09</b>	<b>287.87</b>

**Source:** GITCO Reports of 2002-03, 2008-09, 2009-10, 2010-11, 2011-12, 2012-13, 2013-14 (the Data has been converted into round figure)

The *Table-36* represents class-wise individual tourist flow to Gujarat state. This data has been taken into study for showing which standard group of population is most fond of travelling. The year-wise inflow from 2002-03 to 2013-14 indicates about the growth of tourists in numbers. From the *Graph-67* it can be marked out that there is continuous increase in number of arrivals in all classes except of high class during the year of 2008-10. The highest number of travelers which are recorded belongs to Economy class tourists, who prefer to visit more frequently. There is a negative co-relation between class and number of tourists. Higher the class, lower their numbers. Over and all the Economy class tourists are dominating, which is followed by Medium class and High class.

*Graph-67*



#### 7.5.4 DESTINATION-WISE PILGRIM INFLOW

*Table-37*

Destination	Destination-wise Pilgrimage Inflow to Gujarat (2002-14)								Total
	Tourist Flow (Year-wise)								
	2002-03	2003-04	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	
Ambaji	871074	979291	1487978	1735313	1783824	2032310	2226446	2286901	13403137
Bechraji	NR	NR	308657	294454	340849	388200	347187	331543	2010890
Chotila	183056	188736	240597	254518	290793	294097	291763	299097	2042657
Dakor	NR	NR	149527	224630	252127	255822	291906	350798	1524810
Dwarka	536925	1075821	847234	1048918	1210900	1436488	1770438	1844060	9770784
Girnar (Junagadh)	3144**	NR	299749	533780	492517	629704	643571	490456	3089777
Palitana	431903	505316	605429	549146	611582	712080	809053	894520	5119029
Pavagadh	96656	78847	133527	139427	145431	153593	131182	140546	1019209
Somnath	124030	352092	387328	381854	400477	500562	590726	613721	3350790
Virpur	NR	NR	109270	142175	130320	133866	126261	138184	780076
Mahudi	NR	NR	NR	180000	NA	200000	106000	104000*	486000
Narayan Sarovar	NR	NR	NR	348000	NA	443000	436000	NA	1227000
Mata No Madh	NR	NR	NR	300000	NA	400000	200000	NA	900000
Taranga- Jain Temple	NR	NR	NR	NA	NA	94000	112000	67000	273000
<b>Total</b>	<b>2246788</b>	<b>3180103</b>	<b>4569296</b>	<b>6132215</b>	<b>5658820</b>	<b>7673722</b>	<b>8082533</b>	<b>7456826</b>	<b>45000303</b>

NA- Not Available

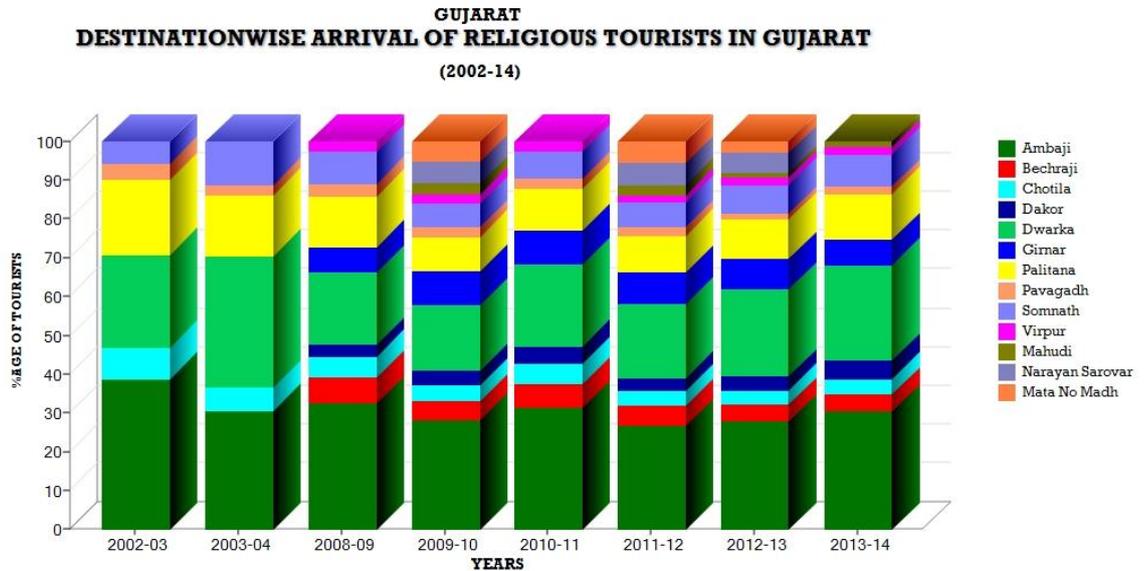
NR- No Record

\*The figure is estimated

\*\*excluding local tourists (within Gujarat)

The above Table-37 is showing the destination-wise religious purpose tourist inflow to Gujarat state. The year-wise change in their arrivals is mentioned well in the table. All the destinations which are mentioned in the table, well known to world and they are one of the most important pilgrimage destinations for the tourists. The Graph-68 shows the percentage share of tourist arrivals at different stations. Ambaji & Dwarka shows highest percentage of tourist while Palitana, Somnath, Girnar, Narayan Sarovar and Mahudi are other important centers received large percentage share. As compare to 2002 and 2003 data some of the new centres has came up as an potential tourists centers they are, Chotila, Vijapur, Mahudi, Pavagadh, Bechraji, Dakor, Girnar and Mata no Math. In other words the Ambaji, Dwarka, Somnath and Palitana are the four top most religious tourist destinations in Gujarat which have worldwide significance.

Graph-68



### 7.5.5 DESTINATION-WISE LEISURE INFLOW

Table-38

Destination-wise Leisure Inflow to Gujarat (2002-14)								
Destination	Tourist Flow (Year-wise)							
	2002-03	2003-04	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14
Dumas	1555**	NR	5223	5644	5534	5621	6775	5889
Mandvi	3496**	NR	64153	69942	93205	99675	120748	123418
Saputara	99883*	97001	193339	168577	186610	204366	299185	382532
Sardar Sarovar	NR	NR	29020	18877	18981	24956	30887	31652
Sasan	98462*	45298	77532	83386	150182	172531	398003	489109
Tithal	10996**	NR	61723	64288	87318	92138	99671	100929
Ubharat	NR	NR	20335	24661	22070	26573	20975	21429
<b>Total</b>	<b>214392</b>	<b>142299</b>	<b>451325</b>	<b>435375</b>	<b>563900</b>	<b>625860</b>	<b>976244</b>	<b>1154958</b>

NA- Data is Not Available

NR- No Record was found

\*Tourism Corporation of Gujarat Limited, Gujarat State, Gandhinagar (Source)

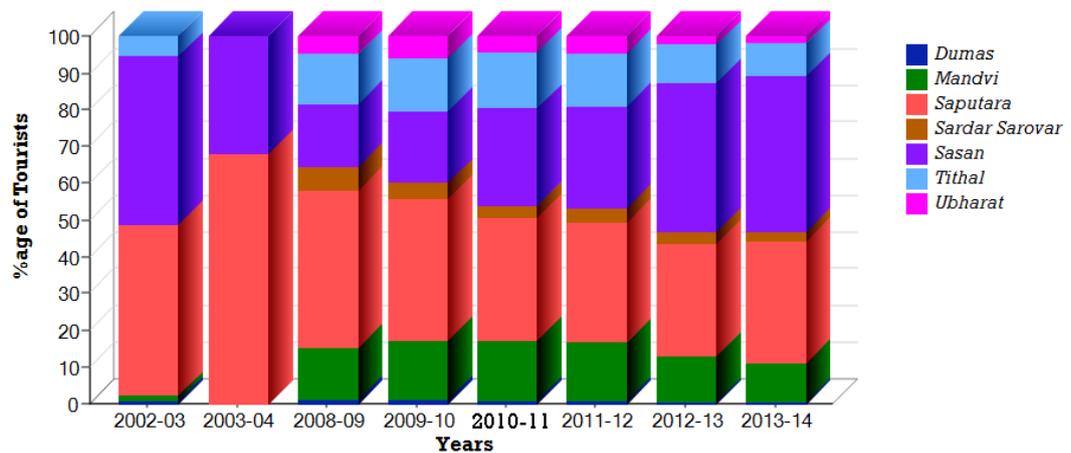
\*\* Number of Indian and foreign tourists who visited important tourist centers in Gujarat State (Information relates to those T who have taken advantage of guest houses under the management of the corporation

Source: GITCO Reports of 2002-03, 2008-09, 2009-10, 2010-11, 2011-12, 2012-13, 2013-14.

In the above mention *Table-38* the destination wise Leisure purpose flow of tourists to Gujarat is shown. The comparative study has been made by taking eight years data that is from 2002 to 2014. Accordingly the comparative bar graph is drawn to represent the values in percentage which gave us more meaningful results. From the *Graph-69* it is clear that there are only few potential destinations in Gujarat which attract leisure purpose tourists. Saputara in The Dangs district is one the most famous tourist place for leisure purpose which does not only attract tourists from Gujarat but also from Maharashtra. Saputara receives record breaking tourists during the monsoon & post monsoon season and it is the only developed hill station in Gujarat. Sasan Gir, Tithal beach, Mandvi (Kutch) are other regions which in recent years received positive increase in response to tourists from all over the country and even from the world. Since 2002 the new leisure purpose tourist sites came into existence, they are Ubharat, Dumas & Sardar Sarovar Dam. Over and all this type of tourism is more prominent in the state like Gujarat where every person want to get rid of from stressful work and every weekend go for leisure activity.

**Graph-69**

**GUJARAT  
DESTINATIONWISE LEISURE FLOW OF TOURISTS  
(2002-14)**



**7.5.6 ORIGIN-WISE TOTAL TOURIST INFLOW**

**Table-39**

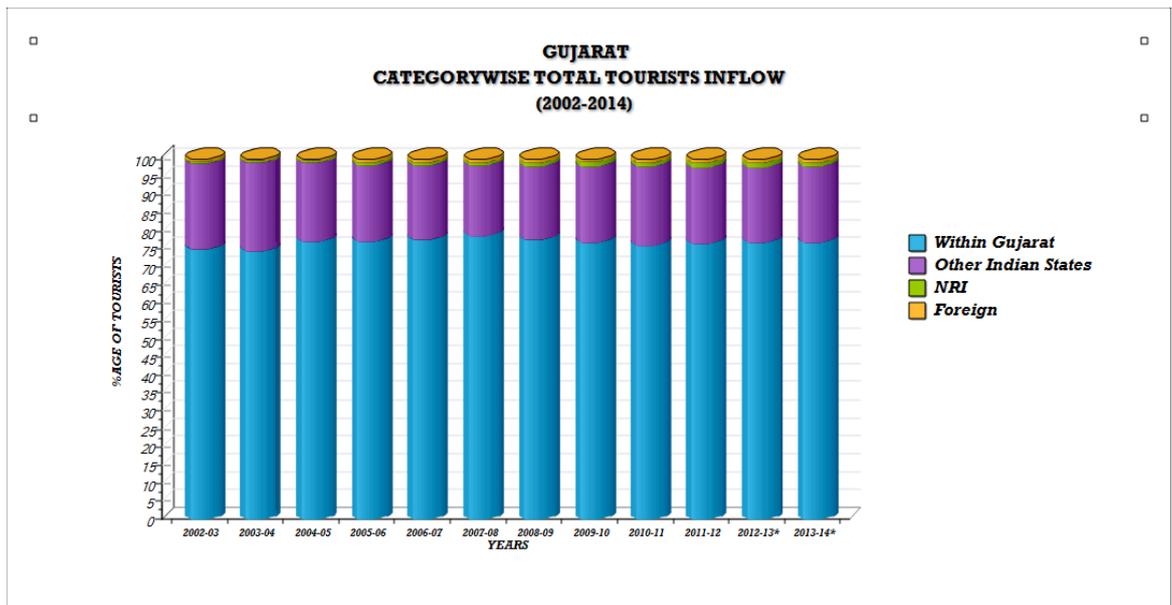
Origin-wise Total Tourist Inflow to Gujarat (2002-14)												
Origin	Flow (year-wise)											
	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13*	2013-14*
Within Gujarat	4627499	5951533	5875635	8231604	9596066	11128306	12285350	13077389	15062228	17175581	19536000	22161000
OIS	1472624	1963954	1676391	2274151	2540533	2765749	3227444	3624156	4354641	4727872	5356000	6061000
NRI	27842	33836	38420	97565	109551	123849	180579	203041	256539	285221	316000	338000
Foreign	37252	31271	21567	75557	97178	105127	114162	106661	138528	175278	201000	228000
<b>Total</b>	<b>6165217</b>	<b>7980594</b>	<b>7612013</b>	<b>10678877</b>	<b>12343328</b>	<b>14123031</b>	<b>15807535</b>	<b>17011247</b>	<b>19811936</b>	<b>22363952</b>	<b>25409000</b>	<b>28788000</b>

• *Estimated figure*

**Source:** GITCO Reports of 2002-03, 2008-09, 2009-10, 2010-11, 2011-12, 2012-13, 2013-14

**Table-39** represents the origin wise inflow of tourist to Gujarat during 2002-2014. Accordingly the comparative cylindrical bar diagram (*Graph-70*) has been prepared to show the change over and period of time and destination. Overall situation indicates that still in 2014 the situation is same where local tourists are having overwhelming dominance as compare to OIS, NRI's and foreign tourists. Since 2005-06 a little increase in NRI and foreign tourists has been observed. A small declining trend also has been observed in terms of OIS tourists arrivals into the state.

**Graph-70**



**7.5.7 DESTINATION-WISE BUSINESS TOURIST FLOW**

**Table-40**

Destination-wise Business Tourist Inflow to Gujarat (2002-14)								
Destination	Tourist Flow (Year-wise)							
	2002-03*	2003-04*	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14
Ahmedabad	1362231	1479648	1895777	2213750	2689971	3100558	3246987	4599488
Anand	NR	NR	75404	86157	109071	136093	167134	229076
Ankleshwar	NR	NR	125245	105840	111621	112713	154078	205284
Bharuch	NR	NR	224376	194068	207355	198278	312467	324602
Bhavnagar	NR	NR	241441	233455	253921	283296	308338	339263
Bhuj	NR	NR	132362	148709	217364	255222	317258	357474
Gandhidham	NR	NR	327567	231101	262243	253729	206417	287564
Gandhinagar	NR	NR	330928	381211	399291	458840	567674	696529
Junagadh	NR	NR	385944	328829	352438	388013	433300	458321
Mehsana	NR	NR	106952	101052	121500	139115	165169	185730
Morbi	NR	NR	47179	58482	98472	118376	121106	157502
Mundra	NR	NR	39932	29541	66907	65641	54359	46539
Patan	NR	NR	108447	89301	108818	109165	124397	128389
Porbandar	NR	NR	232260	228399	238157	277385	257914	271995
Rajkot	142716	244370	744516	755200	816998	896763	1053317	1177462
Surat	435591	575627	680763	765473	1333123	1410563	1705117	1842109
Vadodara	391208	495784	621640	641053	838849	1008320	1144479	1359437
Valsad	NR	NR	132663	141656	207357	220372	221198	256386
Vapi	NR	NR	206030	254167	255388	259382	440995	555647
Veraval	NR	NR	180931	173376	242857	278518	419015	555526
<b>Total</b>	<b>2331746</b>	<b>2795429</b>	<b>7054335</b>	<b>7324859</b>	<b>9116318</b>	<b>10157761</b>	<b>11420719</b>	<b>14034323</b>

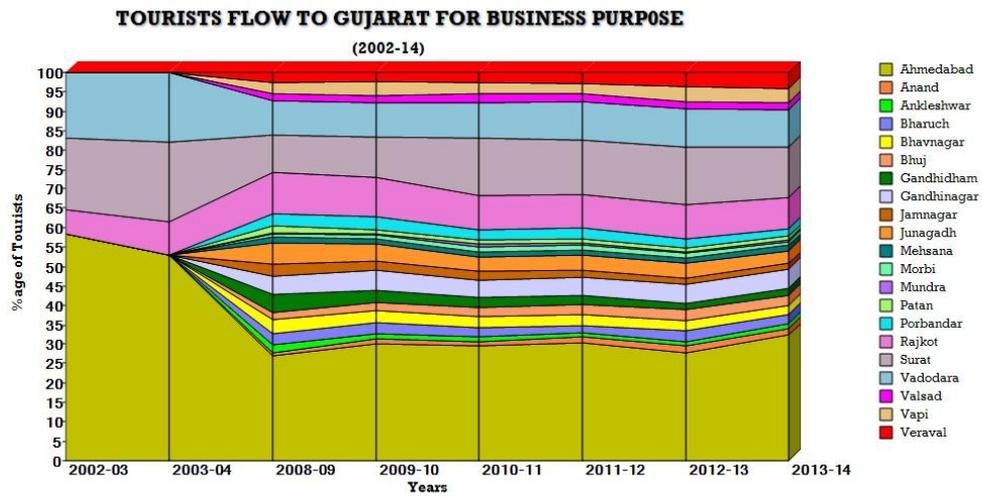
NR- No Record was found

\*More than 95% of tourists flow for business purpose so total flow at Individual destinations taken as Business purpose

Source: GITCO Reports of 2002-03, 2008-09, 2009-10, 2010-11, 2011-12, 2012-13, 2013-14

The above **Table-40** indicates year & destinations wise only Business purpose tourist inflow to Gujarat state. For most of the destinations the data of 2002-04 is not available so in the graph (*Graph-71*) they could not find the place. But out of all the destinations Ahmedabad, Surat, Vadodara & Rajkot are the topmost destinations for business purpose. While other destinations are new emerging targets for business purpose tourists.

*Graph-71*



## 7.6 TOP TEN DESTINATION TO GUJARAT

### 7.6.1 CLASS-WISE

*Table-41*

Class-wise Percentage (%) Share of Top 10 Individual Destinations Inflow (2002-14)						
High Class						
Rank	2002-03	2003-04	2009-10	2011-12	2012-13	2013-14
1	Ahmedabad (46%)	Ahmedabad (41%)	Ahmedabad (27%)	Ahmedabad (24%)	Ahmedabad (22%)	Ahmedabad (28%)
2	Vadodara (15%)	Vadodara (18%)	Surat (8%)	Surat (10%)	Surat (10%)	Surat (10%)
3	Surat (11%)	Surat (7%)	Rajkot (6%)	Vadodara (8%)	Vadodara (8%)	Vadodara (8%)
4	Dwarka (3%)	Rajkot (4%)	Vadodara (6%)	Rajkot (6%)	Rajkot (5%)	Sasan (6%)
5	Saputara (3%)	Bhavnagar (4%)	Saputara (3%)	Saputara (3%)	Dwarka (5%)	Rajkot (5%)
6	Bhavnagar (2%)	Jamnagar (3%)	Bhavnagar (2%)	Gandhidham (2%)	Sasan (4%)	Saputara (3%)
7	Rajkot (2%)	Saputara (2%)	Jamnagar (2%)	Jamnagar (2%)	Saputara (3%)	Anand (2%)
8	Vapi (2%)	Vapi (2%)	Gandhidham (2%)	Junagadh (2%)	Junagadh (2%)	Bhavnagar (2%)
9	Jamnagar (2%)	Junagadh (2%)	Junagadh (2%)	Porbandar (2%)	Vapi (2%)	Vapi (2%)
10	Ankleshwar (2%)	Patan (2%)	Porbandar (2%)	Sasan (2%)	Anand (1%)	Bharuch (1%)
Medium Class						
Rank	2002-03	2003-04	2009-10	2011-12	2012-13	2013-14
1	Ahmedabad (25%)	Ahmedabad (30%)	Ahmedabad (15%)	Ahmedabad (12%)	Ahmedabad (11%)	Ahmedabad (17%)
2	Surat (18%)	Surat (21%)	Rajkot (10%)	Surat (10%)	Surat (10%)	Surat (10%)

3	Bharuch (5%)	Ambaji (6%)	Surat (7%)	Rajkot (7%)	Rajkot (7%)	Rajkot (7%)
4	Rajkot (5%)	Bharuch (4%)	Ambaji (6%)	Ambaji (5%)	Ambaji (5%)	Vadodara (4%)
5	Valsad (5%)	Bhavnagar (4%)	Vadodara (5%)	Vadodara (4%)	Vadodara (4%)	Ambaji (4%)
6	Vadodara (5%)	Rajkot (3%)	Somnath (4%)	Bechraji (4%)	Chotila (4%)	Chotila (3%)
7	Porbandar (4%)	Dwarka (3%)	Bharuch (3%)	Chotila (4%)	Palitana (4%)	Dwarka (3%)
8	Chotila (4%)	Vadodara (3%)	Ankleshwar (2%)	Palitana (4%)	Somnath (4%)	Somnath (3%)
9	Saputara (4%)	Porbandar (3%)	Porbandar (2%)	Somnath (3%)	Dwarka (3%)	Bhuj (2%)
10	Ambaji (3%)	Saputara (2%)	Valsad (2%)	Bhuj (2%)	Bharuch (2%)	Gandhingara (2%)
<b>Economy Class</b>						
<b>Rank</b>	<b>2002-03</b>	<b>2003-04</b>	<b>2009-10</b>	<b>2011-12</b>	<b>2012-13</b>	<b>2013-14</b>
1	Ambaji (23%)	Dwarka (21%)	Ambaji (17%)	Ambaji (17%)	Ambaji (17%)	Ambaji (15%)
2	Dwarka (13%)	Ambaji (19%)	Dwarka (10%)	Dwarka (11%)	Dwarka (11%)	Dwarka (11%)
3	Palitana (11%)	Palitana (10%)	Palitana (6%)	Ahmedabad (8%)	Ahmedabad (7%)	Ahmedabad (11%)
4	Ahmedabad (11%)	Somnath (6%)	Ahmedabad (5%)	Girnar (5%)	Girnar (5%)	Gandhingara (4%)
5	Somnath/Veraval (6%)	Ahmedabad (6%)	Girnar (5%)	Palitana (5%)	Palitana (5%)	Palitana (4%)
6	Bhuj (4%)	Chotila (4%)	Bechraji (3%)	Gandhinagar (3%)	Gandhinagar (4%)	Vadodara (3%)
7	Vadodara (3%)	Veraval (3%)	Gandhinagar (3%)	Vadodara (3%)	Surat (3%)	Veraval (3%)
8	Chotila (3%)	Junagadh (3%)	Junagadh (2%)	Somnath (3%)	Vadodara (3%)	Dakor (3%)
9	Pavagadh (2%)	Surat (3%)	Rajkot (2%)	Junagadh (2%)	Junagadh (2%)	Girnar (3%)
10	Bhavnagar (2%)	Rajkot (3%)	Surat (2%)	Surat (2%)	Veraval (2%)	Somnath (2%)

**Source:** GITCO Reports of 2002-03, 2008-09, 2009-10, 2010-11, 2011-12, 2012-13, 2013-14 (Some of the data are calculated on the basis of available figures)

**Table-41** represents class-wise Percentage (%) Share of Top 10 Individual Destinations for the tourists. The data has been taken from the annual report provided by GITCO, Gujarat. The maps (**Map-42, 43 & 44**) are prepared on the basis of data and for comparison rank wise data of 2002-03 and 2012-13 has been taken to analyze total change over a period of time. In the maps darker colour shows highest rank while lighter shade been given to lowest rank. However, the same percentage values are shown by same colour by the software in the map, so the values of the classes are not equally divided. In each category the values differ according to percentage.

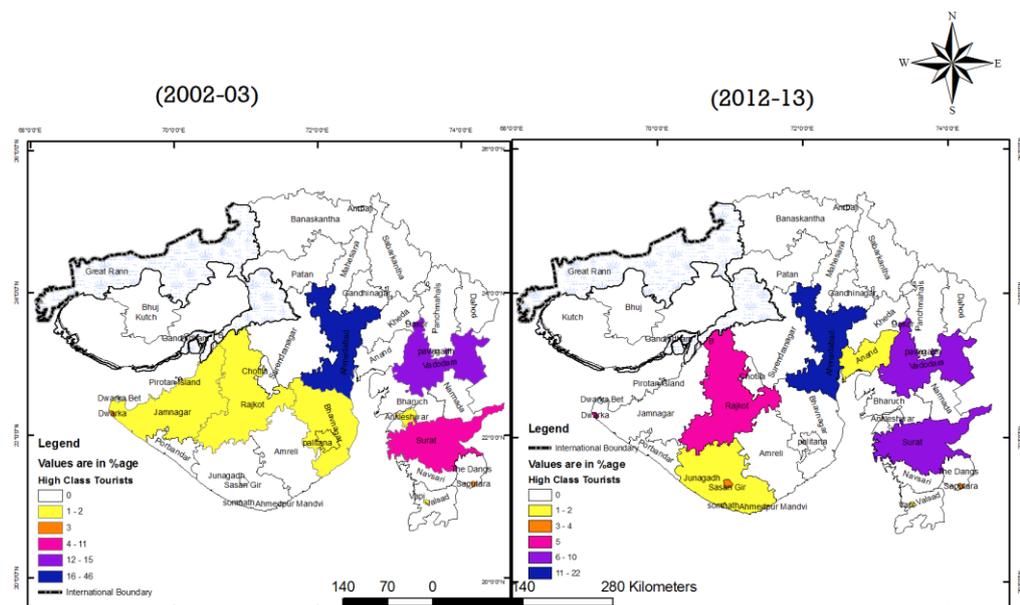
The class-wise top ten destinations indicates the most favourable locations adopted by different class of tourists. The data has been divided according to High, Medium and Economy class inflow of tourists. The first category represents year-wise High class inflow of tourists and according to the table Ahmedabad, Surat and Vadodara (**Map-42**) are the top most destinations which attract mostly High class tourists. This may be because of their characteristics of business oriented districts. As stated earlier the Gujarati populations are more of business determined & they would like to prefer these targets to fulfill their purpose. Rajkot is another important destination but its position in different years changing due to new centers arising and they are taking over their positions. The newly emerge

potential destinations are Dwarka, Sasan, Saputara, Gandhidham and Vapi, Bharuch and Anand. These destinations are changing their ranks according to the %age of tourist arrivals but still they are succeeding in making their place within top ten destinations since 2009 to 2014 for high class tourists. For the Medium class tourists (*Map-43*) again the Ahmedabad, Surat becomes the preferred target.

According to the table for them Vadodara could not make place in top three destinations. Rajkot Ambaji and Bharuch are three other making among top five positions in terms of medium class tourist arrivals. The other newly emerge destinations are Somnath, Bechraji, Valsad, Chotila, Dwarka, Palitana, Bharuch and Bhuj which are having strong potential to attract not only this class of tourists but also to High class also. The third category of class has classified into Economy class (*Map-44*) of tourists. This class has a greater impact on tourism development because of their high numbers. This is the only class of tourists who visit even a small undeveloped virgin tourist places. For economy class the top five most preferred locations are Ambaji, Dwarka, Palitana, Ahmedabad & Somnath. Ambaji and Dwarka are the top two destinations for this class. Actually, this class of tourist is mostly religious kind of tourists who prefer to visit only religious destinations. The other important emerging religious centers which have attracted huge crowd from local, OIS and international tourists too are Girnar, Chotila, Bechraji & Pavagadh. Over and all if we combined all classes of tourists then for them the Ahmedabad, Ambaji, Surat & Dwarka are three important and most preferred destinations.

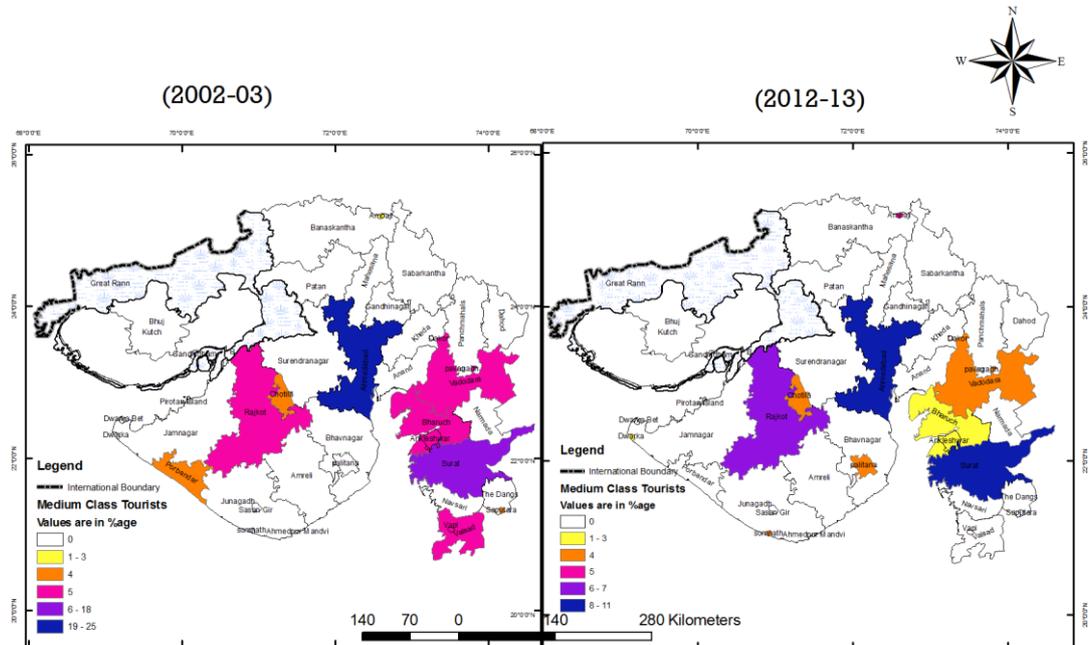
**Map-42**

**Gujarat**  
**RANK-WISE TOP TEN DESTINATIONS VISITED BY HIGH CLASS TOURISTS**



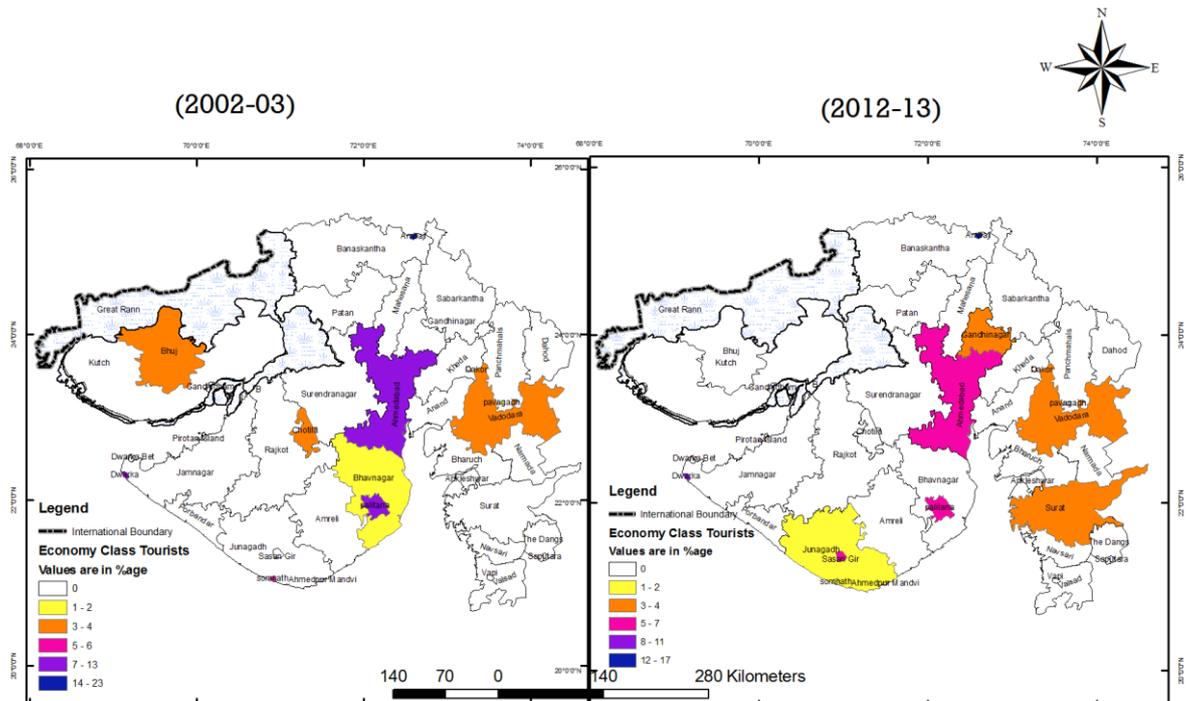
**Map-43**

**Gujarat**  
**RANK-WISE TOP TEN DESTINATIONS VISITED BY MEDIUM CLASS TOURISTS**



**Map-44**

**Gujarat**  
**RANK-WISE TOP TEN DESTINATIONS VISITED BY ECONOMY CLASS TOURISTS**



## 7.6.2 PURPOSE-WISE

**Table-42**

Purpose-wise Percentage Share of (Top 10) Individual Destinations Inflow (2002-14)																
Rank	Business				Leisure				Religion				Other			
	2002-03	2003-04	2009-10	2013-14	2002-03	2003-04	2009-10	2013-14	2002-03	2003-04	2009-10	2013-14	2002-03	2003-04	2009-10	2013-14
1	Ahmedabad (34%)	Ahmedabad (31%)	Ahmedabad (23%)	Ahmedabad (28%)	Saputara (32%)	Saputara (25%)	Saputara (21%)	Ahmedabad (15%)	Ambaji (39%)	Dwarka (33%)	Ambaji (26%)	Ahmedabad (17%)	Ahmedabad (47%)	Ahmedabad (42%)	Ahmedabad (10%)	Ambaji (15%)
2	Surat (12%)	Surat (12%)	Rajkot (8%)	Surat (10%)	Ambaji (19%)	Sasan Gir (14%)	Sasan (10%)	Surat (8%)	Dwarka (23%)	Ambaji (31%)	Dwarka (16%)	Surat (10%)	Dwarka (7%)	Surat (13%)	Surat (10%)	Dwarka (11%)
3	Vadodara (10%)	Vadodara (10%)	Surat (7%)	Vadodara (8%)	Sasan Gir (12%)	Mehsana (13%)	Surat (7%)	Palitana (7%)	Palitana (16%)	Palitana (12%)	Palitana (6%)	Rajkot (7%)	Vadodara (5%)	Vadodara (9%)	Vapi (9%)	Ahmedabad (11%)
4	Bharuch (4%)	Rajkot (6%)	Vadodara (6%)	Sasan (6%)	Vadodara (6%)	Dwarka (12%)	Vadodara (6%)	Vadodara (7%)	Somnath/Ve raval (8%)	Somnath (10%)	Girnar (6%)	Vadodara (4%)	Ambaji (4%)	Palitana (4%)	Vadodara (8%)	Gandhinagar (4%)
5	Bhavnagar (4%)	Veraval (5%)	Gandhinagar (3%)	Rajkot (5%)	Mandvi (Kutch) (4%)	Ambaji (10%)	Gandhinagar (5%)	Dwarka (5%)	Chotila (6%)	Chotila (6%)	Somnath (6%)	Ambaji (4%)	Surat (3%)	Junagadh (3%)	Gandhinagar (5%)	Palitana (4%)
6	Rajkot (4%)	Bharuch (4%)	Junagadh (3%)	Saputara (3%)	Surat (4%)	Patan (9%)	Girnar (5%)	Rajkot (5%)	Pavagadh (4%)	Junagadh (3%)	Bechr aji (4%)	Chotila (4%)	Palitana (3%)	Chotila (3%)	Valsad (4%)	Vadodara (3%)
7	Bhuj (3%)	Bhavnagar (3%)	Bharuch (2%)	Anand (2%)	Pavagadh (4%)	Vadodara (4%)	Tithal (3%)	Vapi (4%)	Junagadh (1%)	Pavagadh (2%)	Chotila (2%)	Dwarka (4%)	Bhuj (3%)	Veraval (3%)	Bhuj (3%)	Veraval (3%)
8	vapi (3%)	Porbandar (3%)	Bhavnagar (2%)	Bhavnagar (2%)	Dwarka (4%)	Pavagadh (4%)	Ubharat (3%)	Ambaji (3%)	Bhuj (1%)	Somnath/Veraval (2%)	Dakor (3%)	Somnath (3%)	Rajkot (3%)	Dwarka (3%)	Gandhidham (3%)	Dakor (3%)
9	Palitana (3%)	Junagadh (3%)	Gandhidham (2%)	Vapi (2%)	Bhuj (3%)	Jamnagar (2%)	Sardar Sarovar (2%)	Bharuch (3%)	NA*	Porbandar (0.33%)	Pavagadh (2%)	Gandhinagar (2%)	vapi (2%)	Porbandar (2%)	Jamnagar (3%)	Girnar (3%)
10	Valsad (3%)	Valsad (3%)	Porbandar (2%)	Bharuch (1%)	Ahmedapur - Manvi / Una (2%)	Palitana (2%)	Bhuj (2%)	Somnath (2%)	NA	Jamnagar (0.24%)	Virpur (2%)	Valsad (2%)	Junagadh (2%)	Rajkot (2%)	Mahesana (3%)	Bhuj (2%)

\* Not Available

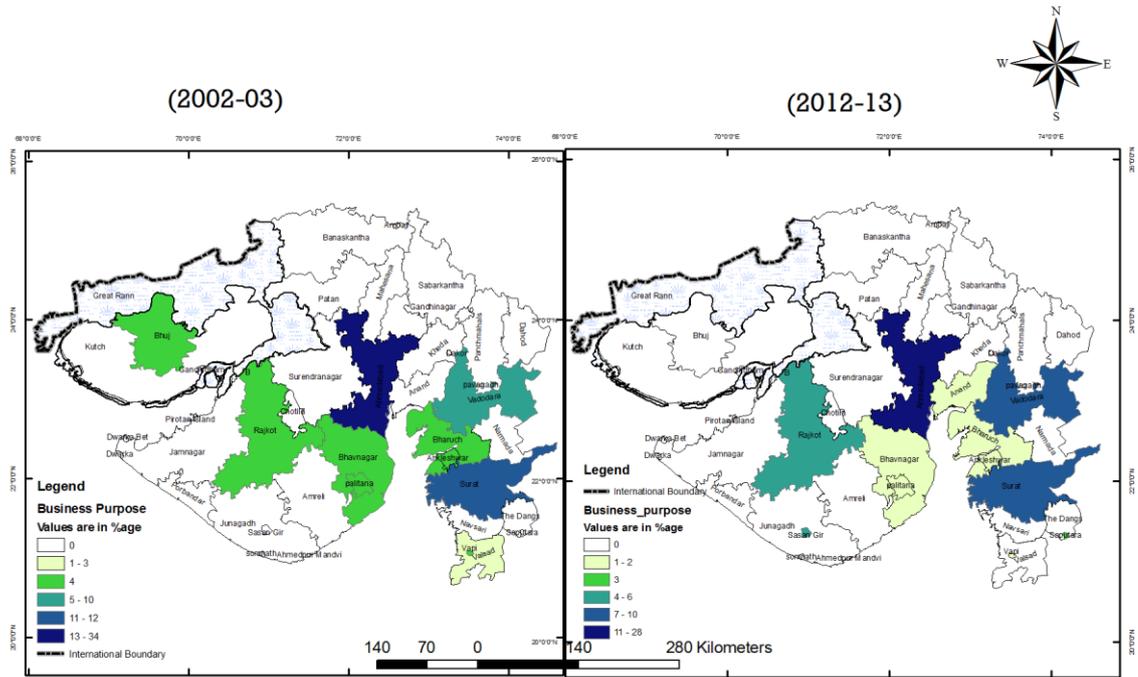
Source: GITCO Reports of 2002-03, 2008-09, 2009-10, 2010-11, 2011-12, 2012-13, 2013-14. (Some of the data are calculated from available figures)

The **Table-42** indicates about different purpose-wise flow of tourists to Gujarat. The four years annual change of data has been depicted drawing Maps. For each purpose a two maps are drawn for comparison purpose i.e., for the year of 2002-03 and 2012-13. The top ten destinations data are represented with the help of computer software. These classes are Business, Leisure, Religion and other classes. In terms of Business class (**Map-45**) Ahmedabad, Surat, Vadodara and Rajkot becomes the most agreeable destinations. Sasan, Anand, Bhavnagar, Vapi, Bharuch, Gandhidham, Junagadh, Porbandar and Valsad are the other important potential centers for business purpose. For leisure purpose (**Map-47**) Saputara tops among all destinations. The other great destination which places amongst top five destinations is Ahmedabad, Sasan Gir, Surat and Mahesana. The Palitana, Dwarka, Ambaji, Patan, Pavagadh, Tithal, Ubhrat and Somnath are other important potential tourist centers for leisure purpose. For religious purpose (**Map-46**) the top five destinations are Ambaji, Dwarka, Ahmedabad, Palitana & Somnath. These centers are very well known all over India as well as to the world. Ambaji and Dwarka are becoming important hubs for tourist attractions.

The other important emerging centers are Chotila, Pavagadh, Dakor, Porbandar and Virpur which also has strong potentiality of attracting tourists from all over the districts and states in India. The other purpose (**Map-48**) tourists might includes the other personal work, social events like marriages, functions, attending seminars, conferences etc. Here also again Ahmedabad becomes the top most destinations. It is followed by Dwarka, Surat, Vadodara, Vapi, Ambaji, Palitana, Gandhinagar, Valsad & Chotila, which are other important destinations. Over and all its have been observed that the importance of Ahmedabad is declining and most of other destinations are taking over their place. Even the religious centres are sometimes are coming up and disturb the monopoly of Ahmedabad. Vadodara also has been pushed further to lower position which was among the top five destinations. This shows the change is going on and it is a good sign for whole Gujarat in terms for tourism development.

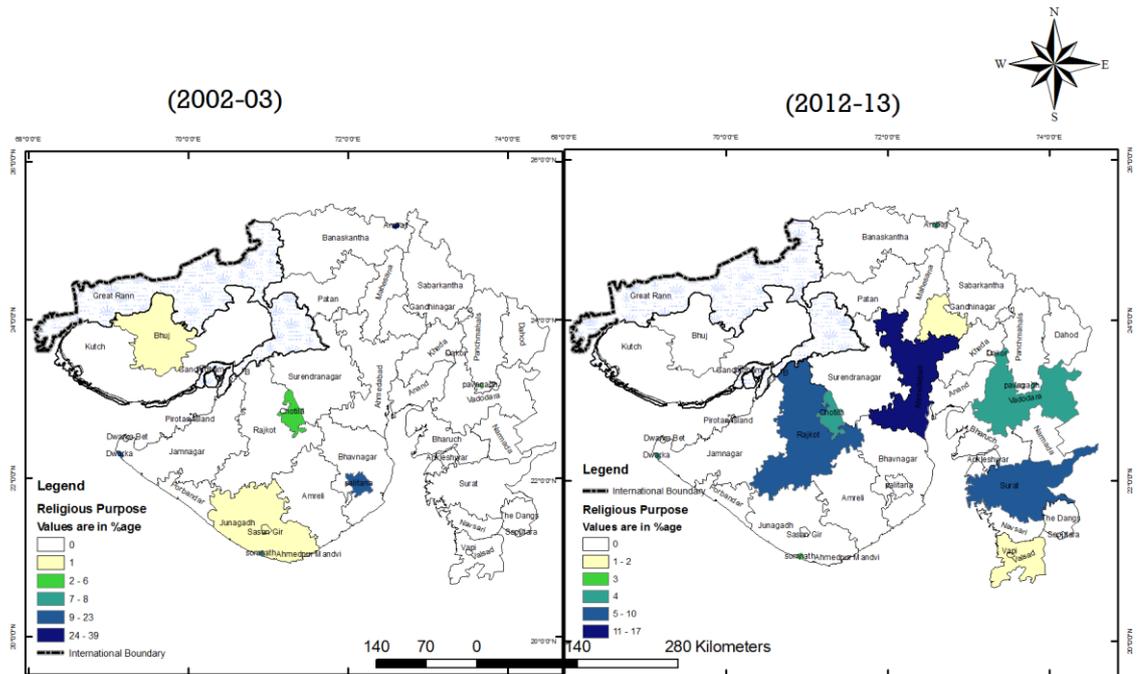
**Map-45**

**Gujarat**  
**RANK-WISE TOP TEN DESTINATIONS VISITED FOR BUSINESS PURPOSE**



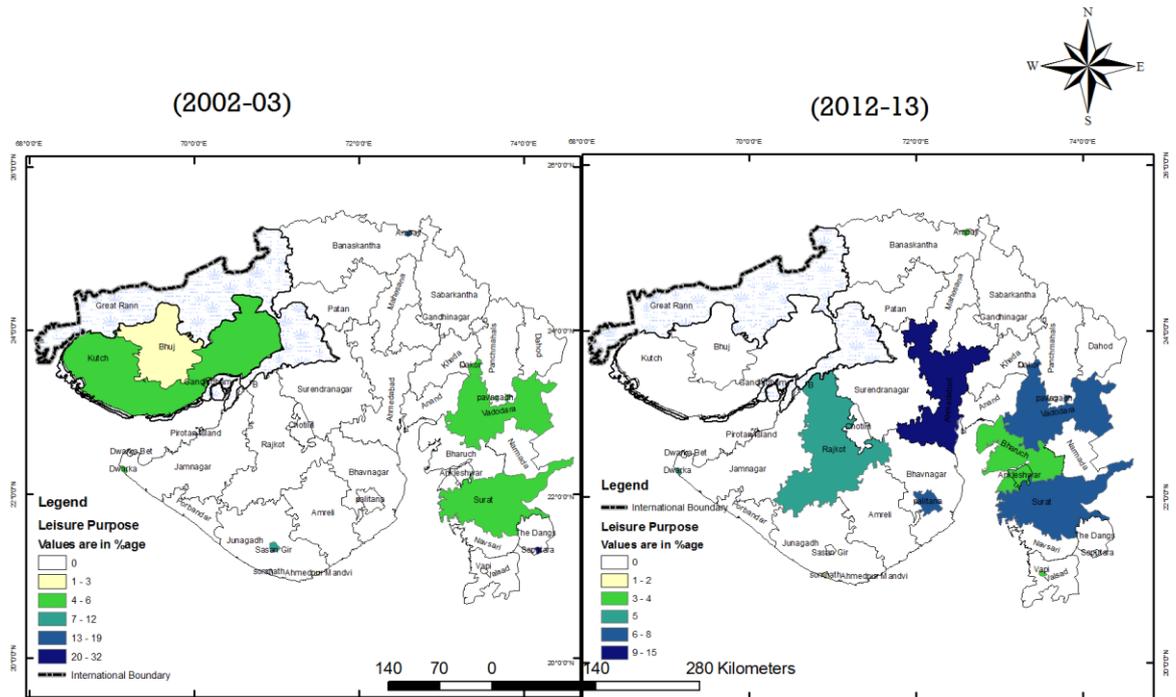
**Map-46**

**Gujarat**  
**RANK-WISE TOP TEN DESTINATIONS VISITED FOR RELIGIOUS PURPOSE**



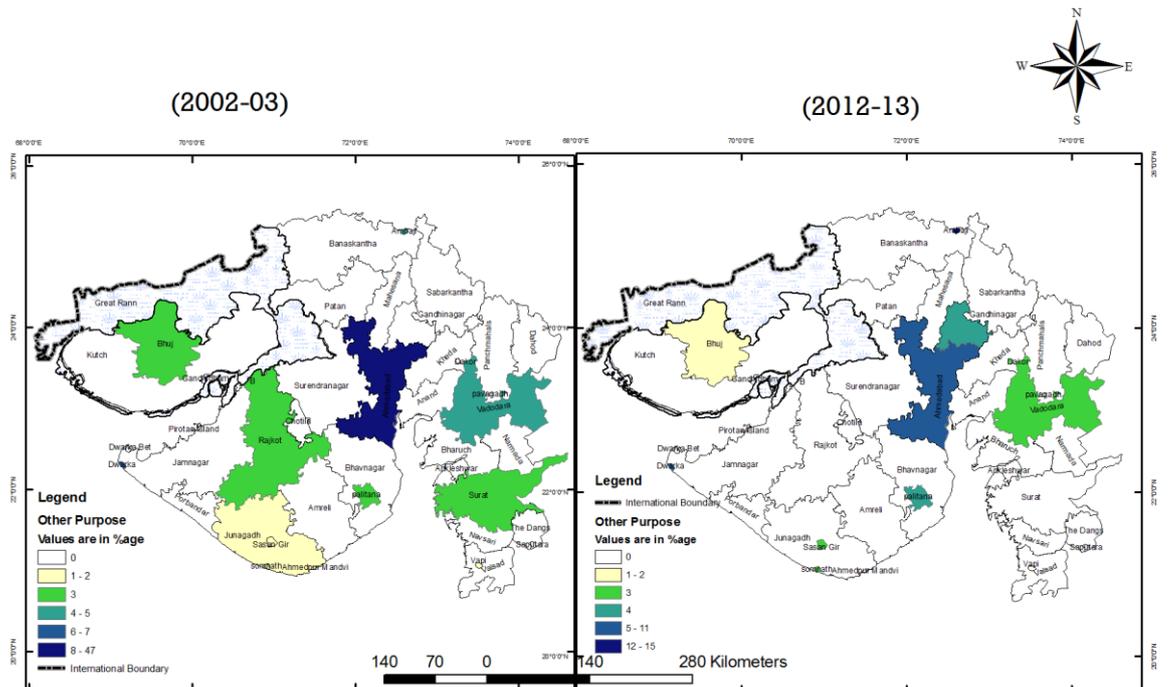
**Map-47**

**Gujarat  
RANK-WISE TOP TEN DESTINATIONS VISITED FOR LEISURE PURPOSE**



**Map-48**

**Gujarat  
RANK-WISE TOP TEN DESTINATIONS VISITED FOR OTHER PURPOSE**



### 7.6.3 ORIGIN-WISE

**Table-43**

Rank	Origin-wise Percentage Share of Top Ten Individual Destination Inflow (2002-14)															
	Within Gujarat				OIS				NRI from abroad				Foreigners			
	2002-03	2003-04	2009-10	2013-14	2002-03	2003-04	2009-10	2013-14	2002-03	2003-04	2009-10	2013-14	2002-03	2003-04	2009-10	2013-14*
1	Ahmedabad (20%)	Ahmedabad (17%)	Ahmedabad (13%)	Ahmedabad (16)	Ahmedabad (30%)	Ahmedabad (22%)	Ahmedabad (12%)	Ahmedabad (16)	Vadodara (28%)	Ahmedabad (34%)	Ahmedabad (29%)	Ahmedabad (28)	Ahmedabad (27%)	Vadodara (23%)	Ahmedabad (26%)	Ahmedabad (31)
2	Ambaji (18%)	Ambaji (16%)	Ambaji (12%)	Ambaji (9)	Surat (12%)	Dwarka (20%)	Dwarka (10%)	Dwarka (11)	Ahmedabad (25%)	Vadodara (28%)	Vadodara (7%)	Surat (14)	Vadodara (20%)	Ahmedabad (21%)	Bhuj (7%)	Surat (16)
3	Palitana (8%)	Dwarka (12%)	Dwarka (5%)	Surat (6)	Dwarka (11%)	Surat (13%)	Surat (6%)	Surat (6)	Ambaji (14%)	Palitana (8%)	Surat (7%)	Vadodara (10)	Bhavnagar (12%)	Palitana (20%)	Surat (6%)	Vadodara (11)
4	Dwarka (8%)	Palitana (7%)	Rajkot (5%)	Dwarka (5)	Vadodara (10%)	Vadodara (9%)	Ambaji (6%)	Vadodara (4)	Palitana (7%)	Somnath (6%)	Rajkot (5%)	Rajkot (4)	Palitana (10%)	Dwarka (10%)	Vadodara (6%)	Bhuj (7)
5	Surat (6%)	Surat (5%)	Surat (4%)	Vadodara (5)	Palitana (3%)	Palitana (4%)	Vadodara (5%)	Ambaji (4)	Porbandar (6%)	Junagadh (5%)	Ambaji (5%)	Palitana (3)	Dwarka (7%)	Jamnagar (6%)	Jamnagar (5%)	Gandhinagar (3)
6	Vadodara (5%)	Vadodara (5%)	Palitana (3%)	Rajkot (4)	Vapi (3%)	Somnath (3%)	Vapi (3%)	Rajkot (3)	Dwarka (3%)	Rajkot (4%)	Palitana (4%)	Ambaji (3)	Bhuj (5%)	Bhavnagar (4%)	Palitana (3%)	Palitana (2)
7	Somnath/Veraval (4%)	Somnath (4%)	Vadodara (3%)	Palitana (3)	Bharuch (3%)	Bharuch (3%)	Rajkot (3%)	Palitana (2)	Sasan Gir (3%)	Porbandar (4%)	Girnar (4%)	Sasan (3)	Surat (5%)	Surat (3%)	Rajkot (3%)	Jamnagar (2)
8	Chotila (3%)	Rajkot (3%)	Girnar (3%)	Gandhinagar (2)	Somnath/Veraval (3%)	Vapi (3%)	Gandhinagar (3%)	Gandhinagar (2)	Bhavnagar (2%)	Sasan Gir (3%)	Gandhinagar (3%)	Gandhinagar (2)	Porbandar (2%)	Mandvi (Kutch) (2%)	Gandhinagar (3%)	Morbi (2)
9	Bhuj (3%)	Veraval (3%)	Somnath (2%)	Somnath (2)	Bhuj (2%)	Valsad (2%)	Gandhidham (2%)	Gandhidham (2)	Anand (2%)	Bhavnagar (3%)	Bhavnagar (2%)	Veraval (2)	Jamnagar (2%)	Porbandar (2%)	Bhavnagar (3%)	Sasan (1)
10	Rajkot (3%)	Junagadh (3%)	Junagadh (2%)	Veraval (2)	Bhavnagar (2%)	Rajkot (2%)	Palitana (2%)	Vapi (2)	Rajkot (2%)	Chotila (2%)	Junagadh (2%)	Bhuj (1)	Mandvi (Kutch) (2%)	Sasan Gir (2%)	Vapi (2%)	Gandhidham (1)

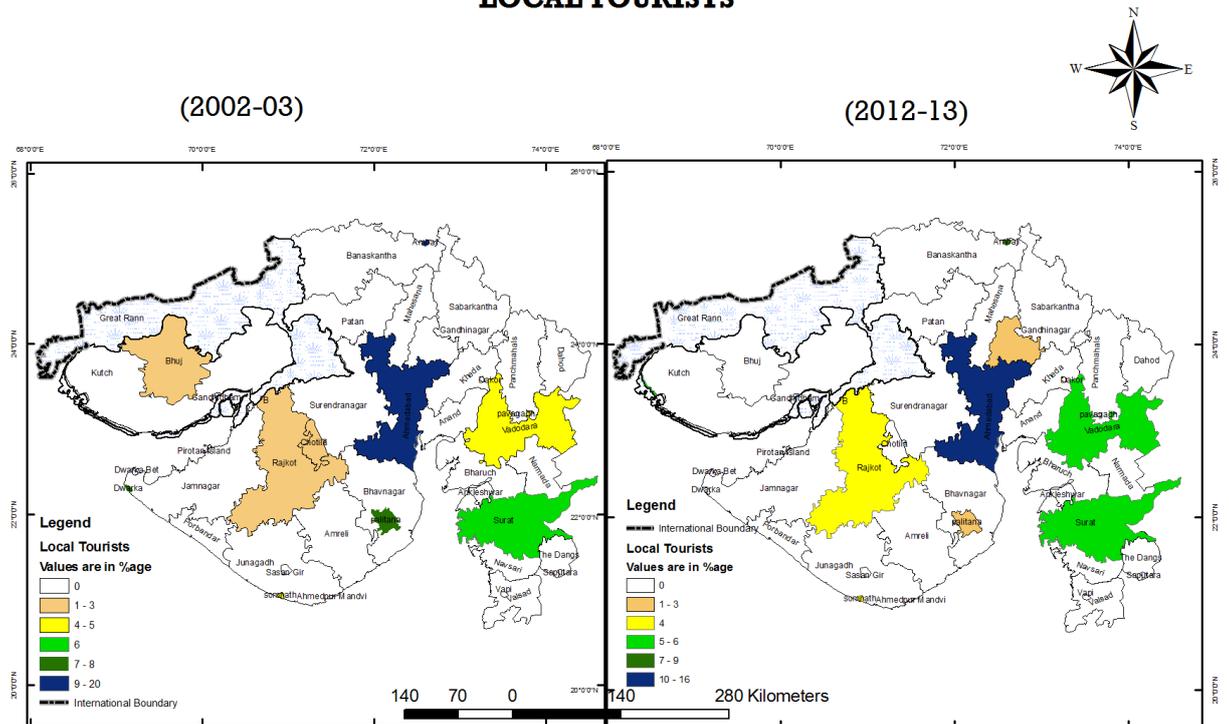
\* the percentage value is in round figure

Source: GITCO Reports of 2002-03, 2008-09, 2009-10, 2010-11, 2011-12, 2012-13, 2013-14 (Some of the data are calculated from the available figures)

Looking at the **Table- 43**, it can be said that in general the Ahmedabad is the most favoured destinations for tourists whether they are OIS, NRI's or foreign tourists concerned. In terms of tourists who are arising from within the state (**Map-49**) they prefer most of the religious places to travel. From the table it is clear that after Ahmedabad they mostly choose to Ambaji, Surat, Dwarka & Palitana. Chotila, Somnath & Junagadh are other important places where local tourists prefer to visit. The tourists from other Indian states (**Map-50**) besides Ahmedabad they would like to pick Surat, Dwarka, Ambaji & Vadodara. Somnath, Vapi, Rajkot, Gandhidham are some other important selected centers. For NRI's (**Map-51**) Ahmedabad, Vadodara, Surat and Ambaji become the encouraging tourist destinations. Rajkot, Palitana, Sasan & Bhuj are at lower positions in terms of NRI tourist arrivals. The Ahmedabad, Vadodara, Bhuj, Surat, Bhavnagar are the favourite destinations for foreign tourists (**Map-52**). These five are among top ranked positions. Dwarka, Jamnagar, Palitana and Rajkot are also in the list of foreign tourists but the percentages are very low. Over and all in origin wise tourist flow the Ahmedabad, Vadodara, Ambaji, Dwarka & Surat are most wishing tourist place for all type of tourists.

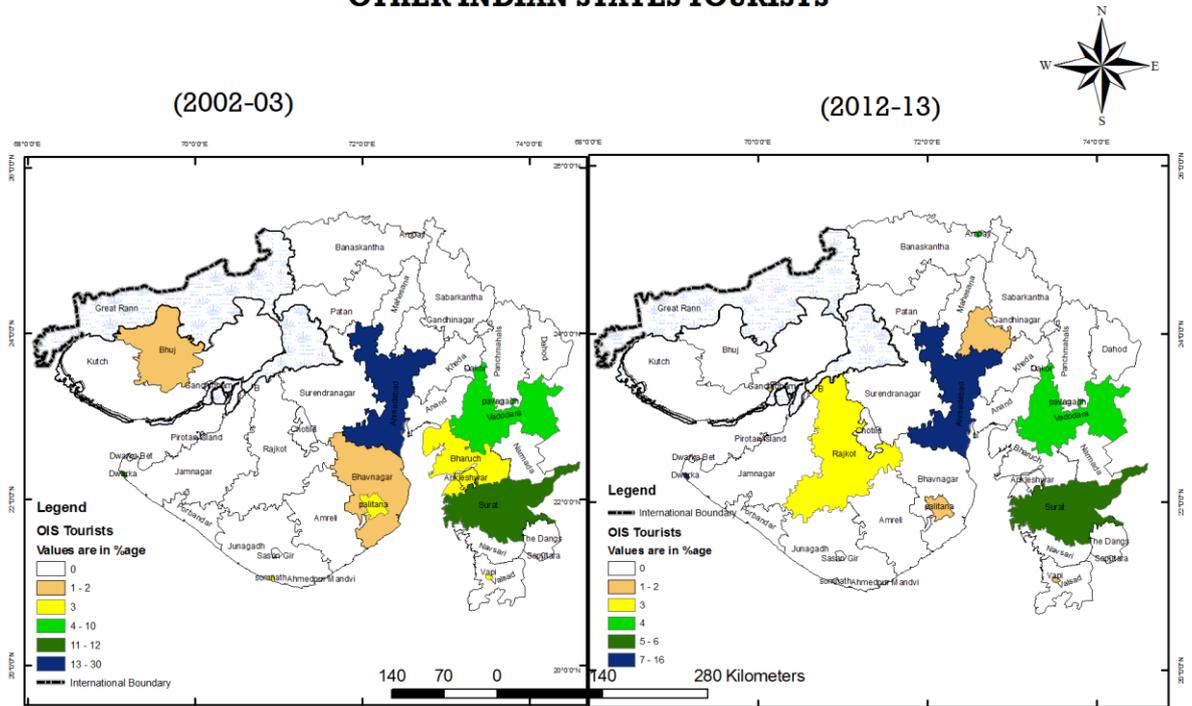
**Map-49**

**Gujarat**  
**RANK-WISE TOP TEN DESTINATIONS VISITED BY**  
**LOCAL TOURISTS**



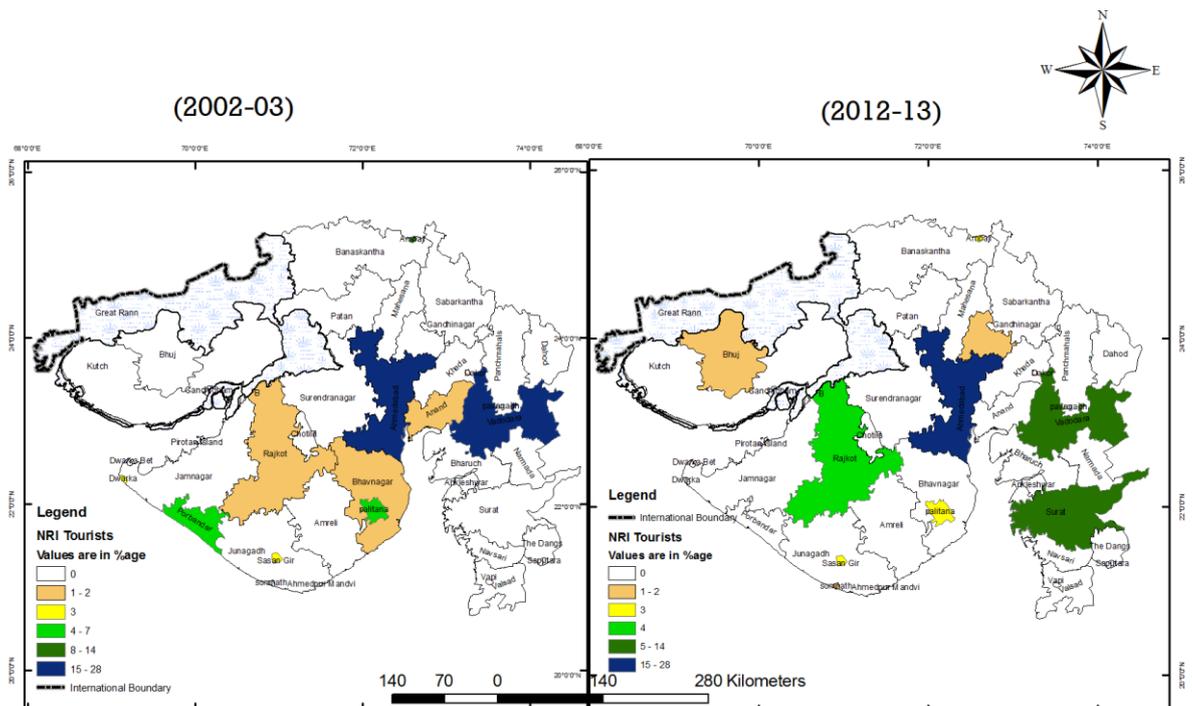
**Map-50**

**Gujarat  
RANK-WISE TOP TEN DESTINATIONS VISITED BY  
OTHER INDIAN STATES TOURISTS**



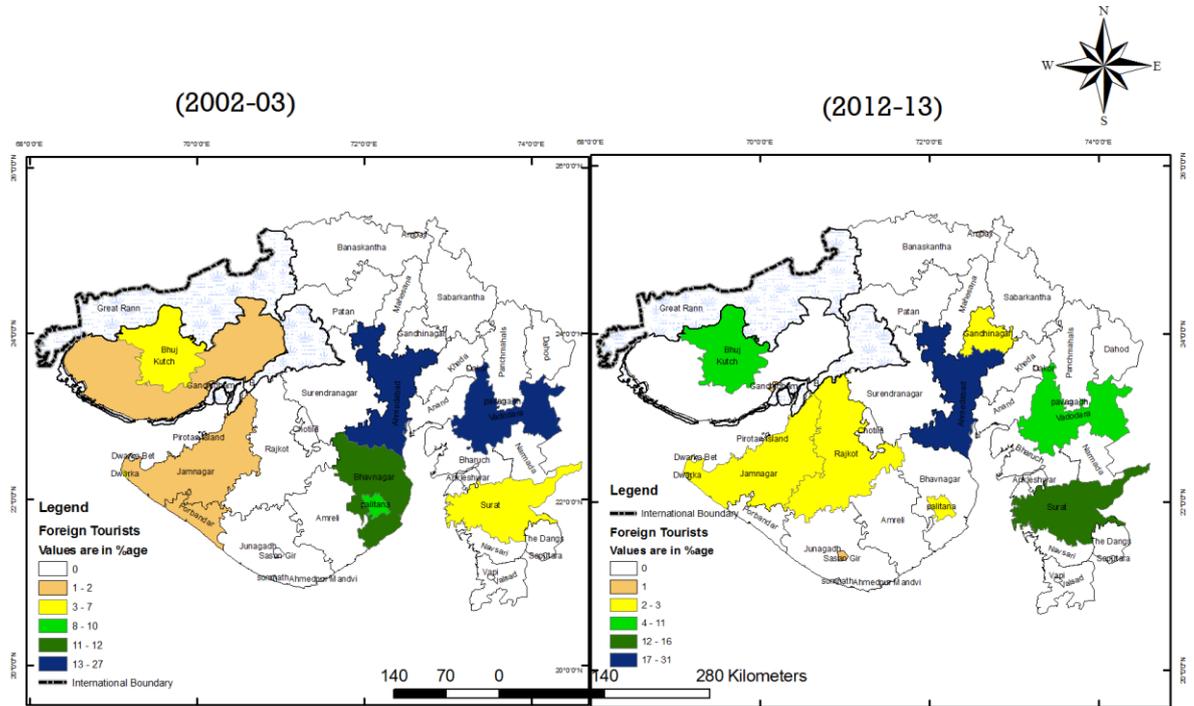
**Map-51**

**Gujarat  
RANK-WISE TOP TEN DESTINATIONS VISITED BY NRI TOURISTS**



**Map-52**

**Gujarat  
RANK-WISE TOP TEN DESTINATIONS VISITED BY FOREIGN TOURISTS**



**7.7 FOREIGN TRAFFIC IN GUJARAT BY THEIR COUNTRIES**

**Table -44**

Quarterly Flow of Foreign Traffic by Their Countries (2009-10)												
Particulars	Australia	Canada	China	France	Germany	Italy	Japan	Singapore	UK	USA	Other	Total
First Quarter	5%	1%	4%	10%	3%	7%	2%	5%	26%	15%	22%	100%
Second Quarter	4%	3%	1%	9%	2%	12%	2%	4%	29%	12%	22%	100%
Third Quarter	6%	2%	2%	10%	3%	7%	3%	5%	24%	14%	23%	100%
Fourth Quarter	5%	4%	5%	8%	3%	8%	3%	3%	24%	13%	25%	100%
Grand Total	5%	3%	3%	9%	3%	8%	2%	4%	25%	14%	23%	100%

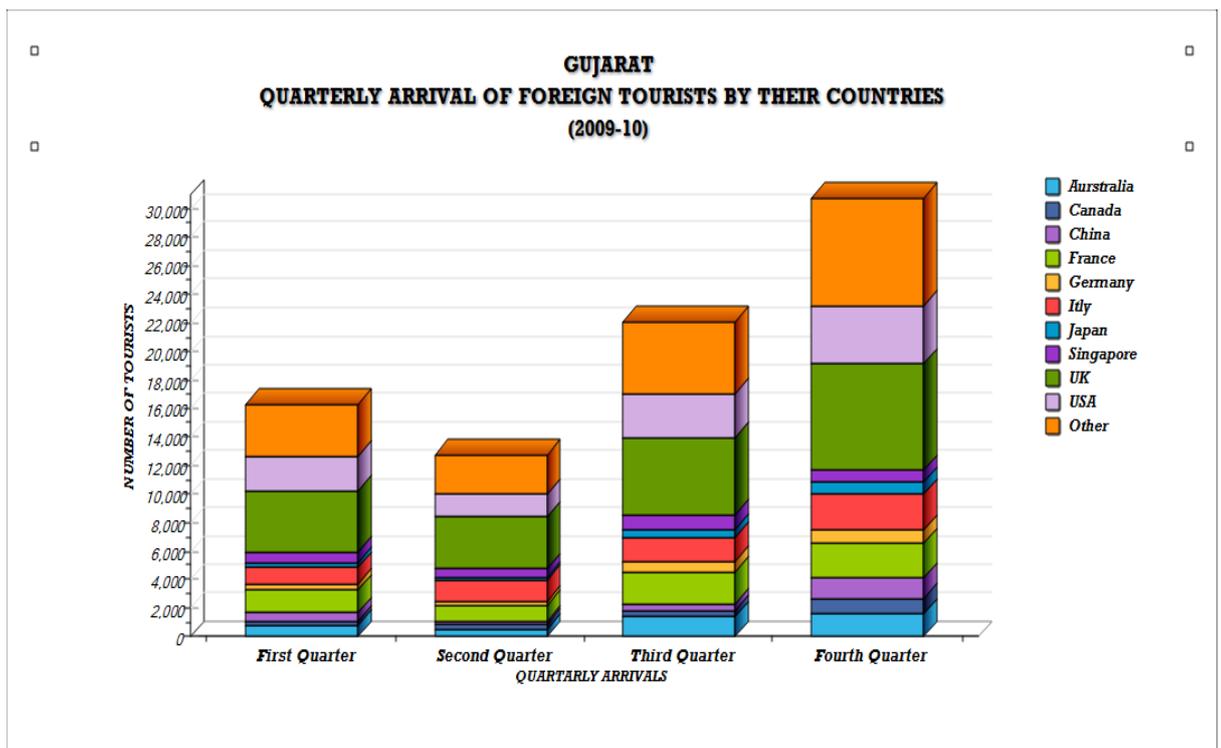
*Data Source: GITCO, Annual Report from 2002-03 to 2013-14 (converted into percentage)*

Quarterly Flow of Total Tourists by their Countries (2009-10)												
Particulars	Australia	Canada	China	France	Germany	Italy	Japan	Singapore	UK	USA	Other	Total
First Quarter	20%	9%	23%	22%	18%	17%	16%	23%	21%	22%	19%	20%
Second Quarter	12%	18%	7%	15%	13%	22%	12%	17%	18%	14%	14%	16%
Third Quarter	32%	19%	16%	31%	32%	24%	30%	33%	26%	28%	27%	27%
Fourth Quarter	36%	54%	54%	32%	37%	38%	42%	26%	36%	36%	40%	38%
Grand Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

*Data Source: GITCO, Annual Report from 2002-03 to 2013-14 (converted into percentage)*

The **Table-44** refers to the arrivals of international tourists by their countries. The quarterly flow of foreign tourists is also calculated. After computation of the data in percentage the main result indicate that maximum percentage of tourists who arrived to Gujarat coming from U.K., USA, France, Italy & Australia. These countries are arranged according to their rank in terms of their %age of arrivals to Gujarat. (*Graph-72*) The lowest %age arrival observed from Japan, China, Canada, Germany and Singapore. The other countries tourists are also there but name is not mentioned in the available data. From the data it is also clear that most of the tourists prefer fourth quarter season to arrive in the state. On an average 38% of tourists prefer winter cool climate, while third quarter (monsoon) season accounts for 27% of total tourist arrivals. First and second quarter positioned at 3<sup>rd</sup> and 4<sup>th</sup> rank. According to the data the tourists from China and Singapore prefer to visit during first quarter because their arrival at that time is 23% each. During second quarter the tourists from Italy (22%), during third the tourists from Singapore (33%) and during fourth quarter Canadian and Chinese tourists (54% each) prefer more to visit Gujarat state.

**Graph -72**



**Table -45**

Quarterly Flow of Foreign Traffic by Their Countries (2011-12)												
Particulars	Australia	Canada	China	France	Germany	Italy	Japan	Singapore	UK	USA	Other	Total
First Quarter	8%	4%	5%	8%	6%	8%	5%	7%	22%	10%	17%	100%
Second Quarter	6%	3%	7%	9%	4%	10%	5%	8%	18%	13%	18%	100%
Third Quarter	6%	4%	6%	11%	2%	10%	5%	7%	16%	11%	23%	100%
Fourth Quarter	5%	4%	5%	11%	3%	9%	4%	6%	20%	10%	22%	100%
Grand Total	6%	4%	6%	10%	4%	9%	5%	7%	19%	11%	20%	100%

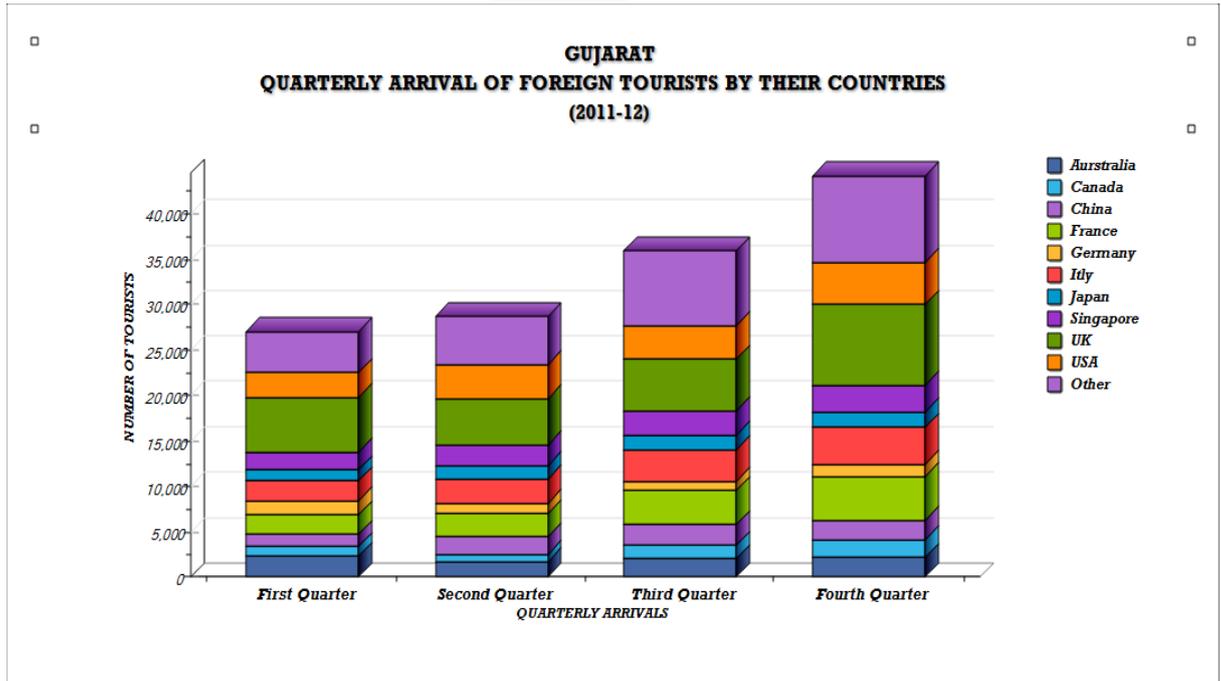
**Data Source:** GITCO, Annual Report from 2002-03 to 2013-14 (converted into percentage)

Percentage to total tourists from each Quarters (2011-12)												
Particulars	Australia	Canada	China	France	Germany	Italy	Japan	Singapore	UK	USA	Other	Total
First Quarter	28%	21%	17%	17%	33%	17%	20%	20%	23%	19%	16%	20%
Second Quarter	21%	15%	25%	18%	22%	22%	24%	23%	20%	25%	19%	21%
Third Quarter	25%	28%	30%	28%	18%	28%	28%	27%	22%	26%	30%	26%
Fourth Quarter	26%	36%	28%	36%	27%	33%	28%	29%	35%	31%	35%	33%
Grand Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

**Data Source:** GITCO, Annual Report from 2002-03 to 2013-14 (converted into percentage)

From the above Table-45 & Graph-73 it can be revealed out that highest percentage of tourists arrivals observed from UK, USA, France, Italy and Australia. There was increase in the percentage of tourist from China as compare to 2009 data. The share %age from UK has declined during this time but other centers are rising. That shows that the Gujarat is attracting tourists from other countries also. On an average the lowest %age seen in Canada, Germany, Japan, China and Singapore. Gujarat needs to take care of these tourists who preferred least to travel to Gujarat. From the second table the %age arrival from each quarter is seen. As usual again the fourth quarter is dominating among all. One of the peculiar feature of this table is there is not much %age difference between first, second, third and further quarter arrivals. But still the monsoon and winter season is overwhelming over other seasons. Over and all the other countries tourists are on high but our motive to find out preference country wise arrivals of tourists. According to the data the German prefer to visit during first quarter because their arrival at that time is 33%. During second quarter the tourists from USA and China (each 25%), during third the China (30%) and during fourth quarter the Canada and France becomes the highest source region that is 36% each.

**Graph -73**



**Table -46**

Particulars	Quarterly Flow of Foreign Traffic by Their Countries (2012-13)											Total
	Australia	Canada	China	France	Germany	Italy	Japan	Singapore	UK	USA	Other	
First Quarter	5%	4%	5%	9%	10%	5%	6%	9%	22%	9%	17%	100%
Second Quarter	4%	3%	8%	9%	4%	10%	6%	7%	22%	11%	17%	100%
Third Quarter	10%	6%	9%	10%	5%	10%	3%	6%	19%	8%	13%	100%
Fourth Quarter	12%	4%	8%	12%	3%	11%	4%	6%	20%	10%	11%	100%
Grand Total	9%	4%	8%	10%	5%	9%	4%	7%	20%	9%	14%	100%

**Data Source:** GITCO, Annual Report from 2002-03 to 2013-14 (converted into percentage)

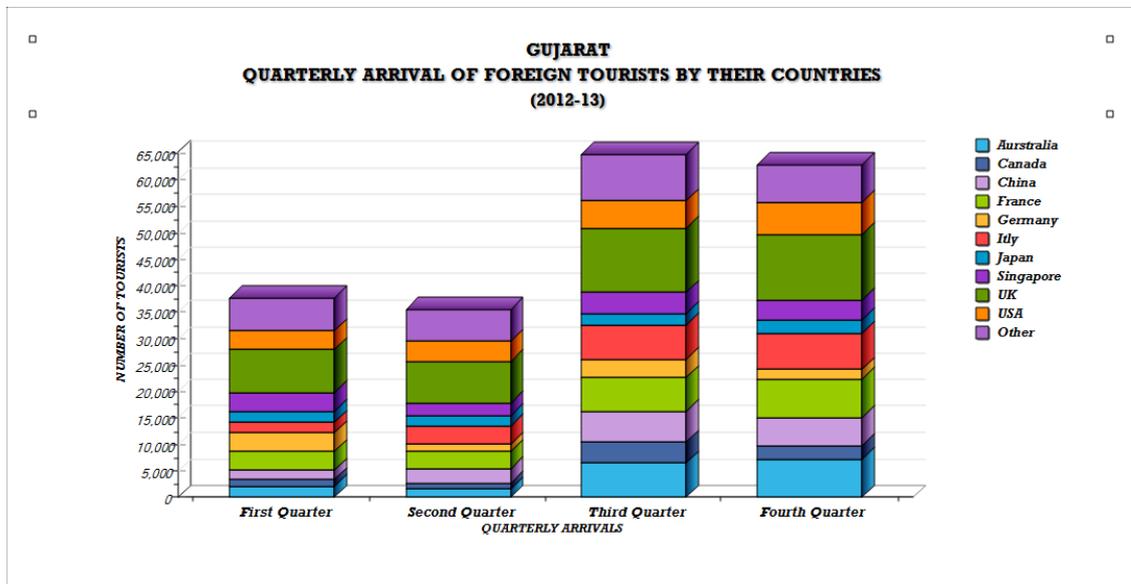
Particulars	Quarterly Flow of Total Traffic by Their Countries (2012-13)											Total
	Australia	Canada	China	France	Germany	Italy	Japan	Singapore	UK	USA	Other	
First Quarter	12%	16%	11%	17%	35%	10%	24%	25%	20%	18%	22%	19%
Second Quarter	9%	12%	18%	16%	13%	18%	23%	18%	19%	21%	22%	18%
Third Quarter	38%	44%	37%	31%	33%	35%	24%	30%	30%	28%	31%	32%
Fourth Quarter	42%	28%	34%	36%	19%	36%	30%	27%	31%	32%	25%	31%
Grand Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

**Data Source:** GITCO, Annual Report from 2002-03 to 2013-14 (converted into percentage)

From the *Table -46* & the *Graph-74* it is easy to mark out the variations among country-wise arrivals of tourists. In the year of 2012-13 still the UK (20%) is highest sharing percentage of tourists while the position of USA which was at second

now displaced to 3<sup>rd</sup> position. The second rank is taken over by tourists from France (10%) which was followed by USA, Australia, Italy, China & Singapore. The China and Singapore has increased their share in percentage arrivals. Canada, Japan and Germany still could not find their place among top five. If we look at quarterly flow of tourists here the third quarter period has received highest percentage (32%) of tourists. while fourth quarter ranked at second (31%), followed by first quarter (19%) and second quarter (18%). This type of changing distribution patten indicates that now foreigners are arriving not only to enjoy winter cool weather but pre & post monsoon period also. According to the data the German tourists prefer to visit during first quarter because their arrival at that time is 35%. During second quarter the tourists from Japan (23%), during third the Canadian (44%) and during fourth quarter the Australians (42%) prefers more to visit Gujarat state.

**Graph -74**



**Table -47**

Quarterly Flow of Foreign Traffic by Their Countries (2013-14)												
Particulars	Australia	Canada	China	France	Germany	Italy	Japar	Singapore	UK	USA	Other	Total
First Quarter	9%	3%	6%	9%	7%	6%	7%	10%	18%	12%	12%	100%
Second Quarter	3%	2%	5%	8%	9%	8%	4%	10%	23%	14%	14%	100%
Third Quarter	6%	4%	5%	9%	5%	6%	5%	9%	17%	14%	20%	100%
Fourth Quarter	5%	4%	5%	9%	8%	6%	7%	5%	19%	11%	21%	100%
<b>Grand Total</b>	<b>5%</b>	<b>3%</b>	<b>5%</b>	<b>9%</b>	<b>7%</b>	<b>6%</b>	<b>6%</b>	<b>9%</b>	<b>19%</b>	<b>13%</b>	<b>17%</b>	<b>100%</b>

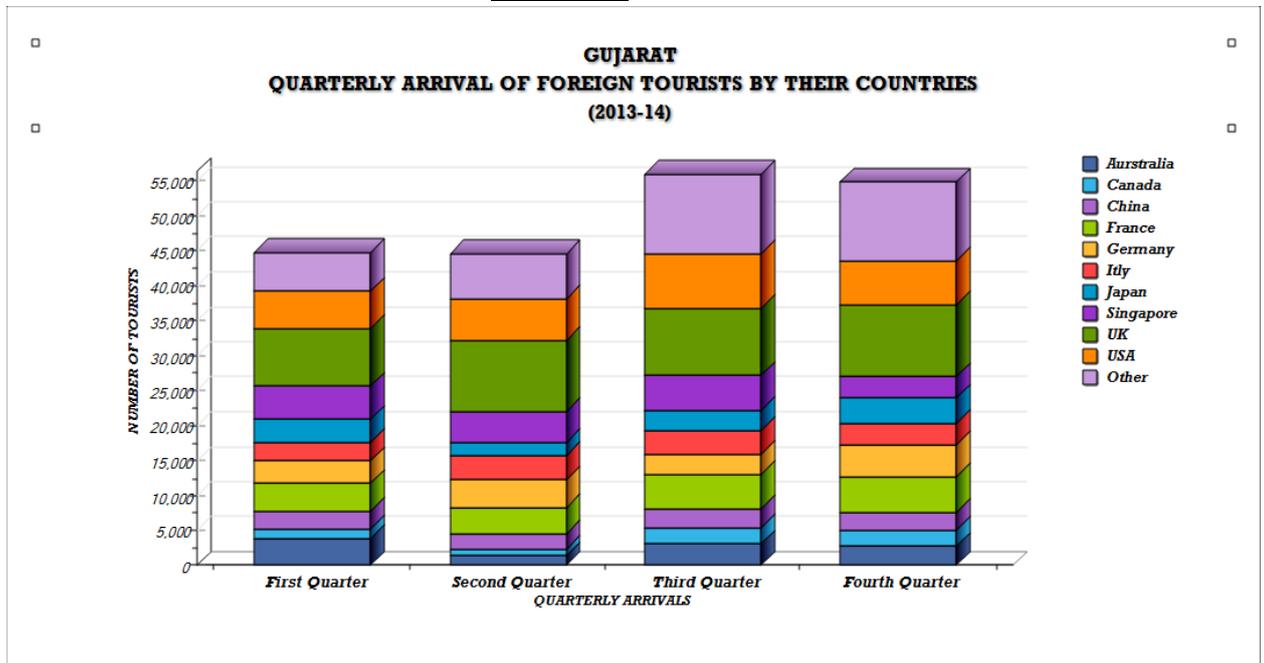
**Data Source:** GITCO, Annual Report from 2002-03 to 2013-14 (converted into percentage)

Quarterly Flow of Total Traffic by Their Countries (2013-14)												
Particulars	Australia	Canada	China	France	Germany	Italy	Japan	Singapore	UK	USA	Other	Total
First Quarter	35%	19%	26%	22%	22%	21%	28%	27%	22%	21%	16%	22%
Second Quarter	12%	13%	23%	21%	27%	28%	16%	26%	27%	24%	18%	22%
Third Quarter	28%	34%	26%	28%	20%	27%	25%	29%	25%	31%	33%	28%
<b>Fourth Quarter</b>	<b>25%</b>	<b>34%</b>	<b>24%</b>	<b>29%</b>	<b>31%</b>	<b>25%</b>	<b>32%</b>	<b>18%</b>	<b>27%</b>	<b>24%</b>	<b>33%</b>	<b>27%</b>
Grand Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

**Data Source:** GITCO, Annual Report from 2002-03 to 2013-14 (converted into percentage)

From the above Table-47 & Graph-75 it can be mentioned that in 2013-14 the international tourist arrivals has increase but the share of particular countries tourists has declined as compare to earlier. The UK and USA are still at good stage and ranked first and second position respectively while tourists from France, Australia and Italy are on decline. The Singapore, Japan and Germany have shown some interest in the state of Gujarat and one of the finest increased is shown in the graph and table. This time the lowest %age tourists received from Canada and China. From the second table it is clear that again the third quarter arrivals wins the game and fourth quarter displaces to second position but with only marginal difference. The first and second quarters are equal. According to the data the Australians prefer to visit during first quarter because their arrival at that time is 35%. During second quarter the tourists from Italy (28%), during third the Canadian (34%) and during fourth quarter again the Canadian prefer more to Gujarat state.

**Graph -75**



## 7.8 FLOW OF TOURISTS BY THEIR ORIGIN OF STATES

**Table-48**

Flow of Tourists by their Origin of States of India (2009-14)								Total Arrivals in Last 4 years
Sr. No.	States	Periods						
		2002-03	2003-04	2009-10	2011-12	2012-13	2013-14	
1	Maharashtra	NA	NA	39%	34%	35%	37%	36%
2	Madhya Pradesh	NA	NA	12%	13%	13%	13%	13%
3	Rajasthan	NA	NA	15%	16%	16%	18%	16%
4	Uttar Pradesh / Bihar	NA	NA	17%	18%	18%	16%	17%
5	West Bengal	NA	NA	4%	4%	4%	4%	4%
6	Other North Indian States / Other East Indian States	NA	NA	5%	6%	5%	4%	5%
7	South India	NA	NA	8%	8%	8%	7%	8%
<b>Total</b>		<b>0</b>	<b>0</b>		100%	100%	100%	100%

**Data Source:** GITCO, Annual Report from 2002-03 to 2013-14 (converted into percentage)

**Graph-76**

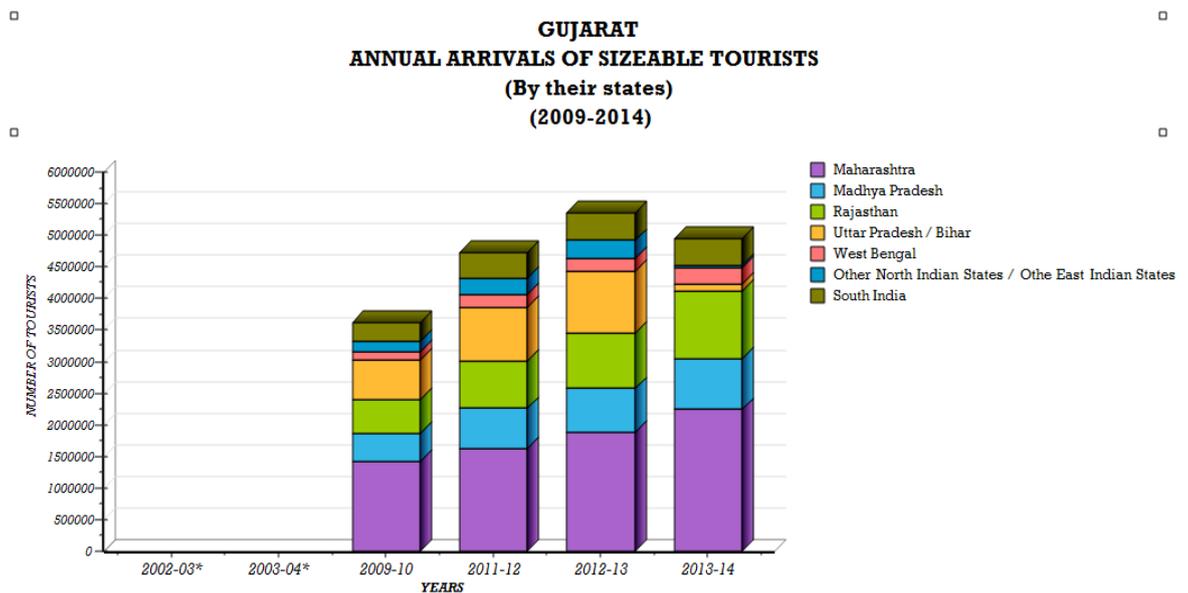
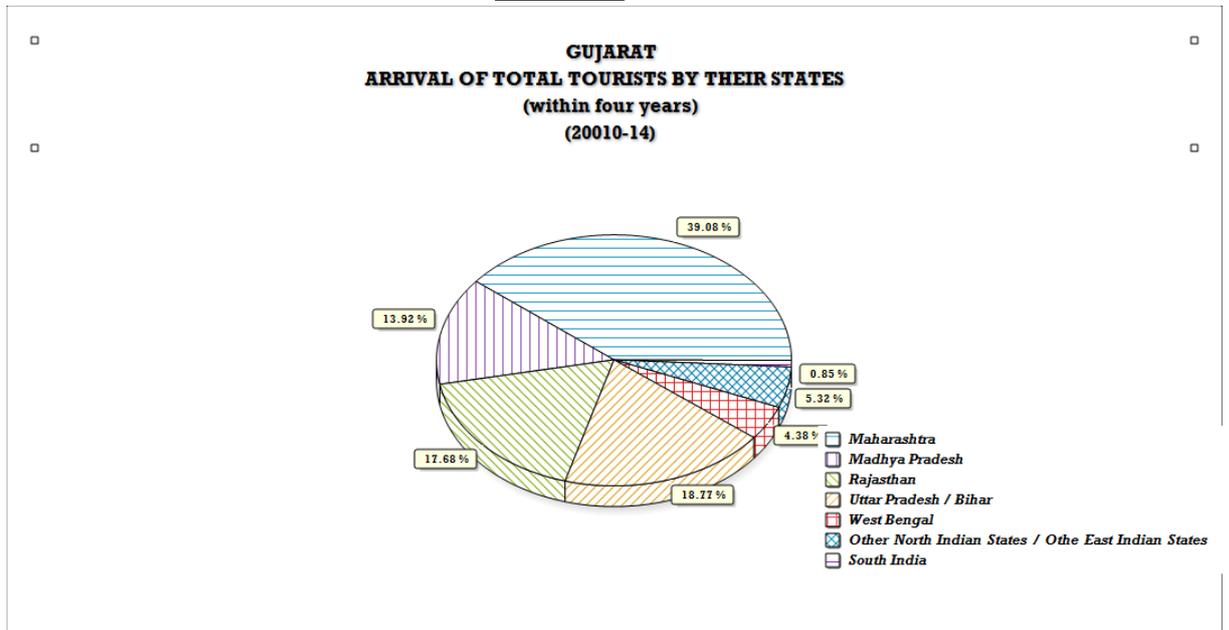


Table-48 represents the annual arrivals of sizeable number of tourists to Gujarat by their origin of states. Because of the unavailability of data for the year of 2002-2004 the analysis could not be possible. I tried to analyze the data of last four years that is change during 2010-14. The Graph-76 represents comparative compound Bar graph which clearly indicates the size of tourists arrived in different years and individual state shares. The Highest %age of tourists recorded in 2012-13 while 2009-10 records lowest growth comparatively. Out of all participated states, Maharashtra shares largest %age (39%) of tourists outflow to Gujarat (Graph-77), followed by

Uttar Pradesh, Rajasthan & Madhya Pradesh, while others including West Bengal, South Indian states & other North Indian states and North Eastern states share only 10% of total tourist outflow to Gujarat. The share of Maharashtra, Rajasthan & Madhya Pradesh continues to increase in every spell of years, while Uttar Pradesh/Bihar and other NE and N Indian states are on decline when it comes to their %age share. The comparative %age of rise is highest seen in Maharashtra and Rajasthan while other states share has only marginal increase since 2009-13.

**Graph-77**



## 7.9 PURPOSE-WISE FLOW FROM OTHER INDIAN STATES

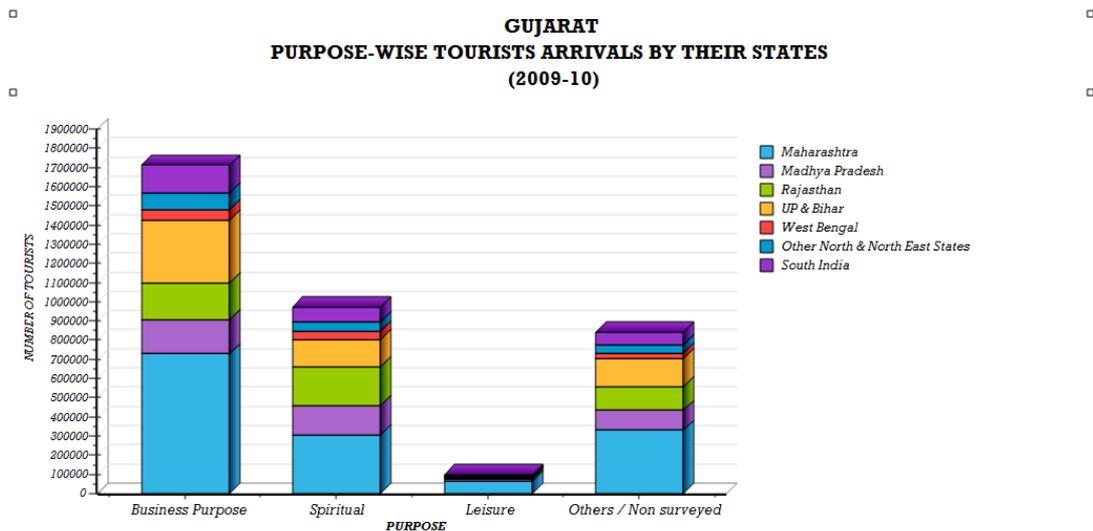
**Table-49**

Purpose-wise flow of Tourists from Other Indian States									
Sr No	Purpose	2009-10							Total
		Mah	MP	Raj	UB	WB	N/NE	SI	
1	Business Purpose	43%	10%	11%	19%	3%	5%	8%	47%
2	Spiritual	31%	16%	21%	14%	5%	5%	8%	27%
3	Leisure	64%	10%	9%	9%	2%	2%	4%	3%
4	Others / Non surveyed	39%	12%	15%	17%	4%	5%	8%	23%
	<b>Total</b>	<b>39%</b>	<b>12%</b>	<b>15%</b>	<b>17%</b>	<b>4%</b>	<b>5%</b>	<b>8%</b>	<b>100%</b>

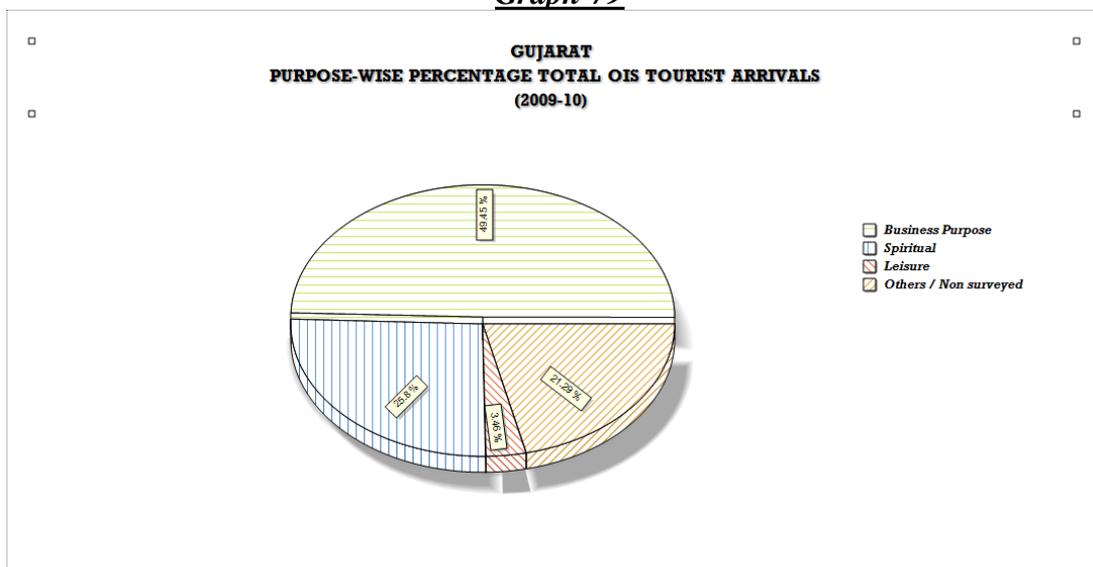
MP- Madhya Pradesh  
 Raj- Rajasthan  
 UB- Uttar Pradesh and Bihar  
 WB- West Bengal  
 N/NE- North and North East  
 SI- Southern India

The above *Table-49* represents the purpose-wise flow of tourists from Other Indian states for the year of 2009-10. Accordingly the Bar graph has been prepared. From the graph it can be said that highest number of tourists arrived to Gujarat for business purposes. Among those Maharashtra share largest share, followed by Uttar Pradesh & Bihar, Rajasthan and Madhya Pradesh. The second largest group of tourists comes for Spiritual purpose (religious). Here Maharashtra, Rajasthan are top two states followed by Madhya Pradesh, UP/Bihar, South India & other Indian states. According to the graph the Gujarat receives least number of tourists for leisure purpose from other Indian States. The distant might be one of the factors. The other purpose tourism is also well grooming in the state. *Graph -79* clears the percentage share of each purpose tourists.

**Graph-78**



**Graph-79**



**Table-50**

Sr No	Purpose	Purpose-wise flow of Tourists from Other Indian States (2011-12)							
		Mah	MP	Raj	UB	WB	N/NE	SI	Total
1	Business Purpose	828465	277814	324506	444868	85083	135134	206700	<b>2302570</b>
2	Spiritual	358585	196424	243763	202522	66652	71641	96720	<b>1236307</b>
3	Leisure	69424	14841	15889	12939	2376	2174	5105	<b>122748</b>
4	Others / Non surveyed	365881	142416	170104	192285	44878	60844	89842	<b>1066250</b>
	Total	1622355	631495	754262	852614	198989	269793	398367	<b>4727875</b>

MP- Madhya Pradesh

Raj- Rajasthan

UB- Uttar Pradesh and Bihar

WB- West Bengal

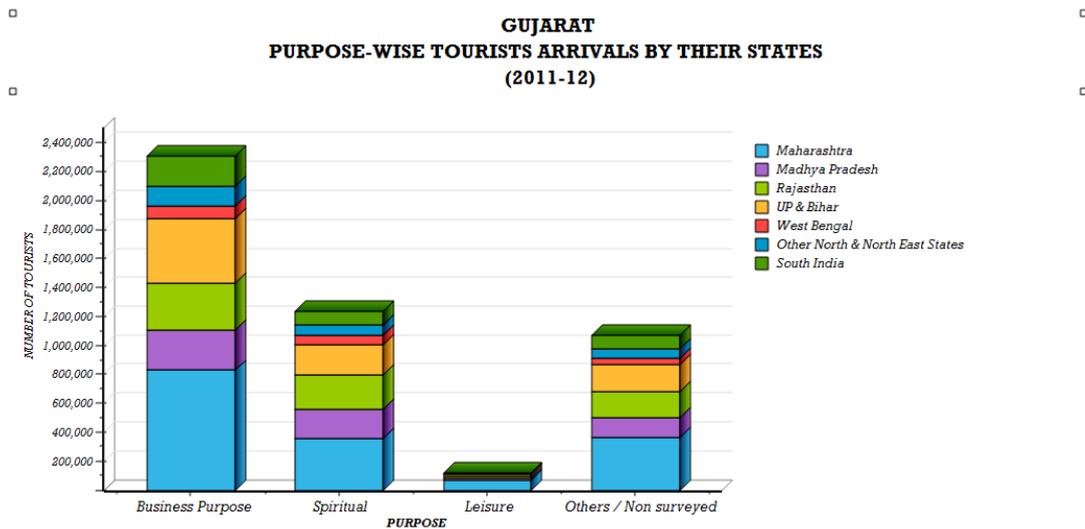
N/NE- North and North East

SI- Southern India

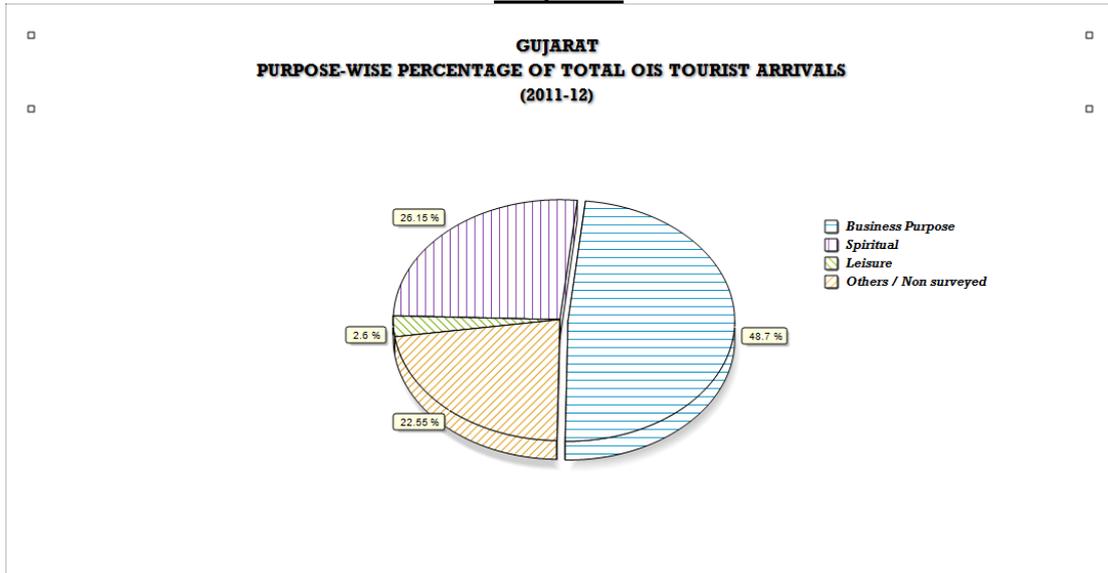
**Data Source:** GITCO, Annual Report from 2002-03 to 2013-14 (converted into percentage)

Table-50 also represents the same situation as per 2009-10 data. The only difference is in terms of number of tourists arrivals, which has positively grown up. From the Graph-80 it can be said that again the business purpose tourism is more dominant than any purpose and Maharashtra, UP/Bihar and Rajasthan shares largest numbers of tourist arrivals. Spiritual purpose tourism comparatively at second position while Leisure at the lowest. Overall the Maharashtra again got the highest rank with its largest share, followed by UP and Bihar. Graph-81 indicates the percentage share of purpose wise tourism. Here Business and spiritual purpose tourism is dominating than any other.

**Graph-80**



**Graph-81**



**Table-51**

Sr No	Purpose	Purpose-wise flow of Tourists from Other Indian States (2012-13)							Total
		Mah	MP	Raj	UB	WB	N/NE	SI	
1	Business Purpose	963433	318931	392294	506712	84862	147356	230313	<b>2643901</b>
2	Spiritual	414831	207471	265187	247277	77541	67013	106487	<b>1385807</b>
3	Leisure	111965	27968	32008	24655	4531	3890	11721	<b>216738</b>
4	Others / Non surveyed	389550	144867	180187	203474	43615	57033	91076	<b>1109802</b>
	Total	1879779	699237	869676	982118	210549	275292	439597	<b>5356248</b>

MP- Madhya Pradesh

Raj- Rajasthan

UB- Uttar Pradesh and Bihar

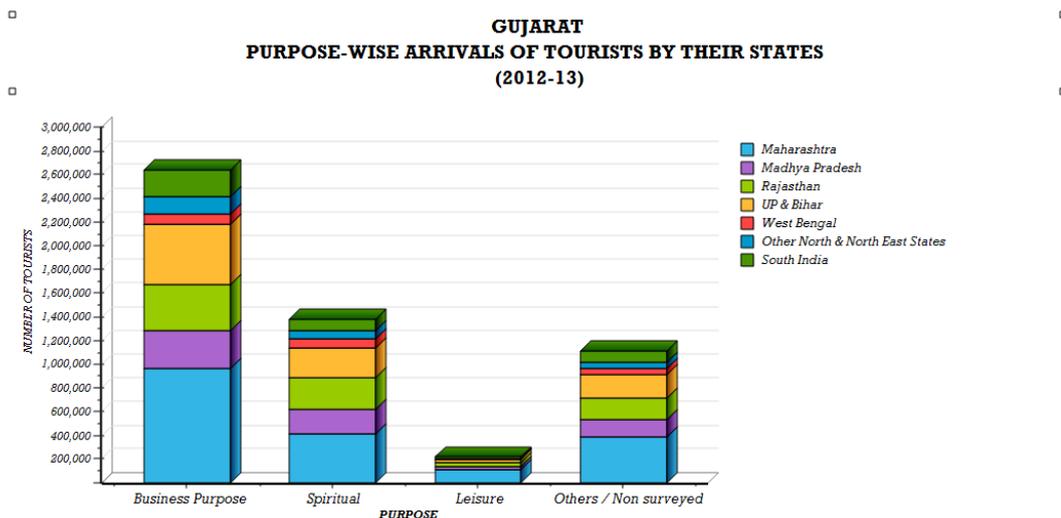
WB- West Bengal

N/NE- North and North East

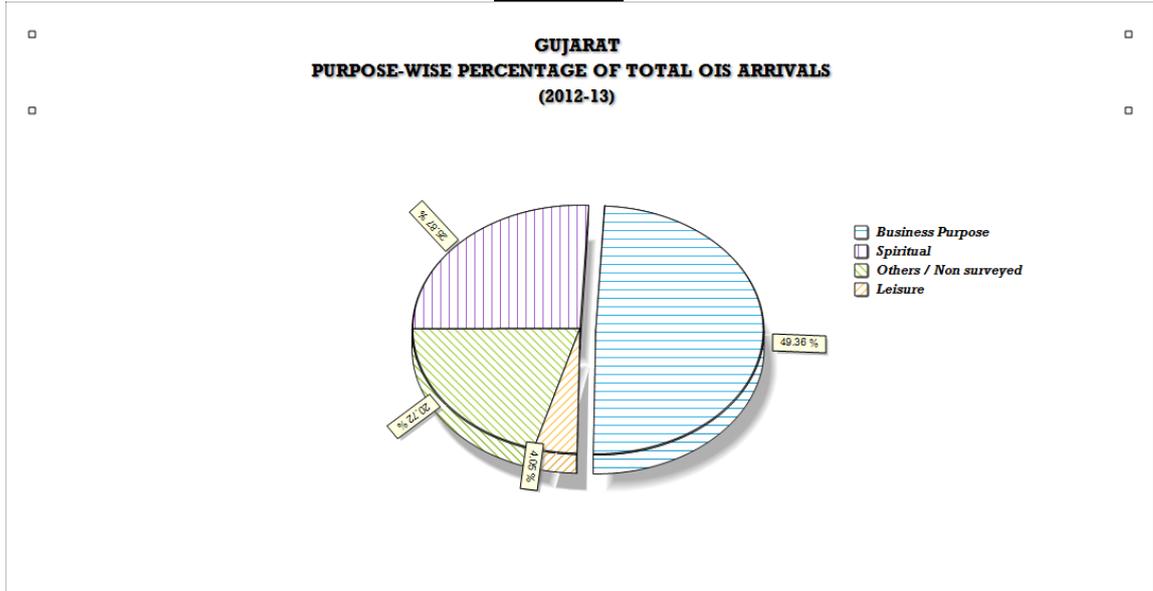
SI- Southern India

**Data Source:** GITCO, Annual Report from 2002-03 to 2013-14 (converted into percentage)

**Graph-82**



**Graph-83**



**Table-52**

Sr No	Purpose	Purpose-wise flow of Tourists from Other Indian States (2013-14)							
		Mah	MP	Raj	UB	WB	N/NE	SI	Total
1	Business Purpose	1213197	400685	490252	544638	113566	120707	234242	<b>3117287</b>
2	Spiritual	450369	198776	352748	223612	93629	82668	103350	<b>1505152</b>
3	Leisure	140716	32643	37099	20897	4765	1906	8823	<b>246849</b>
4	Others / Non surveyed	442876	155323	212766	193583	52071	50289	85222	<b>1192130</b>
	Total	2247158	787427	1092865	982730	264031	255570	431637	<b>6061418</b>

MP- Madhya Pradesh

Raj- Rajasthan

UB- Uttar Pradesh and Bihar

WB- West Bengal

N/NE- North and North East

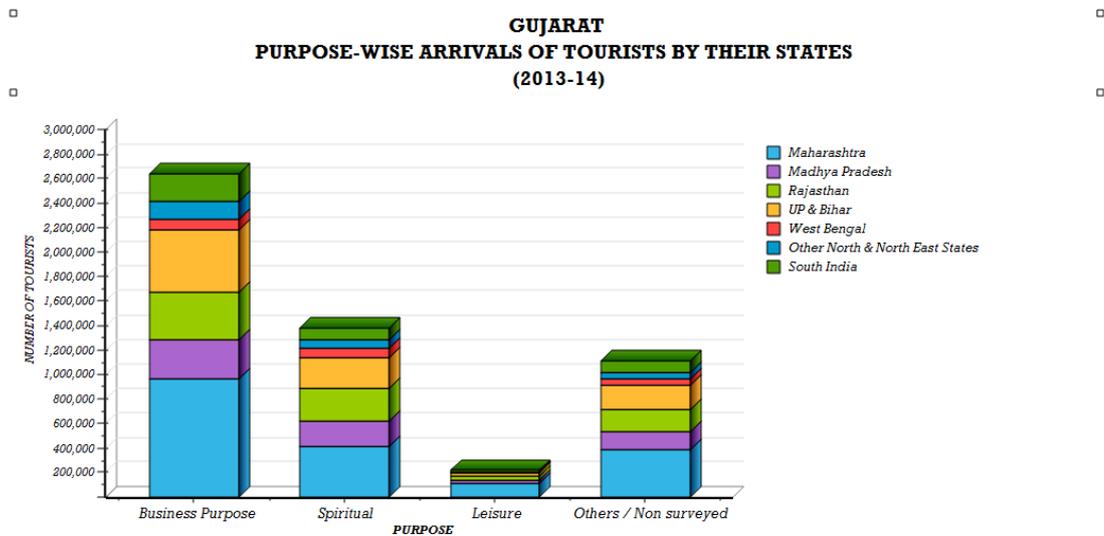
SI- Southern India

**Data Source:** GITCO, Annual Report from 2002-03 to 2013-14 (converted into percentage)

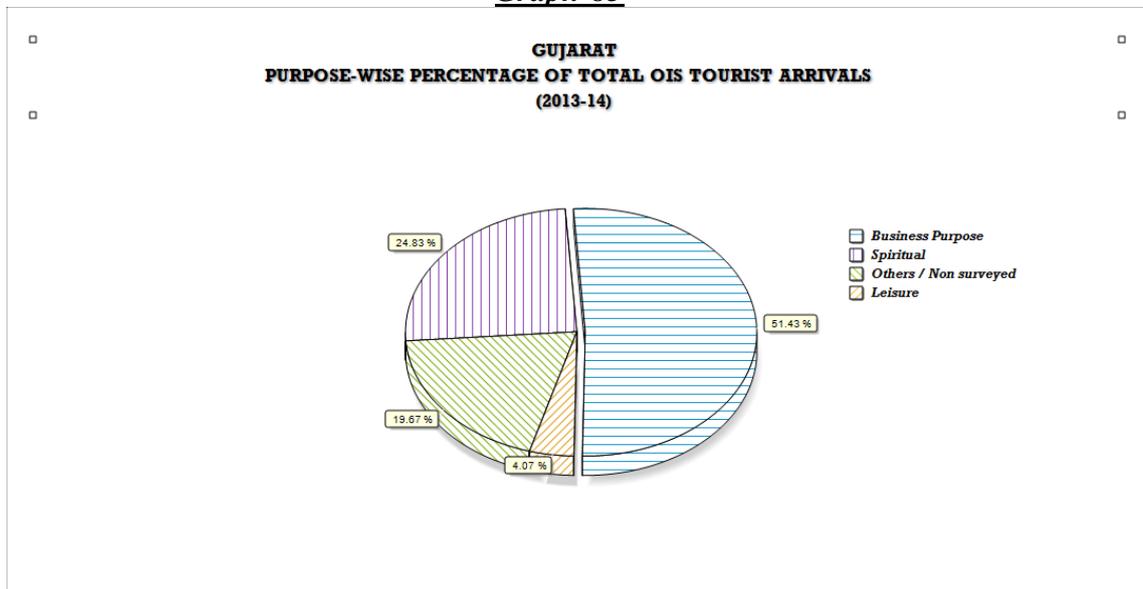
If we observe *Table-50 & 51* there is not much difference found between them except in terms of number of arrivals. Otherwise states share remains almost same as per 2009-11 data. The share of Maharashtra and UP/Bihar is still higher in terms of all purpose tourism. As usual for business purpose tourism still has the highest share followed by spiritual purpose, other purposes and leisure purpose (*Graph-83 & 84*). Over and all from above facts and figures it is clear that most of the tourists coming to Gujarat for business purpose. So, in future Gujarat can be one of the India's best business tourist destinations in the coming years. From all the graphs it is also clear

that the business purpose of tourism is on rise while spiritual and leisure purpose tourism is on decline by 1-3% per year.

**Graph-84**



**Graph-85**



## **7.10 DOMESTIC AND INTERNATIONAL TOURISTS – At Important Destinations.**

**Table -53**

(Figures are in Lac)

Sr. No	Locations	Tourist Center-wise Arrivals of Domestic Tourists (2002-14)						
		2002-03	2003-04	2009-10	2011-12	2012-13	2013-14	Total
1	Modhera	0	0	2.25	3.15	3.66	4.31	<b>4%</b>
2	Rani Ki Vav	0	0	2.5	2.84	3.19	3.4	<b>3%</b>
3	Pavagadh	0.21	0.12	1.38	1.53	1.31	1.4	<b>2%</b>
4	Chotila	0.16	0.15	2.53	2.93	2.9	2.98	<b>3%</b>
5	Champaner	0	0	1.2	0.99	1.08	1.18	<b>1%</b>
6	Tithal	0	0	0.64	0.92	1	1	<b>1%</b>

7	Ubharat	0	0	0.25	0.27	0.21	0.21	<b>0%</b>
8	Buddhist Cave / Ashoka Rock edicts	0	0	1.3	0.92	1.68	1.46	<b>2%</b>
9	Lothal*	0	0	1.1	0.4	0.5	0.42	<b>1%</b>
10	Dholavira	0	0	0.12	0.11	0.12	0.04	<b>0%</b>
11	Kankaria Lake Front*	0	0	8	51.28		61.04	<b>34%</b>
12	Sardar Sarovar	0	0	3.62	6.48	7.25	9.48	<b>8%</b>
13	Akshardham	0	0	11	11.5	13	14.5	<b>14%</b>
14	Gandhi Ashram	0	0	1.8	2.75	3.22	3.4	<b>3%</b>
15	Gir Forest	0	0	0	3.83	4.12	4.52	<b>4%</b>
16	Marine National Park**	0	0	0	0	0.21	0.29	<b>0%</b>
17	Rannotsav (Tent City)	0	0	0	0.06	0	0	<b>0%</b>
18	White Rann	0	0	0	0.72	1.43	1.55	<b>1%</b>
19	Nal Sarovar	0	0	0	0	65	0.76	<b>19%</b>
20	Thol	0	0	0	0	0	0.01	<b>0%</b>
	<b>Total</b>	<b>0%</b>	<b>0%</b>	<b>11%</b>	<b>26%</b>	<b>31%</b>	<b>32%</b>	<b>100%</b>

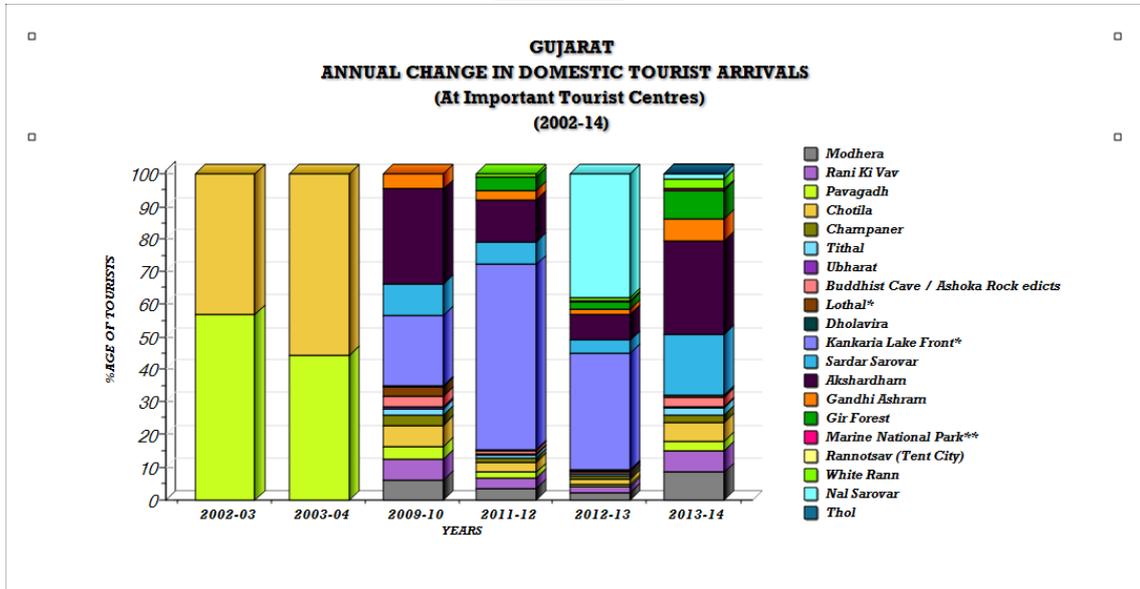
\* Estimated values and Aslo includes School Children

\*\*Marine National Park estimated values

In this part the researcher has tried to explain about pattern of domestic and international tourists arrivals at important tourist destinations. The *Table-53 & 54* been prepared and the absolute figures are converted into round figures. There are total twenty points which are now days receiving overwhelming tourists from all over the world. Some of the new virgin centers also have been included in the list, since 2011-2014. Accordingly the Graphs (*Graph-86 & 87*) have been prepared and the pattern is analyzed. From the *Graph-86* it is clear that Kankaria and Akshardham has received record number of tourists arrivals in last four years. The 'Kankaria Carnival' an even based tourism activity organized by Government of Gujarat every year. This might be one of the reasons that within a short period of time suddenly it come up with largest share of tourists arrivals. Akhsardham, is one of the glorified temple of Swami Narayan Sampradaya which is followed by large number of tourist every year. Sardar Sarovar, Tithal and Gir forest also gaining importance in terms of tourism growth. Others like Pavagadh, Chotila, Rani-ni-Vav, Modhera Sun temple and Lothal also gain sizeable number of tourists in recent years. From 2009-14 it has been observed that these all above mentioned places are encouraging a big flow of tourists from within Indian as well as from other part of the world. *Graph-87* represents the total change in international tourist arrivals at different tourist centers in Gujarat. Modhera, Rani ni Vav and Gir forest receives record number of international tourist inflow. Recently Rani ni Vav declared to be a world heritage site so this could be one of the reason for foreign tourist to flow. Gir forest one and only natural habitat for

Asiatic Lions also becomes centre of attractions for them. Champaner and Buddhist Caves, historical sites are also gaining priority tourism. In 2012-13 White Rann tourism shared a significant size of tourist which in 2014 lost its share, might be because of great arrivals to Thol has suppressed its contribution. Recently in 2013-14, the Thol Lake Bird Sanctuary witnesses a tremendous increase of international tourists. Nal Sarovar is also coming up in picture of tourism.

**Graph-86**

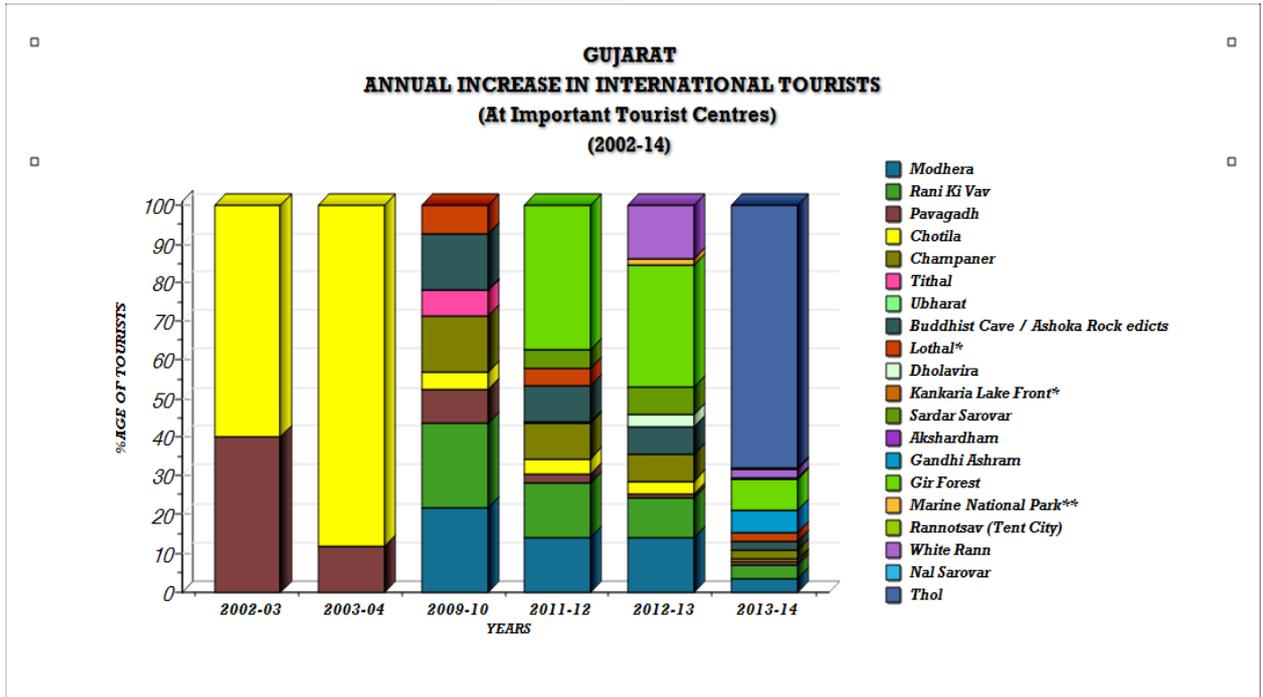


**Table -54** (Figure in Lacs)

Sr. No	Locations	Tourist Center-wise Arrivals of Foreign Tourists						Total
		2002-03	2003-04	2009-10	2011-12	2012-13	2013-14	
1	Modhera	0	0	0.03	0.03	0.04	0.03	<b>9%</b>
2	Rani Ki Vav	0	0	0.03	0.03	0.03	0.03	<b>8%</b>
3	Pavagadh	0.0002	0.00081	0.012	0.005	0.002	0.006	<b>2%</b>
4	Chotila	0.0003	0.006	0.006	0.009	0.01	0.005	<b>2%</b>
5	Champaner	0	0	0.02	0.02	0.02	0.02	<b>5%</b>
6	Tithal	0	0	0.009	0	0	0	<b>1%</b>
7	Ubharat	0	0	0.0004	0.0002	0	0	<b>0%</b>
8	Buddhist Cave / Ashoka Rock edicts	0	0	0.02	0.02	0.02	0.02	<b>5%</b>
9	Lothal*	0	0	0.01	0.01	0	0.02	<b>3%</b>
10	Dholavira	0	0	0	0	0.01	0	<b>1%</b>
11	Kankaria Lake Front*	0	0	0	0	0	0	<b>0%</b>
12	Sardar Sarovar	0	0	0	0.01	0.02	0	<b>2%</b>
13	Akshardham	0	0	0	0	0	0	<b>0%</b>
14	Gandhi Ashram	0	0	0	0	0	0.05	<b>3%</b>
15	Gir Forest	0	0	0	0.08	0.09	0.07	<b>16%</b>
16	Marine National Park**	0	0	0	0	0.004	0.002	<b>0%</b>
17	Rannotsav (Tent City)	0	0	0	0	0	0	<b>0%</b>
18	White Rann	0	0	0	0	0.04	0.02	<b>4%</b>
19	Nal Sarovar	0	0	0	0	0	0.001	<b>0%</b>
20	Thol	0	0	0	0	0	0.58	<b>39%</b>
	<b>Total</b>	<b>0%</b>	<b>0%</b>	<b>9%</b>	<b>14%</b>	<b>19%</b>	<b>57%</b>	<b>100%</b>

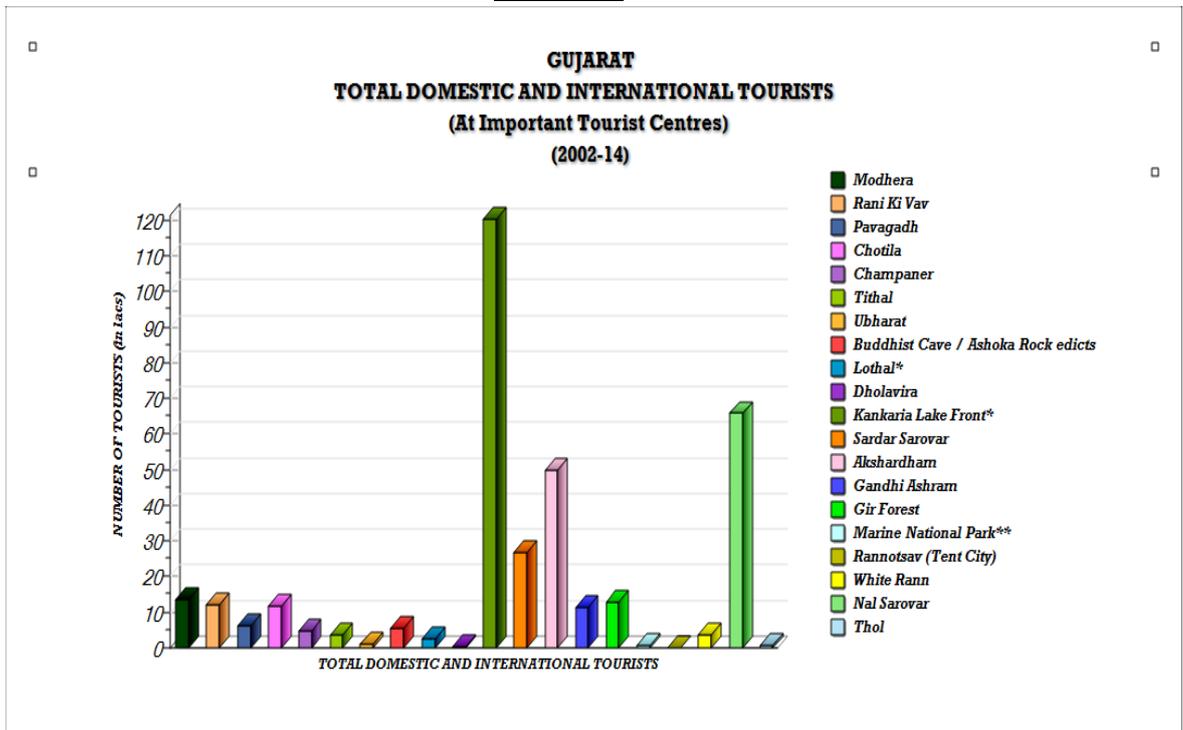
**Data Source:** GITCO, Annual Report from 2002-03 to 2013-14 (converted into percentage)

**Graph-87**



The Graph-88 is drawn to show the comparison between overall domestic and international tourist inflow to the state (2002-14). If we look at all combine total incoming tourists then Kankaria lake tops followed by Nal Sarovar, Akshardham, SSD and Gir forest. Rests of the other tourist places are showing only little change in tourist ascent over period of time. Modhera, Rani-ni Vav, Chotila and Gandhidham are other centers receiving sizeable number of tourists.

**Graph-88**



The *Graph -89* indicates a comparative study of total domestic and international tourist arrivals sharing common centers. Looking to the graph it can be said that Modhera temple, Rani-ni-Vav, Champaner and Buddhist caves visited by comparatively more foreign tourists than domestic. While in terms of lakes the Nal Sarovar has dominance of domestic tourists while Thol represents overwhelming dominance of international tourists. Kankaria is famous among only domestic arrivals because there is no momentous arrival seen among foreign arrivals. Sardar Sarovar Dam is yes becoming favourite locations for both categories of tourists. Akshardham is visited by mostly domestic tourists rather it has greater significance among foreign tourists. Over and all the comparative study reveals that some places in Gujarat are internationally signified and some are only honored among domestic tourists.

**Graph-89**  
**Percentage difference in total domestic and International tourist arrivals (At important Destinations)**  
**(2002-14)**

