

CHAPTER-8

STATUS OF TOURISM IN STUDY AREA (SAMPLE SURVEY LOCATIONS)

8.1 CONCEPTUAL FRAMEWORK AND METHODOLOGY

The earlier chapters incorporated the facts related about Tourism history of Gujarat, literature, basic information, typology, components & systematized secondary data composed from various organizations from national and state level statistical reports. Accordingly, the diagrams, maps and graphs prepared and analyzed. Now this chapter includes my original work and the real contribution to existing knowledge & facts. It became possible only with the help of pursuing of truth with the help of study, observation, interviews, surveys, comparison and analysis. The research is based of systematic method of generalizing, enunciating the problems, formulating a hypothesis, collecting the facts or data, analyzing the facts and reaching certain conclusions either in the form of solutions towards the concerned problem or certain generalizations for some theoretical formulations. The real objective of my study will be fulfilled in this chapter. To carry out efficiently my work because of huge number of tourist arrivals I have used random sampling method and prepared Questionnaires and for each parameter I have selected 10 number of tourists from all backgrounds by their origin such as schedule for local tourists, outside Gujarat tourists, International tourists. The acquainted sample tourists were only those who stayed at least for 24 hours at that particular place. The survey was done by going to that particular tourist location and also to those who have gone earlier on the basis of that experience. To know about the physical, social and economic problems the schedules for shopkeepers is prepared. Sometimes it is not easy to collect information according to schedule so personal interviews was conducted. The electronic media such as phones & cameras was also used to record important information.

8.2 GEOGRAPHICAL SIGNIFICANCE OF SAMPLE SURVEYED TOURIST PLACES

In the present topic the researcher would like to introduce the touristic & the geographical significance of the samples locations which has been taken into Study. They are as follows:

1) Narayan Sarovar / Koteswar

Narayan Sarovar is located at the coordinate system of latitude, i.e. 23° 40' 22.8" N and Longitude of 68° 32' 20.4" E. Relatively situated in the western part of

Lakhpat taluka of Kutch district of Gujarat. Koteswar is located just 3 km NW from the Narayan Sarovar Lake.

Narayan Sarovar Lake is a sweet water lake on the mouth of Arabian Sea. According to legends, one of the holy rivers of India, Saraswati River had an outlet into sea near present day Narayan Sarovar and waters of lake were filled with holy waters of river Saraswati (*Wikipedia*). One another history behind could find a place that it was until the Indus shifted course, changing the geography of this region. Lakhpat was a prosperous port near its mouth. However, due to an earthquake in 1819 AD, the area became barren and crops withered away due to lack of water as river disappeared after the earthquake. The Ghost town in Lakhpat tells story of that serious earthquake. Koteswar temple is another mark in the pilgrim's trail and recognized for ancient Shiva temple. Koteswar temple overlooks *Kori Creek*, which is practically a shallow sea due to tidal difference. It is also referred as contested coastline due to ongoing conflict between India and Pakistan.

Narayan Sarovar is one the most sacred pilgrimage site for Hindus. According to Hindu theology, there are five sacred lakes water filled up collectively called Panchsarovar, namely Mansarovar, Bindu Sarovar, Narayan Sarovar, Pampa Sarovar and Pushkar Sarovar. Koteswar Mahadev temple looks quite gloomy. Generally this type of side sea location of temple is hardly gets to sea anywhere in the country. This tourist location is well maintained by the Government of Gujarat. However, it lacks the basic public utilities services. According to locals the foreign are not allowed to stay a night so least interested in visiting this place. This situation might be arising due to international security reasons. The other places nearby expected to visit are the *Narayan Sarovar Sanctuary* also popularly known as *Narayan Sarovar wildlife Sanctuary* or *Narayan Sarovar Chinkara Sanctuary*. The desert forest in this sanctuary is said to be the only one of its kind in India. *Mata no Madh* highly respected temple of Maa Ashapura.

2) Dwarka

Dwarka is located at the coordinate system of Latitude i.e., 22° 13' 48" N and Longitude at 68° 58' E. In relative sense it is situated at the western most tip of Jamnagar district of Kathiawad peninsula of Gujarat, which looks like a Lion's lower most jaw.

Dwarka, a city that was known as Dwarawati in Sanskrit literature is one of the seven most ancient cities of India. The name is derived from the word 'dwar' that means 'door' in Sanskrit and significance of the word is the door to Brahma. This city was the abode of Lord Shri Krishna. Geographically, Dwarka is small coastal town situated on tip of the Kathiawad peninsula. It is one of the most sacred sites for Vaishnavite Hindus. It has the unique distinction of being one of Hinduism's four 'Holy Abodes' as well one of its seven 'Holy places', Together with Badrinath in Uttaranchal, Puri in Orissa and Rameshwaram in Tamil Nadu and also one of the seven holy Hindu cities. The beaches of Dwarka are good but without any palms for shade. It sits at the mouth of the river Gomti on the Arabian Sea.

Marine research in early 2002 revealed evidence of a substantial city off the coast over 100m below current sea level, reviving the debate about the origins of Dwarka's off shore archaeological site. The present town is largely 19th century when the Gaekwad princes developed the town as popular pilgrimage centre. Dwarka is also the ancient kingdom of Krishna and is believed to have been the first capital of Gujarat celebrated as Krishna capital after his flight from Mathura, thousands come to observe Krishna's birthday and also Holy and Diwali.

Dwarka is famous for the **Dwarkadheesh (Krishna) Temple** among other significant historical and religious sites in the area. It is splendidly set on the sea coast. The exterior of main temple is more interesting. The soaring five exterior of main temple is more interesting. The soaring five storey shikhara tower is supported by 60 columns.

Other important sites are the **Rukmini temple** which is a fine example of 12th 13th century Hindu architecture of Gujarat. It has beautifully carved mandapa columns, but much else is badly weathered. A Krishna pilgrimage to Dwarka can be combined with Harshad mata temple, Sudama temple at Porbander, Muldwarka and Madhavpur temple south of Porbander.

Jagat Mandir or "temple of the Temple" marks the place where the great grandson of Krishna supposedly built a temple more than 2500 year ago. The present temple dates from the 15th 16th C and contains a group of several smaller temples. The *Moksha dwara* (Gate of the salvation) is the main entrance, while *Swarga Dwara* (Gate of Heaven) is the south gate leading to the Gomti River. It is believed that Mirabai, Krishna's devotee follower, merged with his idol in this temple (Gujarat,

India Tour Guide 2011). Janmashtami, the birth anniversary of Krishna is a major event and thousands of devotees come from all over India and abroad to celebrate.

Sharda Peeth is the first among four Peeths (religious seats) established by Adi Shankaracharya (686-718AD) who spent his life reforming Hindu beliefs and different school of Vedic philosophy around India.

Gomti Ghat, is situated at the mouth of the River. A bath in these waters is believed to purge the soul. Decorated camels, tea stands and bearded men selling seashell jewellery by the water add to the ambience. The banks are dotted with innumerable shrines dedicated to Saraswati, Lakshmi and Samudra (God of the sea). There are plenty of places to stay around town, including a number of Dharmshalas. However, the water in this area has a strong undercurrent so it is not safe to swim.

Bet Dwarka is considered the original abode of Krishna. The island was a full fledged port before Okha developed nearby. With luck you may see dolphins from the island. There are long stretches of coastline for picnicking and wading.

There are numerous holy shrines in and around Dwarka and Beyt Dwarka attracts tourists every year. The Dwarkadheesh Temple, Nageshvara Jyotirlinga Temple, Shrine of Meerabai, Shri Krishna Temple & Hanuman Temple in Bet Dwarka are some of the important religious places of Dwarka. With all the religious backgrounds, Dwarka has always remained and continues to remain one of the most visited places of Gujarat.

3) Somnath (Prabhas Patan)

Somnath is located at the coordinate system of longitude i.e, 20° 53' 17" N and Longitude of 70° 24' 5" E. It is located in the Prabhas Kshetra near Veraval in Junagadh district of Saurashtra region of west Gujarat.

Geographically, Somnath is a coastal city, situated at the lower tip of the peninsula of Saurashtra. It has Arabian Sea at one side. The climate in Somnath is moderate as it is close to the Arabian Sea. The summers are slightly hot, whereas the winters are mild. Monsoon is always windy and experiences heavy rainfall. The best season to visit Somnath is from October to March. It is believed that the main temple was built in gold by the Moon God, Soma, then in silver by the Sun God, Ravi and after wards in wood by Sri Krishna, later on in 11th century the Solanki Rajputs made a new temple made of stone. (www.nativeplanet.com/somnath/). The Somnath Temple is known as "*the Shrine Eternal*", having been destroyed many times by Islamic kings

and rulers. Somnath has recently become a hot spot for pilgrimage tourism. Its beach is another tourists spot. But this beach is not meant for swimming because the waves here are quite violent but the beach definitely provides a good experience of being close to nature and entertainment like camel ride and foods are also available here. One can definitely enjoy the blend of Portuguese and Saurashtra cuisine and culture in this place. It was invaded six times and the present temple is the seventh reconstruction of the original temple.

The main temple *Somnath Mahadev Temple*, preserves the mythological and religious heritage of India. People here are very religious and follow all traditions faithfully. All festivals are celebrated with great enthusiasm. It is the first among the twelve Jyotirlingas shrines of the God Shiva. The temple is considered sacred due to the various legends connected to it. It is illuminated every evening and the sound and light show.

Besides, Somnath has other temples like the *Sun Temple*, which was built in 14th century and has idols of Sun God and his two attendants. *Bhalka Tirtha* is the place where Sri Krishna was erroneously shot by Jara, a Bhil hunter and *Dehotsarg Tirtha* is the site where Lord Sri Krishna was cremated. Other places to visit are the *Buddhist Sana Cave*, *Mai Puri Masjid*, *Veraval* and more.

4) Palitana

Palitana is located at the coordinate system of latitude i.e., 21° 28' 8" N and Longitude of 71° 47' 38" E. Palitana is the place of temples of Jainism which are located on Shetrunjaya in Bhavnagar district, Gujarat.

Geographically, the Palitana has spectacular location that is the Gulf of Khambhat is to the south of Shetrunjaya Hills, and Bhavnagar town is to the north of the hills with the Shetrunji River flowing in between. The Palitana temples are situated at the twin summits and the saddle linking them. The summit is situated at an elevation of 2,221 m AMSL. Reaching it involves climbing over 3,750 stone steps. However during the monsoon season the temples are closed for devotees.

Bhavnager is also home to the Jain temple complexes at Palitana, associated with the first *Tirthankar Adinath*, who is believed to have attained enlightenment here. Some of the temples dated from the 11th C., but due to frequent renovations hardly anything you see is older than the 16th C. This is the principal pilgrimage

centre for Jains, who come in lacs every month. It has accumulated about 900 temples in about the same number of years & new temples are still continues to be built.

Palitana was a princely state until independence. Its location on Shetrunjaya hill has protected it from repeated invasions by Muslims and Rajputs alike. Pilgrims and tourists must climb more than 3000 steps to the top, where the nine most important *Toonks* (clusters of shrines) are located. A few hundred meters short of the entrance to the main Toonk the path splits. Most people take left bifurcate the shorter route, but the right path goes to past little visited shrine of Hengar Pir. This is tomb of the Muslims saint reputed to have protected the site against invasion by other Muslims. It is now associated with fertility miracles and many childless couples visit here. For in depth information visit the Shri Vishal Jain Museum at the foot hill before you climb. It exhibits palm leaf manuscripts, excavated idols, history of Jainism and important incidents in the life of Lord Mahavira, the founder of Jainism. Some of the documentation is in English. The nearby Jambudweep Temple presents the Jain cosmic view. It explains that the earth is not round, that Apollo never went to the moon and that the sun, moon and stars revolve around the earth. This is called 'Jain Mathematics'

The Accommodation facility is well furnished here in the form of Dharmshalas. However it is mostly reserved for Jains only. It has more than 120 Dharmshalas for Jain pilgrimage purpose. Each of Dharmshalas looks not less than 4-5 star hotels. There are hotels near the bus stand where other than Jain community can stay. Food and water is available at the bottom of the hill.

5) Kutch / Bhuj / Mandavi

Bhuj is located between the coordinated system of Latitude i.e., 23° 15' 0" N and Longitude of 69° 40' 12" E. Mandvi is located at the coordinate system of latitude i.e., 22° 51' 36" N and Longitude of 69° 23' 24" E. This is a location where river Rukmavati meets the Gulf of Kutch. It was once major port of the region and summer retreat for the King of the Kutch.

Kutch is region of environment extremes. It extends from the salty marshes in the north and east through the grassland of Banni and the central highlands down to the luxuriant coast along the Gulf of Kutch. During the summer time the sea water recede back leaving behind a broad swath of saline swamps, otherwise known as the Rann of Kutch. When the rain submerged the Rann, the land becomes the virtual

Islands resembling the back of the turtle, which is also called *Katcho* in local language and gives the region its name. The coasts and marshlands attract many migratory and domestic birds including giant flocks of flamingos.

Mandvi, largely a barren land with an elevation of just 15m AMSL, is among the chief towns of Kutch district. It has nice stretch of blue water. This is a zone up to 100m intertidal zone, sandy beach occupied by fishing settlement. The beaches front with scrub forest, wasteland and agricultural land. Mandvi beach is also known as *Wind-farm beach* due to its frontage with wind farms. Mandvi beach has been untouched by industries, with exception of wind-farms. It is four centuries old shipbuilding centre and fortified town with disappeared walls. It also makes for a good base to explore the southern stretch of Kutch. The beach is the closest to town, located across the bridge over the river and along the road beyond Salaya near the Sashi Vishwanath temple. The beach is within the walking distance of the temple. Further Ravalpir beach about 6km is a serene stretch completely undisturbed by the development. Mandvi, is home to around 300 temples found in various parts of this town. Most of temples are centered on deities Lord Shiva and the Goddess Kali. Some major temples to visits include Swami Narayan Temple, Triloknath Temple and Bhootnath Temple among others. These temples are also monuments under the protection of the Indian Government.

Bhuj is a beautiful little town with at elevation of 100m above MSL, located in Kutch district, Gujarat. It was founded in the year 1510 by local ruler, called Maharao Hamir. Some of parts of Bhuj ruined during the course of time due to earthquake. The town actually had a rich and vibrant history. Since it was a walled city, at its prime in history, there were 35 ft high walls and towers that surrounded the city. Bhuj has got its name from the fortress called Bhuia that overlooks the city from this nearby hill. Bhuj has witnessed many calamities over a period of time.

Vijay Vilas Palace is the royal summer retreat, was built about 8 km from main Mandvi beach in 1929 by Vijayrajji. Constructed of red sandstone in the Rajput style, its rooftop balconies offer a striking view of the surrounding area. Just before the palace a cottage accommodation constructed between the scrub natural forests where most of the foreign tourists arrives. For a prominent port and fortress town of the past, Mandvi's main tour attraction is the majestic Vijay Vilas Palace, set amidst the beautiful landscape of manicured gardens with their own water channels and

lavish marble fountains. The surrounding lush gardens are just an appetizer to the visual treat awaiting visitors to the magnificent palace.

Ramkund is traditional square tank with short flights of steps waltzing down to the water. It is tucked away inside a narrow alley behind the Ram Dhun temple and an ideal place for reflection. The walls of the kund have a narrow band of beautifully carved miniature idols depicting the ten incarnations of Lord Vishnu along with other deities of the Hindu pantheon.

Kalyaneshwar and Bhimnath Mahadev Temples are dedicated to Lord Shiva. A small glimpse of Bhuj's heritage in a series of Shiva temples, a memorial and sati stones, is curiously nestled between modern development of the city.

The Kutch Museum is Gujarat's oldest museum, which was renovated after the earthquake. The Kutch museum depicts the real picture of Kutch traditional cultural milieu.

The majestic Hamirsar Lake with Rajendrabagh garden jutting in the middle of it, located in the centre of the Bhuj. In the morning locals come to feed the fish and birds. The surrounding grove of trees provides refuge from mid-day heat and in the evening it is thronged by locals of all ages.

Mohammad Pannah Jama Masjid was built in the memory of Saint Mohammad Pannah who, migrated from Baghdad to Kutch to spread the teachings of Islam. This original mosque built in the 18th C is now closed due to damage during earthquake.

Aaina Mahal, also known as palace of mirror was built in 1761 under Maharao Lakhpatji, a great patron art and culture. He envisioned the mahal as pleasure retreat. Decorated with resplendent chandeliers, fountains and doors in laid with ivory and gold, the palace cost 8 million *kori* to build.

Pragmahal Palace, situated at the same complex as the Aaina Mahal. On the first floor of this Italian-Gothic masterpiece is the large Darbar hall, ornate with carved columns and statues. The palace 45 tower stands tall over the Bhuj skyline and is an architectural marvel.

Old Swaminarayan Temple, represent one of the intricate wooden carvings coated with vibrant colours characterize this temple, built in 1823. The temple is one of the original six built during the time of Swami Shahajanand, the founder of the Swaminarayan region.

Ashapura Temple Built sometime in the mid 16th C the temple honors Ashapura, the family goddess of the erstwhile royal family.

Naniba Pathshala Maharao Lakhpatji, a patron of poetry founded this institute in 1749 and welcomed scholars from across India to study the literary form.

Sharadbagh Palace remained the king's residence until Madan Singh, the last ruler of Kutch died in 1991. Upon his demise the palace dining hall was converted into a museum displaying a royal collection of china, stuffed game, handcrafted showpiece, ivory and coins. Palace is off limits due to damage caused by earthquake.

Bharatiya Sanskariti Darshan Museum, founded by forest service officer, Ramsinhji Rathod, who had a passion for Kutchi folk art and handicrafts the museum features an array of artifacts from remote regions of Kutch collected while Rathod travelled.

6) **Ambaji**

Ambaji is located at the coordinate system of latitude i.e., 24° 19' 48" N and longitude at 72° 51' E. In relative sense Ambaji is situated at the Gujarat and Abu road of Rajasthan border, north of Banaskantha district, Gujarat.

Ambaji is situated on Arasur Hill at an altitude of 480 m, towards the southwestern end of the Aravali Range (meaning '*line of peaks*'), the Ambaji Temple of flocked by millions of religious tourists every year, especially on full moon night of Bhadarva. The holy temple of 'Arasuri Ambaji', there is no image or statue of goddess, the holy 'Shri Visa Yantra' is worshiped which no one can see with naked eye. The town is known for its marble quarries and artisans chiseling. Local sells fresh honey, wax and other forest products. The climate of Ambaji is pleasant throughout the year. **The Kailash Hill** is famous for sunset point and for its scenic beauty.

The Ambaji Temple is one of the major Shaktipeethas of 51 in India. According the mythology the heart of Devi Sati's body fell at the top of hill of Gabbar which is the original seat of Amba Mata. The Shrine built of marble has no idol but a niche with matrix of geometric shapes called vishvayantra. During Dipawali the whole Ambaji temple is decorated with lights. It is also mentioned in Mahabharata too in terms of Pandavas worshiping the Goddess during their exile.

The Gabbar Hill is located near the noted Vedic river Saraswati, on one of the hills of Arasur, which is located at the height of 1,600 feet from AMSL. It is a dome shape steep hill and is very difficult to climb. The Pilgrims have to climb up circulatory path of 300 stone steps to reach at the top.

The other places of touristic importance are Kamakshi Mandir, Koteshwar, Kumbharia and Mansarovar

7) Saputara

Saputara is located at the coordinate system of longitude i.e., 20° 34' 47" N and Longitude of 73° 44' 5" E. It is situated in The Dangs district at the border of Gujarat and Maharashtra in the south.

Saputara, the only hill station is located on a plateau at an altitude of 1000 m AMSL, in the Dangs district of the Gujarat. The district is one of the densest forested areas of the Sahyadri Mountains. The plateau overlooks the green valley stretched over a length of about 24 km. Saputara helps in the restoration of youthful features to fluvial landscape amidst the green woods. Its climate is free from city disturbance and remains constantly pleasant. The summers are also not very hot that is the temperature does not exceed 28°C. Saputara means the '*Abode of Serpents*' and a snake image on the banks of the river Sarpganga which is worshiped by the Adivasis on the festival of Holi.

Saputara, has been developed as planned hill resort with all required amenities like parks, hotels, swimming pools, boats, ropeway and a tribal museum to ensure an enjoyable holiday in Saputara. Although there are only few places of real interest in town, it is a good base to explore the district and a relaxing stopover for people travelling by road from Gujarat to Maharashtra. Excursions from Saputara can be made to the wild life sanctuary in Mahal Bardipara forest.

Gira Waterfalls is breathtakingly beautiful around monsoon, are among the most picturesque sights in the district. The other places of touristic importance, includes Gira waterfalls which is 52 km away from saputara.

Girmal water fall is one of the highest waterfalls in Gujarat. It extends to a height of up to 100 feet. This site is popular among visitors and people of the regions alike. The water swiftly falls from a great height, creating a fog like condition that's eye catching.

The Saputara Museum contains interesting information about the topography and anthropology of the Dangs. The collection includes stuffed birds, tribal ornaments, jewelry and musical instruments which represents the basic introduction of local tribal culture.

Sarpganga Lake is the centre of attraction of the Saputara. One can hire boats between 8.30 to 18.30 hours.

Artist Village is situated in Gandharvapur on the main road from Saputara to Nashik. This small marketplace sells local made crafts mostly bamboo-based. One can also learn warli painting and see live demonstrations of bamboo production. It is run by Chandrakant Parmar and Surya Goswami.

Other places of Interest includes, the ropeway, which takes around minutes to cross and offers an aerial view of Saputara & valley below. Besides, Sunrise point, Eco point, Sunset points offers breath-taking views of the valley. Local community worships the serpent shrine, Nageshwar Mahadev, on the southern bank of the Saputara.

8) Ahmedpur Mandvi Beach

Ahmedpur Mandvi is located between the Latitude of 21° 31' N to Longitude of 70° 36' E. Relatively the district is located at the southern most part of the Junagadh district at the border of Diu Island.

Ahmedpur Mandvi has one of the finest & best coastal stretch unexplored beaches in Gujarat. It faces the island of Diu across a creek and, continues onward as Ghogha Beach into the adjoining part of mainland Diu. The place can be visited round the year, but winter is the best time to venture in this area. One can have Alcohol drinking excursion next door at Diu. Ideal months are October to March. The climate is never harsh here. The beach is white and firm, dotted with fishing hamlets, ideal for long walks and the water perfect for swimming diving etc. A variety of water sports options are on offer- water scooting, skiing, surfing, parasailing and speed boating. Private beaches- some of the cottage resorts provide private beaches for guests. Other facilities include air-conditioned rooms, pleasant lawns, and palm grooves.

9) Sasan Gir

Sasan Gir (National Park) is located at the coordinate system of latitude i.e., 21° 8' 8" N and Longitude of 70° 47' 48" E. this is located in Junagadh district, at the southern most central part of the peninsula. It is spread around 1,412 sq km.

The seven major perennial rivers of the Gir region are *Hiren, Shetrunji, Datardi, Shinghoda, machhundri, Godavari* and *Raval*. The four reservoirs of the area are at four dams, one each on Hiren, Machhundri, Raval and Shinghoda, including the biggest reservoir in the area the *Kamleshwar Dam*, Dubbed '*the lifeline of Gir*'. During peak summer, surface water for wild animals is available at about 300 water points. When drought hits the area following a poor rainfall, surface water is not available at a majority of these points, and water scarcity becomes a serious problem (mainly in the eastern part of the sanctuary). Ensuring the availability of water during peak summer is one the major tasks of the forest department staff. Sasan Gir is the entry point to the sanctuary. The forest has extremely rugged and hilly terrain, which is of volcanic origin. It is considered the largest dry deciduous forest in western India. In addition to the Lion there is the jungle cat, hyena, jackal and leopards. There is also Nilgai, spotted deer, sambar, blackbuck, porcupine and the rarely seen Pangolin.

Gir National Park, a natural habitat for Asiatic lion is the major attraction for most visitors to Junagadh and the Gir forest its abode. As a result of excessive hunting, poaching and forest depletion, the lion population was in dramatic decline before 1965 and the government setup the sanctuary across 1153 sq. km to protect it. A decade later 258 sq.km inside the sanctuary was declared national park. Currently the Asiatic lion population in Gujarat numbers about 411 (2011).

Gir Interpretation Zone, Devalia, an Interpretation Zone has been created within the sanctuary. This is designed to reduce the tourism hazard to the wildlife and to promote nature education. Within its chained fences, it covers all habitat types and wildlife of Gir with its feeding-cum-living cages for the carnivores and double-gate entry system.

10) Dumas Beach

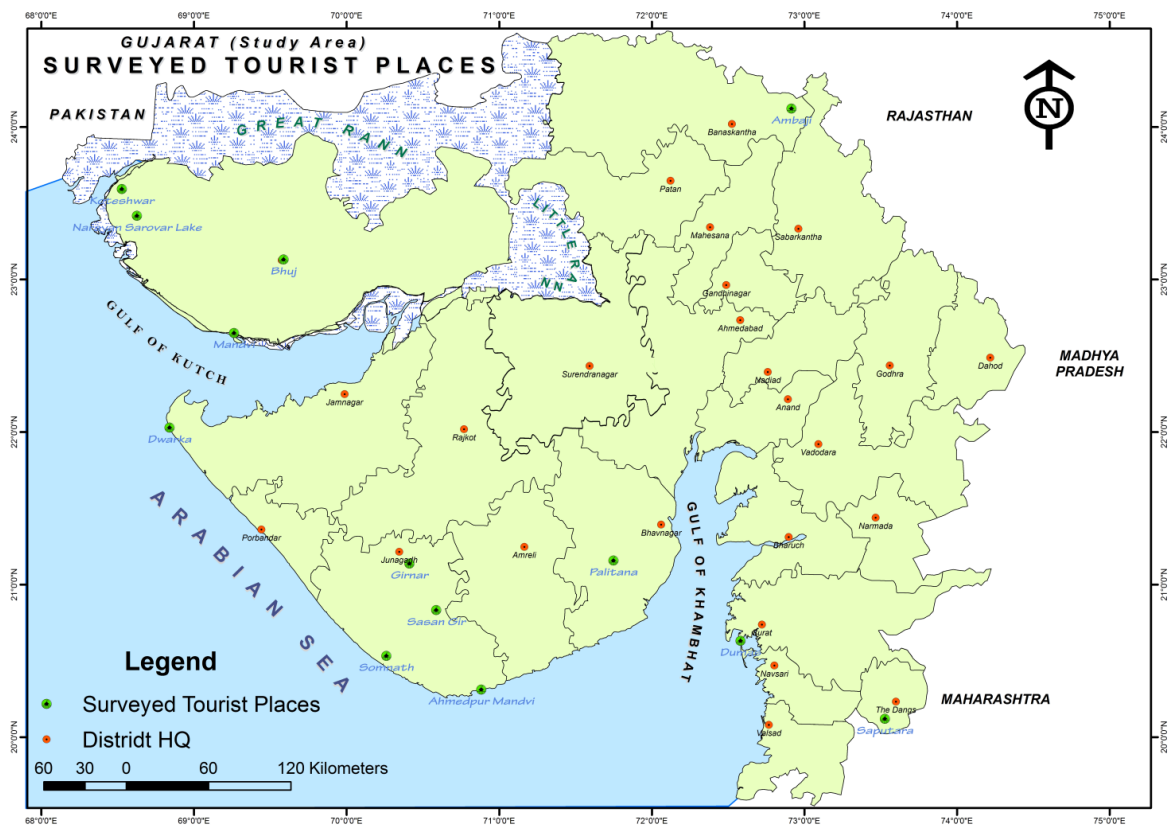
Dumas is located at the coordinate system of latitude i.e., 21° 4' 45" N and Longitude of 72° 42' 55" E. Relatively positioned along the Arabian Sea at south west of Surat city.

Dumas beach is an urban beach along the Arabian Sea located 21 km southwest of Surat City in Indian state of Gujarat. This beach is famous for its black sand. It is a popular tourist destination in south Gujarat.

Apart from the beach, places of interest at Dumas including the *Dariya Ganesh Temple* locate adjacent to the main beach. The promenade has several shops

selling Indian snacks. Dumas beach is a popular beach destination in Surat which is calm and scenic beach attracts attention of tourists. Tourists coming from outside Gujarat can take accommodation and unwind themselves there. Many local tourists visit this charming beach on the weekend to enjoy the sparkling surroundings of the seashore and get the fresh air. Due to its fresh air, it is known as best place for the cure of tuberculosis. Dumas beach is among ten most haunted beaches in India.

The other places near Dumas which are also equally important are Tithal beach, Ubharat beach & Suvali beach.



Map-53- Map Showing Surveyed Sample Tourist Places

8.3 STATUS OF TOURISM AT SURVEYED DESTINATIONS

This part includes the analysis of the available data for surveyed destinations collected from secondary sources. For the study purpose I have chosen ten most important tourist locations for sample study & collected required data personally from the field. The figures which presented here are surveyed by GITCO. The organization has surveyed many more places but as for research purpose I have selected ten destinations for sample study. It will be better to analyze first the available organization secondary data before going for sample surveyed figures and facts. In

the below mention **Table-55** I have taken Sasan, Dwarka, Saputara, Ambaji, Somnath, Kutch/Bhuj, Mandvi, Ahmedpur Mandvi, Palitana, NS/Koteswar, & Dumas. For all these locations the origin wise data has been taken to analyze the trend of flow.

Table- 55

Sr. No	Study Areas	Arrivals of Local Tourists at surveyed destinations (2002-14)						
		2002-03	2003-04	2009-10	2011-12	2012-13	2013-14	Total
1	Sasan Gir	48319	35252	66938	135560	302631	388057	4%
2	Dwarka	363519	685487	677025	908829	1120287	1163246	22%
3	Saputara	72441	72067	127820	160225	221287	277780	4%
4	Ambaji	838124	946081	1516493	1832354	2028534	2001260	40%
5	Somnath	102133	286133	325599	413251	473038	496438	9%
	Kutch/Bhuj	118982	17327	126388	203913	246781	250772	4%
6	Mandvi	42404	14777	46540	76319	91724	98310	2%
7	Ahmedpur mandvi	NA	NA	NA	NA	NA	NA	0%
8	Palitana	376198	426077	452029	557484	644125	729516	14%
9	NS/Koteswar	NA	NA	NA	NA	NA	NA	0%
10	Dumas	NA	NA	5511	5415	6423	5728	0%
	Total	9%	11%	15%	19%	23%	24%	100%

Source : Annual reports, GITCO (tabulated according to requirement).

NA- Not Available

From the above **Table-55** it is worth to mention that except for the Ahmedpur Mandvi, Narayan Sarovar/ Koteswar, all other centers data was available so in most of the graphs they are showing nil values. For Dumas the data of 2002-03 and 2003-04 is not available so that is not represented in the graphs. From the **Graph-90** the changing pattern of the local tourist arrival over a period o time is well indicated. If we look at the rank wise trend the Ambaji absorbs highest number of local tourists. Ambaji temple is one the most important religious palace for devotees. This is one of the reasons for its high acceptations. The Government of Gujarat also has given much emphasis in terms of infrastructure development to attract tourists from all over the world. But if we look the trend then the percentage of tourists has declined in last two years i.e., in 2012 & 2013. Since 2009 its share among other centers has declined. In opposition to that the percentage of tourists at Sasan Gir has accepted increasingly since 2003 to 2013. But the percentage share is still very low. Actually the Sasan Gir is not visited by all time tourists because of seasonal changes while the places like Ambaji, Dwarka, Somnath are having all time tourists traffics. A little increase in %age of tourist traffic also observed in Saputara & Dwarka but the values are insignificant. Palitana is also demonstrating the droppings of tourists. Kutch / Bhuj, Mandvi and Dumas show no change in tourist arrivals and they are still maintaining their lowest percentage.

Graph -90

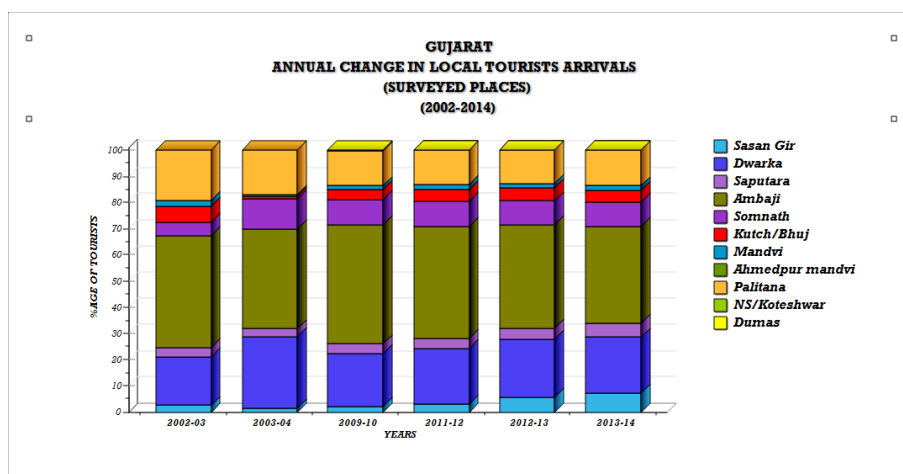


Table- 56

		Arrivals of OIS Tourists at surveyed destinations (2002-14)						
Sr. No	Study Areas	2002-03	2003-04	2009-10	2011-12	2012-13	2013-14	Total
1	Sasan Gir	9322	8479	13686	31660	83741	88615	3%
2	Dwarka	169721	386916	370217	523833	647201	675846	35%
3	Saputara	27390	24922	40382	43436	77298	104721	4%
4	Ambaji	29121	33210	209085	189853	187527	275832	12%
5	Somnath	21746	63746	52689	83083	113123	113014	6%
	Kutch/Bhuj	31165	16873	62716	68434	109896	131236	30%
6	Mandvi	37872	20199	22157	21156	27893	24150	2%
7	Ahmedpur mandvi	0	0	0	0	0	0	0%
8	Palitana	49916	70219	84909	137404	147111	149279	8%
9	NS/Koteswar	0	0	0	0	0	0	0%
10	Dumas	0	0	133	206	292	161	0%
	Total	5%	8%	11%	14%	18%	20%	100%

Source : Annual report, GITCO (tabulated according to requirement).

NA- Not Available

The above **Table-56** represents the annual change in the number of tourist arrivals from other Indian states for all ten influential locations. From the **Graph-91** it is clear that Dwarka is the most favourable tourist place for the tourists from other Indian states. The temple of Dwarka has an international significance and one of the paramount centres for tourism. As compare to local tourist the outside state tourist are well flourished there. If we look at the year wise change (from 2002-13) of tourists then it maintains its percentage share among all others. Other than Dwarka places like Sasan Gir, Saputara, Ambaji, Kutch / Bhuj and Somnath also has shown some increase in OIS tourists in the state. Mandvi & Palitana has shown marginal declination in terms of OIS tourists. Over and all we can say that still so many tourists places are not well known or marketed outside to Gujarat. Besides Dwarka, Ambaji & Palitana is the second & Third favourable place for the OIS tourists.

Graph -91

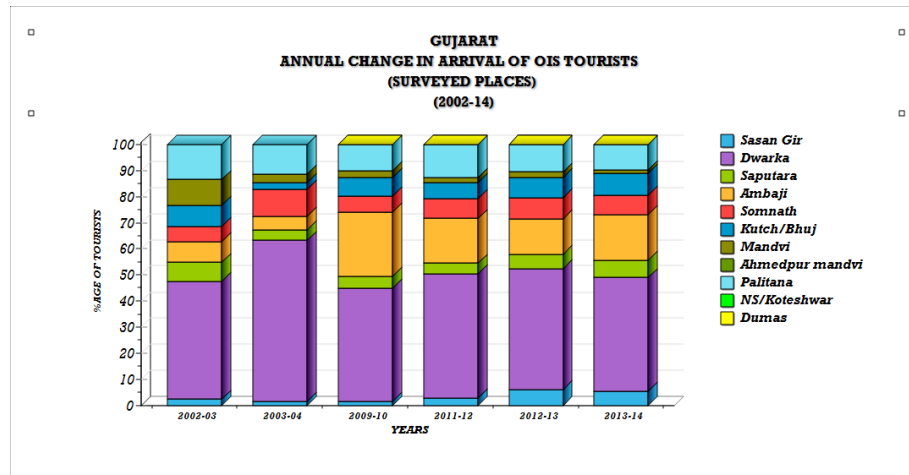


Table- 57

Sr. No	Study Areas	Arrivals of NRI's Tourists at surveyed destinations (2002-14)						Total
		2002-03	2003-04	2009-10	2011-12	2012-13	2013-14	
1	Sasan Gir	720	1009	2000	3534	8157	9417	16%
2	Dwarka	845	422	292	1428	146	2647	4%
3	Saputara	39	0	327	675	600	31	1%
4	Ambaji	3829	0	9735	10103	10385	9808	29%
5	Somnath	145	2206	3188	3553	4295	4049	12%
	Kutch/Bhuj	260	2	556	2856	3002	4899	8%
6	Mandvi	147	NA	0	436	304	419	1%
7	Ahmedpur mandvi	0	0	0	0	0	0	0%
8	Palitana	1803	2753	8633	13513	12809	11566	29%
9	NS/Koteswar	0	0	0	0	0	0	0%
10	Dumas	0	0	0	0	60	0	0%
	Total	5%	4%	16%	24%	26%	28%	100%

Source : Annual reports, GITCO (tabulated according to requirement).

NA- Not Available

The **Table-57** is drawn to show annual change in arrival of NRI tourists at ten influential destinations. Accordingly the comparative multiple bar graphs are prepared to show the figures at a glance. From the **Graph-92** it can be said that the most preferable place for NRI's are Ambaji, Palitana and Sasan Gir. But except Sasan Gir no other tourists places are showing increasing trend in NRI tourists. If we look at the graph it is clear that Sasan Gir has shown high increase in 2012-14 as compare to 2002-03. Ambaji is representing a declining trend in NRI growth since 2009. The growth of NRI tourists are also observed in Kutch / Bhuj. The main reason for this glorious inflow might be credited to the 'Rannotsav' at White Rann organized by Gujarat Tourism Department. The fluctuating Arrival of NRI's are observed at Somnath which since 2011 shows minor decline in 2013. Dwarka also shows alternate change in tourist arrivals. Palitana is the only place where the boom of NRI's are seen. This might be because of Jain's who are mostly living out of the country and

visiting Palitana every year so high growth becomes obvious. The cleanliness and well organized services for Jain's make this place more attractive.

Graph -92

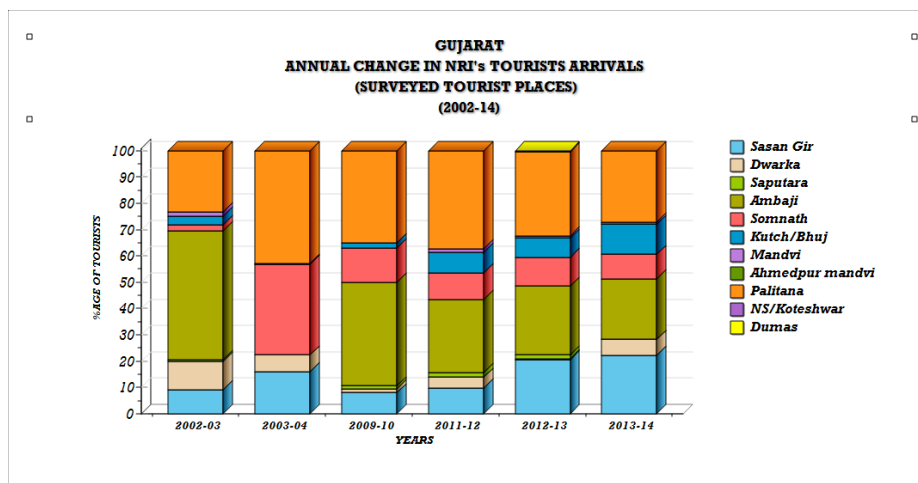


Table- 58

		Arrivals of Foreign Tourists at surveyed destinations (2002-14)						
Sr. No	Study Areas	2002-03	2003-04	2009-10	2011-12	2012-13	2013-14	Total
1	Sasan Gir	614	558	762	1777	3474	3020	9%
2	Dwarka	2840	2996	1384	2398	2804	2141	13%
3	Saputara	13	12	48	30	0	0	0%
4	Ambaji	0	0	0	0	0	0	0%
5	Somnath	6	7	378	675	270	220	1%
	Kutch/Bhuj	1995	452	8606	17108	11928	17106	49%
6	Mandvi	718	703	1245	1764	827	539	5%
7	Ahmedpur mandvi	0	0	0	0	0	0	0%
8	Palitana	3986	6267	3575	3679	5008	4159	23%
9	NS/Koteswar	0	0	0	0	0	0	0%
10	Dumas	0	0	0	0	0	0	0%
	Total	9%	9%	14%	24%	21%	23%	100%

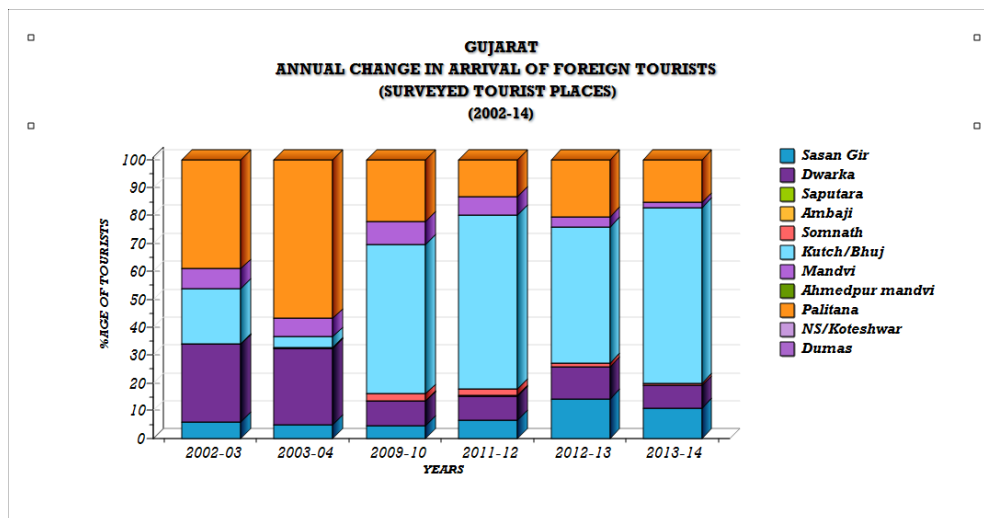
Source : Annual Report, GITCO (tabulated according to requirement).

NA- Not Available

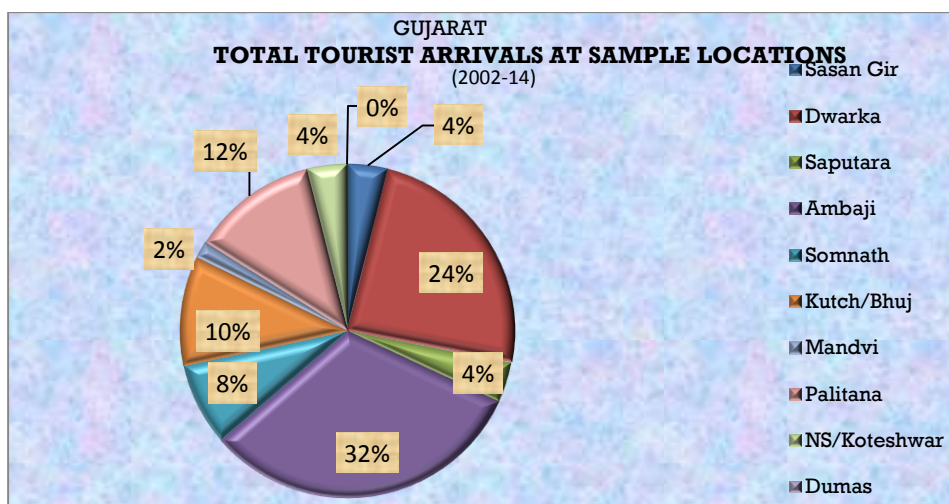
The above **Table-58** represents annual change in foreign tourist arrivals at pre-identified ten destinations. The table, itself indicates that most of the tourist locations are blank of foreign tourists. From the **Graph-93** it can be said that Kutch/ Bhuj are the most appreciable location where foreigners would prefer to visit. Since 2009 there is a record of high growth of foreigners which is a good sign of future prosperity. Besides, Sasan Gir also has shown a considerable rise from 2002 to 2012, which also declined according to data of 2013. Rest, other centers are showing recessive growth in terms of foreign tourist. A seesaw scene is observed at Palitana tourist centre over a period of time. Except 2003-04 none of the period shows high increase of foreigners. Mandvi and Somnath also indicate sharp recession. Dwarka shows a considerabler

rise in 2002-04 and in 2012 but recently again declined. One of the worst status observed in Ambaji, Saputara, Ahmedpur Mandvi, NS Sarovar/Koteswar and Dumas which are looking nowhere in the picture. If they are then are pointless.

Graph -93



Graph -94



Graph-94 (Pie Chart) represents the total tourist arrival at sample locations in Gujarat. If we look at the total percentage figure then only Ambaji shows highest percentage (32%) of tourist arrivals. From the above discussions it can be inferred that this situation arise because of arrivals of local and NRI's tourists at Ambaji which are greater in their numbers. The second positioned centre is Dwarka which accounts for 24% of total tourist arrivals. Palitana, Kutch & Somnath are the third, fourth & fifth positioned powerful centers for tourists. Besides, NS/Koteswar, Saputara and Mandvi are sharing less than 5% of overall tourists. Dumas is nowhere in the scene. Over and all going through all above discussions it can be said that the religions purpose tourism is more dominant than any other purpose in these sample locations.

This might be because of over dominance of local (within Gujarat) tourist arrivals in the state.

8.4 GEOGRAPHICAL PERSPECTIVE: FOREIGN TOURISTS

This part of the chapter includes the tabulation and graphical representations of the collected data during field survey. Since my study area incorporate the whole Gujarat, it was not possible to survey all destinations. So looking to the time & area constraints I have selected ten most determined tourist locations in Gujarat as for my sample study. As per chapter-5, Table-15, I have given a systematic classification of forms of tourism in Gujarat. Four main forms has been taken into considerations i.e., Hill, Coastal, Plain and Miscellaneous tourism. Under main headings various sub headings are notified i.e., Hill Stations, Religious sites, Nature based tourism, Heritage, coastal sites, village base and wildlife tourism. To know the role of geographical components, problems and prospects of tourism in Gujarat I have assorted one target from each sub headings. Under this sub chapter I have surveyed foreign tourist by questionnaire method at each of ten locations during my field visits. Since the questionnaire was too long so not all the questions are answered. Various attributes has been taken to find out the main factors of tourism attraction for that particular places. Some of the questions are pertaining to general views and some are on particular. Later for the final outcome the data was tabulated on the basis of frequency of tourists favouring particular attributes. Total five tourists were surveyed at each location so total 50 questionnaires were filled up. We will be discussing all these indicators and their outcomes as per responded by the foreign tourists.

Table- 59 Foreign Tourist Arrivals by their Source Regions

Origin Countries	Total
UK	26%
Canada	6%
Europe	46%
China	0%
Singapore	14%
USA	6%
Asia*	2%

*** Excluding China, India and Singapore*

Note: The survey was done for each foreign tourist but according to his plan to visit multiple places I have enumerated him as tourist of other place also.

The first and most important **Table-59** which is about number of foreign tourists arrived to Gujarat from their source regions. Accordingly the **Graph-95** (Pie Chart) has been prepared to represent the data in percentage. From the graph it is clear that 46% of the tourists were belongings to European countries, such as Germany, France, Italy etc. 26% of tourists came from UK, 14% from Singapore, 6% each from Canada and USA. From Asian countries did not make any contribution except China i.e. only 2%. It will be worth to note that here Asia means excluding India, China and Singapore. The overall situation indicates that the geographical horizon of Gujarat tourism has spreads overseas also but, their impacts to cater require numbers of foreign tourists are not efficient.

Graph- 95

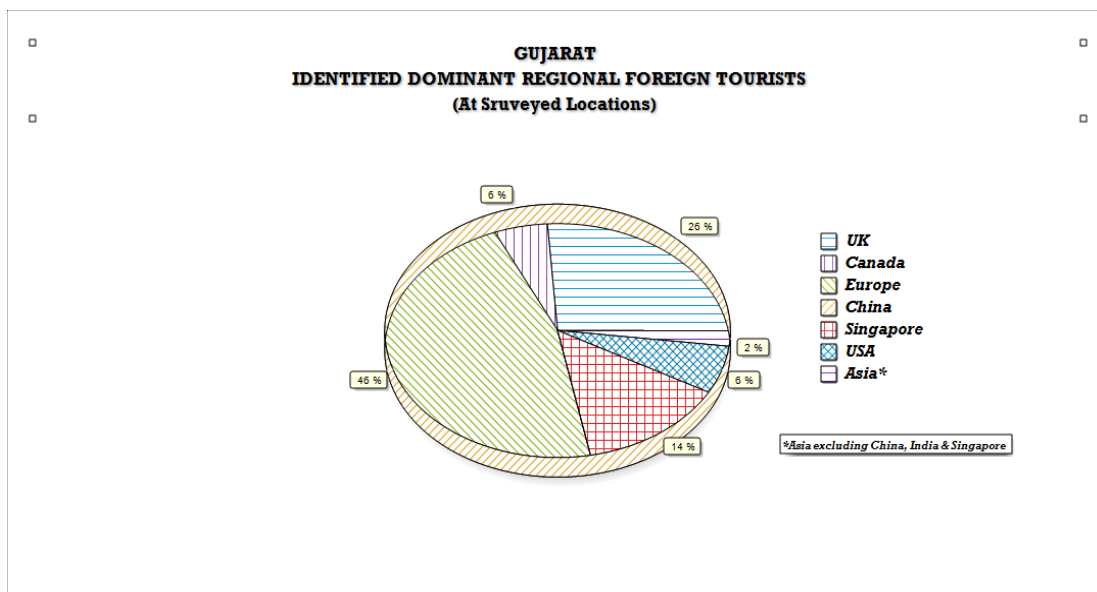


Table- 60- Foreign Tourist by their Job Status

Job Status	Total
HM	64%
JM	12%
Student	2%
Off/Cl	6%
SE	10%
Ret/Pen	4%
NE	2%

HM- Higher managerial Skill

JM- Junior managerial

Off/Cl- Official/Clerkial

SE- Self Employed

Ret/Pen- Retired / Pensioner

NE- Not employed

The **Table-60** represents classification of foreign tourists by their Job status. The things become much clear from the Graph-96 which demonstrates percent wise distribution of tourists by their Job status. The highest percentage tourist belongs to Higher Managerial Skilled job that is 64%. I have categorized the jobs like Managers, Bank Officers, Administrative officers, Businessman etc under Higher Managerial skill status. The other category performs less in terms of their job prestige. The second group of tourists belongs to Junior Managerial Skilled which accounts for 12%, followed by Self Employed (10%), Official/clerkial (6%) & Students (2%). During the survey the retired or unemployed tourists not found. From these discussions it can be revealed out that most of the tourists who arrive in Gujarat belong to high professions and their visit would definitely contribute to the economy.

Graph- 96

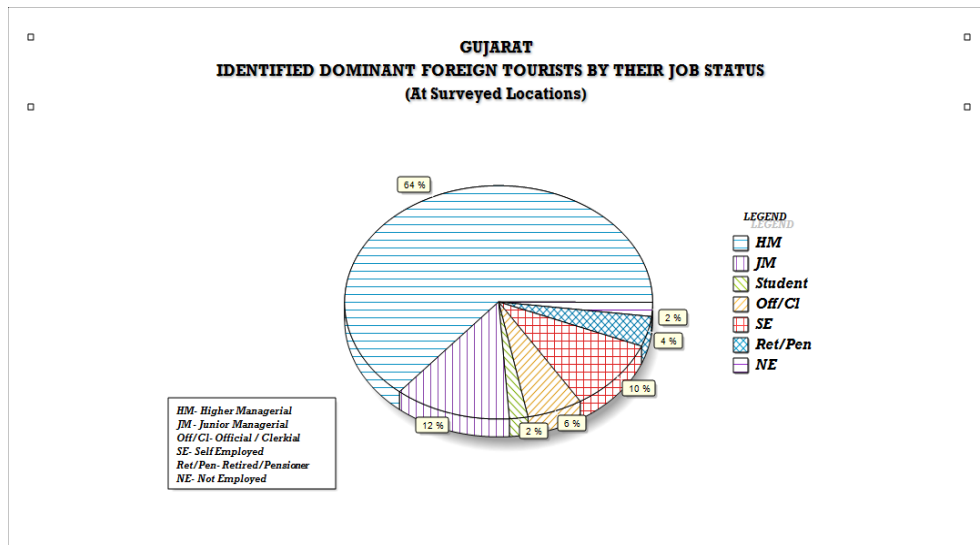


Table- 61- Method of Trip Arrangement followed by Foreign Tourists

Trip Arrangement Through	Total
Study Tour	2%
Package tour	4%
Through Job	12%
Independently	82%

The above **Table-61** deals with the type of service to make a trip, adopted by foreign tourist. From the *Graph-97* it is clear that the tourists mostly prefer an independent trip. 82% of respondents prefer to have independent trip. 12% would like to go through Jobs/company, 2% as a student and only 4% through package tour. This shows that among foreigners they prefer more of independent trip rather going through package tour. They might want to be in time independent trip.

Graph- 97

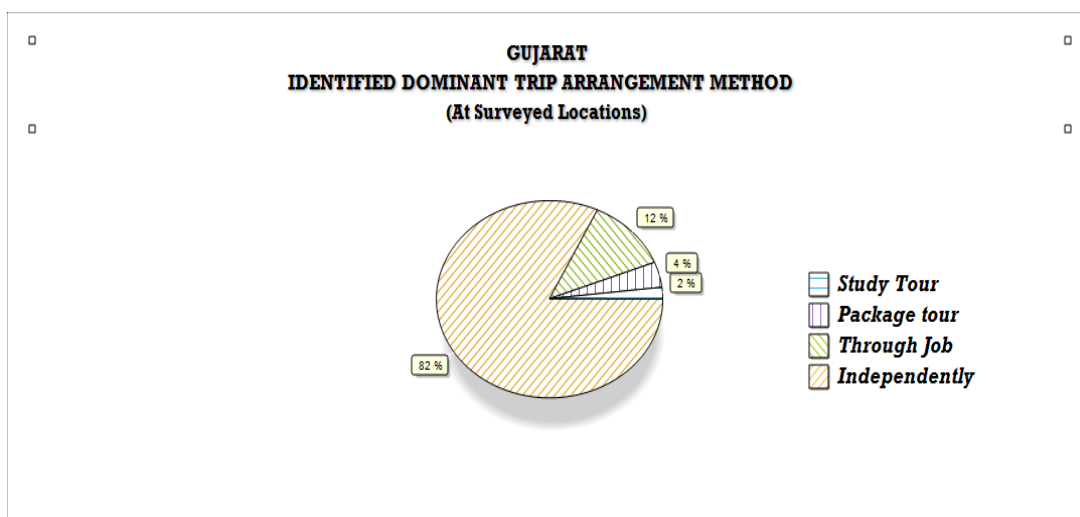


Table- 62- Type of Tourism Base Preferred By Foreign Tourists

Type of tourism preferred	Total
Nature	76%
Urban	10%
Rural	14%

E/S/P- Entertainment / Sport/ Pleasure

C/F/F- Cultural / Festivals/ Fairs

P/M/W etc- Personal / Medical / Wedding etc

Table -62 & Graph-98, depicts their strength of choice to visit Gujarat. 76% of tourists prefer to have Nature base tourism. One of the tourists visualizes that they would like to watch more natural and Historical things rather sticking to congested urban corners. Linking to this 14% of them indicated more of rural tourism while only 10% belongs to urban tourism kind.

Graph- 98

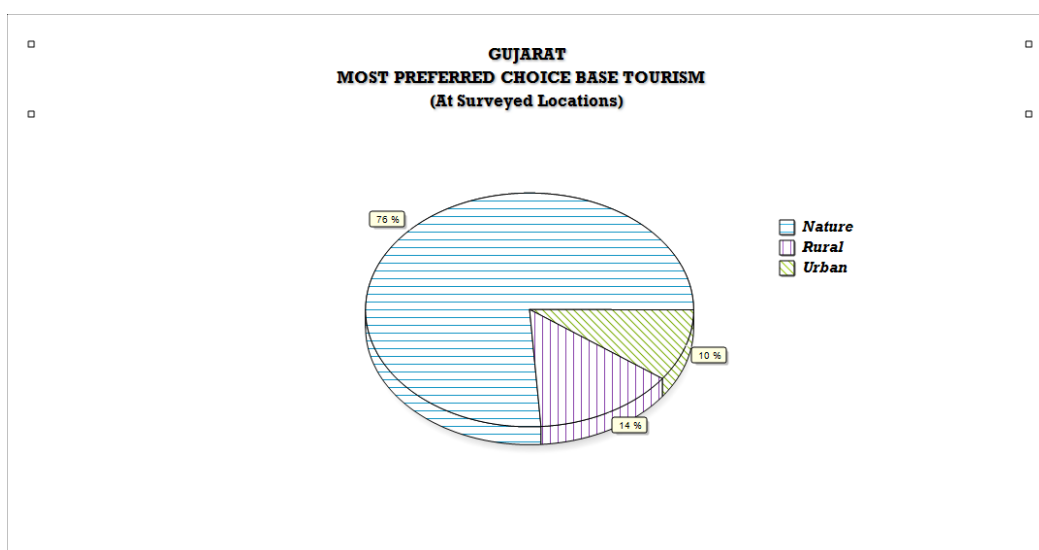


Table- 63- Motivational Factors behind Trip to Gujarat by Foreign Tourist

Main Motives	Total
Business	2%
Leisure	6%
E / S / P	20%
C / F / F	30%
Religious	6%
Educational	2%
Conventional	22%
P / M / W	0%
Shopping	0%
Site Seeing	12%

E/S/P- Entertainment / Sport/ Pleasure, C/F/F- Cultural / Festivals/ Fairs, P/M/W etc- Personal / Medical / Wedding etc

Table-63 is been formulated to show the main motivational factor behind making to trip to Gujarat. Total ten motives were selected according to specialty of the state. *Graph-99* indicates about percentage share of each motivations aspect. 30% of respondents made a trip for its cultural / festivals and fairs. According to their view India (Gujarat) is full of colourful life style. People enjoy all cultural / fairs and festivals at its fullest level which is not found in any part of the world. Gujarat is also having rich cultural heritage in terms of its variety of culture, fairs and festivals. 22% tourists are motivated by conventional tourism which represents important markets at international level. Government is developing essential infrastructures and services like amphitheatres, Molls, exhibitions, lodgings, restaurants, language translations services for conventional tourism growth. 20% tourists prefer entertainment, sport and pleasure services which are now in priority factors outset by the state government. 12% respondents are motivated by site seeing tourism. Besides, leisure & religious inducted 6% each, business and educational 2% each. Over and all the nature cultural & conventional based tourism are the main motivational factors which attract large number of foreign tourists.

Graph- 99

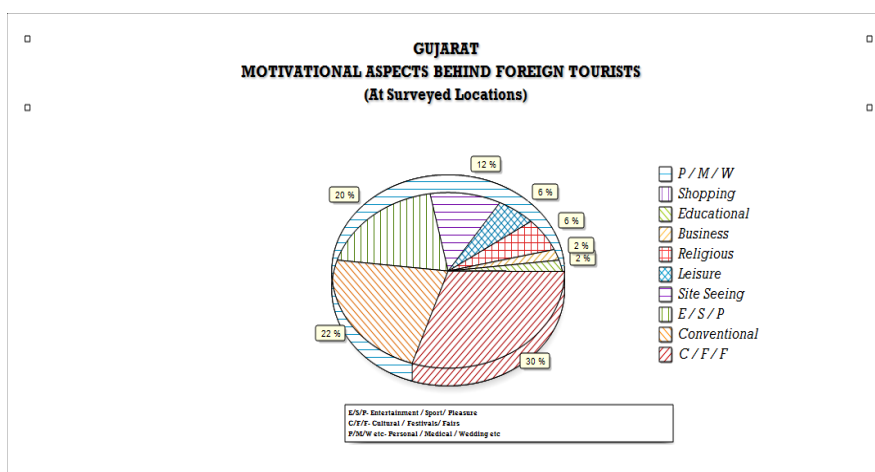


Table- 64- Favourable Time Preferred by Foreign Tourists

Favourable time of travel	Total
Summer	2%
Winter	72%
Post Monsoon	26%

Table-64 represents the most time suitable for foreign tourists. According to the Graph-100, winter season is most preferable season visited by them. 72% tourists would like to visit during winter while 26% during post monsoon period. Monsoon festivals and the greenery most of the times becomes an motivational factor. Only 2% respondents also were suggested visiting during summer. This might be because of some other undefined purpose.

Graph- 100

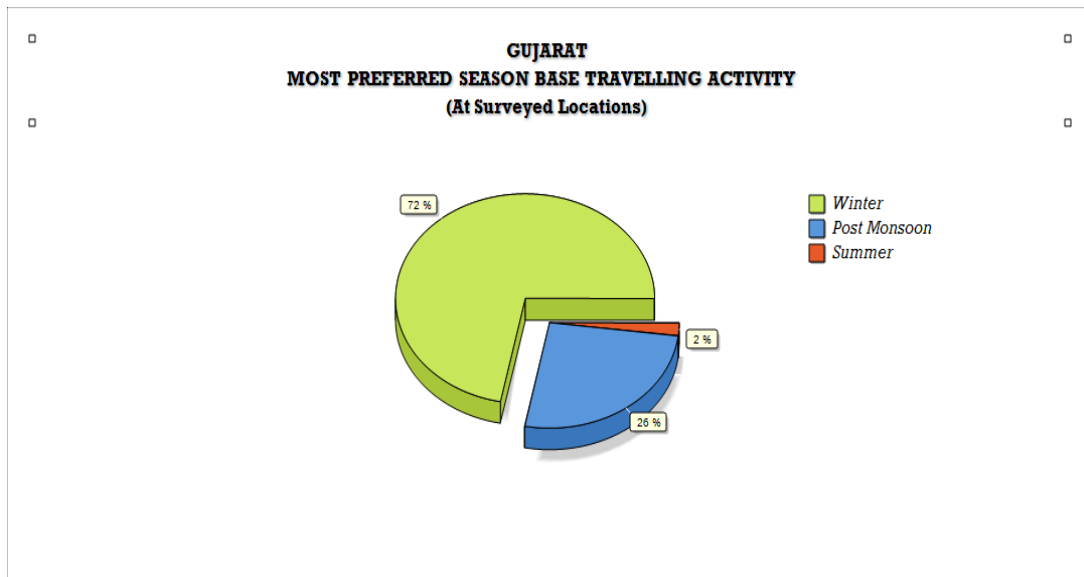


Table- 65-

Influencing Geographical Factors for Foreigners to Trip to Gujarat

Influencing Factor to trip to Gujarat	Total
Climate	14%
Accessibility	4%
Cheap/ easy transport	19%
Historical	12%
Cultural	18%
S/E/S	1%
Medical	0%
Parks/Gardens	3%
Cuisine	3%
Travelling interests	27%

S/E/S- Shopping/Entertainment/Sports

Table-65 represents the main geographical ingredients which has impulses him to make a trip to Gujarat. The graphical representation of the data (*Graph-101*) reveals that individual travelling interests is the main factor on which 27% of tourists agreed. 19% of tourists given this credit to cheap & easy availability of transportation methods, however the quality of transport was not satisfactory. 18% influenced by the cultural variety of Gujarat. 14% were here to enjoy cool and mild climate of the state. 12% of respondent credited this to the Historical accomplishments of the state. 4% were saying about easy accessibility, 3% like cuisine, 3% like parks and gardens while only 1% indicated about entertainment, sports etc. Over and all the Travelling interest, transport, cultural, climatic and historical accomplishments are the five top geographical factors which influence tourists a lot.

Graph-101

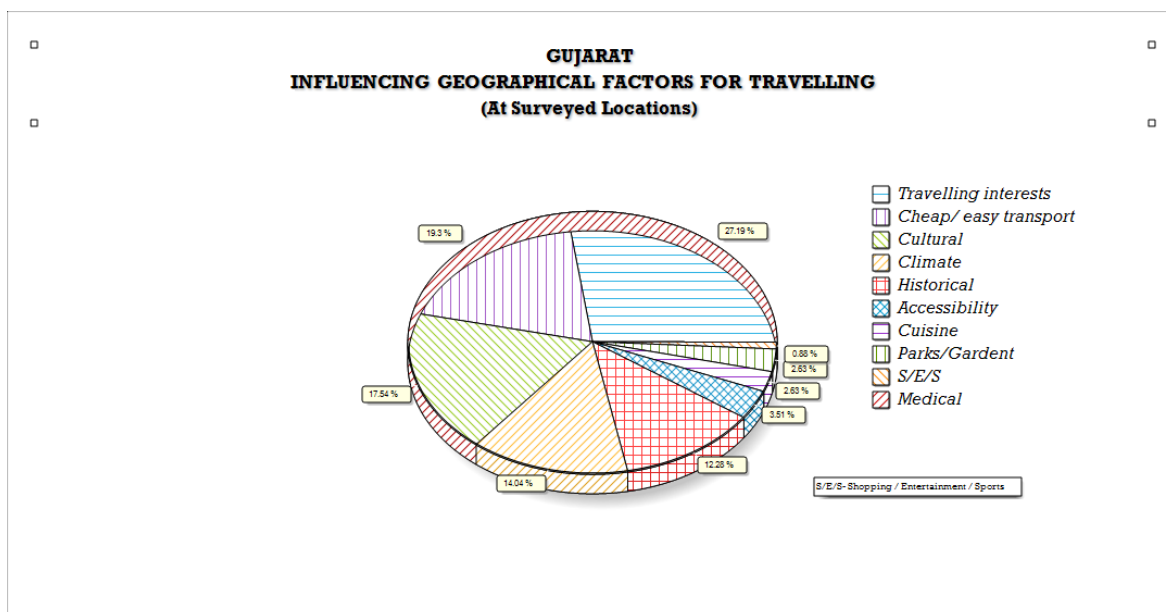


Table- 66- Frequency of Visit by a Foreign Tourist to Make a Trip to Gujarat

Frequency of visit	Total
First time/	80%
Earlier too	20%

Table-66 represents frequency of visit by respondents to Gujarat. *Graph-102* indicates that 80% of tourists have visited Gujarat first time while 20% have visited earlier too. This indicates that percentage of satisfaction among tourists visited is very low. The tourism products which are provided in the state are not much of the desirable type.

Graph- 102

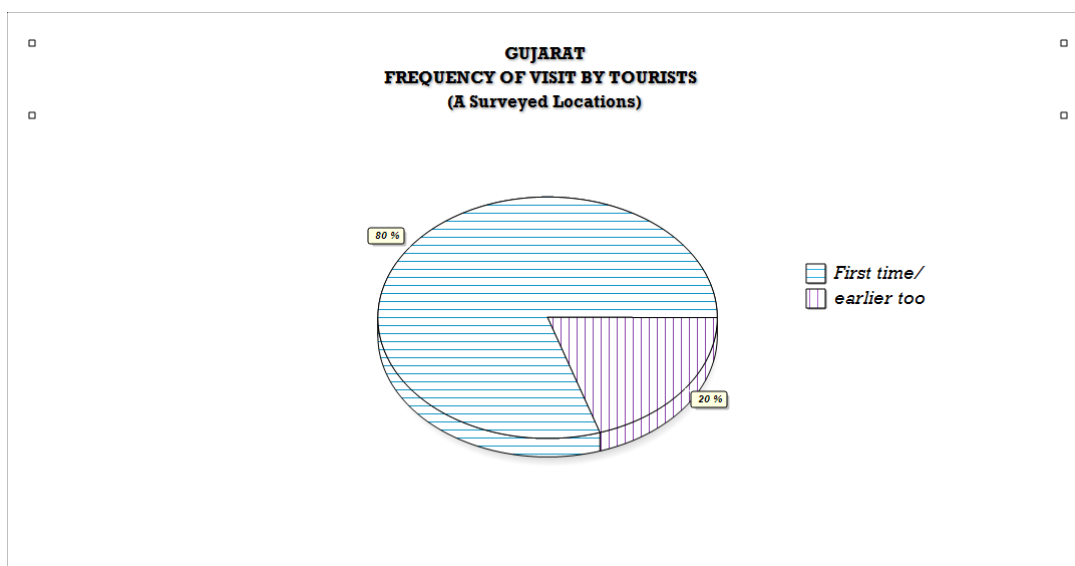


Table- 67- Rating of Facilities Availd by Foreign Tourists

Rating of facilities	Total
Poor	38%
Average	60%
Good	2%

Table-67 shows three point scale rating of facilities / services availd by foreign tourists. From the Graph-103 it can be said that 60% of tourists has rated average services which is not up to the mark. 38% has rated it poor facilities / services provided during their stay. Only 2% of them has rated good services achieved. Most of them has indicated that facilities are there but now of up to the standard level and that is because of poor maintenance and wrong management.

Graph- 103

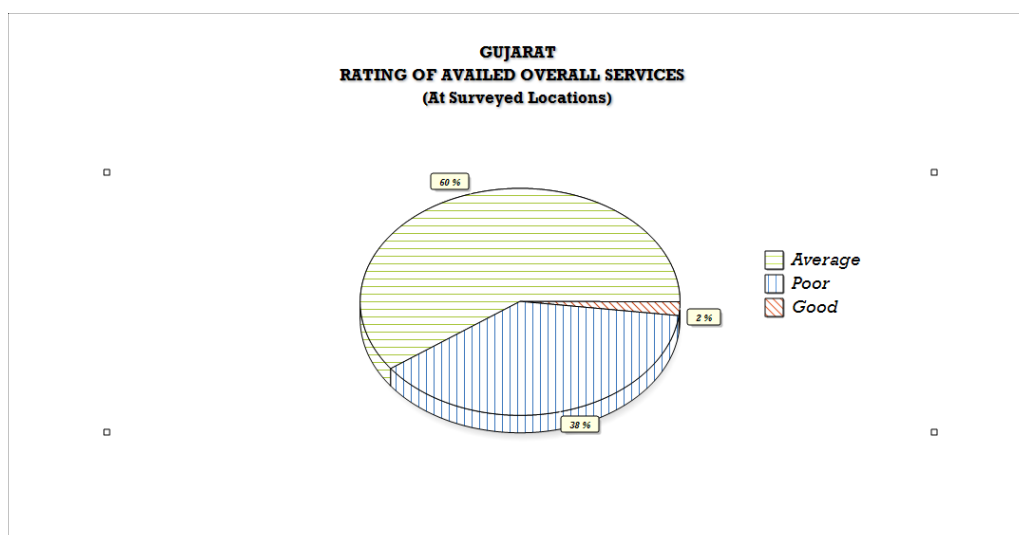


Table- 68- Best Experienced Tourism Product Enjoyed by Foreign Tourists

Best experience of Trip to Gujarat	Total
Transport	16%
Accommodation	12%
Hospitality of locals	58%
Value of your money	14%
variety	0%

Table -68 formulated to know the best tourism product they liked most. I have taken transport, accommodation, hospitality, value of your money and variety of things as an indicator to know about the reality. Because these services are the main motivation factors which could fetch large tourists into the state. From the *Graph-104*, it is clear that 58% of respondents like hospitality of the locals. This factor is one of the most lucrative characteristics among Gujarati's. 16% of respondents experience best transport mechanisms and services. 14% said that they really receive value of their money in terms of their satisfaction level. 12% of them enjoyed good accommodation. However they also pointed out the cost of accommodation is too high and not up to the international standards. In hotels tourists facing lots of communication gaps because of language problems.

Graph- 104

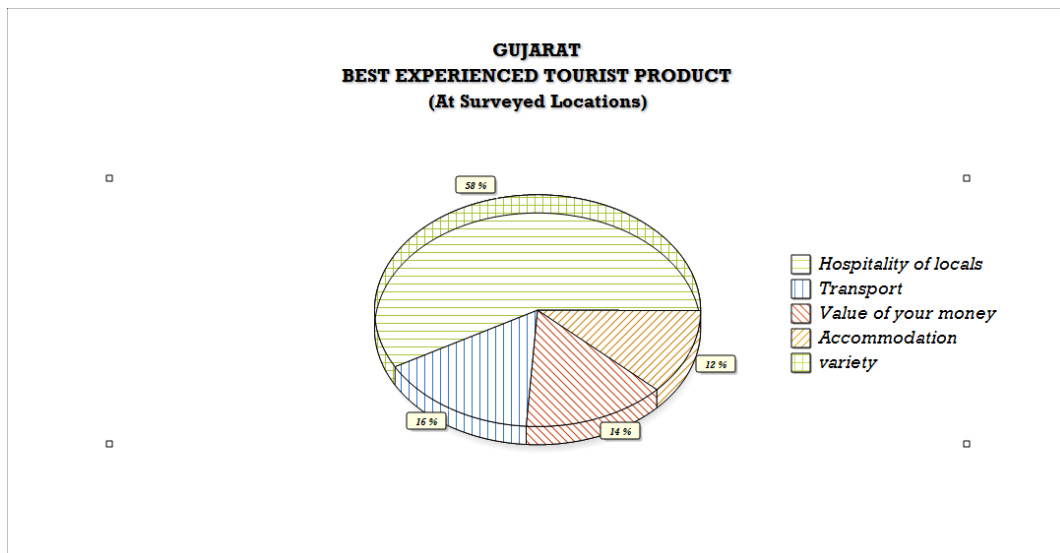


Table-69

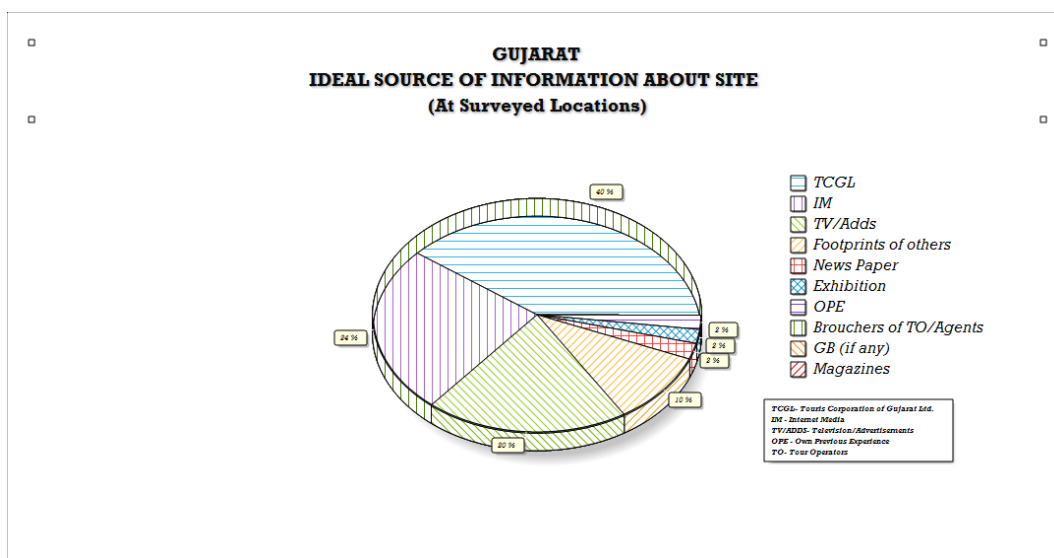
Medium of Information about Trip to Gujarat by a Foreign Tourist

Source of Information about Gujarat Trip	Total
News Paper	2%
Footprints of others	10%
Magazines	0%

TCGL	40%
TV/Adds	20%
IM	24%
GB (if any)	0%
Exhibition	2%
Brochures of TO/Agents	0%
Own Previous Experience	2%

Table-69 shows about the basic source of information about trip to Gujarat. Actually study of this factor is one of the good indicators to know about marketability character of the state. From the *Graph-105* it is clear that 40% of tourists has gained all the information from Gujarat tourism sites (TCGL). This is good and positive indicator towards tourism growth in Gujarat. 24% said that they have searched internet media about Gujarat. 20% has been motivated by TV/Adds. Marketing through television media has done a good job in terms of attracting them. 10% people have followed the footprints of others who have already visited this place. New papers, exhibitions and own private experience accounted for only 2% respondents each. However, according to them tour operators, brochures, magazines and Guide book did not make any influence. Over and all it can be said that the TCGL and internet media and TV/Add are doing a good job in fetching good percentage of foreign tourists.

Graph- 105



8.5 GEOGRAPHICAL PERSPECTIVE- POTENTIAL TOURISTS

This part of the chapter includes the tabulation and graphical representations of the collected data on potential tourists during field survey. Similar to the earlier sub

chapter 8.3 I have selected ten most determined tourist locations in Gujarat as for my sample study. Under this I have surveyed potential tourists by questionnaire and personal interview method at each of ten locations during my field visits. The basic thing from this study was to find out the frequency of their visit, problems faced and suggestions to resolve all those problems. Some of the questions are pertaining to general views and some are on particular. Later for the final outcome was represented in the form of tables and graphs. Qualitative explanations also done where, the quantification of the data could not be possible. At each location ten questionnaires were filled up. Accordingly at ten locations total 100 questionnaires were filled up. We will be discussing all these outcomes as per responded by a potential tourist. A potential tourist is that person who does not only visit the destination but also stay there at least for 24 hours and utilize all services available there and in turn contribute in economic, social and cultural development of the destination without getting any kind of monetary benefit.

Table- 70

Surveyed Tourist Places	Awareness about Gujarat's tourist places	
	Yes	No
Total	74%	26%

In the **Table-70**, the awareness level about Gujarat's tourist places has been tabulated. Two scale parameters are chosen to find out the awareness. **Graph-106** is the direct representation of the table. 74% of respondents answered yes while 26% said no. We can say that the level of perception is showing positive result.

Graph- 106

Percentage Share of Tourists by Prior Knowledge about Gujarat as a Tourist Place

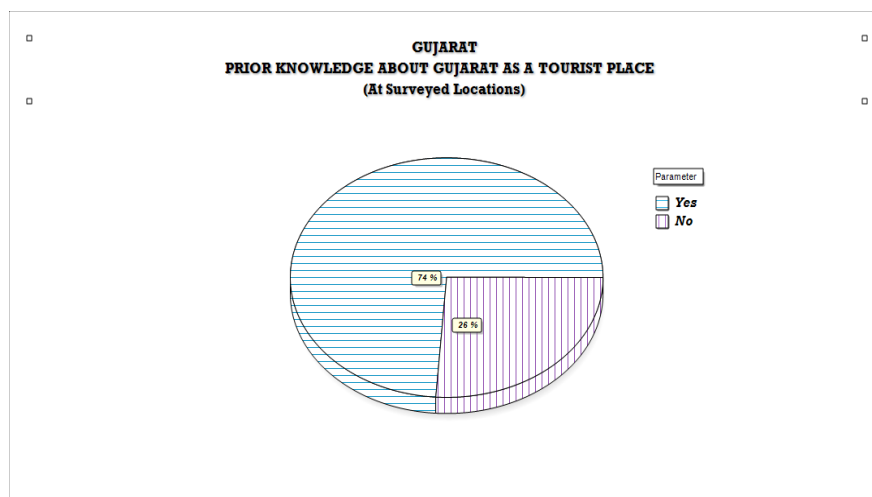


Table- 71

Surveyed Tourist Places	Preferred Duration of Stay at Sample Locations by Tourists					
	Less than 24 Hours	1-3 days	4-6 days	7-8 days	Longer	Undecided
Total	44%	50%	3%	1%	0%	2%

The **Table-71** is representing the status of preference to stay number of days at the destination. From the *Graph-107*, it is clear that 50% of tourists prefer to stay 1-3 days, which means it is a positive sign of prosperity of that particular place. 44% of tourists would not like to stay even for 24 hours. They arrive early in the morning and by evening they depart back. These types of tourists are classified as leisure tourists. Our potential tourists are those who stay at least 24 hours at the destination. Only 3% of them are staying 4-6 days, 2% 7-8 days and 2% response was undecided. No tourists agreed to stay longer duration. Longer the day of stay higher will the level of potentiality of a tourist. Most of the times during survey I have seen that tourists would not like to stay at most of the locations, might be because of costly accommodations or less variety of things available to watch at the place of destination.

Graph- 107

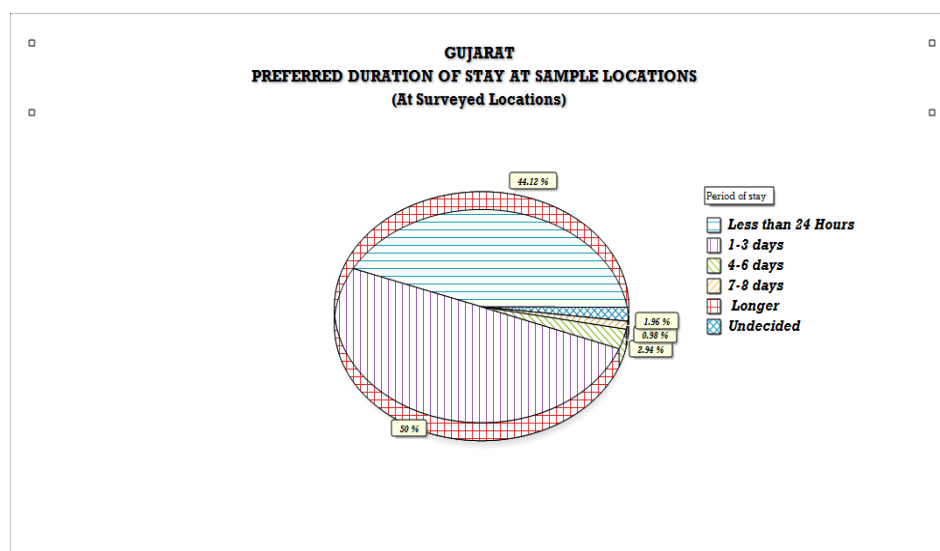


Table- 72

Surveyed Tourist Places	Job Status of Tourists Enumerated During the Survey at Sample Locations					
	Higher Managerial, Adm. or Professional	Junior Managerial	Skilled Worker	Self Employed	Student	Pensioner / Not employed
Total	46%	23%	10%	12%	5%	4%

Table-72 is drawn to show the job status of the potential tourist. The things become much clear from the *Graph-108*, which demonstrates percent wise distribution of potential tourists by their Job status. The highest percentage tourist belongs to Higher Managerial Skilled job that is 46%. I have categorized the jobs like Managers, Bank Officers, Administrative officers, Businessman etc under Higher Managerial skill status. The other category performs less in terms of their job prestige. The second group of tourists belongs to Junior Managerial Skilled which accounts for 23%, followed by Self Employed (12%), skilled worker (10%), Students (5%) & retired professionals which accounts for only 4%. From these discussions it can be revealed out that most of the tourists who arrive in Gujarat belong to high professions and their visit would definitely contribute to the economy. The percentage of tourist I have surveyed mostly belongs to higher, Junior managerial skilled. Very little respondents were belonging to students and retired professionals. From above discussion it can be concluded that education base tourism is not well developed in the state.

Graph- 108

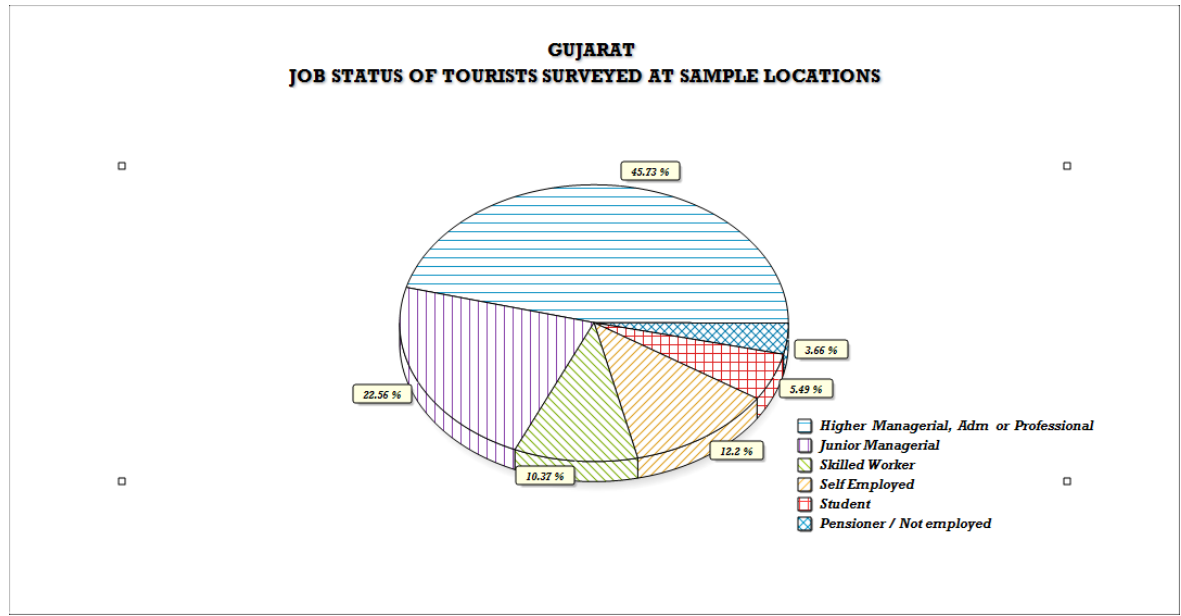


Table- 73

	Preferred Common Places Visited in India Other than Gujarat														
Surve yed Places	Rajast han	Uttar a- khan d	Goa	Diu	Mahar ashtra	Karn ataka	UP	Ne w Del hi	Kash mir	MP	Ori ssa	Kera la	Nor th East	Ta mil Nad u	Andh ra Prade sh
Total	10%	8%	9%	9%	10%	2%	5%	4%	3%	12%	1%	18%	1%	6%	1%

The **Table-73** represents the data for number of tourist places visited by an individual tourist in his life time within India. On the basis of answers from sample respondents the data has been represented in the form of graph. From the **Graph-109** it is clear that the most preferable tourist point for them in India is Kerala which was favourable among largest number of respondents. Madhya Pradesh has been placed at second position in terms of preferred places for tourism. Rajasthan and Maharashtra has been places and third and fourth positions among them. Goa and Diu are at fifth position. If we look at the five most admirable tourist places then the states can be ranks as Kerala, MP, Rajasthan, Maharashtra, Goa and Diu are the six most popular place among them. Other states like Uttarakhand, Tamil Nadu, UP, New Delhi, Kashmir, Karnataka places under lower percentage. While the other mentioned places are least preferred location for tourism.

Graph- 109

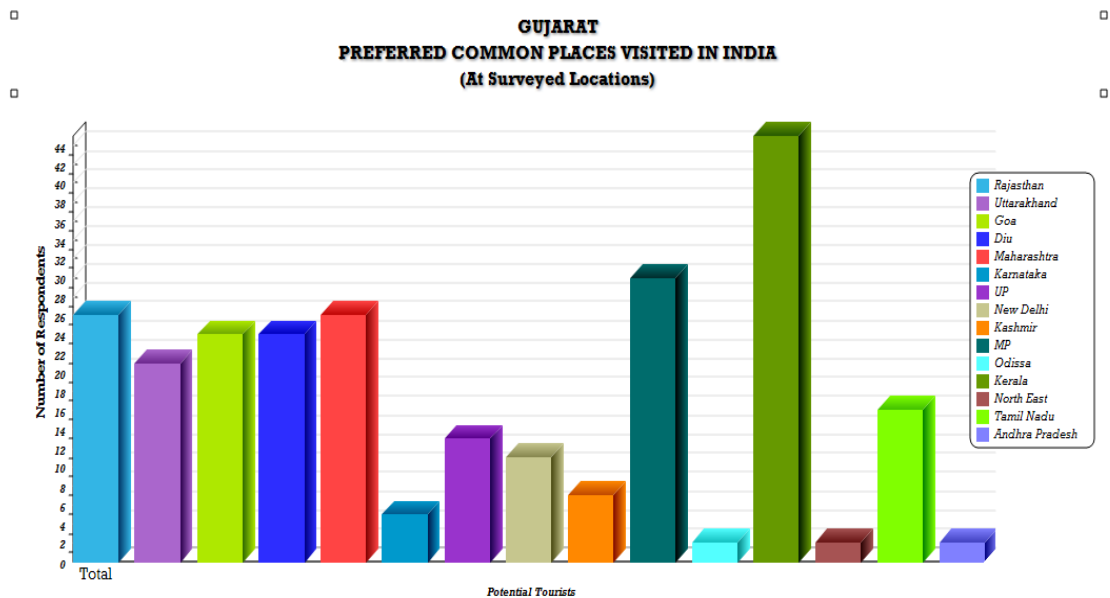


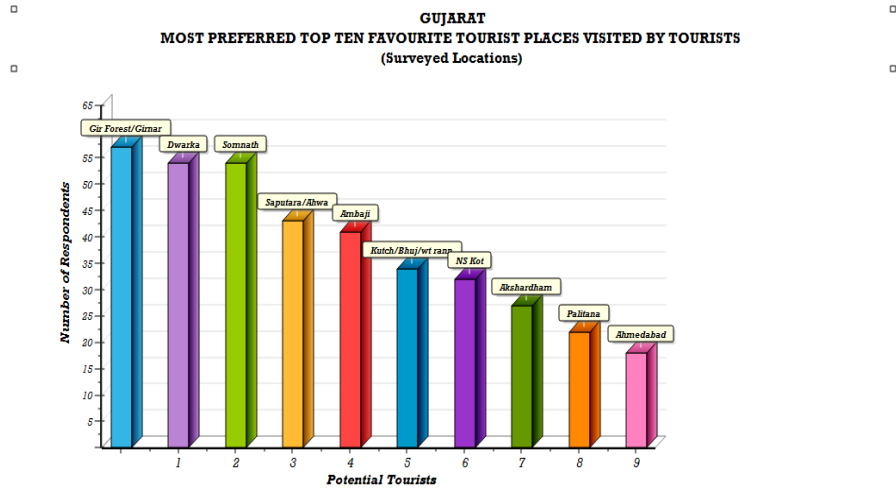
Table- 74

Preferred Tourist Places Visited by Tourists in Gujarat													
PREFERRED COMMON TOURIST PLACES	Gir Forest/Girnar	Dwaraka	Somnath	Saputara/Ahwa	Ambaji	Kutch/Bhuj/war	NS Koteswar	Akshardham	Palitana	Ahmedabad	Patan	Ahmedpur mandvi	pavagadh
Total	57	54	54	43	41	34	32	27	22	18	16	15	14
PREFERRED COMMON TOURIST PLACES	mandvi	BTdwaraka/muldwarka	Vadodara	Modhara	Ubharat	Lothal	Nalsarovar	Dumas	Tithal	SSD	Unzha/Bahucharaji	Dakor	Suratvapi
Total	13	12	11	11	9	8	8	8	7	7	6	6	5

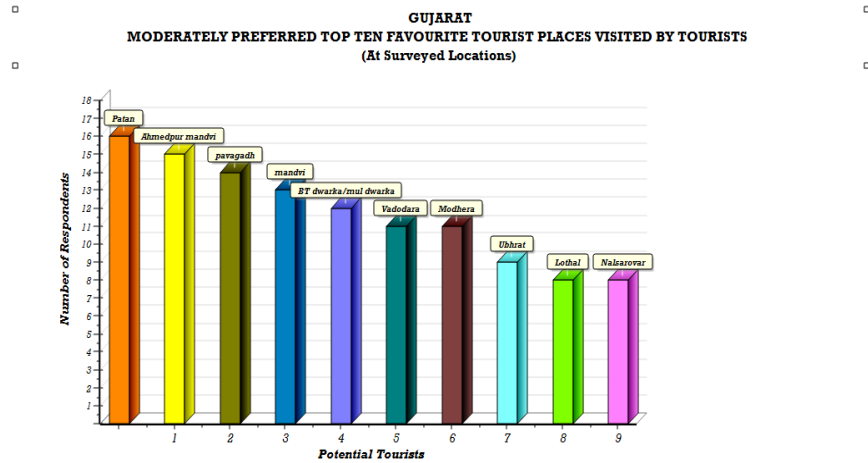
PREFERRED COMMON TOURIST PLACES	Virp ur	sidh pur	Sara npur	Nares war/G altesw ar	Kabi rvad / bhar uch	Wilso n Hill	Porb anda r	Bag dana (Bha vnag ar)	Rata nmal	Vadt al	San khe swa r	Del wada	Kan dla
Total	4	4	4	2	2	2	2	2	1	1	1	1	1

Table-74, deals about the preferred tourists places mentioned by a potential tourist. Each individual has shown many choices accordingly on the basis of frequency of choices made by tourist for similar locations the above table has been prepared. During my field visit I came across total 39 tourist spots in Gujarat which are arranged according to their frequency of choice. Data has been tabulated in three rows and each divided into 13 columns. According to the preference made by tourist the top ten locations in each category are taken into consideration to represent it with the help of multiple bar Graphs i.e., *Graph-110*, *Graph-111* and *Graph-112*. Among all the Sasan Gir / Girnar is the most famous and favoured among them. It is followed by Dwarka, Somnath, Saputara / Ahwa, Ambaji, Kutch / Bhuj / White Rann, Narayan Sarovar / Koteswar, Akhsardham, Palitana & Ahmedadab. These locations are also the top most location where large number of tourists arrived every year as I have discussed in the earlier sub chapters. In terms of tourism infrastructural development and investments they are under the top most priority. The medium favoured tourist locations. Among them the top one is Patan which is followed by Ahmedpur mandvi, Pavagadh, Mandvi (Kutch), Bet Dwarka / Mul Dwarka, Vadodara, Modhera, Ubharat, Lothal and Nalsarovar. Except Vadodara and Ahmedpur mandvi & Mandvi (Kutch) none of the sites are having proper class facility & services for tourists which can make them to stay longer. Mostly the day visitors are drawing more attentions. The less favoured locations with respect to their priority include Dumas, Tithal, SSD, Unzha / Bechraji, Dakor, Surat / Vapi, Virpur, Sidhpur, Saranpur & Nareshwar / Galteshwar. These locations also visited mostly by day visitors for leisure purpose. The fourth least preferred locations includes Kabirvad / Bharuch, Wilson Hill, Porbandar, Bagdana, Ratanmahal, Vadtal, Sankheshwar, Delwada & Kandla. These locations are preferred by only two or one tourists during the survey. Here it will be worth to mention that in all prepared chart shows only top 10 locations in each category that is High, Medium, Less and Least. The Graph-114 shows the position of all these venues according to their preference level.

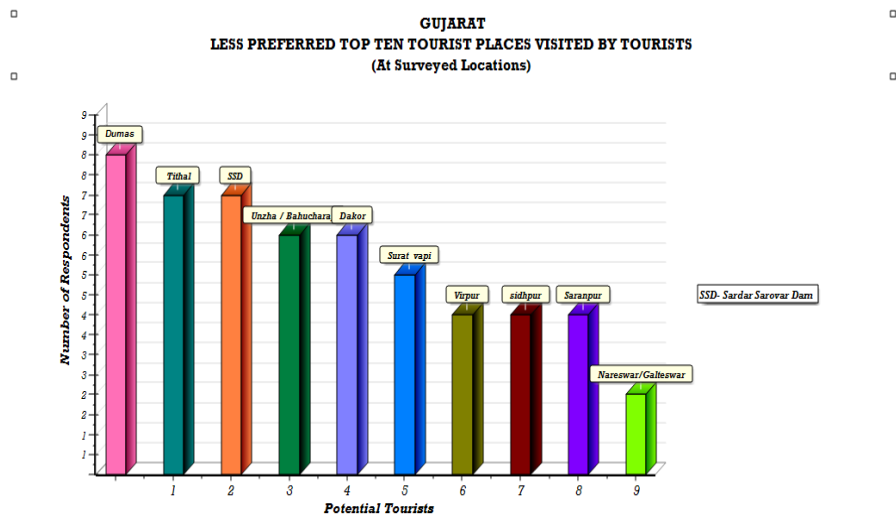
Graph- 110



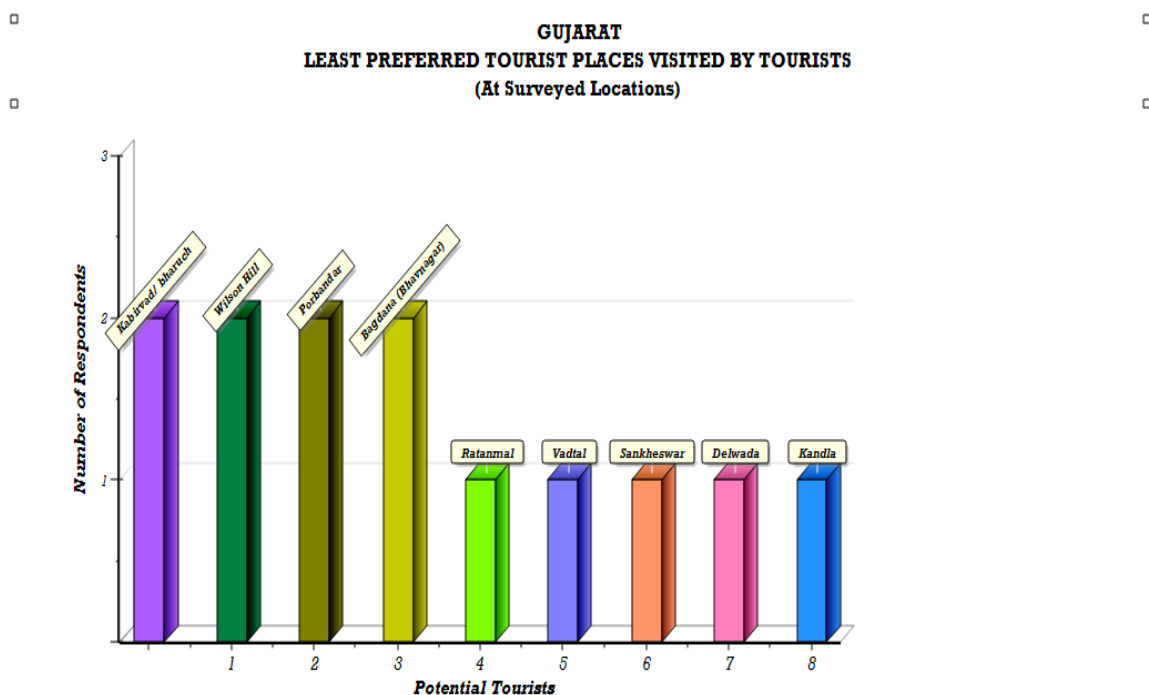
Graph- 111



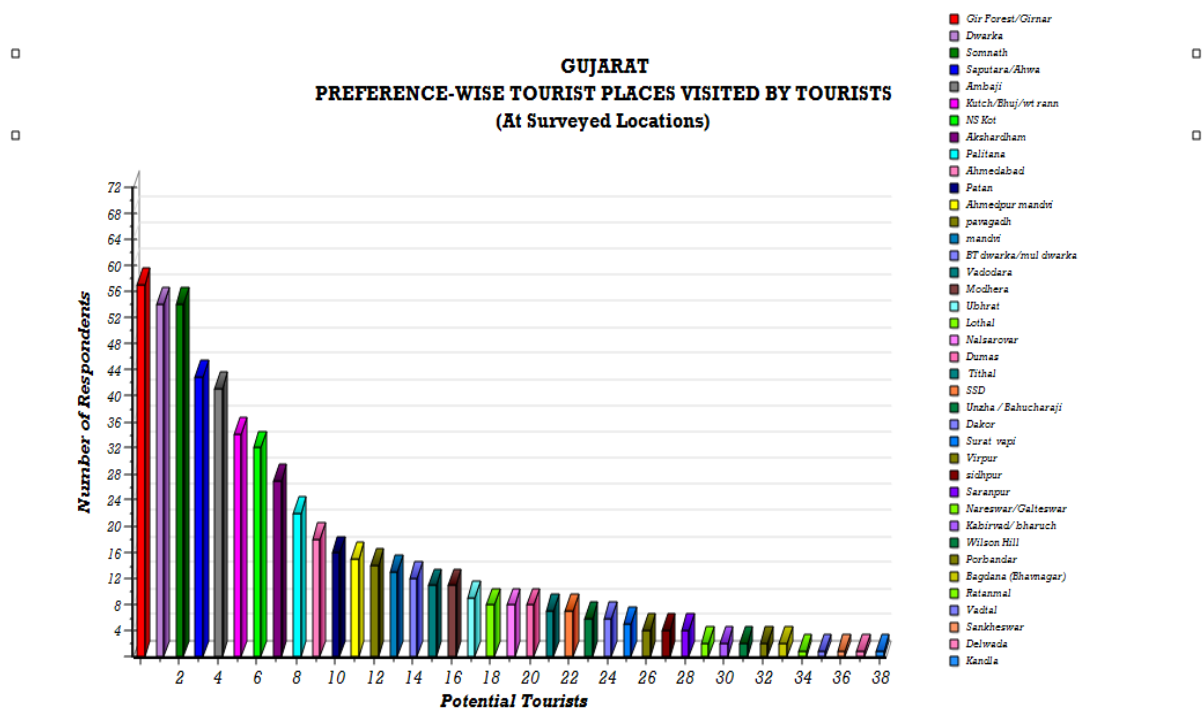
Graph- 112



Graph- 113



Graph- 114



8.6 IMPACT OF TOURISM ON MARKET DEVELOPMENT AND SERVICES

Market development has the direct impact on tourism development. The basic unit of market is a shop. Higher the variations in the shop, stronger will be the hold of market on tourism attractions. Market does not only affect the tourists but also the locals in terms of overall economic and social development. So, it is a threefold pattern of development where the tourists, locals (service provider) and the destination itself benefited. This part of survey includes the tabulation and graphical representations of the collected data on shop keepers during field survey. Similar to the earlier sub-chapter 8.3, I have selected ten most determined tourist locations in Gujarat as for my sample study. Under this I have surveyed ten most essentially needed shops on the basis of the potentiality to serve incoming tourists. the types of shops included in my study are Tea & Breakfast, Restaurants, General stores, Artificial ornaments, Photo-shops, Chemist & Druggists, Garments / Laundries, Toy Shops, Electronics and Handicrafts. The questionnaire and personal interview method are conducted at each of ten locations during my field visits. This study was made to find that how much the tourism development in the area has impacted on market development and help in expansions of services. This part also highlights the problem and prospects of tourism development at same location and the things can be done to get rid of from all those problems. Some of the questions are pertaining to general views and some are on particular. Later for the final outcome was represented in the form of tables and graphs. Qualitative explanations also done where, the quantification of the data could not be possible. For this, total 100 questionnaires were filled up. We will be discussing all these outcomes as per responded by shop keepers.

Table-75

Workforce Engaged in Tourism Service Activity			
Age Group	<20	20 - 40	40>
Total	13%	64%	23%

Table-75 deals with the workforce involve in service providing services. Age wise classification has been done in table. From the Graph-115 it can be said that almost 60% of employees belongs to 20-40 age groups which indicates more of young and mature class populations. They provide the strongest workforce to the economic development. During the field survey I have seen that this class is more energetic who

are providing more faster and efficient services to tourists. 23% of employees belong to 40+ age groups while 13% were of below 20 age groups. From the earlier (earlier chapters) and above discussions it can be said that there is a positive relationship between number of tourist arrivals and young and mature class workforce engaged in it.

Graph-115

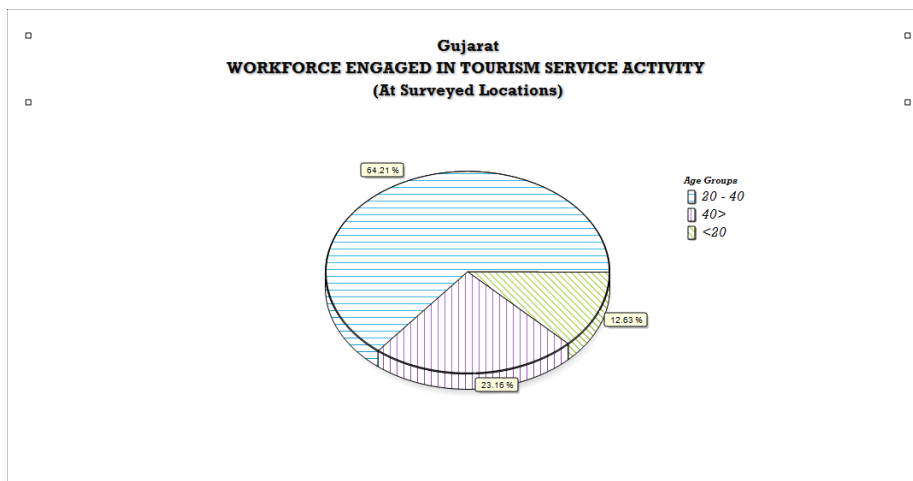


Table-76

Mode of transport used for transportation of Goods						
Type of Vehicle used	BC	Rickshaw	HC	T	Labour/Lari	Truck
Total	0%	17%	0%	56%	0%	28%

BC- Bullock Cart; HC- Horse Cart; T-Tempo.

Table-76 represents the mode of transport used to transport goods for shops. Most of the employees said that 56% of them used Tempos while 28% use Trucks and 16% uses Rickshaw to transport needed goods. Most of shopkeepers also said that they don't use any of transportation services because the goods provider delivers the goods on time.

Graph-116

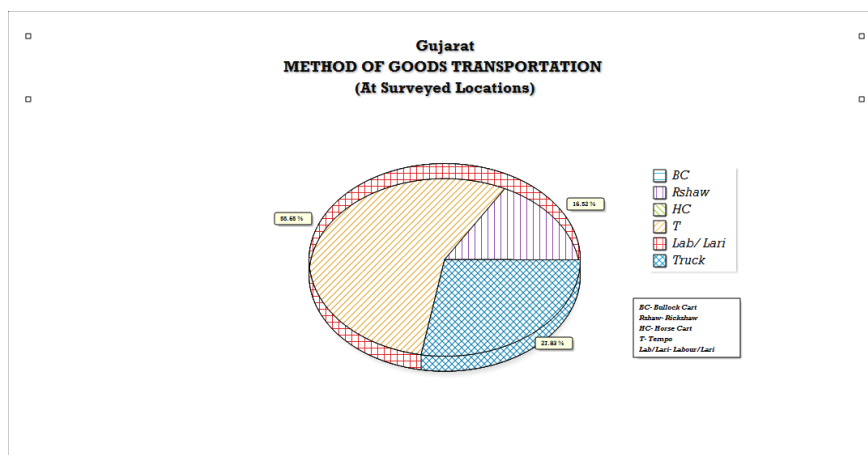


Table-77

Length of Services (in years)					
Years since	<1	1-2	2-3	3-4	4>
Total	0%	3%	9%	20%	67%

Table-77 & Graph-117 represents the period since they are providing services to tourists. The most amazing fact is that 67% of owners running their shops more than four year old or even more. 20% of them opened it 3-4 years back, 9% 2-3 years back and only 3% has opened it within a year. This fact is more discouraging because the number of shops did not increase according to the number of tourist flow. Still the old shops become over crowded during seasons and this situation directly hamper the quality of food and other services at the destinations.

Graph-117

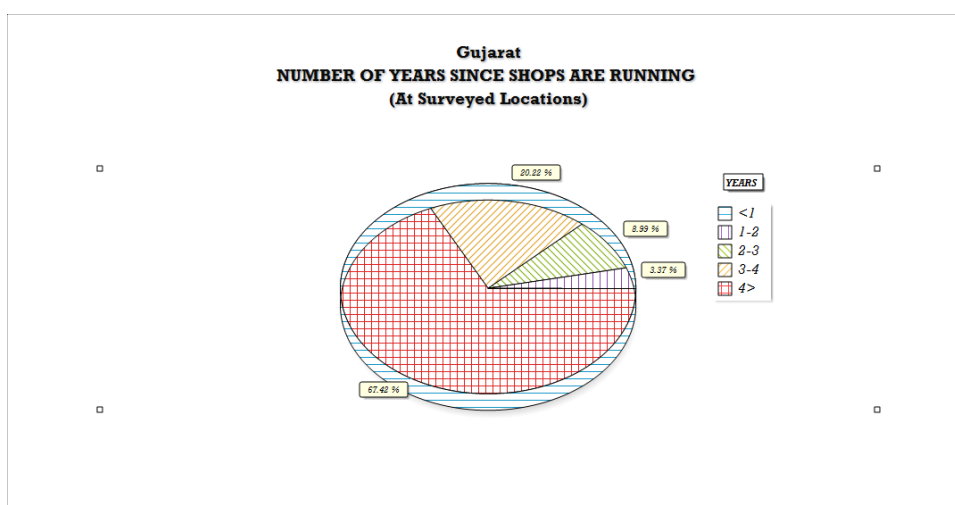


Table-78

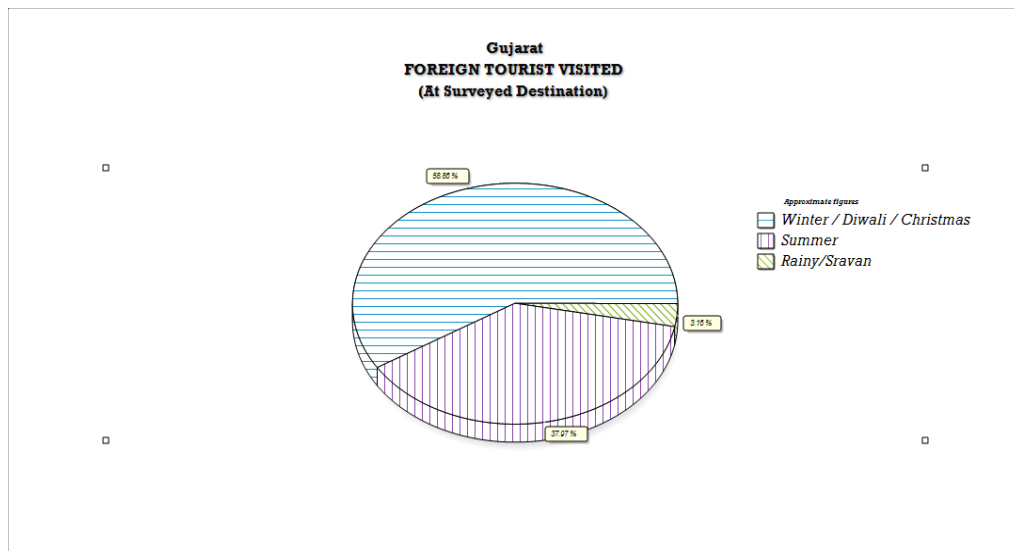
Tourists by their origin	Season wise Type of Tourist Visited (approximate figures)								
	Foreigners			local			Other States		
Seasons	Winter / Diwali / Christmas	Summer	Rainy/Sra van/Janmashtami/shivratri	Winter / Diwali / Christmas	Summer	Rainy/Sra van/Janmashtami/shivratri	Winter / Diwali / Christmas	Summer	Rainy/Sra van/Janmashtami/shivratri
Total	59%	38%	3%	44%	41%	15%	47%	40%	13%

Approximate figures converted into percentage

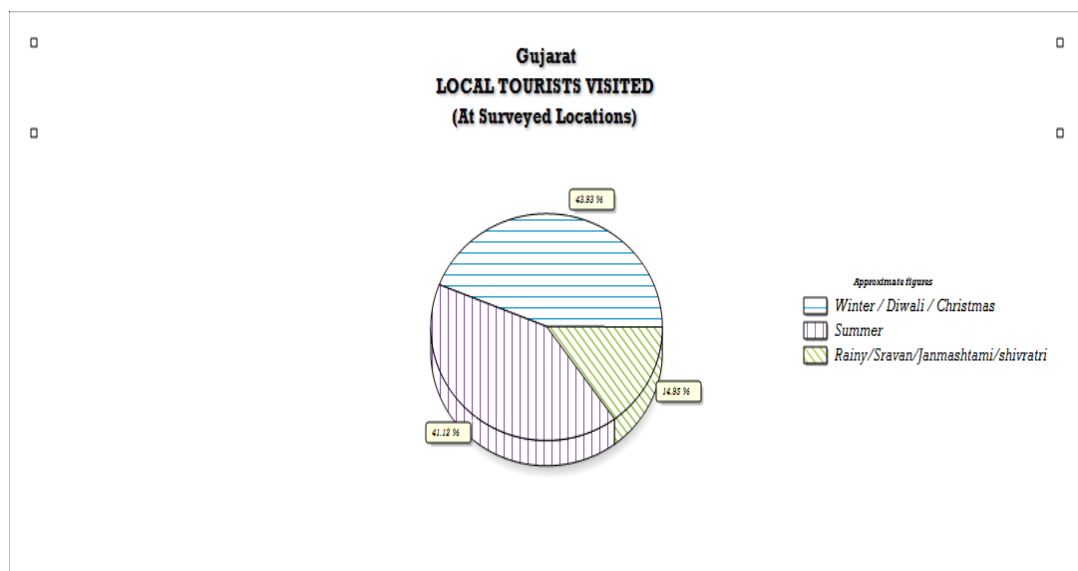
Table-78 represents season wise arrivals of different category of tourists. This table will help us to find out that which season is more crowded by tourists. Each category of tourist are represented by Graphs, such as for Foreigners arrivals Graph-118, for Local Graph-119 and for OIS Graph-120. From the Graph-118, one can easily make out that 59% of foreigners visit during winter/Diwali/Christmas seasons. 38% arrive during summer and only 3% arrive during rainy season. From the *Graph-*

119, it can be said that 44% of local tourists visit during winter season, 41% during summer and 15% during rainy season. The Graph-120 represents season wise OIS tourists visiting their shops. 47% visit during winter, 40% during summer and 14% during rainy season. One thing I want to clear about this data is that these figures are not exact values but are approximate figures asked from shop keepers. Since, they do not have any such records so it is difficult to make out category wise tourist differentiations. So, because of lack of proper information and authenticity, this part might create doubtful situation. As like earlier chapters the summer season is not much favourable season among tourists but in this part according to them summers are the second most favoured season for tourists. Since the winter is concern the positive response was collected from the shop keepers.

Graph-118



Graph-119



Graph-120

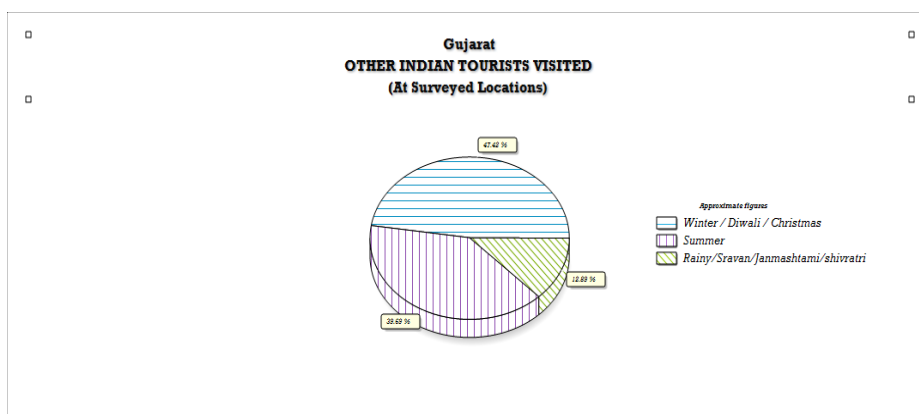
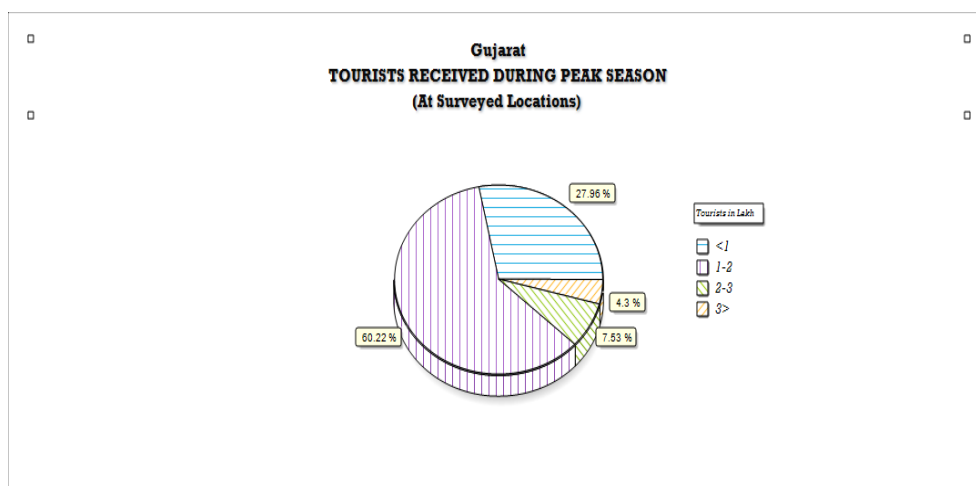


Table-79

Approximate Number of Tourists Visit if Different Seasons							
Seasons	Peak season				off season		
Category (figures are in lacs)	<1	1-2	2-3	3>	<1	1-2	2>
Total	14%	30%	4%	2%	48%	2%	0%

The above **Table-79** shows the approximate number of tourist arrivals at the shops. From the Graph-121, it is clear that during peak season 60% of shop keepers said that approximately 1-2 lacs tourists visit their shops. 28% said less than a lac, while 8% said 2-3 lacs while only 4% said more than 3 lacs tourists visit their shops during peak season. **Graph-122** represents approximate number of tourist arrivals during off season. Here 97% of them answered less than a lac while 3% said 1-2 lacs. None of them have replied in favour of 2-3 or more than 3 lacs. This shows a wide gap between tourist arrivals. As like, table-79, these figures are also in approximate numbers replied by shopkeepers. The centers are only flooded during peak season only. Centers must be flooded with sizeable number of tourists in all seasons without making long intervals. Comparatively in Gujarat tourism is only flourished during seasons only, rest of the time it remain barren.

Graph-121



Graph-122

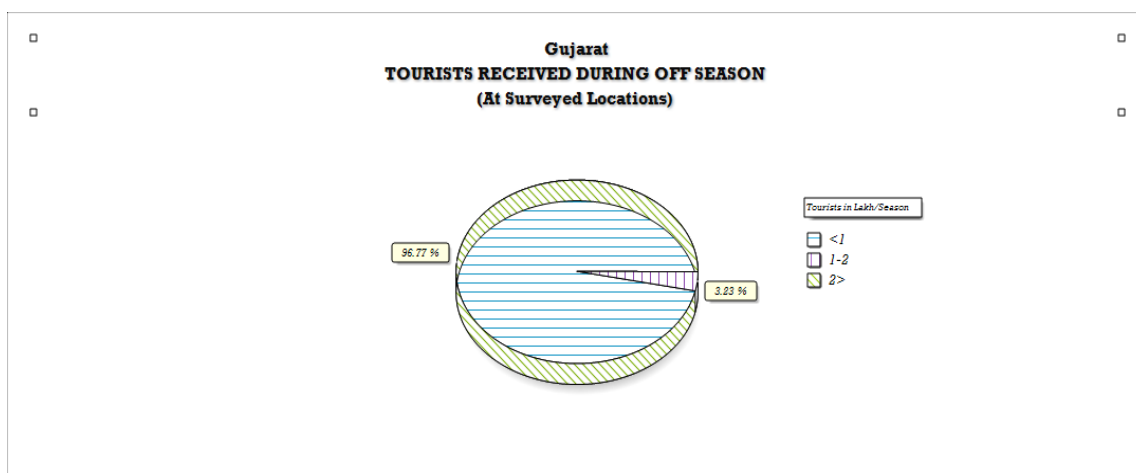
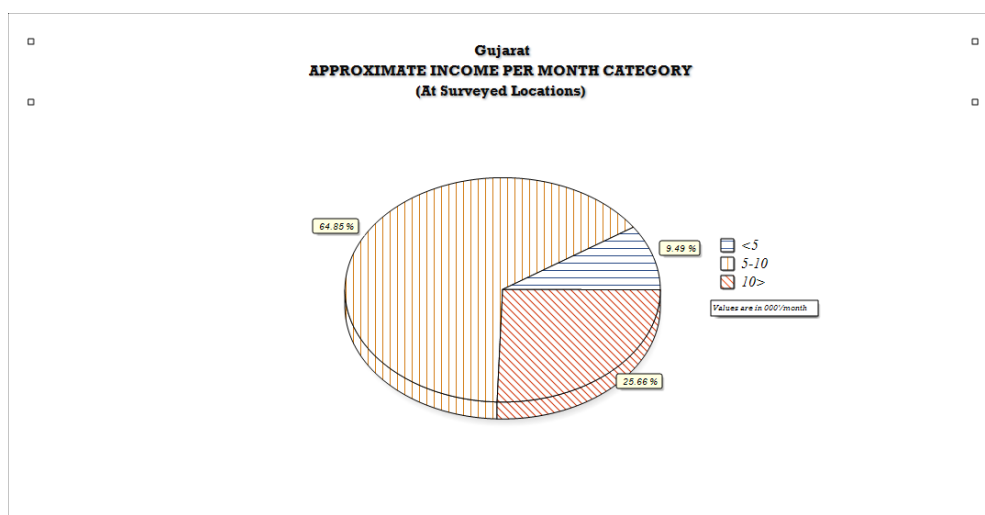


Table-80

Approx income (Figures are in (000)/month)			
Income Category	<5	5-10	10>
Total	10%	65%	25%

Table 80 and the **Graph-123**, represents the approximate monthly income they earn from this services. Shopkeepers could not revive their real income so the figures are taken as approximate income. From the Graph it is clear that 65% of owners replied Rs. 5000-10,000/ months while only 26% replied more than Rs. 10,000/ months they earn form service they provide. 9% of them also said that on an average by the end of the months they could make only less than Rs. 5000/-. This indicates that it is good that large %age of shopkeepers now coming under middle income category. This is a positive sign towards economic development and vice-versa social development too.

Graph-123



8.7 IMPACT OF TOURISM

In the previous chapters the role of geographical components in arrivals tourists from abroad and potential tourists (mostly including locals and OIS tourists) were analyzed on the basis of the collected primary data during the field survey. The local persons provide most of the facilities & required services like accommodation, food, transport, amenities to the tourists. That is why the tourists enjoy the destination but some time tourist arrivals create physical, social and economical impacts to the destination. Every development has its side effect and tourism too falls in similar category. The impact brought about by the interaction of host and guest (smith, 1998) is a well documented phenomenon. The researcher has found the attitude and response of tourists and residents and their impacts are influenced by several factors. Here is an attempt has been made to evaluate physical, economic & socio-cultural impacts of tourism development in Gujarat. The questions attempt helps to understand the physical, social and economic impact of the tourists on the resident of a respective tourist centers. The tourist centers which are chosen for sample surveying are comparatively more rushed and crowded than the other tourist centers in the state. Each category of impact analyzed with the help of signified number of variables.

8.7.1 PHYSICAL IMPACT OF TOURISM

The first topic of this part is all about the impact of tourism on physical environment. The physical impact of tourism can be more difficult to assess as they are more of a qualitative measures off impact of tourist on destination in contrast to quantitative measurement (Mason, 2003). To analyze the attitude of the residents towards tourism development indicated descriptive statistic analysis was used. This measurement scale consists of 13 variables (***Table-81***) reflecting the perceived physical impact. Respondents were asked to provide answers on each variable which was measured by a seven point Likert Scale ranging from -3 strongly disagree to +3 strongly agree with '0' (zero) undecided. Likert scale is a measurement is used in quantitative analysis of the research. In his case researcher has judged and accordingly ranked the scale statement. There are seven response alternatives for each attitude statements. These are classified as strongly disagree (-3), moderately disagree (-2), disagree (-1), undecided (0), agree (+1), moderately agree (+2) and strongly

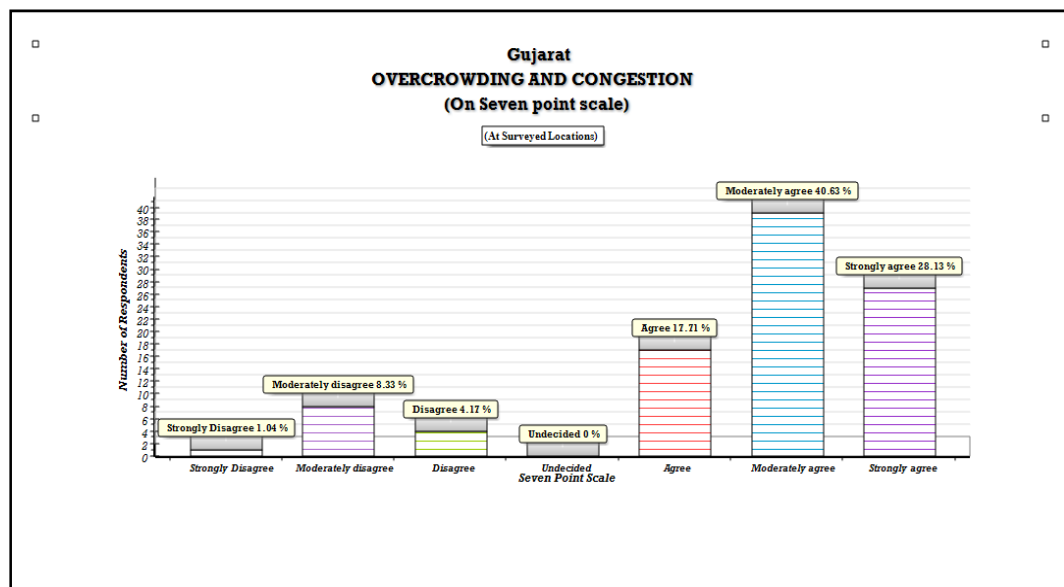
agree (+3). Following, On the basis of seven point scale the graph is prepared to show the impact for each variable.

Table-81

Category-wise Seven Point Scale Measurement of Impact of Tourism on Physical Environment

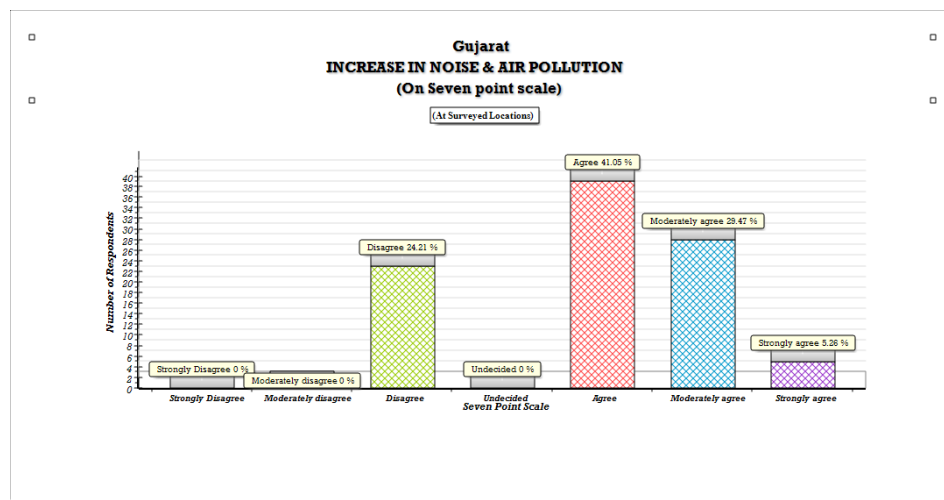
Ser No.	Physical Impact	Strongly Disagree	Moderately disagree	Disagree	Undecided	Agree	Moderately agree	Strongly agree
		-3	-2	-1	0	1	2	3
1	Over Crowding and Congestion	1%	8%	4%	0%	18%	41%	28%
2	Increase Noise and Air Pollution	0%	0%	24%	0%	41%	29%	5%
3	Increasing Water Pollution	0%	3%	6%	9%	27%	47%	6%
4	Good Quality of Sewage and Garbage Disposal	15%	28%	25%	1%	20%	8%	2%
5	Strain on Public Utility Services	11%	3%	2%	3%	39%	21%	21%
6	Good Quality of defecation facility	22%	24%	16%	1%	12%	13%	13%
7	Improved Road Conditions	6%	6%	19%	0%	29%	17%	22%
8	Increased in The Number of Hotels/Dharmshalas	5%	2%	5%	2%	14%	22%	49%
9	Need of Separate Place for Parking	0%	0%	0%	0%	5%	47%	48%
10	Problem in pure and Adequate Water Supply	3%	7%	11%	0%	34%	29%	16%
11	Development in Basic Infrastructure	16%	17%	29%	0%	22%	9%	6%
12	Cleanliness	11%	23%	32%	0%	22%	9%	3%
13	Good Road connectivity	0%	1%	11%	0%	57%	28%	3%
	Average	7%	10%	14%	1%	26%	25%	17%

Graph-124



Graph-124, indicating the general perception of the residents and tourists towards the pressure of population in terms of over-crowding & congestive stage of the tourist place. 41% of tourists are moderately agree and say they don't feel much about congestion but as compare to earlier yes population has grown up. 28% are strongly agreed about haphazard increase of population in last ten years. They find it now become more congestive and pressure on physical infrastructures, are on rise. Overall 69% of resident agreed upon population increase and they credit it to tourism expansion at the center. There is a strong relationship between population and infrastructure relationship. Increasing population would surely have greater impact on infrastructure development so quality might be on decline. Very little %age of resident were in dilemma and did not provide proper answer. Almost 12% were disagreed upon increase of crowd.

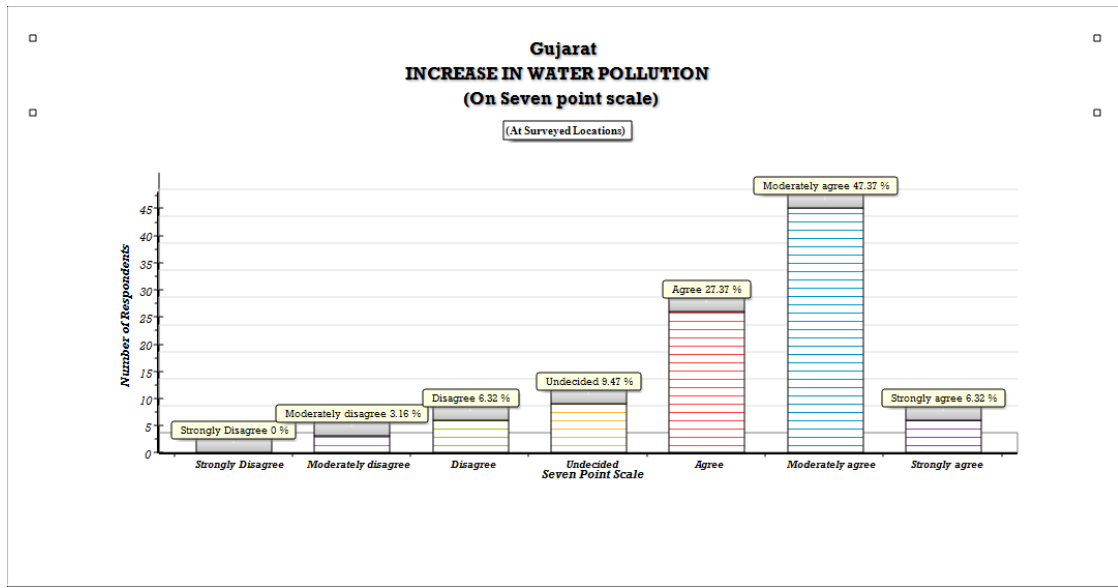
Graph-125



The above *Graph-125*, prepared to make an attempt to find out perception of residents towards impact of tourism on increase in noise and air pollution. This data is fully based on towards perception of the residents there is nothing to do with the actual level of air / noise pollution prevailed there. 41% of residents were agreed upon upsurge in noise and air pollution. Increasing number of vehicles create unnecessary nuisance and sometimes the visibility becomes too low. 29% of them were moderately agreed upon rise in the level of pollution. Only 5% are strongly accepted the rise of deterioration. Overall, 75% of the residents agreed upon increase in the level of noise and air pollution. In terms of water quality none of them conceded with positive response. Among them 24% were disagreed on rise of pollution level.

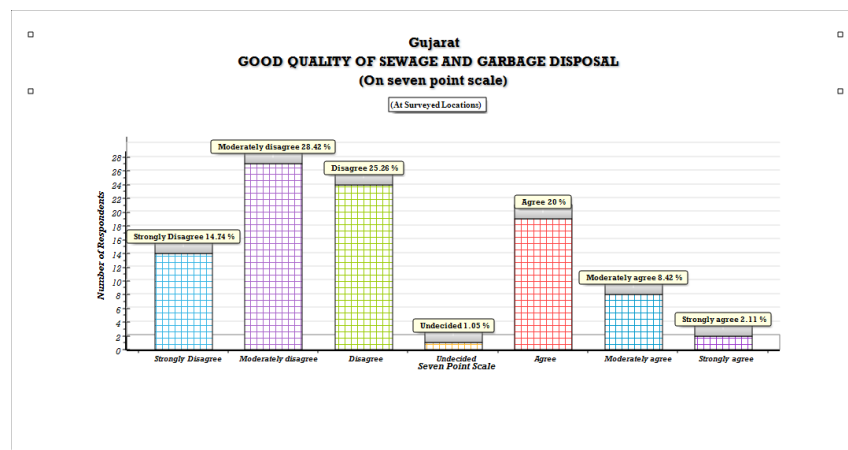
Actually these residents were staying outside of the main center of tourist destination. While above who were surveyed staying at the hub of the centre.

Graph-126



Graph-126 represents the perception of the residents towards increase in water pollution. 47% of residents were moderately agreed upon increasing water pollution. During the survey it was found that mostly in coastal areas all residents were complaining about the salty drinking water which is the biggest problem for tourists for those who can't afford the cost of water bottles every day. 6% of residents were strongly mentioning about deteriorating water quality day by day. Almost, 81% of tourists were agreed upon rising problem of water pollution. 9% also were found neutral on water quality. 9% of residents have not admitted on rising water problems.

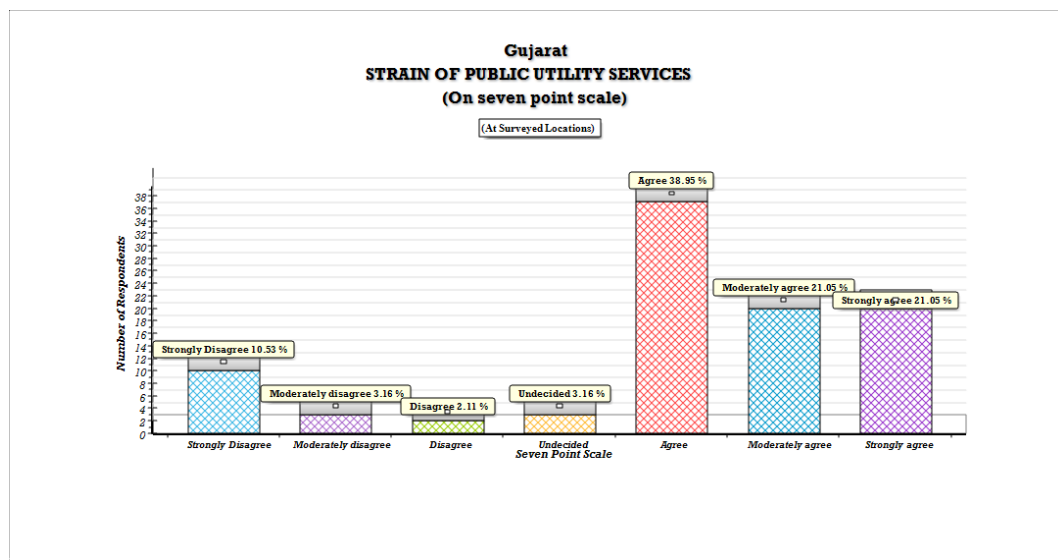
Graph-127



The above *Graph-127*, indicates the perception of residents towards good quality of sewage and garbage disposal. Almost 30% of respondents gave positive response while 68% were disagreed upon good quality of sewage and waste disposal.

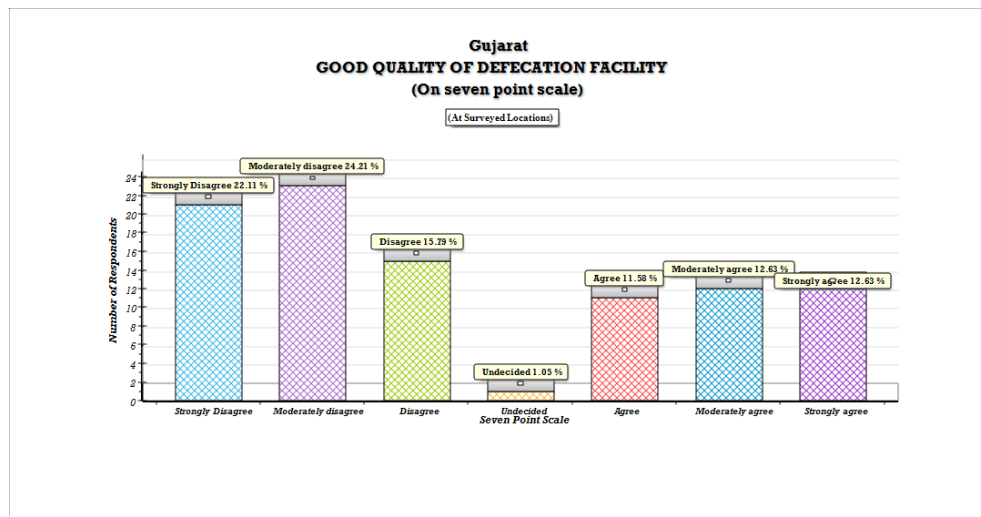
They were also saying about bad conditions of streets and roads. The garbage materials were not properly disposed. Many a times the sewage water gets chocked up and overflowed. However this condition was not same everywhere and received positive response towards sewage managements. During survey the Palitana is the only place where the surveyor had received somewhat positive response as compare to other destinations. However, overall, the highest percentages (28%) of respondents were averagely disagreeing good quality of sewage and garbage disposal system. 1% of them didn't answer properly.

Graph-128



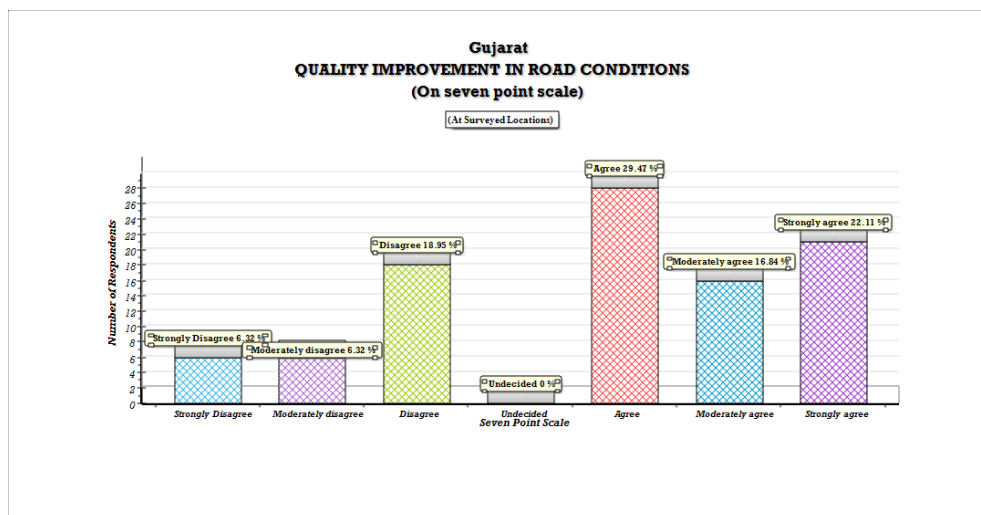
Graph-128 is drawn to find out the perception of residents towards increasing strain on public utility services. Here comes the main problem faced by the tourist during their journey at their destinations. Almost 81% of residents agreed upon increasing strain on public utility services. The most important services are toilets, bathrooms, telephone booths, clean & pure free drinking waters & so on. These are the basic problems what the tourists & residents are facing at the destination point. However, the mobile and internet facility is found almost at all shops but still the basic requirements are lacking at the spots. Sometimes the cases of failures of these electronic items create big problem for the residents and tourists both. Even the Gujarat tourism information centers are not in good conditions and most of the times it was closed, responded by residents and tourists. Some private organizers are running these facilities but take high charges. 16% of residents did not made any negative comment on this issue. 3% did not respond at all on these issues.

Graph-129



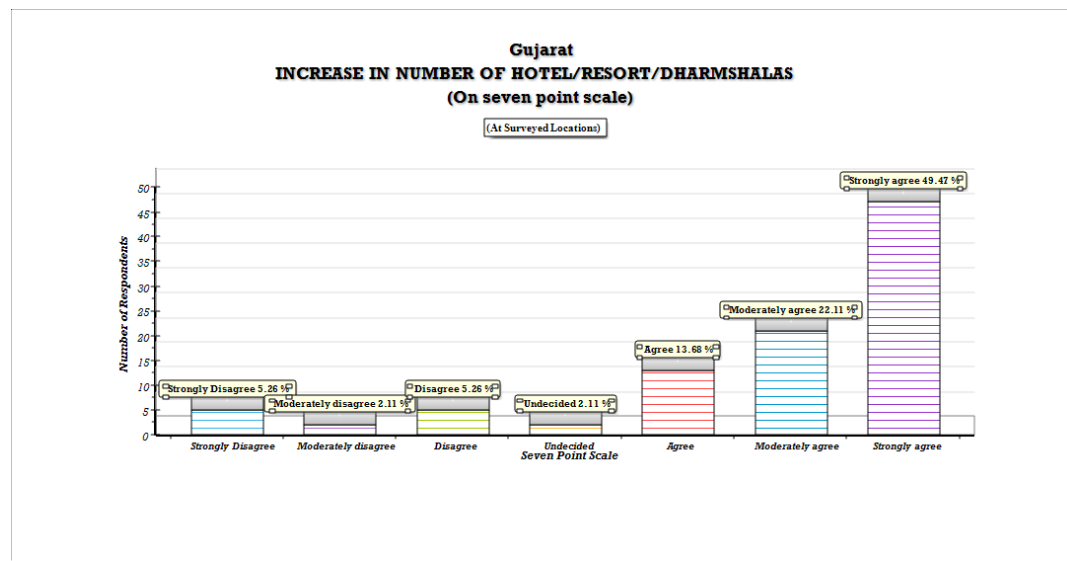
The *Graph-129* illustrates the resident perceptions towards good quality of defecation facilities. The poor facility of toilets and defecation facilities are one of the biggest problems faced not only by residents but also tourists surveyed. Few are there but always stinking and once in a month or 15 days it is cleaned. Lacks of sweepers are the main problems pointed by the residents. However, if they are appointed thought government are not working properly. 62% of respondents were strongly agreed upon stinking of toilets and bathrooms and pointed on immediate need of defecation facilities. So many times they also made complain but no response in turn was received. Except Palitana most of the tourist places were full of garbage and bad conditioned toilets. Some private organizers are running these facilities but take high charges. 1% of residents did not made any negative comment on this issue. 37% did not respond negatively at all on these issues. They have given contradictory answers these problems.

Graph-130



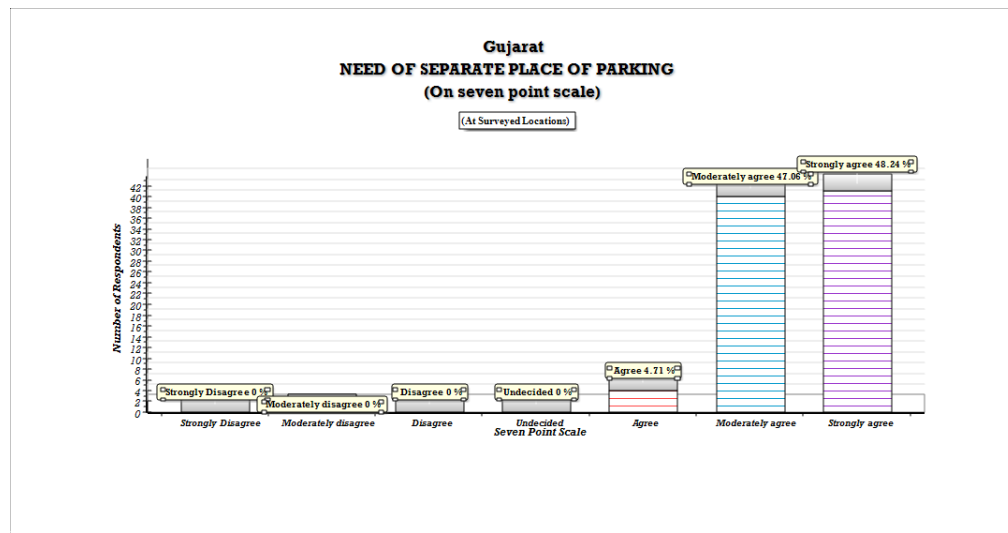
Graph-130 indicates about resident perception towards quality improvements in road conditions. 22% of residents were strongly agreed upon improvement in road conditions. Overall 68% of residents were happy in terms of road conditions and its improvements. Many tourists viewed that they have not seen such good quality of roads. Good road conditions make easy and efficient transport developments. However, in terms of broadness there was disagreement seen among tourists and transporters. 32% of residents were against this improvement. According to them these are not all weather roads and during rainy season lot of potholes formed on the roads. Overcrowding of Lari's & vendors sometimes closing the paths and tourists and residents face difficulties through passing thereby.

Graph-131



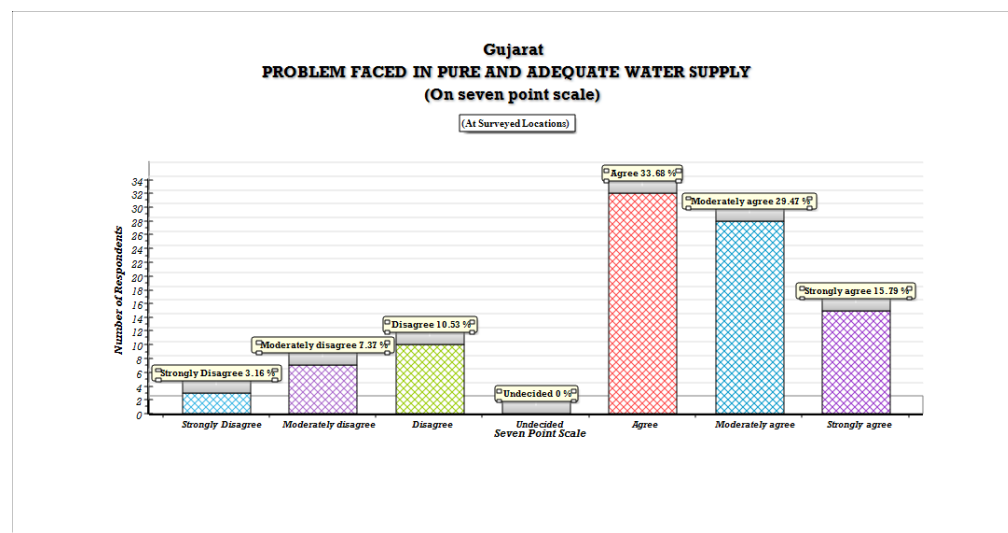
Graph-131 represents the perceptions towards increasing number of hotels / resorts / Dharmshalas. This indicates positive growth towards tourism growth of that particular area. 49% of them strongly agreed upon high growth of means of accommodations. Except Narayan Sarovar / Koteswar almost at all places the researcher has got positive response. Over 80% of residents agreed upon overwhelming rise in hotel industry. However, most of these are dormitories, motels, one or two star hotels. The basic problems residents acquainted with high range of cost of stay that is tenfold rise in peak season as compare to the off season. During of in-season, sometimes it becomes not affordable for a normal tourist. This can make a negative impact on tourism growth. 3% of residents were not agreeing on increase of hotel industry at the tourist centre.

Graph-132



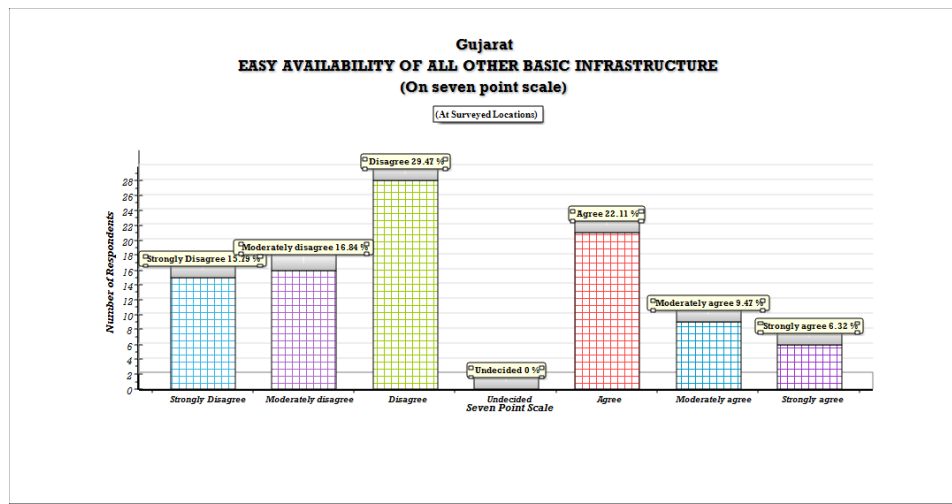
Graph-132 illustrates the viewpoint of residents in relation to need of separate place of parking. 48% of them said there is immediate need of separate place for parking. At most of the places researcher has acquainted with high demand for parking spaces from both residents and tourists. Overall, 95% of them were in favour of need of parking places.

Graph-133



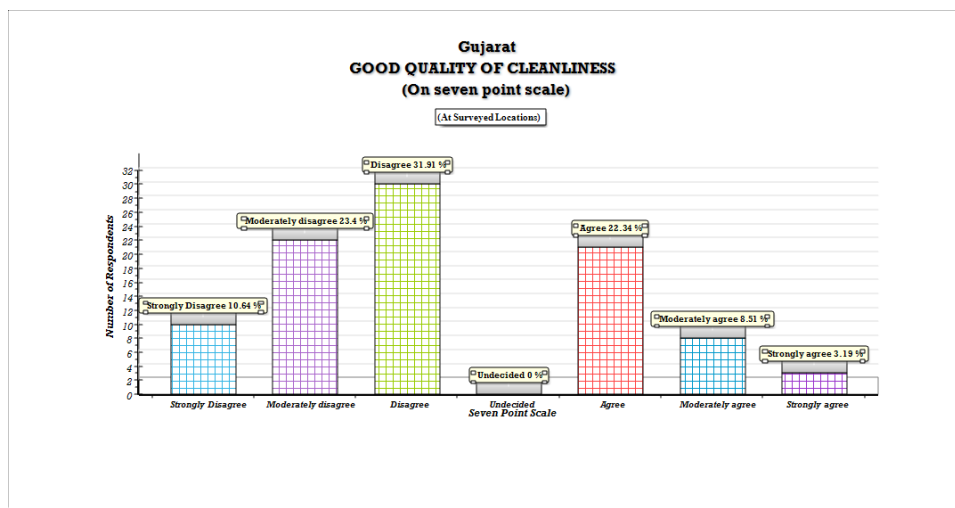
Graph-28 explains about perception of residents towards problems faced in pure and adequate water supply. 34% of tourists were agreed upon the issue. 16% strongly demanding and 29% were moderately demanding of pure and adequate drinking water supply. Overall, 79% of residents having positive response towards problem faced in pure and adequate water supplied. 21% of them were showing negative response towards above mentioned issues.

Graph-134



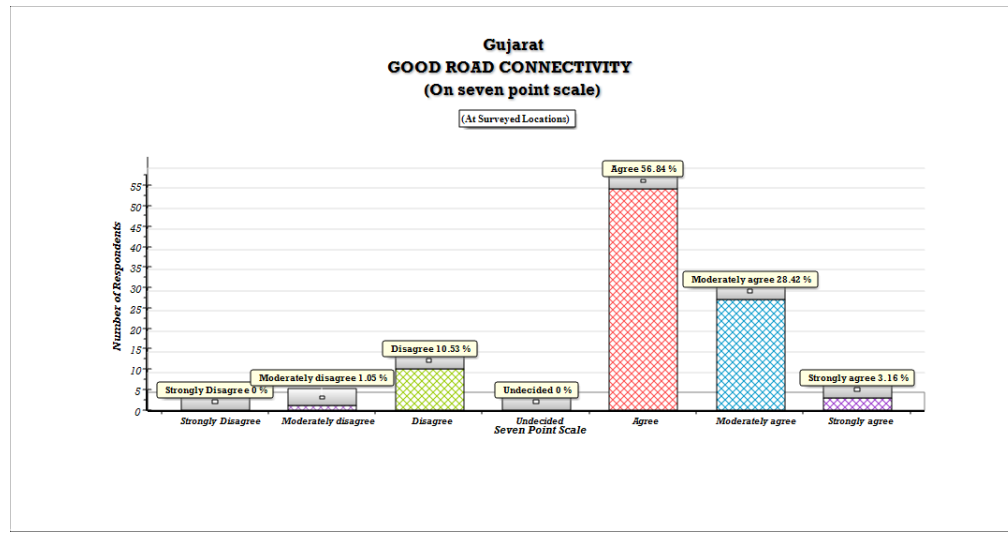
The above *Graph-134* indicates the perception of residents towards easy availability of all other basic infrastructures. 62% of the respondents were not agreed on easy availability of all other basic infrastructures required at destinations. In above graphs about these infrastructures are well mentioned. 38% of tourists were on positive side and indicating that there is no problem in availability of basic infrastructures.

Graph-135



The above *Graph-135* is representing the resident's perception towards quality of cleanliness. Quality of cleanliness is one of the good indicator tourists like most. This is the first and last impression a tourist experience at any destination. 66% of residents denied the good quality of cleanliness. According to them this is the worst service they are facing since tourists have started arriving there. General public chews tobaccos and spitting here and there which stink during seasons. 34% of them were happy with the level of cleanliness and they don't bother about this issue.

Graph-136



This, *Graph-136* indicates general perceptions towards quality of road connectivity. Only 57% of tourists were just agreed upon good road connectivity while only 3% were strongly in favour of the same issue. Overall 88% of residents said that they are happy with the road connectivity. 12% of resident were not agreed on good road connectivity. They think government has constructed road only for tourists easiness while for them to perform goods servicing to other locations become difficult due to increase in distance and simultaneously the cost.

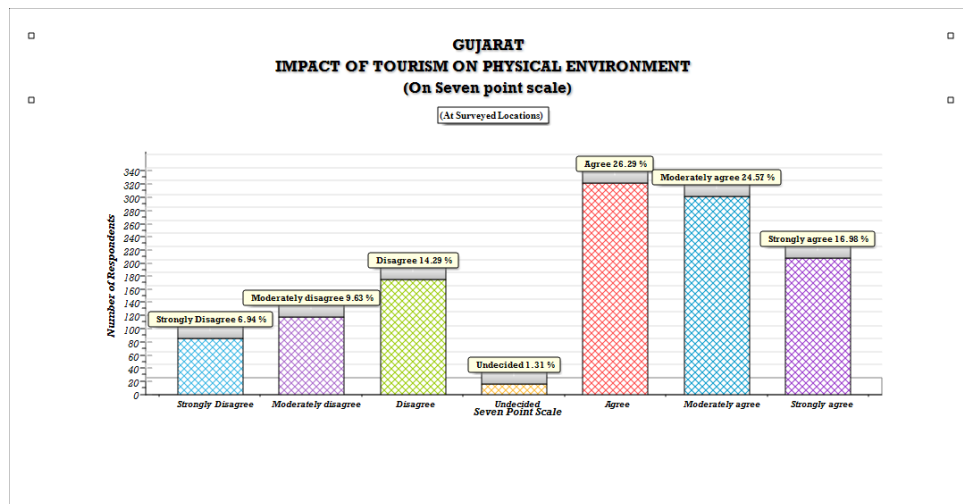
Table-82

Seven Point Scale Measurement of Overall Impact of Tourism on Physical Environment

Physical impact							
Seven Point Scale Parameter	Strongly Disagree	Moderately disagree	Disagree	Undecided	Agree	Moderately agree	Strongly agree
	-3	-2	-1	0	1	2	3
Total tourists	7%	10%	14%	1%	26%	25%	17%

The above **Table-82** indicates total combined perceptions of the residents. This table is being prepared to analyze the total impact of tourism on physical environment. From the Graph-137 it is clear that except 1% of residents, all of them have expressed their views on impact of tourism on physical environment. 17% percent of residents agreed upon impact of tourism on physical environment. 25% moderately agree, 26% agreed while 14% disagree, 10% moderately disagree & 7% strongly disagreed. Overall, comparatively the 68% of residents agreed that tourism has greater impact of physical environment while remaining 31% said there is not much impact seen over physical environment.

Graph-137



Finally, after a study of different perception of the residents it can be said that physical congestion experienced at the destination. Congestions increase demand for natural resources and also contributes to source of solid waste residual which creates the problem of air, water and noise pollution, degradation of environmental factors (quality of cleanliness), growth and development of hotel accommodation, problem of parking, pure and adequate water supplies, strain on public utility services, restaurants, recreation & other required basic infrastructure facilities. . Side by side it has some positive impact on road & communication infrastructure such as improvement in road connectivity and efficiency, maintenance of holly places, beautification of tourist places and overall improvements in general community residing there. Generally arrivals of mass tourists during in season is a great deal of waste such as plastic bottles, bags, cups, garbage, food wastage and so on, degrade the environmental quality. Physical appearances are the first and last impression experienced by tourists at the destination, so, there is an immediate need to maintain the quality and quantity of related infrastructure.

8.7.2 ECONOMIC IMPACT OF TOURISM

Tourism is a basic element for the change in economic conditions of the local people. Tourism as an industry has great economic impacts on the host community. Here in this study the tourist expenditure data has not been taken into consideration. To analyze economic impact same 7 scale parameter has been taken into consideration. Total Ten indicators selected and each of them measured on seven point scale on the basis of strength of resident's perception towards economic

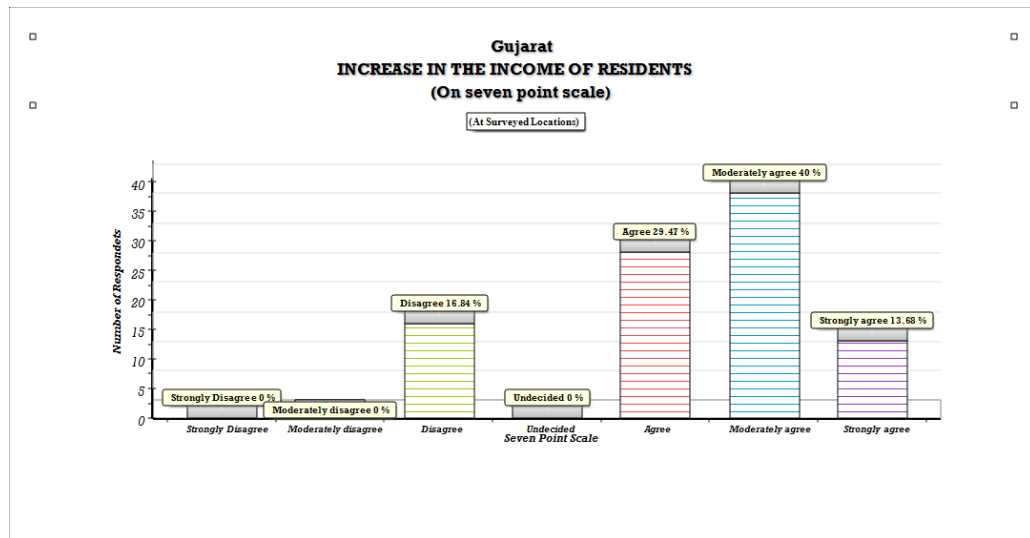
development of the host community. Tourism can create job prospectus, foreign exchange earnings, profit and investment on emerging economies and improvement in standard of living. Overall it can be analyzed at two ways i.e. negative and positive prospects of the industry. Tourism has ability to generate employment opportunity in government and private hotels, restaurants, cottages, parks, tour operators, guides, agents, entertainment etc. It also has a greater impact on changing the life style of locals by creating secondary source of incomes in response to provide services to tourists. Most of the host residents the researcher has surveyed were indirectly employed in tourism services at the destination. On the basis of selected number of indicators and perceived responses from respondents, the following tabulation, representation and discussions are carried out. Each scale parameter responded by them has been converted into %age value to total respondents.

Table-83

Category-wise Seven Point Scale Measurement of Impact of Tourism on Economic Development

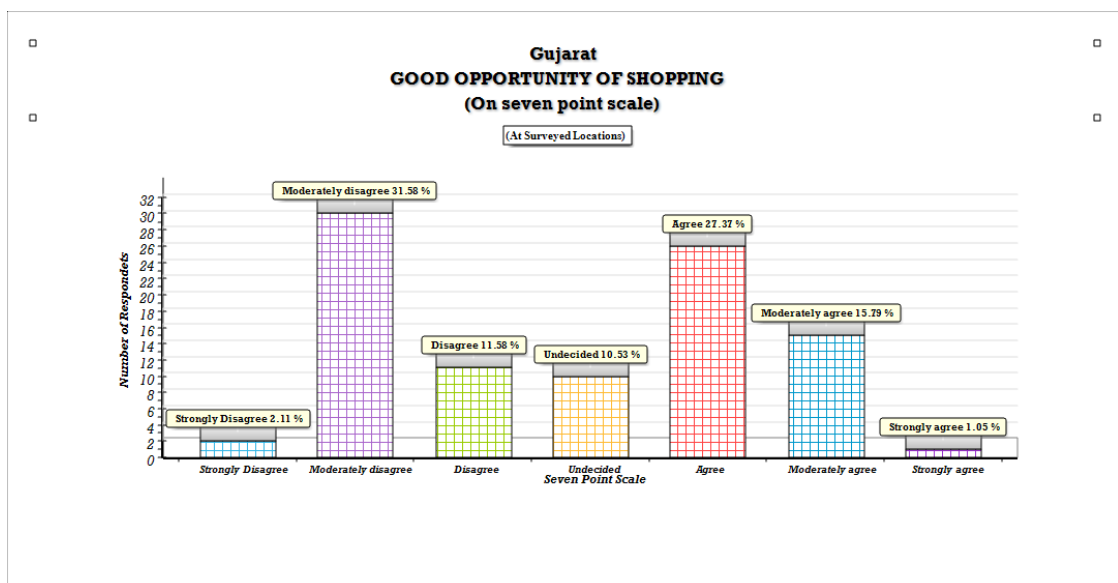
Sr. No.	ECONOMIC IMPACT	Strongly Disagree	Moderately disagree	Disagree	Undecided	Agree	Moderately agree	Strongly agree
		-3	-2	-1	0	1	2	3
1	Increase in The Income of Residents	0%	0%	17%	0%	29%	40%	14%
2	Good Opportunity For shopping	2%	32%	12%	11%	27%	16%	1%
3	Good Opportunity for jobs	7%	24%	36%	2%	15%	7%	8%
4	Increased demand for female labour	7%	29%	26%	21%	14%	0%	2%
5	Increased cost of land and housing	0%	0%	0%	6%	6%	38%	49%
6	Increase in General prices of goods and services increased	0%	0%	0%	0%	24%	45%	31%
7	Rental Houses As Source of Income	21%	6%	15%	16%	23%	14%	5%
8	Scarcity of Essential Goods During Festivals	2%	20%	38%	11%	16%	8%	5%
9	Reduction of Land Around the Temple/Site	0%	0%	1%	4%	19%	21%	55%
10	Increase in multiple economic activity	5%	8%	35%	4%	26%	12%	9%
	Average	5%	12%	18%	7%	20%	20%	18%

Graph-138



The *Graph-138* represents the perception of residents towards increase in the income of residents on seven point scale. This parameter has a direct impact on economic development of the hosts. 40% of them moderately responded in favour of increase in income, 29% just agreed while only 14% has shown strong favourism towards improvement in income of residents. Overall, 83% of residents said yes, it helps in economical growth comparatively. 17% of them answered no, means no any positive growth in income they received yet.

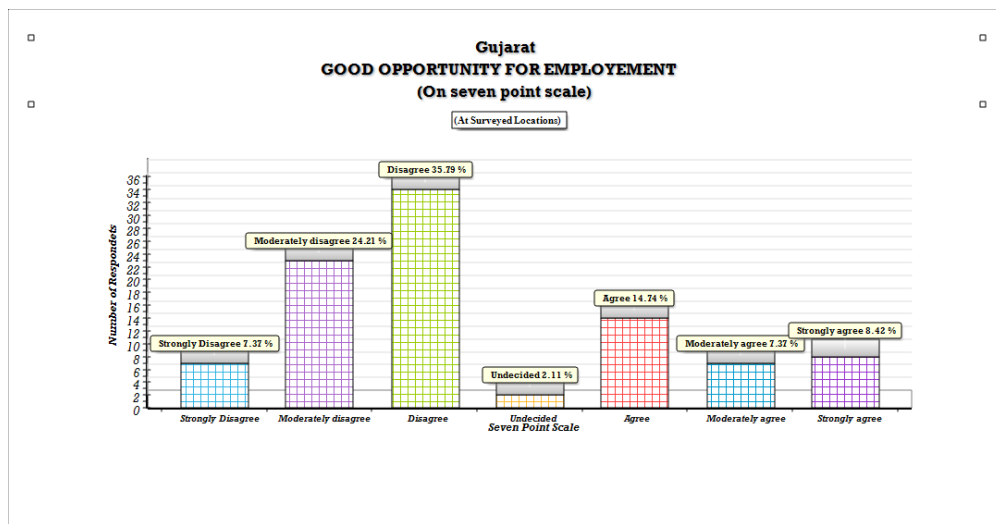
Graph-139



Graph-139 talks about perception of residents towards situation of opportunity of shopping. This has a direct relation with creation of employment at the host destination. Locals had great opportunity for buying / renting shops and serving

tourists. However, this opportunity was not established everywhere. So, variations in responses are received. 27% of the residents agreed and 16% moderately agreed while very little that is only 1% strongly agreed on good opportunities of shopping. Total 44% of them agreed on good opportunity of shopping complexes available there. 45% of residents saying that no well furnished shopping malls exist at most of the destinations. Shopkeepers, sometimes have to put their shops on streets and footpaths which create lots of inconvenience for the tourists. Most of the economy class tourists buy the products from these vendors and create disturbance & mismanagement over entire location. Even if they are, their products are too costly. The cost of food & drinking water is too high, which sometimes are not affordable by common tourists. 11% responses were neutral, which indicates, not much interest shown in terms of need of shopping malls.

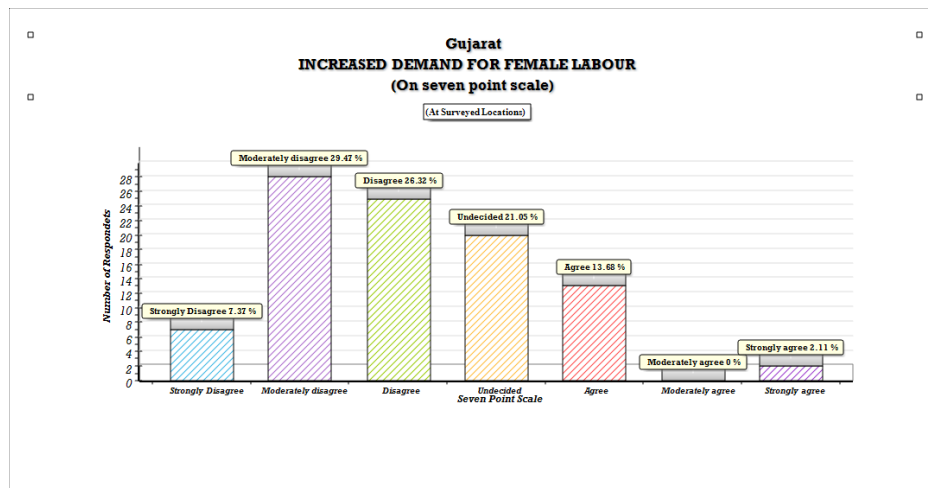
Graph-140



Graph-140 illustrates about their perception towards opportunity for employment. Actually, there are two type of employment in the tourism, direct and indirect & most of the residents might have answered thinking about direct employment opportunity. That is why there was contradictory answers where perceived. Direct jobs are actual full-time positions created by business. Indirect jobs are created by other businesses that come into existence due to the economic growth of your business. Most of the employees are independent contractors so they won't fall under direct employment category. From the graph it can be said that 31% of residents agreed upon good opportunity of employment while 67% said no direct job opportunity found at the hot destination. They earn their income independently.

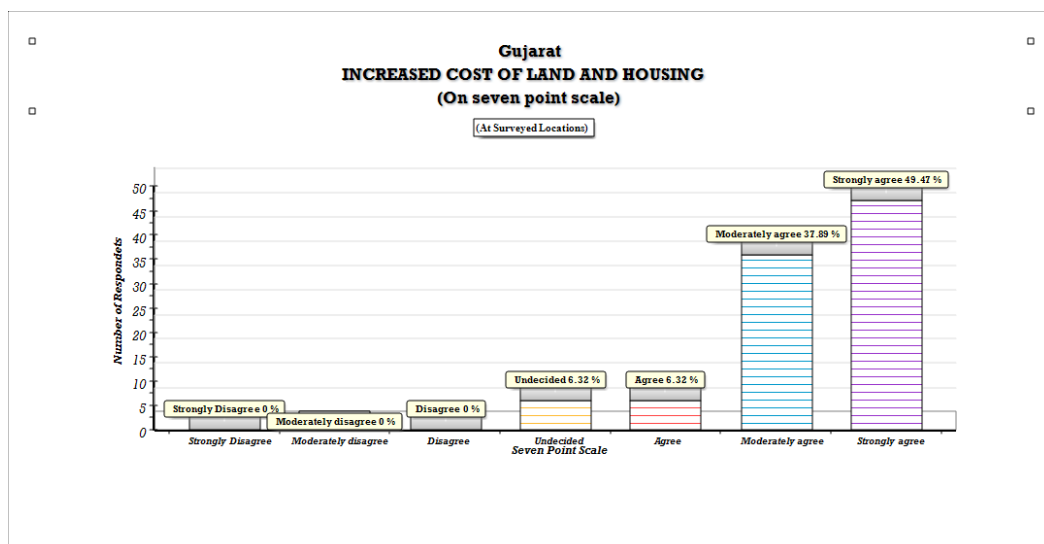
However, cases of malpractices of illegal absorption of percentage income from vendors are reported in pretext of putting their stalls.

Graph-141



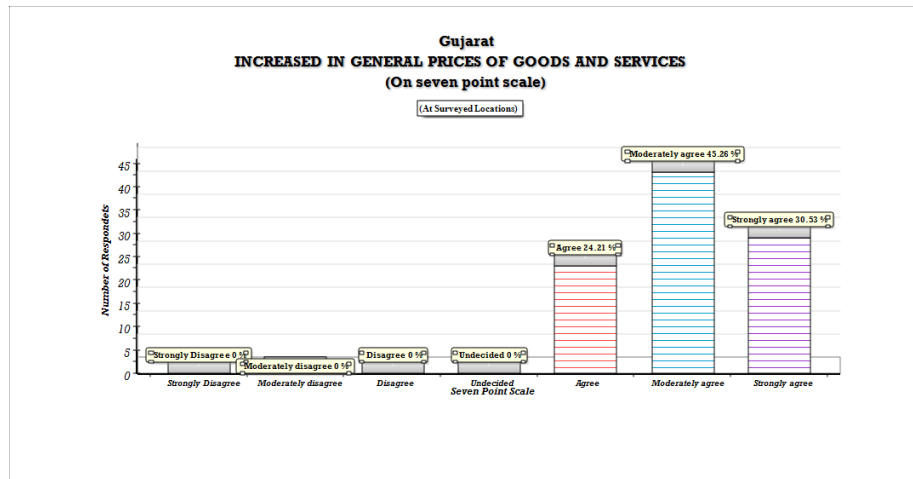
Graph-142 represents perception of residents towards increase in demand for female labour. This study was to carried out to find out gender biasness at the tourist centers. The positive response could indicate improvement in this issue, but the situation was different. 63% of respondents did not agreed upon engagement of female labour in service providing services while 16% were agreed. The most distinctive feature is that 21% of residents did not answer properly and remain neutral about this question. They do not want to engage their daughters in this industry, probably due to feeling insecurity for their dignity. The strength of dissent was very high (7%) when the matter comes for female labour engagement in service providing industry. So, overall the engagement of female workforce in tourism industry development of Gujarat is less significant.

Graph-142



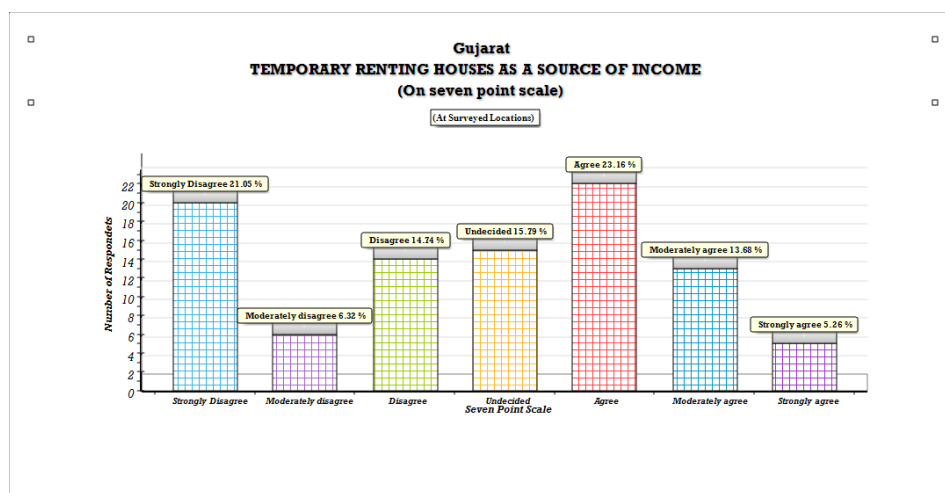
Graph-142 is about perception towards increased cost of land and housing. Study of this parameter actually, to find out the economic pressure on the residents. 49% of residents strongly agreed upon high cost of land around site. 38% moderately agreed. Overall almost 94% of residents faced the problem of buying property near the core site. This is a universal phenomenon that the cost of land prices increase from main centre to outside which also becomes true in tourism development.

Graph-143



The above *Graph-143* acknowledges the level of perception towards increase in general prices of goods and services. This is also a universal phenomenon, where the general prices of goods and services increase rampantly. All the residents were agreed upon rising prices of goods and services. There are big range of prices of goods are seen, dependent on class of business activity. High class business leads to high prices while low class business leads to normal prices. However, quality might be a question. According to residents there is many fold increase of prices seen at these tourist centers in comparison to other normal locations.

Graph-144



Graph-144 represents resident's perceptions towards whether they are temporarily renting their houses for the extra source of income or not. As per their responses 16% of them did not know about such things. This might be possible that these 16% are not revealing truth due to taxation problems. 21% were strongly disagreed while 5% strongly agreed upon this issue. So the weight of dissent was higher. Overall, 42% of them said yes they and other provide accommodation to tourists. 42% said no they don't provide such facilities. So the half-half situation arises in terms of overall consent on providing residential accommodation. In Somnath & Narayan Sarovar & Sasan Gir the researcher has found this type of provision. In Somnath the research acquainted with such type of hoteliers and they said that there is no other option remains for them because the government has taken over all the profitable jobs from these residents.

Graph-145

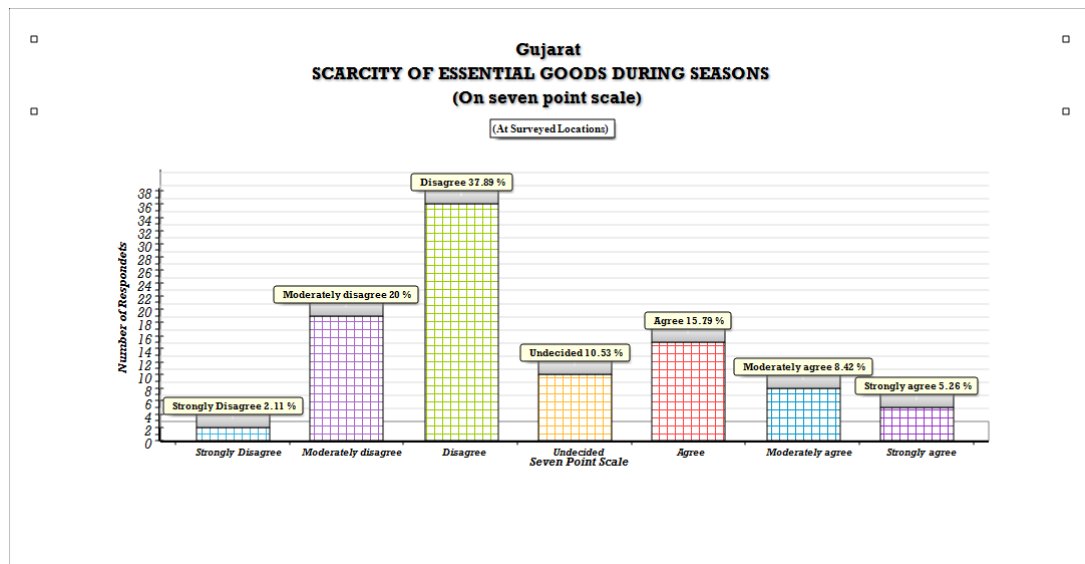
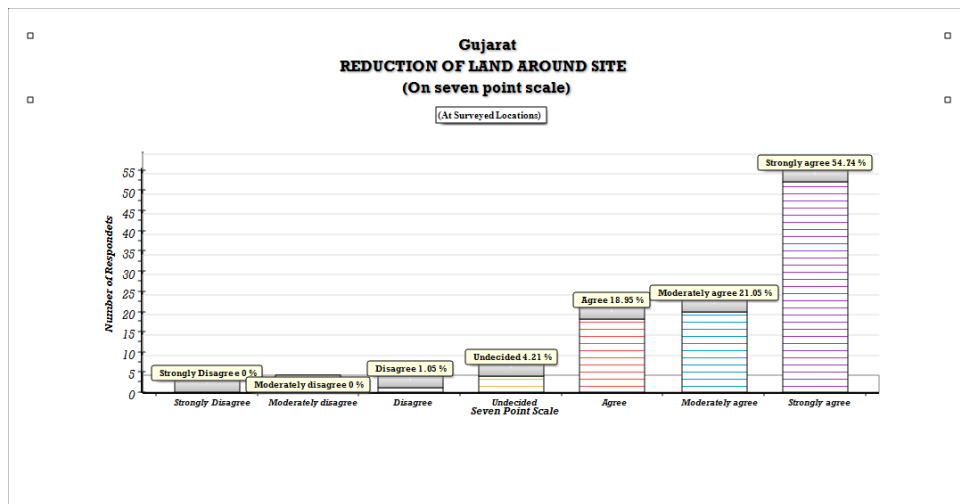


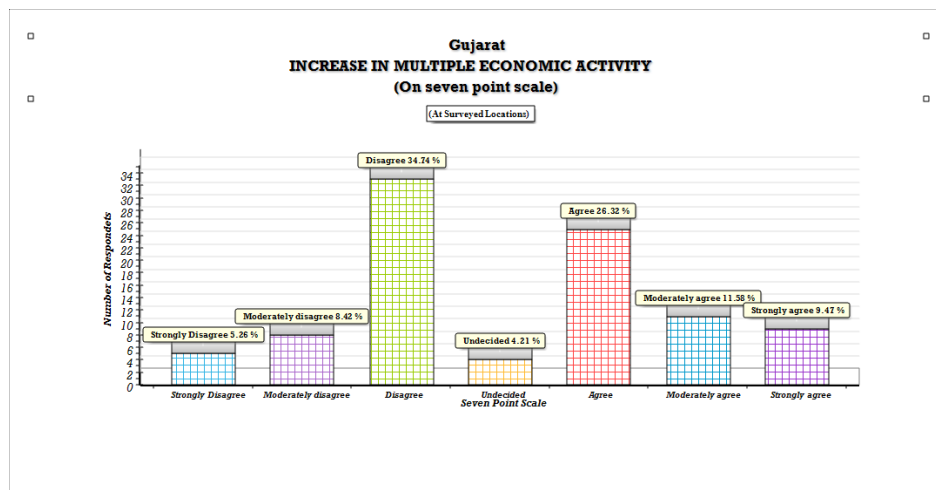
Table-145 indicates about perception of residents towards scarcity of essential goods during season. 60% of respondents denied and said there is no scarcity during needy hours. They did not felt any time scarcity of goods. 29% of them said yes sometimes when tourists overflowed beyond the limited capacity on festive days then scarcity prevailed. Overall the situation indicates towards sufficient availability of goods for tourists at any time. 11% of residents could not decide it in positive or negative sense.

Graph-146



Graph-146 explains about resident's perceptions towards reduction of land around site. From the above discussions this is obvious that overcrowding of population and hotel industry the area around the main site has reduced. 55% of residents were strongly agreed on this issue. Overall 96% of them said that yes land has reduced around the site and become more congested while 4% were undecided.

Graph-147



Graph-147 indicates perception of residents towards increment in multiple economic activities. 47% of residents agreed upon yes that due to tourism development there is increase in multiple form of economic development. 48% of them were not in favour of this issue and said there is no change in activity. People who were earlier engaged in same type is prevails even today. This response is contradictory because as per researcher's view surely there was increase of multiple structures of economic movements in last ten years. This might be possible due to either lack of understanding question or lack of knowledge about the increase.

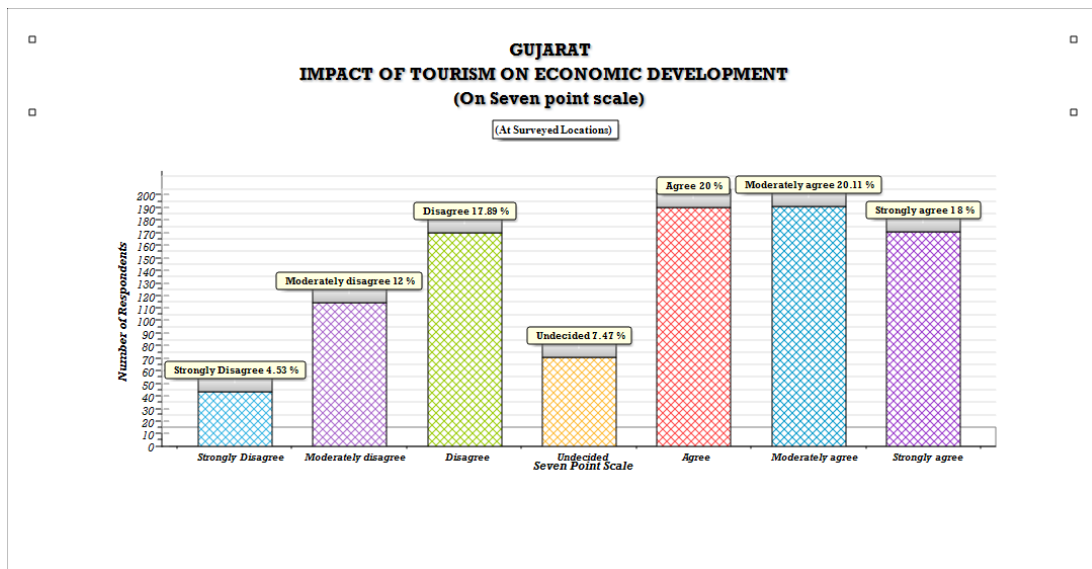
Table-84

Seven Point Scale Measurement of Overall Impact of Tourism on Economic Development

ECONOMIC IMPACT							
Seven Point Scale	Strongly Disagree	Moderately disagree	Disagree	Undecided	Agree	Moderately agree	Strongly agree
	-3	-2	-1	0	1	2	3
Total	5%	12%	18%	7%	20%	20%	18%

Graph 148 is the representation of the **Table-84**, which is showing the total combined perceptions of the residents on each measured scale. This table is being prepared to analyze the total impact of tourism on economic improvement of the residents. In general 7% of the residents did not respond any answer and remain undecided, while 18% strongly agree on overall all improvement in economic conditions of the destinations. Moderately agreed & just agreed comprises 20% each of the residents. 5% of them strongly oppose in economic development. 12% were moderately denying while 18% were found disagreed on overall economic development. Overall if we look at positive side then 58% acknowledges the overall development while only 35% did not acknowledge any economic improvement in the region. So, finally we may reach on concluding remark that percentage of resident's perception towards economic development is much positive.

Graph-148



8.7.3 SOCIO-CULTURAL IMPACT OF TOURISM

Tourism is a type of industry that has many social and cultural consequences. Tourism in general has a greater impact both in positive and negative socio cultural development on the host community. The tourism does not only benefit for the development of society but also interaction between them promotes socio-cultural transformations. Tourism brings high level of cultural assimilation and proficiency of behavior and knowledge. Tourist expenditure becomes a great source of income for the local residents, such as purchasing food and beverage, transport and communication, accommodation (rental houses) entertainment services, required goods from retail shops and travel guides etc. earning through tourism becomes a great source of social development, it could minimize the crime rate at the host society. Today, tourists need more fast services, like to experience every bit of time at the destination while the locals are more of permanent & stay for longer time so they are better in knowledge about tourist demands and will be more suitable to fulfill the needs of tourists. In general the impact of tourism on socio-cultural development refers change the quality of life of residents at the center. In the present topic to analyze the attitude of the residents towards tourism development indicated descriptive statistic analysis was used. This measurement scale consists of 12 variables (*Table-85*) reflecting the perceived socio-cultural impact. Respondents were asked to provide answers on each variable which was measured on seven point Likert Scale ranging from -3 strongly disagree to +3 strongly agree with '0' (zero) undecided. There are seven response alternatives for each attitude statements. These are classified as strongly disagree (-3), moderately disagree (-2), disagree (-1), undecided (0), agree (+1), moderately agree (+2) and strongly agree (+3). Following, On the basis of seven point scale the graph is prepared to show the impact for each variable.

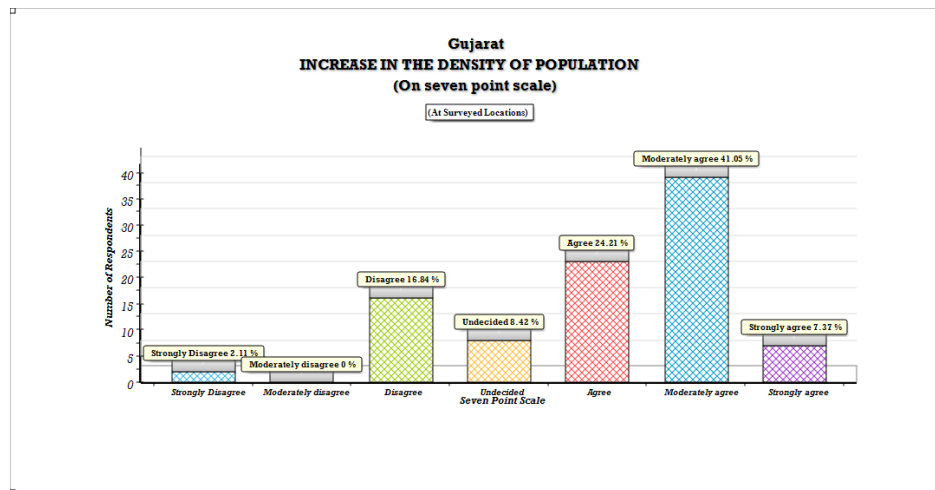
Table-85

Category-wise Seven Point Scale Measurement of Impact of Tourism on Social Development

Sr. No.	SOCIO-CULTURAL IMPACT	Strongly Disagree	Moderately disagree	Disagree	Undecided	Agree	Moderately agree	Strongly agree
		-3	-2	-1	0	1	2	3
1	Increased in density of population in the town / villages	2%	0%	17%	8%	24%	41%	7%
2	Improved Quality of police protection	1%	7%	29%	2%	38%	11%	12%
3	Increase in Strain on police protection	0%	6%	9%	3%	59%	21%	2%

4	Increase in crime rate	1%	16%	16%	0%	23%	44%	0%
5	Commercialization of traditions and customs	16%	27%	16%	6%	19%	14%	2%
6	Increase in language proficiency	0%	5%	7%	2%	37%	40%	8%
7	Improvement in Health condition	12%	1%	16%	33%	19%	11%	9%
8	Improvement in Education development	8%	0%	9%	2%	52%	24%	4%
9	Change in Occupational Structure	0%	1%	17%	8%	31%	41%	2%
10	Place leads to maintain its traditionalize culture	8%	40%	16%	14%	12%	8%	2%
11	Positive Roll of GTCL in the development of this tourist centre	33%	6%	13%	11%	25%	2%	11%
12	Spreading of epidemics	3%	17%	13%	54%	7%	6%	0%
	Average	7%	11%	15%	12%	29%	22%	5%

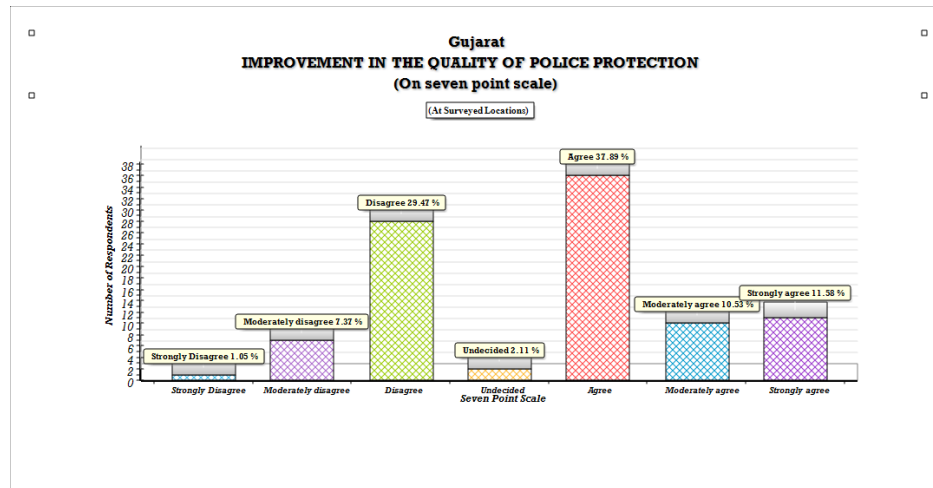
Graph-149



The *Graph-149* indicates about perceptions of residents towards increase in the density of population. In the first part I have already discussed about increase of population and that was in context with the physical impact of pressure of population. Here in this part density of population is taken as one of the indicator to find out pressure on social well beings at the destinations. Increasing density of population sometimes leads to increase in crime rate, such as stealing and pick pocketing like anti-social activity. From the graph it is clear that 41% of the residents were moderately agreed upon increase in density of population, while 7% strongly favoured the issue. Over and all total 73% of them replied in positive sense, while 25%

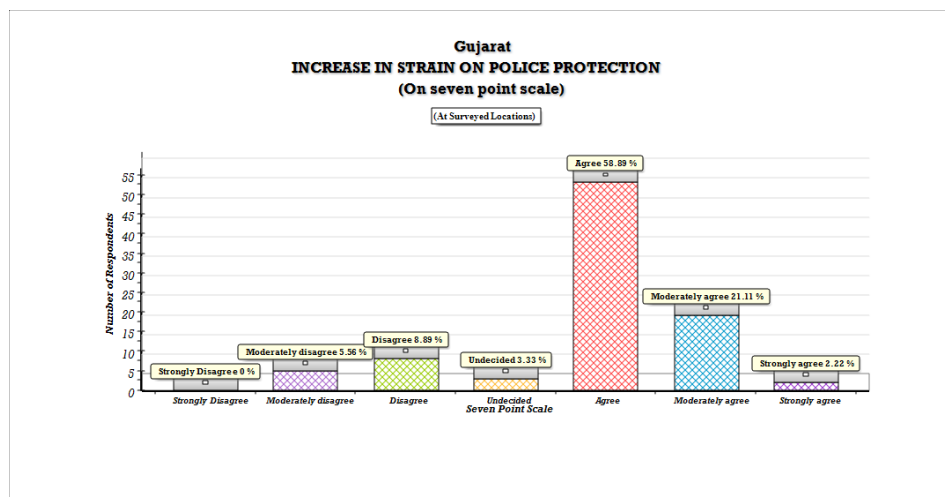
responded in negative sense. 8% of them did not reply on this issue. According to them this increase of density is due to tourist arrival not in the local residents.

Graph-150



Graph-150 indicates the perceptions of residents towards improvement in the quality of police protection. 38% of them agreed that yes the quality has improved. 12% were strongly agreed & 11% indicate moderate acceptance. Overall 60% of the residents said 'yes' while 38% were against the quality of police protection. Looking to the importance of the tourist place the quality of police protection has been upgraded. In small location residents were not satisfied. Such as at Mandvi most of the residents were against this quality improvement while in Dwarka they were in favour of improvement in quality of police protection. In general we can say that still lots of emphasis needed to improve the quality of protection by police.

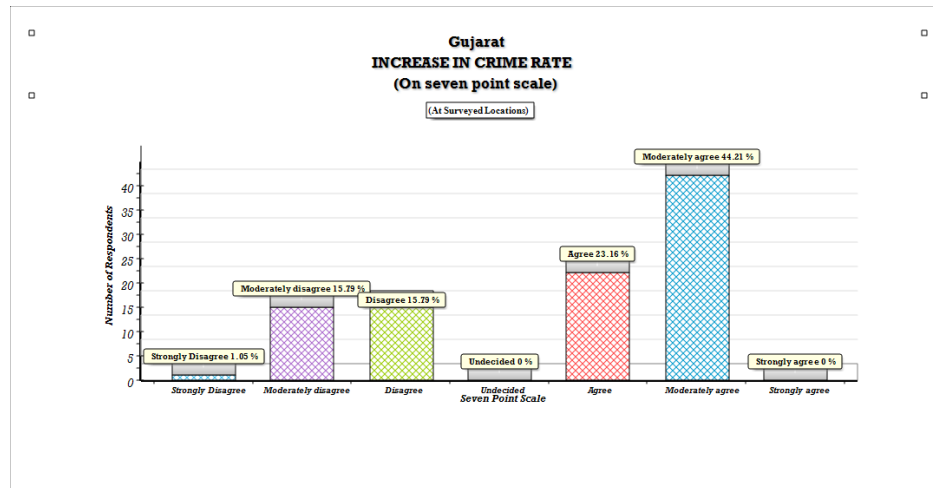
Graph-151



The above *Graph-151* indicates the perception of residents towards increase in strain on police protection. This indicator was used to find out the pressure on police

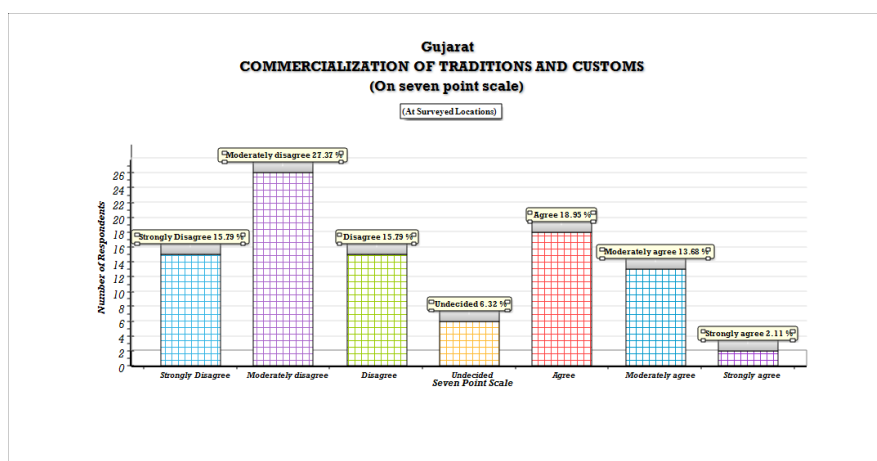
protection. 82% of the residents were agreed upon increasing strain on police protection at the destination. Being a well recognized tourist place the complaints are frequent that leads to lots of strain on their services. Besides, lack of proper infrastructure, vehicles, constables, well equipped arm forces, some time leads to disruption in the smooth running of services. 14% of the residents were not in favour of any strain on police protection while 3% were denied to comment on this issue.

Graph-152



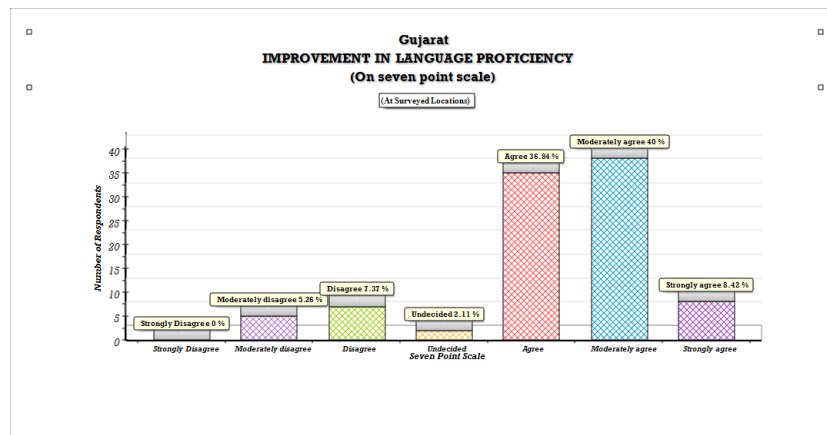
Graph-152 represents the degree of perceptions of residents towards increase in crime rate. From the above discussions it is clear that high prevalence of density of population might leads to high strain on police protection which may lead to increase in crime rate at the destination. 44% of them were moderately agreed upon growth of crime rate while only 23% were just agreed. Around 33% of the residents said 'no', they did not felt any such situation and in general the situation is same as it was earlier. If we look at overall figure then total 67% of them accepting increase of crime rate while 33% disagree.

Graph-153



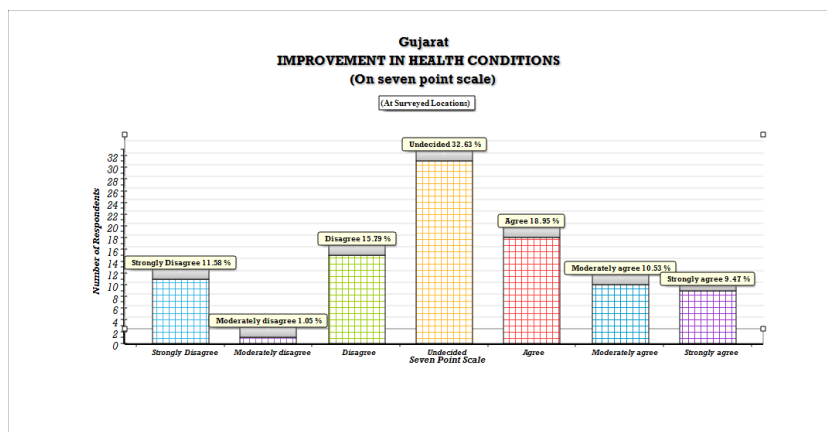
Graph-153 represents the perception of residents towards commercialization of traditions and customs. 35% of the residents respond positively while 56% of them responded negatively. According to them there is a greater impact of tourism on social development but in terms of cultural progress there is no much response. Except, Saputara (Dang Darbar festival) none of the other surveyed destinations indicated towards commercialization of traditions. Migratory character of youth class influenced with city culture would not encourage old tradition. They said the traditional items are not liked in the market because of new electronics and well furnished products coming from main cities. So overall the commercialization of traditional culture and traditions was discouraged.

Graph-154



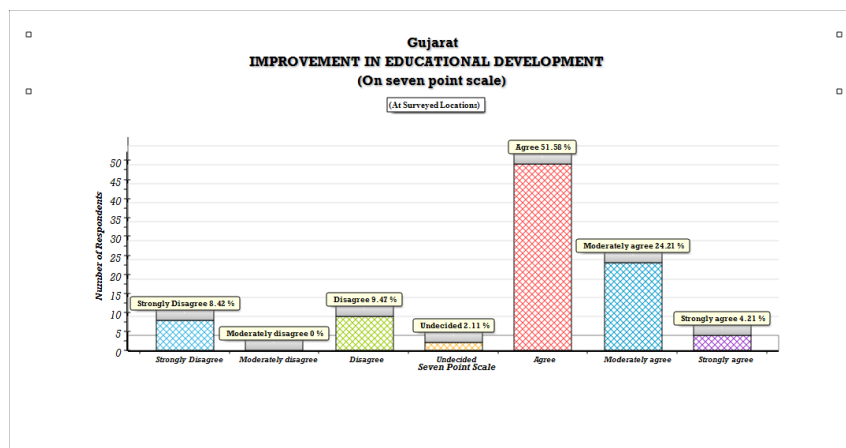
Graph-154 indicates the resident perception towards improvement in language proficiency. 8.42% of them strongly agreed on improvement in language proficiency. Overall 85% residents said 'yes' there is lots of improvement and the credit goes to cultural diffusion among tourist and residents. 13% of them were not agreed and said that there is no impact of tourism in language proficiency while 2% did not commented on this issue.

Graph-155



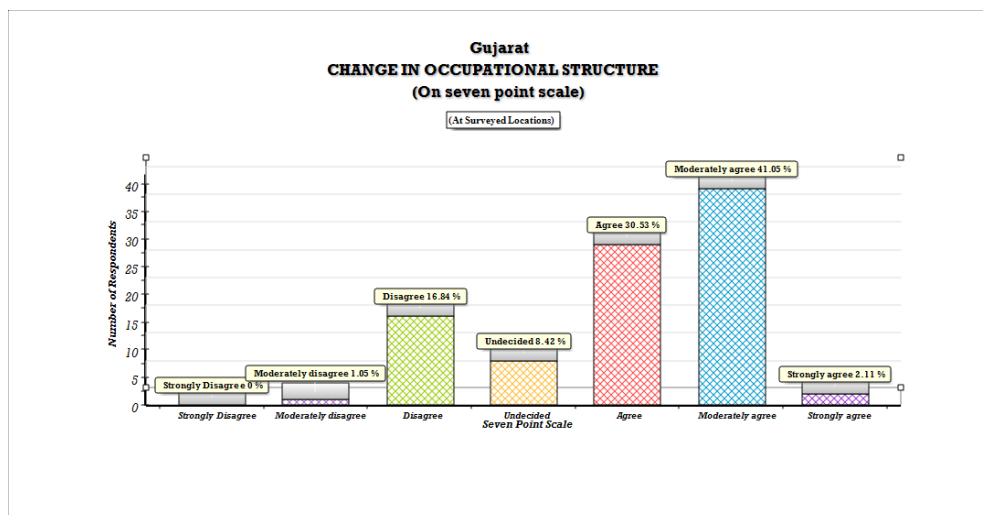
The above *Graph-155* represents the perception of residents towards improvement in health conditions. The most conspicuous answers were in terms of lack of knowledge of about health improvements. 33% respondents could not make any decision on this issue. 39% agreed upon improvement in health conditions while 28% has shown negative sign towards health improvement. Overall figure indicate better health care improvement at the tourists centers. But most of the respondents were complaining about government hospitals in terms of cleanliness, hygiene & behavior of the office staffs. They said that their serviced depends on the class of residents and tourists.

Graph-156



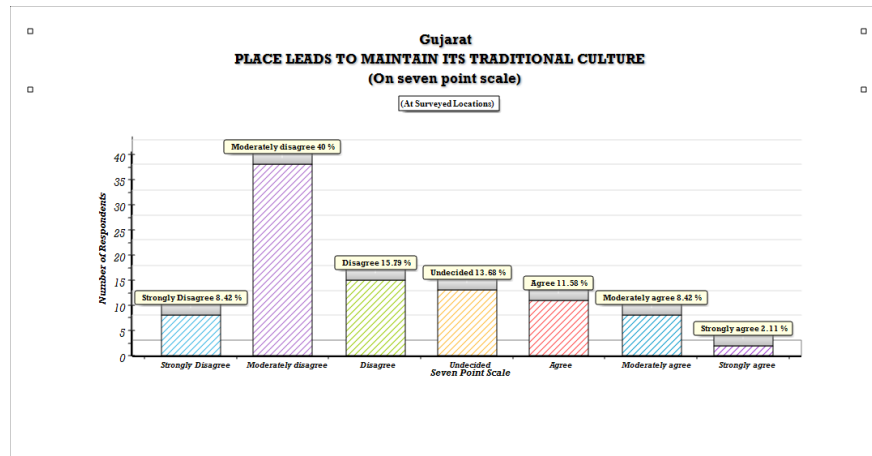
Graph-156 represents the perception of inhabitants towards improvement in educational development. 80% of them have shown positive response and said yes because of tourism the improvement in educational development is there. Only 18% of them responded negatively. Overall figure reveals positive sign of development towards education and simultaneously tourism.

Graph-157



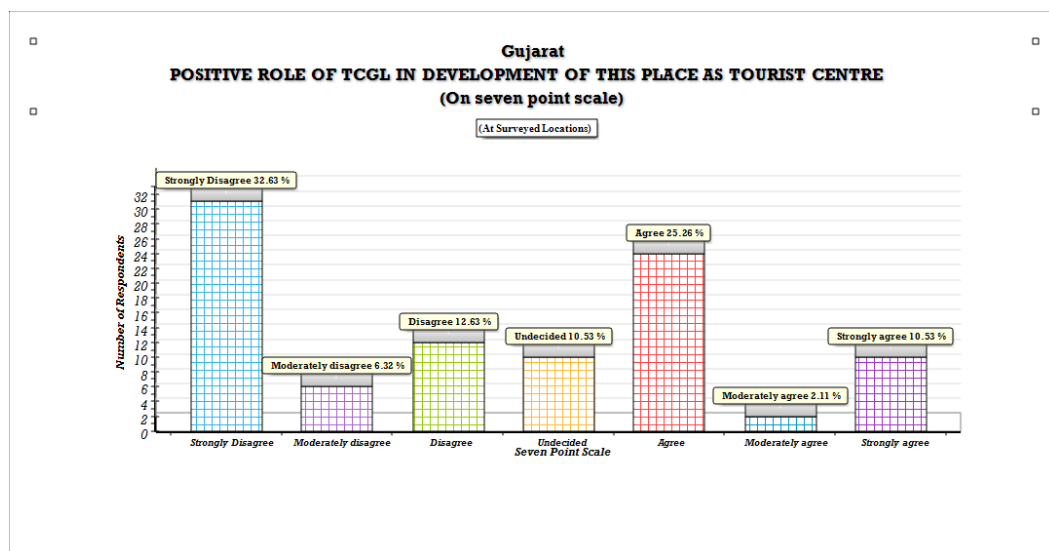
Graph-157 reveals the basic perception of the inhabitants towards change in occupations. 41% of them moderately responded, 31% just agreed and only 2% strongly agreed. Overall 74% of residents positively responded in terms of change in occupational services. Most of the vendors now have bought their own shops and earning more than earlier. 18% of respondents disagreed on change in occupations structure.

Graph-158



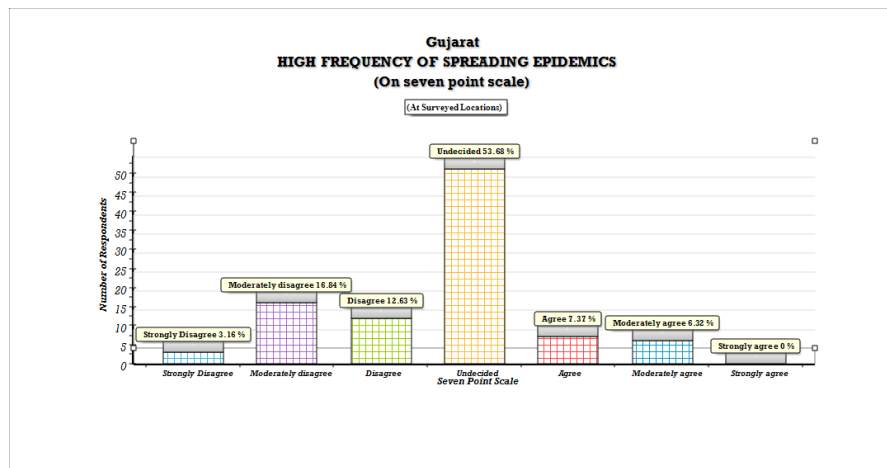
Graph-158 represents the perception of residents towards whether the place leads to maintain its traditional culture or not. 40% of them moderately disagreed while 8.42 strongly disagreed. Overall 64% of them did not agreeing upon maintaining its traditional culture. 14% disagreed to response on this issue. 22% of them agreed that yes the place still succeeded in maintaining its traditional culture but now disappearing slowly-slowly from the destinations.

Graph-159



Graph-159 representing the perceptions of residents towards positive role of TCGL in developing this particular area as a tourist centre. It was shocking to know that most of them do not know about this organization. They only know this as a government work. This may be reason that unconsciously gave confusing answers. From the above formulated graph, 33% of residents showing strong disagreement towards role of TCGL while 13% just disagreed. In totality 52% of them have shown negative response. 11% did not commented on this issue. 38% of residents have shown positive response. In conclusion we can say that the role of government is seen only on TV/add and news papers. In reality, they have no identity among locals of the destinations. Some of the residents also raised the questions on their dignity and work.

Graph-160



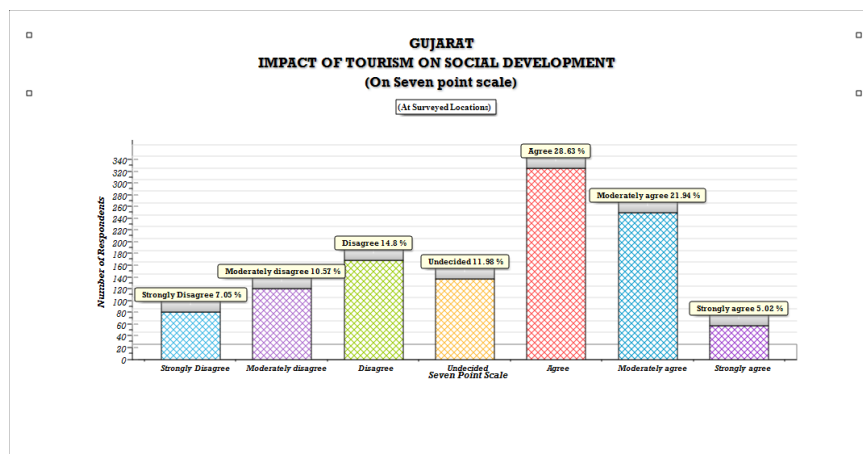
Graph-160 indicates the basic perception of the inhabitants towards frequency of spreading epidemics. For this question most of the respondent shown disconcert. 54% of the residents are showing neutral response. Overall only 14% of residents said 'yes' sometimes it happens but not every time. 33% of them responded negatively. This means in terms of health hazard, respondents are well aware and according to them no big casualties found in their time. In terms of health conditions the situation is much better.

Table-86

Seven Point Scale Measurement of Overall Impact of Tourism on Social Development

SOCIO-CULTURAL IMPACT							
Seven Point Scale	Strongly Disagree	Moderately disagree	Disagree	Undecided	Agree	Moderately agree	Strongly agree
	-3	-2	-1	0	1	2	3
Total	7%	11%	15%	12%	29%	22%	5%

Graph-161



Graph-161 is the representation of the table-86, which is showing the total combined perceptions of the residents on each measured seven point scale. This table is being prepared to analyze the total impact of tourism on socio-cultural improvement of the residents. In general 12% of the residents did not respond any answer and remain undecided, while only 5% strongly agreed on overall all improvement in socio-cultural improvement at the destination. 22% of them moderately agreed while 29% just agreed showing. In totality 56% of respondents answered in positive sense. 7% of them showing strong disagreement, 11% shows moderate disagreement and 15% indicate no agreement. In totality 33% of them have shown disagreement towards socio-cultural progress of the resident. If we look at the comparative figures of negative and positive responses then the positive growth in social and cultural aspects tourism achieved.