

CHAPTER-10

FINDINGS OF THE STUDY

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A sincere attempt has been made in order to fulfill the aim and objective of the research work undertaken. Proper attention has been given to see that the work did not deviate from its objectivity. The study was set out to conduct a general study about the flourishing tourism in Gujarat in the purview of geographical perspectives and to envisage the role of various Geographical components in the development of Gujarat tourism. The study was also sought to know the role of Government initiative through their policy & implementations & to the extent they succeeded in achieving its goals. The study also has been carried out to find out the impact of tourism development on physical, economic and socio-cultural environment. The research work also put forth the category wise trends of tourist traffic inflow from different regions of the world, nation and state and also to analyze the problems and prospect of future development of tourism in Gujarat.

Throughout the decade tourism has had a growing economic and social significance especially in some of the particular pre defined destinations, as well as in Gujarat as a whole. Tourism is a multidimensional industry, is having significant growth potential and the State has realized that tourism has a tremendous influence on physical, economic and socio-cultural development aspects. To achieve the benefits of tourism, the state is improving their facilities & infrastructures to attract the tourists.

Among the most distinguishing features some of them draw one's attention towards fairly long coastline of about 1600 km in length which no other state in India has. The second feature to be noted is its vast stretch of beautiful scenery of desert (White Rann), third to be its variety of forests (deciduous to luxuriant evergreen), fourth is about Plateaus, gorges, mountains, valleys & hill ranges (hill stations), fifth is beautiful carvings made by perennial rivers & lakes, sixth is its kinds of flora and fauna (biodiversity), seventh is its range of climate and likewise so many other geographical phenomenon. The above mentioned geographical resources combined to form a stunning landscape. Looking to its variety of range of natural & cultural environment, the Gujarat is also recognized as a '**Jewell of the West**' and also due to the land which holds the '**Essence of the Earth**'. Other than the physical environment there are also the various colours of cultural environment too produced by its colourful mankind, like fairs and festivals, spiritual sentiments, best hospitality, business minded highly mobile population and many others. The combined effect of

all geographical and human induced cultural phenomena makes the region best suited for tourism purpose. But the fact still remains they are the way behind in tourism and can create tremendous opportunity for the people and the industry. In this chapter the integrate effect of tourism in Gujarat will be concluded which are as follows:

- There were only few important tourist destination in Gujarat before 2002, mostly were developed as a pilgrimage destinations.
- Today many of category wise potential tourist destinations are recognized and accordingly the planning and management work carried out. However, the progress of work is too slow and not up to the mark. Major thrust of the area that is well being of locals are ignored at most of the destinations. The local level planning strategies are given less importance during last few years as per the policy indicates.
- Some of the new plans are in queue waiting for their share in terms of investment.
- The real effect of tourism development started after the formulation of objectives and methodology to complete them with the help of PPP model.
- To regulate the task in smooth way the Government has set up different tourist friendly organizations has been set up to support tourism growth in the state. However, most of these organizations are not working properly. Such as provision of providing tourism information centers are fizzy and at most of the tourist centers such type of information centers are closed or in absolute damaged state. The people employed in these information centers are not well trained and sometimes the questions raised on their hospitality deeds.
- There are many of the important destinations in Gujarat such as Ahmedabad, Ambaji, Dwarka, Palitana, Somnath, Saputara, Sasan Gir, Girnar, Kutch / Bhuj, Mandvi, Naraya Sarovar, Koteswar, White Rann, Champaner & Rani ni Vav are the major tourist stations in Gujarat which are developed on priority basis by the Government of Gujarat due to its potentiality was recognized since earliest times.
- The Government formulated the plan to utilize the available physical / natural resources at its full extent for the tourism development of the state.
- Tourist industry played an important role in providing employment in the state. Number of persons who are engaged in tourism sector as either direct or indirect way. The percentage of direct of employment in tourism sector is absolutely not satisfactory and those who are engaged their future is most uncertain.

- New recruitments in tourism industry are hardly carried out because at most of the places it was seen that the managers and other personals are from other fields like commerce, forest, arts and so on. Most of the tourist places are lacking good, well cultured, well trained employees. Opening of national level tourism management, hotel management institute are a good decision but still its effect are not seen anywhere during the survey. The interaction method with the tourists and visitors are not satisfactory.
- During the survey it was found that there are loopholes in the way of development and planning of the tourist center. The objectivity, in terms of overall development of the region, was not satisfactory.
- The numbers of NGO's who are working towards tourism awareness in Gujarat are not adequately distributed at all major tourist centers. The government must encourage local governing bodies to form such non-governmental organization to keep watch over major problems faced by tourists as well as locals.
- There is a positive growth in terms of transport infrastructure development in the state. In last decade the road length and connectivity has been improved, number of domestic airports has increased, another international airport other than Ahmedabad, is planned out at Vadodara. However, the geographical distribution of those domestic airports not as per the tourists demands & most of them are not in service now. One domestic airport, if not possible at least one helipad must be planned at Saputara. This definitely will increase the arrival of international tourist. The 'Helicopter tourism' must be promoted in hilly areas watch natural beauty of landscaping in Saputara. There is a huge growth in the number of small vehicles for short distances.
- Comparatively, the percentage totals of local tourist arrivals are extraordinary high in Gujarat, which is followed by tourists from other Indian states, foreigners and NRI's.
- The 3rd and 4th quarter of the year receives maximum number of tourists that is during the peak season while the 1st and 2nd quarter receives lowest number of tourists. Government must look into this situation because the gaps in tourist arrivals spoil the magnetism of the destinations. The associated policies must undergo revision and also give emphasis towards long term planning strategies so that all over the year it should full with tourists.

- Since the year of 2002-03 there is a positive rise in number of tourists arrivals in all categories i.e., from within Gujarat, OIS, NRI's and foreigners, observed.
- According to the recent data of 2011-12 the percentage share of domestic tourists have decreased while percentage share of international tourists are on rise as compare to 2002-03. This shows there is a positive sign towards tourism growth of the state.
- There is comparative a sharp rise observed in international tourist arrivals in the state while a smooth rise in domestic tourist arrivals are seen in one decade i.e., 2002-12.
- There is a sharp rise in total tourist arrivals seen in the fourth quarter of every year of the decade. Actually this period is characterized by cool mild shiny weather in Gujarat so this time is the most favourable time preferred by the tourists.
- There is variation seen in quarterly arrivals of tourists from different origins. The total OIS tourists mostly visit Gujarat for business purposes during 3rd quarter probably for establishing their businesses. Foreign & local tourists mostly arrive during 4th quarter and they are the big market for them. This also impels the immigration of people from other states of India. From the study it is clear that the arrival of OIS and local tourists are always in variance but still the share of locals are on high.
- The overall percentage shares of NRI's tourists are highest as compare to foreign tourists. This seems that the vision of attracting NRI's are positively achieved by Gujarat government that about 2 crore NRI's residing outside the country would be encouraged to come forward to visit their home state.
- Ahmedabad has the leading potential to attract tourist annually. This is among top ten business destinations too. Ahmedabad is followed by Surat, Vadodara, Rajkot & Kutch, are the leading top 5 business destinations in Gujarat. Anand, Mahesana, Vapi, Veraval & Valsad are the new emerging destinations for business tourism.
- Gujarat is destined for highest percentage of business tourist inflow which is followed by leisure, pilgrimage and other purpose tourism. Being a largest investment destination there is a high growth of business tourists mostly for investment purpose. Government must look towards forming new policies to fetch tourists for religious, leisure and other purposes. 'Long haul tourism' development must be given priority. In reality most of the religious and leisure purpose tourists

do not stay more than one night that is why the earnings from them is very low as compare to business purpose.

- There is a negative relationship between number of tourists and the class from which they belongs. Economy class tourists are dominating over high and medium class tourists. The relationship between business purpose tourist arrivals and economy class tourist arrivals is positive. This proves that most of the tourists are engaged in intermediate business activity.
- Ambaji tops in terms of religious purpose tourism. Ambaji, followed by Dwarka, Palitana, Somnath & Girnar are the among top five most favoured religions destinations, while Virpur, Mahudi & Mata no Madh, Pavagadh and Chotila are the new emerging areas for religious purpose tourism.
- Saputara tops in terms of leisure purpose tourism. It is followed by Sasan, Mandvi (beach), Tithal & Ubharat, are the top 5 most important destinations for leisure purpose.
- Most of the foreign tourists arrive during fourth quarter i.e., during winter seasons mainly to celebrate Diwali, Christmas and New Year bashes. Canada and China topped among other countries in terms of 4th quarter tourist arrivals. U.K., USA, France, Italy, Australia & Singapore are the top most origin countries follow up Gujarat as their destination. However, Gujarat tourism could not put noteworthy effort on the arrivals of north, north eastern, south, SE and west Asian tourists.
- Maharashtra state origin tourists tops among other state origins. Maharashtra followed by Uttar Pradesh/Bihar, Rajasthan & Madhya Pradesh. The main purposes of these origins are business in Gujarat. Maharashtra again tops among in terms of business purpose flow to Gujarat. UP/Bihar, Rajasthan and MP are at 2nd, 3rd & 4th position respectively. Leisure purpose flow from OIS records the lowest percentage. Gujarat tourism fails to attract tourists from Other North Indian and NE Indian states. The distance factor and inaccessible transport infrastructure are the main factors. There the winter holidays are longer so the huge potential tourists available there. The new special holiday trains must be planned to fetch them from hilly environment to coastal marine environment.
- Gujarat government has given more emphasis on event based tourism rather developing natural locations. The short duration tourism activity (Kankaria Lake front) has recorded sudden upsurge in domestic tourist arrivals. Nal Sarovar and Akshardham are the other top two locations where tourists are flocking widely.

Rannotsav, Marine national parks, White Rann, Thol lake bird sanctuary, Tithal, Ubharat, Pavagadh, Champaner, Buddhist caves, Dholavira & Lothal could not attract much domestic tourists despite of government efforts to make these locations more appreciable. Actually these centers are full of tourists for leisure purpose only and the length of stay is too short so might not been recorded as tourists.

- Thol Lake Bird Sanctuary and Gir forest are the most preferred tourist destinations visited by foreign tourists. While, Ubharat, Kankaria Lake Front, Akhsardham, Marine National Park, Rannotsav, Nal Sarovar, Dholavira, Tithal, chotila, Pavagadh are not potential enough to attract international tourists.
- Over a period of time the percentage arrivals of domestic and both international tourists are no rise.
- According to the present study of sampled 10 tourists units in Gujarat, shows lots of variations in tourist arrival. Such as Amaji, Dwarka, Palitana Somnath & Sasan Gir, are the five top destinations preferred by local tourists.
- Among all sample surveyed locations the Dwarka, Kutch/Bhuj, Ambaji, Palitana & Somnath are the five top destinations preferred by OIS tourists. The Amabaji, Palitana, Sasan Gir, Somnath & Kutch/Bhuj are the top 5 destinations preferred by NRI's tourists and top five destination preferred by foreign tourists are Kutch/Bhuj, Palitana, Dwarka, Sasan Gir & Mandvi. Over and all, there is a gradual increase in arrival of all origin tourists except foreign tourists observed during past decade.
- The sample survey study for foreigners states that the %age share of European countries origin's are the highest while from UK is the second highest. Very little foreigners are from Asian (SE) countries. Most of the foreign tourists are from high economic background while tourists from unemployed / pensioners are least visitors. Educational purpose tourism needs to be emphasized to attract students from other countries. The package tour system is less preferred by foreign visitors, most of them would like to have independent tourism. Their main attraction is to visit natural & rural areas which are free from urban congestion. The main motivational factors behind their choice of destinations are to enjoy post monsoon season that is cool winter weather, fairs and festivals, Entertainment (sports/pleasure), site seeing & conventional and religious (Christmas) sites. The most influencing factors for their visit are the cultural, cheap and easy transport,

climate and Historical factors (monuments, temples etc). Above and all, the travelling interest also becomes the most powerful factor. The role of cuisine is not observed much. Since most of the tourists are the first time visitors which means the tourism value chain is proposed by Government is not looking very successful. More than 60% of tourists feel average condition of facilities provided by the government while 38% classified that into poor conditions. According to them the best experience in Gujarat they felt is about hospitality of the locals and also rated average to transport and accommodation availability. The most mesmerizing things were the lack of varieties to visit. TCGL becomes the top most source of information for them while TV/Adds and internet media are the other important sources.

- The awareness levels amongst the potential tourists are exceedingly high. There are total 39 tourists places are mentioned during the survey. Most of them belong to higher income group and middle income groups, despite of, the situation of period of stay is not much satisfactory and would prefer to stay only for 1-3 days or even less than that. During the survey it was found that Kerala is the most preferred place admired by tourists, while Madhya Pradesh, Maharashtra, Rajasthan and Goa/Diu are the other combining top five most successful destinations. According to them the most admirable top ten tourist places within Gujarat are Gir forest/Sasan Gir/Girnar, Dwarka, Somnath, Saputara, Ambaji, Kutch/Bhuj, Narayan Sarovar, Akshardham, Palitana and Ahmedabad.
- There is a little care has taken by the Government of Gujarat for market development at surveyed destination. Most of them are indirectly employed in different service providing activities. The workforce engaged in this service activity mostly belongs to mature working groups which is a good indicator for economic contribution to the society. The modern and efficient method of goods transportation is used. Most of the shops are very old and some of them established within 3-4 years, which indicates that there is positive change in market expansion. Market becomes most overcrowded during the festive / winter season (peak time), which increases the pressure on available infrastructures and services while during off season remains dry with tourists. Shopkeepers mostly belong to medium income category and indicated increase in income since a decade comparatively. But the question of regular income remains the same.

- The study has been also been carried out to find out the level of impact of tourism on physical environment at surveyed destinations under 12 headings. There was negative impact was observed in terms of noise, water, air & quality of sewage and garbage disposal, particularly at the destinations. The strain on public utility services such as defecation, toilets, water tanks, sitting chairs, bathrooms, changing rooms were not in sufficient numbers & even absent at most of the beaches. Positive growth was seen in terms of improvement in road conditions & connectivity, also positive change in road length and hotels/dharmshalas. However, negative observation made in maintaining cleanliness, and availability of basic infrastructure requirements. Residents strongly agreed on the need of separate place of parking at most of the tourist destinations. Overall residents agreed upon the impact of tourism on physical environment, however, mostly in negative sense.
- Most of the resident agreed upon the positive growth in economic development with increase income of the residents at the destinations. Positive increase in shopping centers but in terms of shopping malls there are none at surveyed locations. No control on goods & food item prices. In terms of direct employment opportunity there was negative change observed. Since, the focus of the study was on regular employment opportunity, hence, the answers were almost negative. Opportunity for female workforce is almost negligible. The cost of land, housing, general prices of domestic goods are many fold on high. The practice of earning by renting the house was seen at most of the destinations. Efficient flow of all goods and items are expected. Difficulty in the availability of land around the site is obvious. Residents agreed upon increase in multiple economic activities. So the overall impact of tourism on economic development looks much positive.
- In terms of socio-cultural impact the positive observations has been made during the survey. Increasing pressure of density of population results in several positive and negative brunts. Such as the quality of police protection has shown improvement while the strain on them also cannot be ignored. Social disturbances arise sometimes due to anti socio activities but no serious offenses responded. Commercialization of indigenous traditions & customs almost disappeared & modern culture has taken over the endemic culture. Positive response observed in terms of improvement in Health conditions, communication skills (in Hindi and Gujarat), educational development, occupational structure & non prevalence of

epidemics. Despite of all these positive impact the awareness level was low among the locals about TCGL & for them everything is the government. From the above discussions it can be said that overall condition in socio-cultural phenomena has shown positive improvement.

CONCLUSIONS

From the above discussions and findings the resulted conclusions are as follows:

- The detail policy framework published, is an excellent work done by the Government of Gujarat. The impact of Government policies can be seen in terms of gradual rise in number of all origin tourists to Gujarat. Most of the themes in policies are similar to that published by Indian tourism department. The goal set by state government for the year of 2003-10 in the form of tourism policy has shown only partial achievements. Despite of offering conducive climate for investors still the sufficient development in tourism has not been accomplished yet. PPP model is becoming successive role in tourism indirectly. The potentialities of natural and cultural resources are still remains untapped. The policy implementation lacks systematic development strategies.
- Positive growth observed in transport infrastructure development such as road, railways and airways however the maintenance is poor especially of domestic airports. The road connectivity between tourists places are not well established in Kutch district. Kutch as a whole is well known and emerging tourist places in Gujarat. Dhordo (White Rann) is located about 3 to 5 km from Dhordo village. Lack of metal roads to reach to White Rann from the village is a major issue. In rainy seasons the unmetalled road's condition becomes too awful to ride on. Tourists are frequently required to return from the village without visiting the white desert. The efficient mode of transportation is also lacking from Bhuj to Narayan Sarovar, Dholavira, White Rann & Black Mountain (Kalo Dungar). The transportation through hired vehicles becomes too costly during the season especially for an individual tourist.
- The basic facilities like food, hotels, tents, etc. are available during "Rann Utsav" only which is a festival of 2-3 months. No basic facilities are available at the place on regular days. There is a immediate need of airport / helipad at Saputara.
- In general there was positive increase in number of tourists recorded during the last decade, however, origin and destination wise the growth was fluctuating.
- There is a positive relationship between the year wise number of tourist arrivals and the length of transport infrastructure in Gujarat.
- Negative increment observed in terms of quantity & quality of basic infrastructural facilities and services such as toilets, bathrooms, changing rooms, drinking and cooking or all purpose water tanks, comfort chairs etc. most of the coastal sites such as at Mandvi (sloppy and slippery) lacks safety measures. Locals, saves live of

tourists at so many occasions. The increasing number of death cases by sinking requires security concerns. The electricity during night time is not available as per what responded by the locals so the advancement of anti social activities becomes a common phenomena. The same situation has also been responded Dumas beach. In general, the tourist centers are growing, but infrastructures are infant.

- Progress of development work is not up to the mark and general maintenance of installation is absent. Local level planning strategies are given less importance.
- Tourist information centers have been established at railways stations by the government at main tourist centers, most of them are now close or in absolute damaged state, even if available, at enquiry no personals are available at most of the time to provide the information. Well trained employees are lacking. Their behaviors & also the quality of welcoming foreign or OIS tourists are not satisfactory. Misusing of power & taking advantage of language problems sometimes becomes a serious cause of concern. The physical conditions of Gujarat tourist information offices are also not pleasant.
- Employment opportunity in the state has grown up. However, most of these are indirect employment, which are deputed on very low wages per month or on daily basis. No surety of job is been promised to them. During any minister arrival their shops are displaced or broken down. On regular basis the permanent employees are inadequate. Most of Government runs tourism offices do not have trained professional. However, they have been transferred from other branches to look after tourism. In general no new recruitments on permanent basis is being carried out especially in tourism industry.
- There is a big communication gap between the Government and locals of the destinations. The numbers of NGO's who are working towards tourism awareness in Gujarat are not adequately distributed at all major tourist centers.
- Comparatively, the percentage totals of local tourist arrivals are extraordinary high, which is followed by tourists from other Indian states, NRI's and foreigners. Diwali, Christmas, Holi, and Janmashtami are the biggest festive season for foreigners. The 3rd and 4th quarter of the year is the peak season for the arrival of overall tourist, while the 1st and 2nd quarter receives lowest percentage. 3rd and 4th quarter season is characterized by cool and mild winter, is the most favourable season. The main purpose of most of OIS tourist is to establish businesses, while NRI's encouraged to visit hometown and participate in the development of destination, as particular and

Gujarat as a whole. Ahmedabad, Surat, Vadodara and Rajkot are the leading business destinations in Gujarat. Ambaji, Dwarka, Palitana, Somnath and Girnar are the leading religious destinations in Gujarat while Saputara, Sasan Gir, Mandvi, Tithal and Ubhrat are the leading leisure destinations in the state.

- Highest number OIS tourists are from neighbouring states of India, particularly from Maharashtra, Rajasthan & MP. Increasing distance, decrease the number of OIS tourists. Kankaria, Nal Sarovar and Akshardham has recorded sudden rise of tourist in recent years. The event and nature base tourism draws, sudden rise of foreign tourists in Gujarat.
- There is a negative correlation between number of tourists and the class which they belongs.
- Event base short term tourism has been given more preference since the realization of tourism proved as a 'economic growth engine' for Gujarat while long term planning lacks at most of the destination. The development only seen during the arrival of any ministers.
- Amaji, Dwarka, Palitana Somnath & Sasan Gir, are the top destinations preferred by local tourists. Dwarka, Kutch/Bhuj, Ambaji, Palitana & Somnath are OIS tourists while Amabaji, Palitana, Sasan Gir, Somnath & Kutch/Bhuj are NRI's while Kutch/Bhuj, Palitana, Dwarka, Sasan Gir & Mandvi are preferred by foreign tourists. Overall, Dwarka, Ambaji, Kutch/Bhuj, Palitana, Sasan Gir and Somnath are the most popular tourist destination in Gujarat. They have strong potentiality of attract more investment and to be developed as a world class tourist sites.
- Gujarat tourism is highly influenced by European and UK origin tourists while from East, West and SE Asian countries the state is not able to fetch significant number of tourists. Educational purpose tourism is not much advertized. Package tour preference level is very low. Natural and rural tourism are more desirable destinations for them. The main motivational factors behind their choice of Gujarat is to enjoy post monsoon season that is cool winter weather, fairs and festivals, Entertainment (sports/pleasure), site seeing & conventional and religious (Christmas) sites. Cultural variety, Cheap and easy transportation availability, climate and historical monuments are the most potential factors for their visit.
- Higher and middle income groups are more enthusiastic to travel to Gujarat.
- Since most of the tourists are the first time visitors and their basic source of information about Gujarat referred from TCGL website and other internet media

source, the value chain is proposed by Government is not looking very successful. High percentages of tourists are overnight visitors due to lack of variety over the destinations. 'Long haul' travelling is less preferred.

- Kerala, MP, Maharashtra, Rajasthan and Goa/Diu are the most admirable tourist places, responded by domestic travelers.
- The facilities provided at the destination are rated as average conditions by tourists.
- The awareness levels about tourist places in Gujarat, among the potential tourists are strongly satisfied.
- Workforce engaged in this service providing industry belongs to mature and young class independent population. Positive change in terms of market expansion observed. Income level also has improved.
- Overall the negative responses were noticed in terms of quality of physical infrastructure due to tourism. The basic problems facing by the residents are increase in pollution level, high strain on public utility services and quality of roads, separate parking places & clean, healthy environment. Overall residents agreed upon the impact of tourism on physical environment, however, in negative sense.
- The impacts of tourism on economic and socio-cultural development are positively responded by the residents. Increase in number of shopping centers, so indirect employment opportunity is on rise. Gender biasness in workforce exists. No control over the general and food prices in the market. The practices of extra earnings by renting houses are seen at some of the destination especially in Somnath and Dwarka. High cost of land near site leads to expansion of town physically.
- The pressure of increase in population leads to several negative and positive development. Such as improvement in security of residents, health conditions, educational development, occupational structure, communication skills & non-prevalence of epidemics while the negative impact of tourism development also observed such as increase in crime rate, strain on security services & birth of anti social activities. At almost all the tourist destinations there is positive impact of modernization observed at the cost of old traditional indigenous cultures.
- So, in general the overall tourism development in the state has got positive responses while in particular the tourism development progress is just an exaggeration nothing else but none the less, initiatives taken by the Government to put the Gujarat on the world tourists map as one of the strong contender, is perceptible and appreciable.

SUGGESTIONS

Finally some suggestions stepped out to revamp the tourism development a grand success:

- To attract national and international tourists, government must propose long term planning strategies, rather emphasizing on only short term event base planning. Development of research wings in particular with respects of tourism, would enhance the potentiality of the region. Organization of State or national level seminars, conferences & workshops would encourage the research and planning for sustainable tourism development.
- In the field of transport infrastructure the state should give emphasis on quality & maintenance of all weather roads. Overcrowding tourists needed more wide and quality roads. South Gujarat's tourist spots are full of scenic beauties, should be explored and number of sightseeing places must be developed. On these sites 'helicopter tourism' can be promoted to look overall arrangement of physiography and beauty of nature.
- Specialized professionals from hotel management, tourism managements shall be appointed at tourist centers. Institutional development must be encourages to produce quality of human resources, which would be more beneficial for tourism growth in the state.
- Direct and secure employment opportunities needs to be created in for better service in tourism fields. The state government must encourage its employees to undertake journey to Gujarat tourist places by providing concessions as per government norms.
- Now days the Kutch is becoming a favorable tourist location so special care must be given to infrastructure development in terms of improving road connectivity, easy and efficient transport mechanisms. Rope way or cable care can minimize the rush and destruction of natural beauty at Kalo Dungar (Black Mountain).
- Other than Vadodara, Rajkot also can be proposed for international airport to attract foreign tourists other countries and states.
- Similar river front projects like River Sabarmati, should be initiated at Vishwamitri & Aji River and in addition at all rivers which are passing through the cities.

- To sustain the needs and desire of the tourist star hotels should be planned, however, it should be as per the taste of tourists. The control on cost of staying & transportation (at the destinations) should be regularized & fixed during all seasons.
- Safety and security of life and property of the tourists must be taken care at least at the coastal sites. Increasing number of sinking accidents draw strong attentions towards allocation of lifeguards. Protection barricade should be erected at coasts for the protection of tourist who liked to enjoy bathing. Beaches must be cleaned at every morning during season and off season both.
- Cruise tourism & Beach houses could make difference in terms of foreign tourist arrivals. Beach houses promotion could also fetch international tourists.
- State Government should rethink about level of liberalizing liquor prohibition act in Gujarat.
- There is a need of concern about requirements of basic amenities at most of the destinations, such as toilet, bathrooms, changing rooms, rest rooms, drinking water facilities etc.
- Government must open large tourist information complexes with adequately trained staff members at all international airports for domestic and foreign tourists.
- The tourist destinations and its peripheral areas should be clean & green. New environment friendly plantations must be done. All along the roads the green plantations are required especially between Bhuj to Narayan Sarovar Lake.
- The way Palitana is developing as green and one of the most beautiful tourist place the government must take it as base to develop alike destinations.
- All destinations and its surrounding areas must be cleaned and beautified. This can make tourist visit a memorable experience in Gujarat.
- Finally, the government must formulate policies and implementations for local area development first on priority basis.

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QUESTIONNAIRES

Questionnaires used in primary survey

"A STUDY OF TOURISM IN GUJARAT: A GEOGRAPHICAL PERSPECTIVE"

QUESTIONNAIRE FOR POTENTIAL TOURISTS

The purpose of this tourism research is to find out the role of geographical (physical, social and cultural) components in setting out tourists attractions, thereby contributing to the successful growth of the tourism sector.

*I would like to ask a few questions about any trips to any part of the Gujarat state only. **Please exclude:** any trips you took as a member of an operating crew of a bus, plane, truck, ship, etc., commuting to your usual place of work or school, or moving to a new residence. **Please include:** all trips taken for reasons such as visiting friends or relatives, pleasure, personal or business trips.*

1. Name of the Place.....
2. Name of the potential tourist.....
3. Native Place.....Contact No.....
4. Email: (if have).....Religion:.....
5. Occupation.....Designation.....
6. Age..... year. Sex- Male / Female

Education.....

7. How long would you like to stay?

Less than 24 hours /1-3 days /4-6 days /7-8 days /11-14 days / longer / undecided.

8. How would you characterize your job status?

- Higher managerial, administrative or professional
- Higher managerial, administrative or professional
- Junior managerial,
- skilled worker
- self-employed
- Student
- Pensioner, not employed

9. Which places have you visited in past 5 years? (just give names).....

10. Do you know the tourist places in Gujarat? YES / NO

11. Out of which you have visited:.....

12. What are the problems are related to overall tourism of the state?.....

13. What are the problems you faced at the time of your visit to tourist place?.....

.....An
y suggestion for the better development of tourism in Gujarat.....

THANKYOU FOR YOUR CO-OPERATION

"A STUDY OF TOURISM IN GUJARAT: A GEOGRAPHICAL PERSPECTIVE"

QUESTIONNAIRE FOR SHOP KEEPERS

The purpose of this tourism research is to find out the role of geographical (physical, social and cultural) components in setting out tourists attractions, thereby contributing to the successful growth of the tourism sector.

*I would like to ask a few questions about any trips to any part of the Gujarat state only. **Please exclude:** any trips you took as a member of an operating crew of a bus, plane, truck, ship, etc., commuting to your usual place of work or school, or moving to a new residence. **Please include:** all trips taken for reasons such as visiting friends or relatives, pleasure, personal or business trips.*

1. Name of the Place.....
2. Name of the Shop Keeper.....
3. Native Place..... Contact No.....
4. Email: (if have)..... Religion:.....
5. Occupation / Designation
6. Age..... year. Sex- Male / Female. Education.....

7. Types of Shop:

- | | | |
|-------------------------|----------------|--------------------|
| a) Tea | i) Photoshop | q) Toy shop |
| b) Tea & Breakfast | j) Chemist | r) Telephone booth |
| c) Restaurant | k) Paper stall | s) Fruit shop |
| d) Bakery | l) Stationary | t) Ice-cream |
| e) General store | m) Book stall | u) Gift |
| f) Saloon | n) Hardware | v) Others |
| g) Jewelry | o) Laundry | |
| h) Artificial ornaments | p) Tailor | |

8. What mode of transport you use to transport the materials required for running your shop?

- | | |
|-----------------|----------------|
| i. Road | vi. Horse cart |
| ii. Railway | vii. Truck |
| iii. Air | viii. Tempo |
| iv. Labour | ix. Rickshaws |
| v. Bullock cart | x. Others |

9. Since, How many years you are running your shop?.....

10. The type of tourist visit to your shop. Foreign / From other state / local
11. Which time do you find a peak time of tourist inflow? Please mention week / month
.....
12. Approximate numbers of tourist come to your shop. (approximately)
13. during peak season..... b) during off season.....
14. Approximate income..... /day / month / per year.
15. What are the problems you face related to your shop?
.....
16. To mitigate those problems what you do or what should be done.....
.....
17. Your suggestions for the better development of this tourist place.....

THANKYOU FOR YOUR CO-OPERATION

"A STUDY OF TOURISM IN GUJARAT: A GEOGRAPHICAL PERSPECTIVE"
QUESTIONNAIRE FOR RESIDENTS

Dear residents of..... **You are requested to fill up the questionnaire by putting a tick mark on appropriate choice given in the space provided.** The purpose of this tourism research is to find out the role of geographical (physical, social and economic) components in setting out tourists attractions, thereby contributing to the successful growth of the tourism sector. I will be very grateful to you for your kind help in my above mentioned research work.

1. Name of the
Place.....
2. Name of the
Resident.....
3. Contact No..... Religion:.....
Caste.....
4. Occupation (profession).....
Education.....
5. Age..... year. Sex- Male / Female.....

PHYSICAL IMPACT OF PILGRIMAGE							
Over Crowding and Congestion							
Noise and Air Pollution							
Water Pollution							
Quality of Sewage and Garbage Disposal							
Strain on Public Utility Services							
Quality of defecation facility							
Road Conditions							
Increased in The Number of Hotels							
Need of Separate Place for Parking							
Problem in pure and Adequate Water Supply Available							
Development in Basic Infrastructure							
Road connectivity							
ECONOMIC IMPACT OF PILGRIMAGE							
Increase in The Income of Residents							
Opportunity For shopping							
Opportunity for jobs							
Increased demand for female labour							
Increased cost of land and housing							
General prices of goods and services increased							
Rental Houses As Source of Income							
Scarcity of Essential Goods During Festivals							
Reduction of Land Around the Temple Site							
Commercial View Point of Local People							
Increase in multiple economic activity							
SOCIO-CULTURAL IMPACT OF PILGRIMAGE							
Increased in density of population in the town / villages							
Quality of police protection improved							
Strain on police protection							
Increase in crime rate							
Commercialization of traditions and customs							

Increase in language proficiency							
Improvement in Health condition							
Improvement in Education development							
Change in Occupational Structure							
Place leads to maintain its traditionalise culture							
Roll of GTCL in the development of this tourist centre							
Spreading of epidemics							

GTCL- Gujarat Tourism Corporation Limited.

This sign denotes for

- | | |
|------------------------|----|
| 1. Strongly disagree | -3 |
| 2. Moderately disagree | -2 |
| 3. Disagree | -1 |
| 4. Undecided | 0 |
| 5. Agree | +1 |
| 6. Moderately agree | +2 |
| 7. Strongly agree | +3 |

THANKYOU FOR YOUR CO-OPERATION

"A STUDY OF TOURISM IN GUJARAT: A GEOGRAPHICAL PERSPECTIVE"

HOTEL QUESTIONNAIRE SURVEY

The purpose of this tourism research is to find out the role of geographical (physical, social and cultural) components in setting out tourists attractions, thereby contributing to the successful growth of the tourism sector.

*Your hotel has been selected for the above mentioned topic research work survey. **While the survey is voluntary your cooperation is important and will be highly appreciated. As usual, your answers will be kept strictly confidential. I would like to ask a few questions about any trips to any part of the Gujarat state only.***

1. Name of the Hotel/lodge: _____
2. Name of the respondent _____
3. Position.....
4. Contact No.:..... Fax..... Email id (optional).....
5. Owned by.....
6. Location: (Downtown, Suburban, Airport, Resort Area, etc.).....
7. New/old construction..... Year of Establishment.....
8. Hotels Rank (stars, Deluxe etc)..... Total No. of Rooms.....
9. No. of rooms by type: Suites:.....
Deluxe:.....
....., , , ,
.....
10. No. of foreign tourist arrival (last five year data year wise).....
11. No. of domestic tourist arrival (last five year data year wise).....
12. Cost of staying (per day by type).....
13. Facilities provided by State Government to boost tourism In Gujarat such as tax benefit etc.

.....

14. Any financial assistant provided to Hotel to attract Tourism or Hotel development.

.....

What are the problems you faced during Tourist arrival at your hotel? (in terms of problem of their behavior, demand etc.)

.....

Problems faced during in season (overflow) of tourists.

.....

15. Any physical Infrastructure such as vehicle provided by your hotel for the tourist to visit the nearby or faraway places. (please mention the list with per day charges)

.....

.....
Role of Government (GTCL) in tourism development in your area.
.....

.....
In your view any change in the pattern of road improvement /development in the surrounding region.
.....

.....
Any difference in the observation of foreign tourists and domestic tourists regarding their satisfaction.
.....
.....
.....
.....

.....
16. Any suggestions you would like to mention to improve tourism in your area or in the State.
.....
.....
.....
.....
.....

THANKYOU FOR YOUR CO-OPERATION

"A STUDY OF TOURISM IN GUJARAT: A GEOGRAPHICAL PERSPECTIVE"

QUESTIONNAIRE SURVEY (International Tourists)

The following sample survey questionnaire has been prepared for the purpose of tourism research is to find out the role of geographical (physical, social and cultural) components in setting out tourists attractions in Gujarat.

*You have been selected from your group for the above mentioned topic research work survey, which will obtain information on travel and tourism. **While the survey is voluntary, your cooperation is important. As usual, your answers will be kept strictly confidential.***

*I would like to ask a few questions about any trips to any part of the Gujarat state only. **Please exclude:** any trips you took as a member of an operating crew of a bus, plane, truck, ship, etc., commuting to your usual place of work or school, or moving to a new residence. **Please include:** all trips taken for reasons such as visiting friends or relatives, pleasure, personal or business trips.*

Name of the surveyor: Pawan Kumar Shukla

Date:

Name of the tourist place:

Your name:

Contact No.: Email: (if have).....

Date of Travel..... from..... To.....

A. How long would you like to stay?

Less than 24 hours 4-6 days More than 8 days

1-3 days 7-8 days Undecided

B. Approximate annual income in US Dollars? (a) 0-15,000 (b) 15,000-30,000 (c) 30,000-45,000 (d) 45,000-60,000 (e) 60,000-100,000 (f) over 100,000 (leave it if not applicable)

C. Approximate monthly income in Rupees? (a) 0-15,000 (b) 15,000-30,000 (c) 30,000-45,000 (d) 45,000-60,000 (e) 60,000-100,000 (f) over 100,000 (leave it if not applicable)

D. Total number of member with you..... Out of which, Male..... Female.....

(1) Background information (Please tick)

A) Gender: a) male b) female. Nationality:

B) What is your age? a) below 20 b) 20-29 c) 30-39 d) 40-49 e) 50-59 f) over 60

C) Religion: Caste.....

D) Marital status: a) married b) single c) divorced d) widowed

E) Number of children? a) none b) one c) two d) three e) more than 3

F) Present residence? Name of the country / State / city.....

G) How would you characterize your job status?

- | | |
|--|-----------------------|
| i. Higher managerial, administrative or professional | vi. Housewife |
| ii. Junior managerial, | vii. Self-employed |
| iii. Skilled worker | viii. Student |
| iv. Official | ix. Retired/Pensioner |
| v. Educationist/scientist | x. -Not employed |

H) How did you arrange your trip?

Independently / through you job / Package tour / Internet / Studies

I) If the tour was package tour, what amount paid for the package, Rs.....

J) What is the main purpose of travel?

- | | |
|--|--|
| i. Business (meetings, conference, trade show, other work) | ix. Site Seeing |
| ii. Leisure | x. National or provincial parks |
| iii. Entertainment | xi. Theme or amusement parks |
| iv. To attend cultural program | xii. Pleasure |
| v. Museums/historical sites | xiii. Personal (medical, wedding etc.) |
| vi. To attend festival or fair | xiv. Educational |
| vii. To attend sports events | xv. Other reasons |
| viii. Shopping | (specify)..... |

K) Did any of the following **INFLUENCE** you in any way in Choosing **Gujarat** as a place to visit?

Please mention which:

- | | |
|---|---|
| i. Newspaper | ix. Other books |
| ii. Own previous experience | x. Exhibition |
| iii. Others who visited Gujarat | xi. Brochures of travel agents/tour-operators |
| iv. Magazine (please specify) | xii. Word of mouth (heard from others) |
| v. Gujarat Tourism Corporation limited (GTCL) | xiii. Amitabh Bacchan (Brand Ambassador) |
| vi. TV program / film / advertisement | xiv. Any other (specify)..... |
| vii. Internet advertisement | |
| viii. Guide books (please specify) | |

L) When would you prefer to travel to Gujarat and if possible please mention why?

In summer / In winter / after monsoon

M. What factors would contribute to your decision to travel to Gujarat?

- | | |
|--|--|
| i. Climate | viii. Visiting parks and gardens (please mention name) |
| ii. Easy accessibility | ix. Food and drink |
| iii. Cost and transport | x. Travelling interest |
| iv. Cultural effluence (religion/language etc) | xi. Any other (please specify)..... |
| v. Shopping | |
| vi. Sports | |
| vii. Clubbing | |

N. Is this your first visit to Gujarat? YES/NO,

If NO, please mention that for how many times.....

O. Are any of these, prime consideration in your trip to Gujarat?

- | | |
|--------------------------------|--------------------------------------|
| i. Museums and galleries | viii. Unique shopping |
| ii. Architecture and monuments | ix. Photography |
| iii. Theatre | x. Literature |
| iv. Customs | xi. Festivals |
| v. Religion | xii. Any other (please specify)..... |
| vi. Music | |
| vii. Politics | |

P. What type of tourism do you like most:-

- Nature based (forest, environmental beauty)
- Urban based (Shopping, bar or night club, casino, zoo, botanical garden)
- Rural based

Q. Any problem did you faced/have been facing while on traveling (please mention it).....

R. How would you rate the following about of your trip in Gujarat?

- Transportation services
- Accommodation services
- Hospitality of local people
- Value for your money
- Variety of things to see and do

(2) ACCOMMODATION & INFRASTRUCTURE:

A. Where are you staying (tick one)

- | | |
|---------------------------------------|--------|
| ii. With a friend | |
| iii. Private cottage or vacation home | |
| iv. In paid for accommodation? | Yes/No |

If yes, what type is it?

- | | | |
|-------------------|--------------|------------|
| Hotel | Lodge | Flat |
| Motel | Tent | House |
| Resort | Guest House | TCGL hotel |
| Bed and Breakfast | Rented villa | Camping |

B. How long you are going to stay/duration of

stay.....

- C. How would you rate the hotel/resort/restaurants meals?
Poor/average/good/very good/excellent
- D. Which of the following facilities would you consider Essential at the place where you like to stay?
- | | |
|---------------------------|-----------------------------------|
| i. Air conditioning | x. Room heating |
| ii. Running Hot water | xi. Telephone in room |
| iii. Refrigerator in room | xii. Restaurants in premises |
| iv. 24 hours room service | xiii. Barber shop, beauty parlour |
| v. Swimming pool | xiv. Evening entertainment |
| vi. Outdoor sports | xv. Postal service |
| vii. Currency exchange | xvi. Channel music |
| viii. Medical service | xvii. Television |
| ix. Radio | xviii. Any other |
- F. How would you rate the following aspects of your trip of Gujarat?
- | | |
|---|-------------------------------------|
| i. Transportation services | Good/Average/poor/not applicable |
| ii. Accommodation services | Good/Average/poor/not applicable |
| iii. Hospitality and local people | Good/Average/poor/not applicable |
| iv. Value for you money | Good/Average/poor/not applicable |
| v. Variety of things to see and do | Good/Average/poor/not applicable |
| vi. Road or other transport accessibility | Good/Average/poor/don't want to say |
- A. With What other cities states of India could you compare Gujarat in terms of Tourism:
- | | | |
|---------------------------|-----------------------|-----------------------|
| A) Development | (f) Kerala | (d).Goa |
| (a) Madhya Pradesh | (g) Any other (names) | (e).Uttaranchal |
| (b) Rajasthan | B) Attraction | (f). Kerala |
| (c) Maharashtra | (a).Madhya Pradesh | (g).Any other (names) |
| (d) Goa | (b).Rajasthan | |
| (e) Uttaranchal | (c). Maharashtra | |
| C) Infrastructure? | (c). Maharashtra | (f). Kerala |
| (a).Madhya Pradesh | (d).Goa | (g).Any other (names) |
| (b).Rajasthan | (e).Uttaranchal | |
- B. What impressed you most in Gujarat?.....
- C. Would you please indicate whether any of the following caused:
- Inhospitable climate
 - Poor quality of accommodation
 - Non availability of right type of food
 - Poor sanitary conditions
 - Tiresome customs and immigration procedures
 - Unhelpful people/unethical traders
 - Non-availability of air bookings
 - Non-availability of train bookings
 - Non-availability of air-conditioned cars/coaches
 - Inadequate tourist guide services
 - Problems of personal security and safety
 - Limited shopping facilities
 - Lack of cultural activities/entertainment
 - Inadequate night life

THANKYOU FOR YOUR CO-OPERATION