

**“A STUDY OF TOURISM IN GUJARAT:  
A GEOGRAPHICAL PERSPECTIVE”**

**SYNOPSIS**

**By**

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#### **1. INTRODUCTION TO STUDY AREA**

The Gujarat, India's westernmost and most industrialized arm of the country. It is situated on the west coast of the Indian Peninsula, extended between 20° 02' N and 24° 39' N latitudes, and 68° 10' E and 74° 37' E longitudes. Its establishment as a State of the Indian Union completed on 1<sup>st</sup> May, 1960, after separation of Bombay into Gujarat and Maharashtra with occupied area is 196,024 square km. According to census 2011, report, it has total of 26 revenue districts with *Gandhinagar* as its capital. The state is divided into 225 Talukas, 348 Towns and 18270 villages (census 2011). The State has an international boundary and has a common border with the Pakistan at the north-western fringe. The two deserts, one north of Kutch and other between Kutch and mainland Gujarat are saline wastes. The Government of Gujarat has [banned alcohol](#) since 1960 looking to the security of its population.

#### **2. BACKGROUND OF THE STUDY**

Tourism has now become one of the largest commercial activities not only in India but also on a global scale; therefore it is also considered as 'sunshine' sector all over the world. The study of tourism is the study of people moving away from their usual residence. It comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. It is the only industry which is smokeless industry, people industry, vacation industry, decentralized industry, service industry, multifaceted industry and legitimate industry. Tourism development means manufacturing of service providing industries. It is an advance process for achieving rapid development through harnessing a region's natural & human resources and rendering them into production of wealth. Tourism promotes physical, economic and socio-cultural status of a society. Therefore in any society or region or country tourism development can be a very effective tool to achieve overall development.

Tourism is very much concern with the spatial circumstances mainly the location of tourist areas and the movements of people between places. The tourism cannot be left without Geography, because it is particularly concern with the nature of

environment, location of phenomena and spatial distribution and relationships between places within space and between of spaces. So the Geography plays an essential role in investigating the spatial interplay of tourist demand and satisfaction. The tourism phenomenon is closely related to the structure, form, use and conservation of the landscape. The tourism perceptibly affects land use but leads to two different, almost conflicting, twofold landscape effects: the first, in which the tourism brings the physical change of the landscape in terms of sprouting hotels and other kinds of structural installation for the tourist and second it attempts to preserve and conserve the natural landscape through the setting up various kinds of cultural structures such as parks, natural & man made reserves, etc. Thus the Geography has an important part to play in the integration of tourist activity with other demands upon particular environments. In this context the researcher is going to assess the role of geographical components in tourism development in Gujarat.

### **3. RESEARCH PROBLEMS**

The Gujarat is one of the most prosperous states in the country, and considered to be the most financially secure communities. In India and abroad, Gujarati's with their indomitable spirit have reputed among the world's premier business communities. One can see the hardworking Gujarati's operating hotels and motels in California, running stores in Australia and New Zealand and newspaper kiosks in England & also engaged in various jobs in USA and Canada. The most distinguished son of Gujarat was Mahatma Gandhi who won for India its independence through non-violence movement. The Gujarat is not a popular tourist destination for national & international tourists. Although it is easy to travel to Gujarat during trips to Mumbai or Rajasthan, few people pause to explore this very interesting part of India. Gujarat has the longest coastline in India. Stretching 1600 km, it is dotted with 41 ports (including 1 major, 11 intermediate and 29 minor ports).

In spite of possessing a variety of tourist attractions, state has not been able to accelerate the pace of tourism in comparison to other states. In 1991, the state did declare a tourism policy but it did not elicit adequate response from the private sector since the policy contained only a handful of benefits while the implementation was tardy (belated) due to legal and administrative constraints. This was at a time when the Government of India had already declared tourism as an industry and a large number of states had followed suit. This enabled the tourism industry to avail of incentives, reliefs & benefits available to the industry in those states. As per the new

tourism policy (2003-10), Gujarat government is trying to harness the natural and human resources to stand it among the best tourist places in India. With the result a handful rise in the number of tourists from outside the country & state observed. A long list of aims and objectives formulated by the state government still did not come out with positive results. The satisfaction level among residents, tourists and service providers shows high range of fluctuations. Looking to all above mentioned problems the study has been proposed and attempt will be made to assess and analyze the problems and prospects of the tourism in Gujarat from the geographer's point of view.

#### **4. SIGNIFICANCE OF THE RESEARCH WORK**

It is universally accepted that the tourism industry as an infrastructure industry, economic driver, it is an intrinsic part of the development of a region. It is the country's largest employment generator and foreign exchange earner. The Ministry of Tourism aims to increase foreign tourist arrivals in coming years. Coastal states are unable to tap this great economic potential to their advantage. Due to the high aesthetic value of the coast there is an enormous potential for tourism development. The foreign tourist arrivals to places like Kerala and Goa have been booming to unprecedented levels, showing a growth of 25 to 30% every year. These coastal states are the most sought after by foreign tourists.

Tourism is vital for many countries, such as the U.A.E, Egypt, Greece and Thailand, and many island nations, such as The Bahamas, Fiji, Maldives and the Seychelles, due to the large intake of money for businesses with their goods and services and the opportunity for employment in the service industries associated with tourism. The tourism has lot of significance in the economy of a country; the major contributions from tourism can be listed as, Economic benefits; Development of infrastructure; Human benefits; Regional development; Employment Generation; Helps build social system; Environmental benefits & Sustainable growth of the region.

After a detailed survey of available related literature on the present research area, it was found that no canvasser has given an untainted attention to study the impact of the geographical apparatus on the study of tourism development in Gujarat. Despite of being a full of natural & physical resources, the study area is still untouched by the researchers. Therefore, in my present study I have covered and thrown some light on the effect of the geographical features on tourism development in Gujarat. Whatever study has been made earlier about tourism development in

Gujarat, mainly are spatial, demographic & economic in nature. Moreover, the significance of the study stems from the fact that most previous studies tended to be very limited in scope as they tackled the number & location of tourist sites from a certain perspective, whereas the present study covers the available tourist sites in Gujarat from different perspective & also find out some new virgin areas, which may have a strong potentiality for tourism development.

Gujarat has tremendous potentialities to be developed, as various tourist site as geographical position of state is unique. It has Rann of Kutch in the north, Saurashtra plateau within middle and a long coastal line with various beautiful beaches and hilly and forest areas with east and south east region.

## **5. REVIEW OF THE LITERATURE**

Very little work has been done in the field of tourism and geography by the Indian geographers, especially on Gujarat tourism. Most of the studies today are conducted by commerce backgrounds researchers. Very few have taken up about the study of Gujarat tourism on geographical point of view. The geographer's role in significant contribution in tourism development of regions is obvious & important. Lack of research and development in the field of tourism, especially in Gujarat is one of the most unfortunate incidents. Some the followings are the notable studies done on Gujarat tourism by researchers other than the field of geography. Among them Bhushan Ravi Kumar (1995) has done their work on 'Coastal Tourism & Environment', Vyas Rajni (1988) 'The Glory of Gujarat', Joshi Umashankar (1988) 'The Glory of Gujarat', Maheta Makrand (2004) 'Bharat ma Paryatan no Itihas: Gujarat Khas Sandarbha ma', Parmar M.J. (2004) 'Gujarat Pravaslakshi Dharmik Sthalo', Rahman S.A. (2005) 'The Beautiful India, Gujarat', Basak Nath Tarak, 'International Tourism In India', Sajgor Shiv Prasad (1957), 'Gujarat- Ek Darshan', Pandya Kaushik (2007), 'A Journey to the Glorious Gujarat', Ozha Digant (2003) 'Gauravbhumi Gujarat', Vyas Ashok, 'Gujarat Tourism', Douglas C. Frechtling (1966) 'Practical Tourism Forecasting', Prem Nath (2008) 'Cultural & Heritage Tourism', Ratandeep Singh (2007), 'Historical Growth of Tourism and its Determinants', Dr. Avinash Chiranjeev, (2008), 'Ecological, Social and Cultural Aspects of Eco-tourism', Sinha R.K. (1999) 'Growth & Development of Modern Tourism', Ghosh Biswanath (1998) 'Tourism & Travel Management', Korat P.G. & Desai Mahboob (2004) 'Historical Application in Tourism', M. Belen Gomez Martin

(2004), 'Weather, Climate & Tourism: A Geographical Perspective', Prasad Vara & VBT Sundari (2009) 'Travel & Tourism Management'.

The above review of literature reveals that none of the geographers has made an attempt to study the Tourism in Gujarat from a geographical point of view. Therefore, it may be humbly mentioned that this is the first attempt to make a comprehensive study of the Gujarat state in connection with Tourism Geography.

## **6. AIMS & OBJECTIVES**

- (i) To study the contemporary issues, practices and future challenges in tourism sector in the light of government policies.
- (ii) To examine the role of transport and quality of serviceable infrastructures in development of tourism in Gujarat.
- (iii) Assessing the role of geographical components in playing a significant role in tourism development in the region.
- (iv) To examine the most causative and motivational factors for the foreign tourist arrivals in the state.
- (v) To find out the potentiality of different tourists places in purview of OIS and international tourists arrivals.
- (vi) To study the category-wise trends of local, other Indian states and international tourist traffic inflow.
- (vii) Identification of new potential virgin tourist places.
- (viii) To analyze the overall problems and prospect of tourism development in Gujarat.

## **7. HYPOTHESES OF THE STUDY**

The present research work is based on certain hypothesis, which is as follows:

- i. Tourism is an essential vibrant growth sector contributing not only in improving economic, social and physical well being of Gujarat but also enhancing the virtual relations with other states and countries.
- ii. Geographical components influence the type of tourism development in an area.
- iii. Tourism development in an area has a direct link with the number of tourist arrival and the duration of their stay.
- iv. Higher the growth of transport sector, higher will be the number of tourist arrivals.
- v. Higher the class, lower the number of arrivals, lower the class, higher the number.

## **8. DATABASE & METHODOLOGY:**

The proposed study is entirely based on primary and secondary data. The primary data has been collected through the intensive field survey with the help of interview and questionnaire methods. To calculate the satisfaction level seven point scale Likert's method was utilized. Secondary data has been collected from the TCGL websites and GITCO last ten years annual reports on TFIS. Other than this various published and non-published reports, magazines, state and national socio economic reviews etc also been referred. The obtained data has been computed in different form according the need of the study and represented with the help of maps and diagrams.

## **9. CONTENT OF THE RESEARCH WORK**

The present study is divided into the following chapters:

*The chapter first* is about introduction and appraisal of the basic concept of the tourism, nature and scope of the study. It also explains the objectivity of the research and database and methodology to achieve the aims of the study.

*The chapter second* deals with the geographical profile of the study area and also interrelated tourist attractions of the state.

*The chapter third* is devoted to the study of interdisciplinary approach to study tourism, in general the relationship between Space and tourism. The chapter also deals with the idea of Geo-tourism and applied part of the concept.

*The chapter four* explains about the historical evolution of tourism at the world, nation and state level. It also deals with the different types of tourism prevails in the state.

*The chapter fifth* includes the assessment of physical and cultural aspects of tourism. In general it discusses about the various geographical components involve in tourism development of Gujarat.

*The chapter sixth* is devoted to assessment of the role of available resources, services, policies and different organizations for the development of tourism in the study region. It also explains the concept of tourism as an Industry and resources. Various new virgin centers also have been identified which also has great potential of attracting tourists.

*The chapter seventh* explains about the analysis of the secondary data obtained from various sources. It includes about the trends of tourists inflow from various origins in Gujarat in detail.

*The chapter eighth* explains about Geographical significance of sample surveyed tourist places. It also states the status of tourist arrivals at surveyed destinations. In general it specifies geographical perspectives of the arrivals of different origin tourist into Gujarat also their impacts on the destinations.

*The chapter ninth* dedicated to the assessment of different problems and prospects of tourism development in Gujarat in terms of infrastructural development, institutional development, availability of land resources, investment and marketing strategies, management strategies, Human resource development and about flourishing hotel industry in Gujarat.

*The chapter tenth* covers findings of the study, conclusions and suggestions to upgrade the level of tourism development in the state.

## **10. CONCLUSIONS**

It is evident from the preceding chapters that Gujarat bears a huge potential for tourism development. The purpose of this chapter is to sum up main conclusion of the study to get comprehensive view of the study. An attempt also made to discuss the problem and prospects of tourism development in Gujarat. The following precise conclusions are drawn from the past successive chapters:

- 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. The goal set by state government for the year of 2003-10 in the form of tourism policy are showing only partial achievements. Still the potentialities of natural and cultural resources are still remains untapped.
- Positive growth observed in transport infrastructure development such as road, railways and airways however the maintenance is poor. The efficient mode of transportation is also lacking.
- The basic facilities like food, hotels, tents, etc. are available only during festive or on particular events.
- 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, safety measures, comfort chairs etc. most of the coastal sites.



- Progress of development work is not up to the mark and general maintenance of installation is absolutely absent.
- 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.
- 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.
- There is a big communication gap between the Government and locals of the destinations.
- Comparatively, the percentage totals of local tourist arrivals are extraordinary high, which is followed by tourists from other Indian states, NRI's and foreigners. The 3<sup>rd</sup> and 4<sup>th</sup> quarter of the year is the peak season for the arrival of overall tourist
- There is a negative correlation between size of tourist arrivals 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.
- 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.
- 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.
- Kerala, MP, Maharashtra, Rajasthan and Goa/Diu are the most admirable tourist places, responded by domestic travelers.

- Positive change in increasing workforce in tourism observed. Income level also has improved.
- Overall the negative responses were noticed in terms of quality of physical environment due to tourism.
- The impacts of tourism on economic and socio-cultural development are positively responded by the residents. Gender biasness in workforce exists. The practices of extra earnings by renting houses are seen.
- 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.
- 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.