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FEASIBILITY STUDY OF GUJARAT TOURISM SCENARIO

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ABSTRACT

Tourism is a vital industry anywhere in the world. It is a basic and most desirable human activity deserving the praise and encouragement of all people and all government across the world. Tourism varies from local and general to international and customized. Today, when all the states of India promote their tourism by using different unique selling propositions, it is important to understand how one time Tourism department has now become an organized tourism industry. Gujarat is no exception to this. For past few years, the Tourism Corporation of Gujarat Limited (TCGL) has become highly aggressive in promoting various tourist destinations of Gujarat by introducing Mr. Amitabh Bachchan as a brand ambassador of Gujarat Tourism. This study paper is an honest attempt of researcher to thoroughly justifying the realistic scenario of Gujarat Tourism by quoting useful statistics based on secondary data available. KEY WORDS Tourism, Instrument to Economic Growth, Culture, GDP, Foreign Tourists



INTRODUCTION:

After the Second World War the tourism emerged as an industry worldwide and demand-pushed by advancements in the field of communications and transport and absence of industries in select regions. This industry is totally smoke-less industry that acts as a catalyst for socio-economic cultural development of a nation. Tourism Industry also encourages and reciprocates understanding by bringing into its fold numerous types of activities.

With the economic growth, the tourism industry faced many challenges. Both governments and private sectors of many developed as well as developing economies, try to reduce their financial obligations and with annual global oil and other commodities price rise, so the Tourism sector is expected to be one of the world's fastest growing industry. Travel and Tourism's role is an important role as an engine of economic growth is being increasingly recognized, especially by developing nations like India. Tourism not



only generates employment but it also helps ensure sustainable development and alleviation of poverty by spreading the socio-economic benefits more equitably across population.

REVIEWS OF LITERATURE:

Tourism is evidently a large industry with potential for growth. Rising income also has increased the demand for environmental amenities (Randall 1987)¹. Touted as a low-impact alternative to traditional tourism (Eadington and Smith 1992, Roxe 1998)², ecotourism has been called “responsible travel that conserves natural environments and sustains the wellbeing of local cultures” (Ecotourism Society in Wheat 1998:10). The stated purposes of ecotourism are to raise the public’s awareness of the environment, to sensitize travelers to nature and its - processes, and to reduce negative impacts of human activities on natural areas (Sirakaya and McLellan 1998)³.

Recreation is one of the benefits of protecting natural areas. Others include habitat protection, biodiversity preservation, soil formation, nutrient recycling, and control of water and air pollution (Dixon and Shennan 1991)⁴. Protected areas can provide resilience and stability in ecosystems and maintain numerous natural services (Heywood and Watson 1995, Perrings 1995, Tumer et al. 1995)⁵. The values of these amenities must be weighed when considering actions that affect the conservation of natural areas (Weisbrod 1964, Kntilla 1967, Dixon and Sherman 1991)⁶.

Batra and Kaur (1996)⁷ in their paper made an attempt to describe conflict between tourism and environment with the help of environment audit approach. They

highlighted that there were two types of relationships between tourism and environment i.e. coexistence and conflicting. Coexistence relationship presented harmony between tourism and environment. However, conflicting relationship between tourism and environment caused huge problems like visual pollution, sewage problem, water and air pollution, and lastly ecological problem. They viewed that social costs in tourism industry were much more than any other type of industries but these costs were not included in financial report of the tourism industry.

Boyd and Butler (1996)⁸ in their study highlighted eight factors i.e. accessibility, relationship between eco-tourism and other resources, attraction, tourism infrastructure, skill and knowledge, social interaction, degree of acceptance of impacts and type of management for the development of eco-tourism opportunity spectrum (ECOS).

Brohman (1996)⁹ in his study highlighted the main problems like increasing crime, overcrowding, overloaded infrastructure, pollution and environmental degradation etc. faced by the third world countries due to tourism.

Gupta (1999)¹⁰ in this study praised Indian religious tourism which grew for many years without causing negative environmental, cultural and social impacts. The author viewed that pilgrimage had less burden on environment, benefited local communities, was seasonal and provided economic benefits to the local community.

Mehta and Arora (2000)¹¹ in this study appraised tourism promotion activities adopted by tourism ministry in Punjab. The study highlighted that the share of



advertisement expenditure to total management expenses also decreased in the state.

Biju (2002)¹² in his study made an attempt to explain evolutionary process of global tourism. He viewed that the main reason behind tremendous growth of travel industry was emergence of railways, shipping, motor car and airplane.

Caprihan and Shivakumar (2002)¹³ in their article observed that tourists' decisions worldwide were negatively influenced by unfavourable conditions like terrorist attacks, war, epidemics and calamities etc.

Singh (2002)¹⁴ in his paper gave a brief overview of tourism policy in India. The author highlighted that traditional tourism policies in India were neither elaborate nor appropriately executed.

Gujarat is a state of India, geographically situated in the western tip of India and surrounded by Arabian Sea coastline. This is the only state that has longest coastline. Pakistan to the north-west borders, Arabian Sea to the southwest, Rajasthan state to the northeast and Madhya Pradesh state to the East. People of the state and the local language are known as Gujarati. The state has some of largest businesses of the India such as diamond, cement, denim cloth manufacturing, grassroots oil refining, agriculture etc. World's largest ship braking yard at Alang existed in the Gujarat near Bhavnagar district. Major cities of the state Ahmedabad, Surat, Baroda (Vadodara), Rajkot, Jamnagar, Bhavnagar are playing main roles to grow the economy rates and increasing name and fame for the various businesses in the world. Gujarat state has various factors to attract foreigner as well as national and local tourists. History tourism, Medical tourism, Business

tourism, Culture tourism, Adventure tourism and many more are most attractions.

Gujarat state has different mode of transportations such as buses, railway, auto and taxies, aeroplane, boat, ship. Above all transportations is easy, cheaper and faster in compare to other states of India.

Gujarat have different festivals and they play an important role to call foreign tourists, major of the festivals are Diwali, Navratri, RakshaBandhn, Janmastmi, Holi, Kite Festival and many more. Diwali is the festival of light, on that day lot of sweets are cooked and at the evening people enjoy with fireworks. Navratri is the longest festival of the India and the world as well. It is a nine nights dancing festival, it is called Dandia or Garba. On the festival of Rakshabandhan, sister tie a band on the right hand of her brother, that is a holy band, belief is like the band will defence of the brother. Janmastmi is one of the holiest festivals, because it is the birth day of lord Krishna, the most worshiped god of India. Holi is called a festival of colours, on that day people spoil one to another with different colours. Every 14th of the January is celebrated as a Kite festival, international kite flying contests is also organized in the Gujarat. Most of the contestants are foreigners. These all festivals are big attractions for foreign tourist.

Food, festivals and lifestyle are famous of Gujarat state. Local people are used to eat spicy but very tasty food. Simply thinking and high living is the basic life slogan of them; they are enthusiastic, active, and adventurous. Gujarat is having different communities, such as Hinduism, Islam, Jainism, Sikhism, etc. Different religions have different food, belief and lifestyle, tradition and god.



Gujarat state is famous for various kind
tourisms, such as

- A) Medical Tourism
- B) History and Heritage Tourism
- C) Cultural Tourism
- D) Business Tourism
- E) Recreational Tourism
- F) Spiritual Tourism

GENESIS OF GUJARAT TOURISM

According to the first Declaration of the United Nations Manila Conference on World Tourism, 1981, “Tourism is considered an activity essential to the life of nations because of its direct effect on social, cultural, education and economic sectors of national societies and their international relations.”

An attempt is made to evaluate the genesis of Gujarat. The main purpose is to bring out in one place the immense potential of present day Gujarat as a great tourist destination. The study took help of past records to assess the history of present day Gujarat. The study in its stride will briefly review the past history of Gujarat, its historical and cultural heritage of the state, major and minor tourist centers of importance, tourist facilities available and about tourism promoting agencies and their role in the process of tourism development in Gujarat.

The name Gujarat is derived from Gurjaratra, that is, the land protected or ruled by the Gurjars/Gujjars. The origins of the Gujjars are uncertain. The common belief is that the Gurjars/Gujjars or Gujjar

clan appeared in northern India. Over the period the name of the tribe was Sanskritized to “Gurjarat”. The Gurjars or Gujjars believe that they have descended from Suryavanshi Kshatriyas, belonging to “Sun Dynasty”, and historically they were Sun-worshippers.¹

ANCIENT HISTORY

Historically, Gujarat has been one of the important centers of the Indus Valley Civilization (IVC) (also known as Harappan Civilization). It embodies major ancient metropolitan cities from the Indus

Valley such as Lothal, Dholavira and GolaDhoro. It has now scientifically established that the ancient city of Lothal was the place where India’s first port was constructed. Dholavira, another ancient city, is one of the largest and most prominent archeological sites in India, belonging to the Indus Valley Civilization. The most recent archeological site discovered was GolaDhoro, which lies near Bagasra in modern Amreli District. Altogether, about 50 Indus Valley settlements have been excavated in the State.

The ancient history of Gujarat was enhanced by commercial activities. There is ample historical evidence of trade and commercial ties with Sumer in the Gulf of Persia during 1000 to 750 B.C. There was succession of Hindu – Buddhist states such as the Gupta Empire, Rashtrakuta Empire, Pal Empire and Gurjara – Pratihara Empire².

There were also local dynasties like Maitrakas and then the Solankis. In the 11th century, Gujarat saw the arrival of Muslims

¹ Ibid



in the political theater of the State. Mahmud of Ghazni (971 – 1030 CE), the first Muslim conqueror, whose conquest and plunder of Somnath resulted in ending the rule of the Solankis.

International tourism has been described by Louis Turner as “the most promising complex and under-utilized industry impinging on the Third world”³. The statement penned some 60 years ago is still true for India in general and Gujarat in particular. Tourism as we understand today

has started in India in a small way in the early 1950’s⁴. In Gujarat, the modern concept of tourism – planning, marketing and management was adopted by the State Government in 1973. It was for the first time a separate Tourism Department was established to identify and help promote the tourist destinations of the State. In 1978 “Tourism Corporation of Gujarat Limited” (TCGL) was formed and the corporation was entrusted with the task of undertaking and developing tourism related activities in the State.

ANALYSIS

Table: 1

Important Facts Regarding Forests and Wildlife Sanctuaries/National Parks of India & Gujarat: 2011-12

	Unit	INDIA	GUJARAT		
		Area	% of Total Geographical Area	Area	% of Total Geographical Area
Total Geographic Area	Sq. kms	3,287,240	-	1,96,022	-
Total Forest Area	Sq. kms	6,92,027	21.05	14,619	7.46
National Parks	Numbers	103	-	4	-
	Sq. kms	40,333	1.23	480	0.24
Wildlife Sanctuaries	Numbers	515	-	23	-
	Sq. kms	1,17,231	3.57	16,618	8.48

Source: Ministry of Environment and Forest

Table: 2

³ Pushpinder S. Gill, Edited: Tourism Economic and Social Development

⁴ 5th Five Year Plan, 1956-61: Document, Government of India



FOREIGN TOURIST ARRIVALS (GUJARAT) (in lakhs)

Year	India	Gujarat	Gujarat as % of India
2003	27.30	0.69	2.53
2004	34.60	0.62	1.79
2005	39.20	1.26	3.21
2006	44.50	2.07	4.65
2007	50.80	2.20	4.33
2008	52.80	2.79	5.28
2009	51.70	2.90	5.61
2010	57.80	3.84	6.64
2011	63.10	4.31	6.83
2012	65.80	5.17	7.86

Source: (1) Indian Tourism Statistics at a Glance, 2013

(2) TFIS Annual Report, 2011-12; GITCO

Table 2 shows total flow of foreign (Foreigner/NRI) tourists in India and also in Gujarat during the years 2003 to 2012. The Table also shows what percentage of foreign tourists visit Gujarat vis-à-vis India. The Table gives quite a grim picture. Only 7 percent of the total foreign tourists.

TABLE: 3

PURPOSE OF TOURIST VISITING THE STATE (GUJARAT)

Purp ose	2004 - 05		2005 - 06		2006 - 07		2007 - 08		2008 - 09		2009 - 10		2010 - 11		2011 - 12		Gro wth (%) 201 1 - 12 over 201 0 - 11
	No. .	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	
Busi ness	40. 70	53. 47	58. 72	54. 86	65. 29	52. 90	77. 58	54. 93	88. 01	55. 68	92. 41	54. 32	111 .85	56. 45	123 .46	55. 20	10.3 8

Source: (i) TCGL, Annual Report 2006 - 07 for 2004 - 05 & 2005 - 06 periods, and



Leisure	3.90	5.12	5.10	4.76	9.58	7.76	10.35	7.33	8.42	5.33	7.61	4.47	10.89	5.50	12.16	5.44	11.66
Religion	28.12	36.94	38.41	35.89	43.30	35.08	47.41	33.57	56.17	35.53	66.05	38.83	70.67	35.67	82.18	36.75	16.29
Others*	3.40	4.47	4.80	4.49	5.26	4.26	5.89	4.17	5.47	3.46	4.04	2.38	4.71	2.38	5.84	2.61	23.99
Total	76.12	100	107.03	100.00	123.43	100	141.23	100	158.07	100	170.11	100	198.12	100	223.64	100	

(ii) TFIS Annual Report, 2011-12; GITCO, for rest of the years

In Table 3, we observe tourist's purpose of visiting Gujarat and their proportion in total. In order to narrate the matter, visiting purpose has been categorized into four broad heads viz., Business, Leisure, Religion and Others. It is clear from the Table 3.5 that majority of tourist visits are for Business purpose. In percentage terms, the share of tourist flow for Business purpose fluctuated between 52.90 percent (2006 – 07) and 56.45 percent (2010 – 11) during the period 2004-05 to 2011-12. Subsequently, Religious visit fluctuated between 33.57 percent (2007 – 08) and 38.83 percent (2009 – 10) in the same period. For Leisure purpose, it was between 4.47 percent (2009 – 10) and 7.76 percent (2006 – 07). Tourists in "Others" category which consists of non-surveyed

destinations fluctuated between 2.38 percent (2009 – 10 and also in 2010 – 11) to 4.49 percent (2005 – 06) during the periods 2004-05 to 2011-12. However, if one takes into consideration the last two years of the study period i.e., 2010 – 11 and 2011 – 12, the share of Business and Leisure tourists flow fell by nearly 2 percent and 1 percent respectively while the share of Religious and "Others" tourists flow increased by 1 percent each, when compared with the previous year. Business, Leisure, Religion and "Others" escalated by 10.38 percent, 11.66 percent, 16.29 percent and 23.99 percent respectively when the periods 2010 – 11 and 2011 – 12 are compared.

Table: 4

TOURIST FLOW AT INDIVIDUAL DESTINATIONS (GUJARAT)

Destination	2008-09		2009-10		2010-11		2011-12		Growth (%) 2011-12 over 2010-11
	No.	%	No.	%	No.	%	No.	%	
Business Centers	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)



Ahmedabad	1895777	11.99	2213750	13.01	2689971	13.60	3100558	13.86	15.26
Anand	75404	0.48	26157	0.51	109071	0.55	136093	0.61	24.77
Ankleshwar	125245	0.79	105840	0.62	111621	0.56	112713	0.50	0.98
Bharuch	224376	1.42	194068	1.14	207355	1.05	198278	0.89	(-) 4.38
Bhavnagar	241441	1.53	233455	1.37	253921	1.28	283296	1.27	11.57
Bhuj	132362	0.84	148709	0.87	217364	1.10	255222	1.14	17.42
Gandhidham	327567	2.07	231101	1.36	262243	1.32	253729	1.13	(-) 3.25
Gandhinagar	330928	2.09	381211	2.24	399291	2.02	458840	2.05	14.91
Jamnagar	213978	1.35	164039	0.96	184617	0.93	187419	0.84	1.52
Junagadh	385944	2.44	328829	1.93	352438	1.78	388013	1.73	10.09
Mehsana	106952	0.68	101052	0.59	121500	0.61	139115	0.62	14.50
Morbi	47179	0.30	58482	0.34	98472	0.50	118376	0.53	20.21
Mundra	39932	0.25	29541	0.17	66907	0.34	65641	0.29	(-) 1.89
Patan	108447	0.69	89301	0.52	108818	0.55	109165	0.49	0.32
Porbandar	232260	1.47	228399	1.34	238157	1.20	277385	1.24	16.47
Rajkot	744516	4.71	755200	4.44	816998	4.12	896763	4.01	9.76
Surat	680763	4.31	765473	4.50	1333123	6.73	1410563	6.31	5.81
Vadodara	621640	3.93	641053	3.77	838849	4.23	1008320	4.51	20.20
Valsad	132663	0.84	141656	0.83	207357	1.05	220372	0.99	6.28
Vapi	206030	1.30	254167	1.49	255388	1.29	259382	1.16	1.56
Veraval	180931	1.14	173376	1.02	242857	1.23	278518	1.25	14.68
Sub Total	7054335	44.62	7324859	43.06	9116318	46.00	10157761	45.42	11.42



Religious Centers									
Ambaji	1487978	9.41	1735313	10.20	1783824	9.00	2032310	9.09	13.93
Bahucharaji	308658	1.95	294454	1.73	340849	1.72	388200	1.74	13.89
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
Chotila	240597	1.52	254518	1.50	290793	1.47	294097	1.32	1.14
Dakor	149527	0.95	224630	1.32	252127	1.27	255822	1.14	1.47
Dwarka	847234	5.36	1048918	6.17	1210900	6.11	1436488	6.42	18.63
Girnar	299749	1.90	533780	3.14	492517	2.49	629704	2.82	27.85
Palitana	605429	3.83	549146	3.32	611582	3.09	712080	3.18	16.43
Pavagadh	133527	0.84	139427	0.82	145431	0.73	153593	0.69	5.61
Somnath	387328	2.45	381854	2.24	400477	2.02	500562	2.24	24.99
Virpur	109270	0.69	142175	0.84	130320	0.66	133866	0.60	2.72
Sub Total	4569296	28.91	5304215	31.18	5658820	28.56	6536722	29.23	15.51
Leisure Centers									
Dumas	5223	0.03	5644	0.03	5534	0.03	5621	0.03	1.57
Mandvi	64153	0.41	69942	0.41	93205	0.47	99675	0.45	6.94
Saputara	193339	1.22	168577	0.99	186610	0.94	204366	0.91	9.52
SardarSarovar	29020	0.18	18877	0.11	18981	0.10	24956	0.11	31.48
Sasan	77532	0.49	83386	0.49	150182	0.76	172531	0.77	14.88
Tithal	61723	0.39	64288	0.38	87318	0.44	92138	0.41	5.52
Ubharat	20335	0.13	24661	0.14	22070	0.11	26573	0.12	20.40
Sub Total	451325	2.85	435375	2.56	563900	2.85	625860	2.80	10.99



Non-Surveyed Destinations	3732579	23.61	3946798	23.20	4472898	22.60	5043609	22.55	12.76
Gross Total	15807535	100	17011247	100	19811936	100	22363952	100	12.88

Note: Figures in the individual percentage columns may not exactly add up-to the total due to round-off

Source: TFIS Annual Report, 2011-12; GITCO

If we take into consideration the annual growth of tourist flow for the State as a whole, between 2010–11 and 2011–12 it was 12.88 percent. In absolute terms the tourist flow was 198.12 lakhs in 2010 – 11 which increased to 223.64 lakhs in 2011 – 12 (Table – 3). Center wise analysis shows that “Business centers” continues to remain top draw tourist destination for all the four years, i.e. 2008 09 to 2011 – 12. If last two years are taken into account then it could be seen from the Table 3.6 that little more than 91 lakh persons (46.01 percent) in 2010 – 11 and about 102 lakh persons (45.42 percent) in 2011 – 12 visited “Business centers”. Though in absolute terms the tourist flow increased, but in percentage terms a decline is noted.

“Religious centers” comes at a distant second position with 28.56 percent and 29.23 percent of the total tourist flow for the year 2010 – 11 and 2011 – 12 respectively, followed by “Leisure centers”. However, if one considers the shifts, the share of “Business” and “Leisure purpose” tourists flow fell by 0.49 percent and 0.05 percent respectively when 2010 – 11 and 2011 – 12 periods are compared. The share of “Religious purpose” tourists increased by 0.67 percent or by about 1 percent in 2011 – 12, when compared to previous year, i.e. 2010 – 11.

DISCUSSIONS:

From the analyzed statistics we can see that Gujarat tourism is an emerging Industry post campaign.

Business purpose visits could be serving more developmental opportunities in future so the government should encash it by providing more useful tourism products.

There is a strong need to Niche Marketing in Tourism as Gujarat has many such customized destinations to promote.

In some select areas we observe negative growth in tourist’s visits. A serious concern should be shown by the TCGL to improve the performance of such weak performing destinations.

We see a continuous rise in visitors’ inflow in Gujarat but the growth is not yet satisfactory.

The government should explore tourism under “Swachh Bharat Abhiyan” by considering many aspects and also considering local needs.

There should be skill development programs for local villagers residing nearby some unexplored tourist places.



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