



“Gujarat Tourism- The New Destination”
(Emerging Tourism Boundaries after Introduction of New Tourism Policy)

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Abstract: Vibrant state-Gujarat is opening its wings and acting as growth engine of India. The remarkable advertisement campaign of Gujarat has made all to focus and know more about Gujarat. As on the other part Gujarat have to face competition from various other tourist states but it is the matter to be focused whether new tourism policy can act as boosting factor or not.

I. INTRODUCTION



Gujarat, The land of birth of Mahatma Gandhi, is the most speedily growing state of India. Western coastline of 1600km is covered by Gujarat as on the part it is emerging tourism hub of India. This is the state with mingled aspects of art and culture, historical monuments as well as natural beauty. To utilize these strengths Gujarat government has started the campaign if “KHUSHBU GUJARAT KI”, under the celebrity endorsement of Mr. Amitabh Bachchan from the last three years. This has ramped up almost 33% in domestic tourist arrival.

II. GUJARAT TOURISM- THE NEW DESTINATION

There are multiple aspects that Gujarat tourism industry can work upon by covering various cities of Gujarat. The major tourism attraction points can cover.



If we look towards the SPIRITUAL map of Gujarat there are various places like two jyotirlingas at somnath and dwarka (nageshwar) , one of the four dhams at dwarka , two of Shakti peeths at ambaji. On the same side Narayan sarovar one of the holiest lakes and narmada river also flows through Gujarat. HERITAGE walks with the places like AdalajVav, ancient Budhist sites, Indus civilization sites like Lothal and Dholavera. HANDICARFT works like metal , bamboo crafts, pottery, khadi , bandhani, block painting, kachhikalakruti enrich the CULTURAL tourism of Gujarat. Well known kite festival and navratri festival spreaded itssway at world level. Desert of Kachch and Gir century are part of FAUNAL tourism.

III. INFRASTRUCTURAL FACILITIES AND COST ASPECTS

There are 13 airports which connects Gujarat at international level. It goes on with ease in transportation with the first Indian Express Highway joining major tourist locations of Ahmedabad and Baroda. Total road length is 74,111km and targeted length is 1,14,866km. 24hrs. power supply facility to 98% of the villages is available. TCGL- Tourism Corporation of Gujarat Ltd is targeting 37 destinations of Gujarat for developing under the part of tourism industry. More than 100cr were spent on 600 projects in last 2 years. Tourism infrastructure budget has been provided increased fund of 100cr from 30cr. Major locations which are focused, Saputara, Somnath, Dwarka, Gir wildlife century, Champaner, SardarSarovar Narmada dam.

IV. TOURISM REALITIES FOR GUJARAT

Gujarat has initiated great efforts to develop its tourism industry which was untouched area till the date. It is leading on the rank 10 for domestic tourist arrivals and 15th for foreign tourist arrivals but still it is not competent enough as other tourist states like Kerala, Madhya Pradesh, Jammu-Kashmir as well as some of the South-Asian countries.

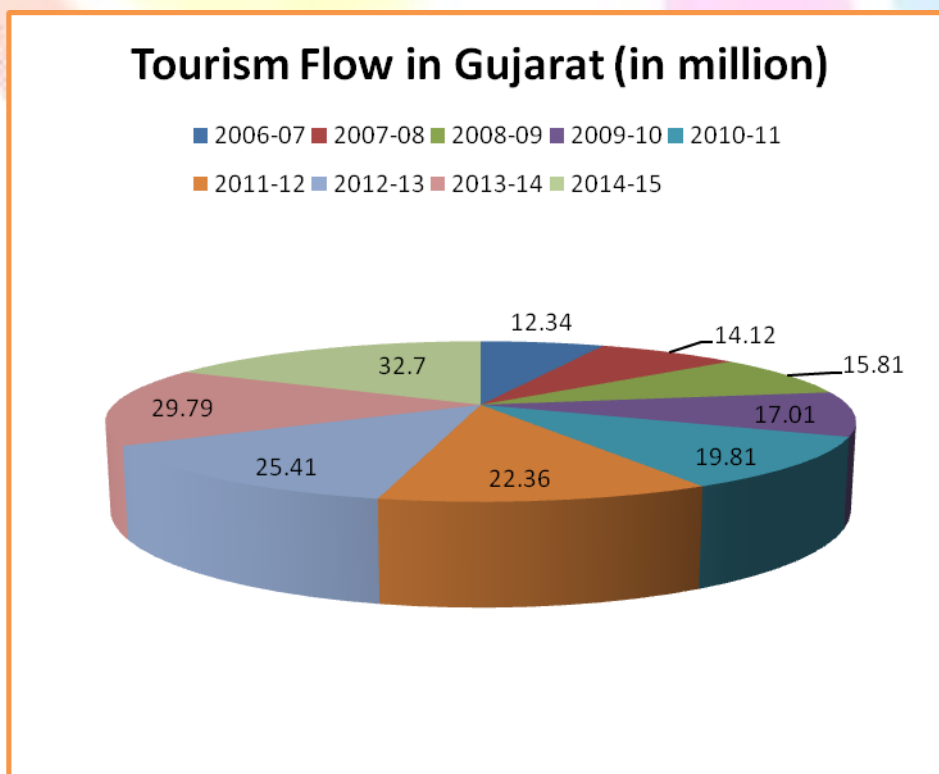
Even it is found that local people of Gujarat prefer other states or other countries for travelling purpose. This can be also leading factors that can be considered on the prior basis to convert internal market first on your side. These kinds of issues are on the part due to lack of proper channelized functionality between tour operators and travelling agents. Lacking in quality accommodation facility in some of the parts of tourist places also lead to this point. On the other hand, there are many places which can generally be attraction points for any tourist is not developed properly like wildlife sanctuaries and beach areas. We can take benefit of coastal area on the boundary part of Gujarat.

There are many cultural aspects which can be major game plan changer if government is taking in consideration. It is the state that is celebrating majority of the Indian festivals. So it is giving magnificent “FESTIVE FEEL” which can be used as a tool in developing tourism sector.

Gujarat is looking forward for the spiritual “WELL-BEING” tourism. Cruises and theme parks can also be attracting service points that it can go with. Gujarat government can also shake hand with private tourism players for the speedy development.

V. TOURIST INFLOWS AND TOURISM POLICY ASPECTS

Travelling to the door step of Gujarat, tourist’s numbers rose from 6.16 million to 32.7million in the duration of 2002-03 to 2014-15.



Source: <http://www.gujarattourism.com/>



Tourism policy of Gujarat-2015 is focusing on increasing tourism business and let the Gujarat be part of top 5 tourist states in India. It is also targeting increase in resultant employment by 2 million people by 2025.

Various subsidies and incentives are also announced under this policy. The tourism units which are eligible, 100% reimbursement of stamp duty and registration fee on sale of land for the first transection is there. Luxury tax, electricity duty and entertainment tax exemptions are also there for eligible tourism units for 5 years from the date of commencement of commercial operations or till the date of completion of expansion.

BACK TO SQUARE ONE:

What are the threats and opportunities in front of Gujarat tourism industry? How could opportunities be grabbed by strengths available to Gujarat tourism industry?

Will government encouraging policy help to develop Tourism sector in Gujarat? What can be its perspective effects?

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