

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM & CULTURE
DEPARTMENT OF TOURISM
MARKET RESEARCH DIVISION**

**FINAL REPORT
ON
20 YEAR PERSPECTIVE PLAN FOR DEVELOPMENT OF
SUSTAINABLE TOURISM IN
GUJARAT**



MARCH 2003

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Study Report on Preparation of 20 Years

Perspective Plan for Development of Sustainable Tourism in Gujarat

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Executive Summary

Indian travel and tourism sector

In 2001, Travel & Tourism (T&T) in India was expected to generate Rs 1564 bn of economic activity (total demand) making India the 22nd largest tourism market in the world.

The total number of international arrivals (world) reached a record 699 million, an estimated growth of 7.4% in 2000 according to results received by WTO (World tourism organization). An international tourist arrival to India in 2000 was estimated at 2.64 million, a growth of 6.4% over the previous year. India was estimated to have a share of 0.38% in world tourism traffic in 2000.

Domestic tourism has grown substantially during the last few years due to the increase in income levels and emergence of a dynamic middle class.

Government of India Tourism Policy

A national action plan for tourism was drawn up in May 1992. The objectives of the action plan included Socio economic development of areas, Increasing employment opportunities, Developing domestic tourism especially for the budget category, Preservation of national heritage and environment, Development of international tourism and optimization of foreign exchange earnings, Diversification of tourism product and Increase in India's share in world tourism.

A new national tourism policy has been drafted to keep pace with the developments taking place around the world and under consideration of the Government of India. The salient features of the draft tourism policy are providing for people's participation in the development of tourism and in sharing the benefits of tourism, facilitating the development of a dynamic private sector in tourism industry. Coordinating the efforts of different government departments and agencies in making India a tourist friendly country and in providing the required infrastructure, Facilitating domestic tourism by promoting amenities and facilities for budget tourists, integrated development of identified tourist destinations with the involvement of all the infrastructure` region, Jammu & Kashmir and the islands of Andaman and Nicobar and Lakshhadweep, as part of an overall strategy of economic development of the regions. Enhancing outlay for infrastructure, enacting suitable legislation on travel trade / tourist police for protection and security of tourists, Liberalisation of the visa regime, Uniformity and rationalization in taxation structure, Focused and cost effective marketing strategy

The budget for tourism has been hovering around 0.15 – 0.20 % of the total central plan outlay. There has been a gradual increase in Central Plan outlay for tourism over the plan periods from Rs 1.58 crores in the second plan to Rs 272 crore in the eighth plan. As against the eighth plan outlay of Rs 272 crore (1991-92 prices), the expenditure during the period has been Rs 490.42 crores.

SWOT analysis of India as a tourist destination

Strengths <ul style="list-style-type: none">• Rich culture and heritage• Variety of landscapes, lifestyles and cuisines• Rich tradition in handicrafts• Colourful fairs and festivals	Weaknesses <ul style="list-style-type: none">• Poor accessibility to many tourist destinations due to basic Infrastructure bottlenecks• Lack of tourist infrastructure & basic amenities at many tourist destinations• Lack of information about tourist destinations• Unfavourable brand image as a tourist friendly destination.• Lack of Promotional activates
Opportunities <ul style="list-style-type: none">• Global trend towards exotic destinations like India• Tourism potential unexploited	Threats <ul style="list-style-type: none">• Aggressive marketing and promotion by competing destinations in Asia like Malaysia

Travel and Tourism sector in Gujarat

Gujarat as a tourist destination has immense potential, which is yet to be tapped. Gujarat has variety and novelty of attractions, which include ancient Buddhist, Jain, Hindu and Muslim monument, a rich and varied animal and bird life, Wild ass - a distinctive species, Gir the only abode of lion in Asia and unique handicrafts.

It is estimated that the tourism contribution to NSDP is around 2-3 % which works out to around 300 Crore's. The contribution in the State is less than the contribution of tourism to the national GDP, which is around 5-6%. It is estimated that around 6.5-7 lakhs persons are employed directly in tourism in the state of Gujarat. Tourism has a multiplying factor in the economy and the employment. The multiplier effect for tourism is around 2.5.

State Tourism Policy

The new tourism policy is in the draft stage and will be announced soon. The objective of the new state tourism policy is to Identify and develop tourist destinations and related activities. Diversification of tourism products in order to attract more tourists through a varied consumer choice. Comprehensive development of pilgrimage centres as tourist destinations. Creation of adequate facilities for budget tourists, Strengthen the existing infrastructure and develop new ones where necessary, Creation of tourism infrastructure so as to preserve handicrafts, folk arts and culture of the state and thereby attracting more tourists.

Role of State Government in Tourism Development

The role of the state government is to act as a facilitator and make commercial services available entirely through private sector or in association with it. The state's role will primarily focus on strengthening and upgrading existing infrastructure and development of new infrastructure.

State Government Outlays for the year 2002-03

Gujarat state outlay on tourism in the year 02-03 is around 17.23 crores. The major contributing items are yatra Dham (Rs. 5.09 Crore's), Publicity (Rs.1.25 Crores), Tourist information Centre (Rs. 1.10 Crores) and Minor maintenance work (Rs. 1.00 Crore)

Tourists Inflow

About 63 % tourists visiting various destinations of Gujarat are tourists from Gujarat only. The balance 37 % comes from other states. The business and religious tourists constitute the major tourists segments in Gujarat. Amongst all regions of Gujarat, Central Gujarat has the largest volume of tourist inflow. This is mainly because of business tourist inflow in Ahmedabad and Vadodara. Saurashtra is the next important tourist area, mainly because of religious destinations like Somanth and Dwarka.

Tourist Circuits

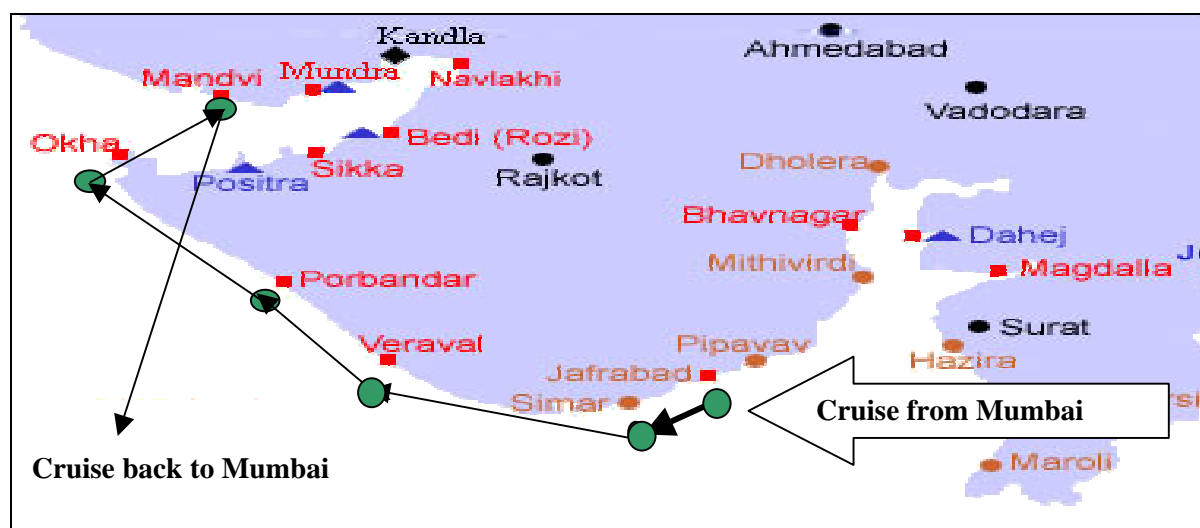
Gujarat consists of five major circuits viz The Kachchh circuit, The Saurashtra Circuit, The South Gujarat circuit, The North Gujarat Circuit and the Central Gujarat Circuit. It has been found that Kachchh and the Saurashtra circuit have immense potential for development. The major tourist destinations in Gujarat are Dwarka, Palitana, Somnath, Saputara, Somnath and Ambaji.

The circuits that have the maximum potential and needs to be developed are as given below

Circuit I: Ahmedabad – lothal – Palitana/Bhavnagar – Ahmedpur Mandvi – Somnath – Gir-Chorwad/Junagadh – Porbander – Dwarka – Jamnagar – Rajkot – Ahmedabad.

Circuit II: Ahmedabad – Adalaj – Modhera – Vadnagar – Patan – Dholavira – Bhuj – Mandvi

Cruise Circuit



Financing of Tourism projects

Apart from all India private finance corporation like TFCI, ICICI and IDBI etc., Gujarat State Finance Corporation (GSFC) is a government of Gujarat undertaking financing body, which actively promotes

tourism projects in Gujarat. To satisfy the need for finance for tourism projects, the Government of Gujarat has proposed two facilities for financial assistance in tourism related projects. This includes setting up a Venture Capital Fund (The intention of this fund is promoting tourism projects in the state of Gujarat) and setting up the Tourism infrastructure Development and Finance cell, which will provide financial assistance for the development of tourism in Gujarat

Field Survey Findings

The primary field survey was carried out at 83 destinations to obtain views of stakeholders like Tour operators, travel agents, hotel owners; eminent personalities related to hospitality industry, tourists both domestic and foreign, and government departments. The major field survey findings are given below

Tourists

Major attractions for the foreign tourists are Modhera, Adalaj, Porbandar, Sasan Gir, Bhavnagar, Palitana, Dwarka, Somnath and Div. Most of the foreign tourists would like the state to improve the maintenance of heritage spots, Reduce the charges of the forest department and the archaeological department, Improve infrastructure, have multi cuisine restaurants, Remove the Permit required to go to Banni Village in Kachchh, provide better entertainment facilities, Provide trained manpower as guides, provide better transport facilities and roadside motels. The Government should facilitate the formation of fair price shops to avoid chances of tourists being cheated. Tourism should be sold as a total package rather than as an individual item or product like temples, monuments, beaches, etc. The package should include best of all and not only one theme.

Major attractions for domestic tourist are Saputara, Dwarka, Somnath and Div. The responses of the domestic tourists were more or less same as that of the foreign tourists. However, the issue of removal of prohibition was termed as one of the main constraints for development of tourism in the state.

Tour Operators / Travel Agents

The tour operators mentioned the need for better Infrastructure like roads, telecommunications, transportation, and hotel accommodation, prohibition, and lack of promotional activities by the state government as the main reasons for non-development of tourism in the state. Also a need for fairs and events to be organised on a periodic basis was identified. The major circuits promoted by the tour operators in the state of Gujarat are pilgrim circuit (Somnath, Dwarka, Ambaji, Palitana), Wild Life (Sasan Gir), History, Archaeology (Junagadh, Porbandar), Hills (Saputara), Desert Safari / Handicrafts Rann of Kachchh, Bhuj), Tribal (Dangs and Panchmahal), Beaches (Ahmedpur Mandvi, Kachchh Mandvi, Daman) and Picnic spots (Galteshwar, Sapteshwar, Utkanteshwar, Jhanjri, Nal Sarovar)

Assessment of Major Tourist destinations in Gujarat

Table E.1: Qualitative assessment – Major (summary table)

Destination	Establishment	Total Rooms	Occupancy Level		Annual Tourists Inflow				Av. Stay	Av. Spending
			Average	Trend	Total	Night Stay	Foreign Tourist	Trend		(Rs./day/person)
Dwarka	60	1500	40%	↓	16-17 lakh	5-6 lakh	1500	↔	1 N & 2 D	300 – 400 (30%) 150 – 200 (60%)
Porbandar	21	500	40%	↓	1.5-1.75 lakh	1-1.2 lakh	2000	↓	1 N & 2 D	900 – 1100 (30%) 350 – 500 (65%)
Veravl.-Somanth	25	760	35-40%	↔	9-10 lakh	4-5 lakh	2500	↑	1 N & 2 D	500 – 600 (10%) 150 – 250 (85%)
Sasan Gir	2	57	Taj: 30% For.G.Hs: 80%	Taj ↓ For. ↑	1 lakh	17-20,000	2000	Dom: ↑ For: ↓	1 D	200 – 300 (40%) 1300 – 1400 (50%)
Junagadh	24	300	35-40%	↓	9 lakh	0.9 - 1 lakh	2500	↔	1 N & 2 D	400 – 500 (33%) 150 – 250 (65%)
Chorwad	1	24	15%	↓	-	1000 (6 month)	None	↓	1 D	800 – 900 (30%) 300 – 350 (70%)
A'pur Mandvi	1	39	50 %	↑	-	14,000	1,000	↑	2 N & 3 D	1800 – 2000 (40%) 1000 – 1200 (60%)
Diu *	31	520	30%	↓	-	86,600	5,600	↓	2 Day	600 – 700 (30%) 1200 – 1300 (60%)
Palitana	111	1700	30%	↑	3 lakh	2.5 lakh	2500	↑	1 D & 1 N	700 – 800 (2%) 150 – 200 (98%)
Rajkot	65	1400	50%	↔	-	2.75-3 lakh	1500	↑	2 to 4 D	300 – 400 (59%) 900 – 1000 (40%)
Bhuj	12	370	65%	↑	1.6-1.7	1.3-1.4 lakh	10,000	↑	2 N & 3 D	700 – 800 (40%) 300 – 400 (55%)
Kachchh Mandvi	1	50	20%	↑	65-70,000	4-5,000	5000	↑	1 D	600 – 700 (20%) 300 – 400 (80%)
Modhera	-	-	-	-	2 lakh	-	1200	↔	2 to 4 hours	100 – 150 (100%)
Bahucharaji	50	750	50%	↑	18-20 lakh	3-3.5 lakh	Negligible	↑	1/2 D	100 – 150 (100%)
Patan	15	150	30%	↔	80,000	20,000	180	↔	1 N & 1 D	400 – 500 (20%) 200 – 300 (80%)
Siddhpur	-	-	-	-	1 lakh	Negligible	None	↑	1/2 D	50 – 100 (100%)
Palanpur	15	300	40-45%	↑	-	60-75,000	None	↑	3 to 5 D	200 – 300 (82%) 900 – 1000 (15%)
Ambaji	110	1675	40-45%	↑	70 lakh	6-7 lakh	Negligible	↑	1 N & 1 D	200 – 300 (99%) 900 – 1000 (1%)
Surat	80	2000	50%	↑	-	5 lakh	None	↑	2 to 3 D	300 – 400 (60%)

Destination	Establishment	Total Rooms	Occupancy Level		Annual Tourists Inflow				Av. Stay	Av. Spending (Rs./day/person)
			Average	Trend	Total	Night Stay	Foreign Tourist	Trend		
										900 – 1000 (28%)
Ubhrat	1	25	30%	↓	40,000	4,000	None	↓	1 D	600 – 700 (100%)
Tithal	6	180	35%	↔	75,000	35,000	Negligible	↔	1 D	150 – 200 (30%) 300 – 400 (65%)
Saputara	13	650	50%	↑	2.5-2.75 lakh	2-2.25 lakh	Negligible	↔	2-3 D	700 – 800 (60%) 1000 – 1100 (30%)
Daman *	65	2000	40%	↔	-	4-4.5 lakh	8-10,000	↔	1 to 2 D	700 – 800 (92%) 1000 – 1100 (5%)
Vadodara	91	3280	60%	↑	-	9 lakh	Negligible	↑	2 D	300 – 400 (60%) 700 – 800 (20%)
Pavagadh	1	41	40%	↓	21-22 lakh	2-2.5 lakh	Negligible	↔	1/2 D	250 – 500 (100%)
Dakore	71	1015	60 %	↓	45 lakh	8 lakh	Negligible	↑	1 D	200 – 300 (10%) 100 – 150 (89%)
Ahmedabad	165	5000	60 %	↓	-	15-17lakh	10-12,000	↑	2 N & 3 D	300 – 500 (45%) 600 – 1200 (40%)
Others		-				20-25 Lakhs				
Total (Incl. UTs.)	-	24286	-	-	-	120-125	~ 78,000	-	-	-
Major 23 Destinations	-	24190	-	-	-	110-115 Lakhs	~ 62,400	-	-	-
Balance 60 Destinations						40-45	-			
TOTAL for Gujarat						110-115 Lakhs				

- Note:** 1) Trends: ↓ = Decreasing ↑ = Increasing ↔ = Stagnant
2) Destinations marked with * are UTs (Union Territories): Diu & Daman
3) Av. Spending denoted in the table is of the major tourists category. % Figure in bracket denotes % tourist incurring specified spending
4) Av. Stay: N → Night; D → Day

Assessment of Tourist infrastructure

Infrastructure Lacking	Destination
Drinking water and basic sanitation facilities	At all the destinations surveyed
Improvement in approach highway	Dwarka, Porbandar, Somnath, Sasan Gir, Junagadh, Ahmedpur Mandvi, Palitana, Siddhpur, Ubhrat, Dakore
Improvement in internal roads	Dwarka, Porbandar, Somanth, Dakore
Road connectivity not good, Proper conveyance not available for surrounding circuits	Dwarka, Somnath, Porbandar, Sasan Gir, Chorwad, Ahmedpur Mandvi, Ubhrat, Tithal, Saputara, Daman, Ajwa, Ambaji
Adequate local conveyance not available	Dwarka, Sasan Gir, Chorwad, Ahmedpur Mandvi, Bhuj,

Infrastructure Lacking	Destination
	Ubhrat, Saputara, Ajwa
Tourists accommodation required	Bet Dwarka, Somnath, Kachchh Mandvi, Siddhpur, Ambaji, Ubhrat, Tithal
Medical facilities not available	Bet Dwarka, Ahmedpur Mandvi, Dakore
Good restaurants and eateries not available	Dwarka, Porbandar, Somnath, Junagadh, Palitana, Bhuj, Kachchh Mandvi, Bahucharaji, Patan, Siddhpur, Ambaji, Ubhrat, Tithal, Saputara, Pavagadh, Dakore
Up gradation & maintenance of monuments	Kirti Mandir - Porbandar, Somnath, Junagadh Fort & Museum, Satardi - Bhuj, Patan, Siddhpur, Pavagadh, Ahmedabad
Lack of beach activities	Porbandar, Chorwad, Diu, Kachchh Mandvi, Ubhrat, Tithal, Daman
Irregular power supply	Bet Dwarka, Palitana
Inadequate street lights	Dwarka, Bet Dwarka, Ahmedpur Mandvi, Ambaji, Saputara, Ajwa
Inadequate sign boards for tourists	Dwarka, Porbandar, Junagadh, Rajkot, Kachchh Mandvi

Work Shop

Dalal consultants and engineers had organised a half-day workshop along with the Tourism Corporation of Gujarat Limited on 24th of June 2002. The main aim of organizing the workshop was to identify and address important issues related to tourism development in the state and incorporate them suitably in the proposed perspective plan. Here, prominent personalities associated with tourism related activities were invited to express / exchange their views on the development of tourism in the State of Gujarat.

Prioritisation of destinations for tourism development

The 83 destinations covered by DCEL, were prioritised considering various parameters. Each parameter at the destination was then ranked between 1 to 5, 1 being the lowest and 5 being the highest. The parameters taken into consideration were Popularity of destination, Volumes of traffic flow, Inventory of tourist attractions, Part of existing tourist circuit, Accessibility, Quantity of basic infrastructure and tourist facilities, Cultural heritage, Sustainability of Tourism development, Socio-Economic Development, Institutional Support mechanism and State Govt. priority.

It can be observed that highest priority destinations in South Gujarat were Saputara (54), Bansda (47), Ahwa (44) in Saurashtra were Dwarka(52), Veraval / Somnath(51), Palitana(50) in North Gujarat were Ambaji(52), Bahucharaji(51), Shamlaji(51) and in Kachchh were Bhuj city (52), Gandhidham(48), Khavda(47), Narayan Sarovar(47). Mandvi (47), Small rann of Kutch (47) and Central Gujarat was Dakor(52), Mahudi (51), Pavagadh (51). The figures in the bracket give ranking of the destinations considering the above-mentioned parameters.

Project Prioritisation Model

After having done the destination prioritisation, an exercise to rank various project ideas was undertaken. The ranking of each project was based on the observations and inputs received from the survey. The ranking of each project was done considering various parameters on a scale of 1 to 5, where 1 was

lowest and 5 was highest. The parameters considered while ranking the projects were Prima Facie potential, Land Use regulation and other regulations, Availability of relevant natural resources, Present Infrastructural availability and cost, Planned investments in infrastructure, Tourist infrastructure and facilities, Environmental Sustainability, the availability of Local Entrepreneurship / promoters and the presence of Socio-Economic Development and Institutional Support mechanism Using this premise, a matrix was developed to short list and prioritises specific tourism projects at the destinations covered by DCEL team.

Matrix for project prioritisation

	Projects		
Destinations	High ranking (more than 40)	Medium ranking (between 40 to 35)	Low ranking (less than 35)
High ranking (more than 40)	ST	ST/MT	ST/MT/LT
Medium ranking (between 40 and 30)	MT	MT	MT/LT
Low ranking (less than 30)	LT/MT	LT	LT

In the above table: ST – Short term, MT – Medium term, LT – Long term

Based on the above matrix it is proposed that around 125 tourism projects could be developed in the next 5 years, and around 160 projects could be developed in the next 5 to 10 years and around 25 projects could be developed in the next 10 to 20 years. In addition to the above projects, tourism infrastructure projects and basic infrastructure projects in support of tourism will also have to be developed at specific destinations.

Project Viability

A brief summary of the financial indicators of projects are given in the table below:

Summary of Financial Indicators for projects considered

Sr. No.	Project concept/configuration	Investment in Rs. Lakhs	Financial indicators (ROI)	Employment generation (Direct)	Implementation period
1	Service Apartment of 50 rooms capacity	195	21.37	57	1- 1.5 Years
2	Dharamshala of 125 rooms which can accommodate 500 beds	100	28.05	20	1 year
3	A Class Hotel with 150 Rooms	1962	20.5	166	1-1.5 Year
4	B Class Hotel with 125 Rooms	823	30.45	87	1 Year
5	Resort with 30 Rooms	197	18.21	23	1 Year
6	Sound and Light Show	25	13.42	4	6 months
7	Budget Hotel with 30 Rooms and 100 beds	63	21.56	14	1 Year
8	Motel with 30 Rooms and 100 beds	102	25.02	27	1 Year
9	Restaurant with 100 Seats	23.5	29.86	16	6-8 months
10	Amusement Park	1530	19.74	31	1-1.5 Year
11	Water Park	602	23.26	21	1-1.5 Year

Sr. No.	Project concept/configuration	Investment in Rs. Lakhs	Financial indicators (ROI)	Employment generation (Direct)	Implementation period
12	Aero Sports	20.75	23.52	12	6 Months
13	Water Sports centres (Sea) which includes Water scooter, pedal boat, row boat, Parasailing, Speed Boat, Water Ski, Pedal surf, Ski Boards, Jeeps, Life jackets, Lifeboats	45.60	29.52	15	6 Months
14	Water Sports facility in lakes and ponds which includes Water scooter pedal boat, row boat, Ski Boards, Life jackets, And Lifeboats	23.23	24.36	15	6 Months
15	Luxury Bus 42 seater air Conditioned for city darshan tour	21	18.89	3	2-3 Months
16	Luxury Bus 42 seater air Conditioned for intercity transport	21	23.26	3	2-3 Months
16	Ro Ro Facility connecting coastal towns by a catamaran of 150 Seats capacity	185	53.88	24	1-1.5 Years
17	Ropeway of capacity 400 Passenger per hour	678	25.86	20	year

Perspective Plan

The perspective tourism plan of the State needs to be both forward looking and realistic, i.e., forward looking in the sense that it envisages optimistically for the future and realistic in the sense that it remains within the policy framework and recognizes constraints, which are insurmountable. Having this view, it is essential to prepare Perspective Plan after understanding the Directions of development envisioned in the tourism policy of the State, the various constraints arising due to Environmental and Social Impacts and Exploitable Tourism Potential of the State

Preparation of Perspective Plan & promotion of circuits linked to Tourism Products.

The Primary focus of the perspective plan would be to develop tourism products based on Religious (pilgrimage theme), Archaeological Tourism theme, Heritage Tourism theme, Wildlife Tourism theme, Coastal and Beach Tourism theme, Tourism based on Traditional Art and Craft and Cultural Activities, Corporate Tourism, Adventure Tourism and Highway Tourism. These tourism products would then be interlinked to circuits and based on the potential of circuits, priorities have to be defined.

Human Resources Development:

The perspective plan considers the requirement of work force with a 20-year perspective. The need for training institutes for personnel employed in the tour and travel sector have been identified and planned in a phased manner.

Feedback and Monitoring

To make the New Tourism Policy result oriented, a High Powered Committee under the Chairmanship of Chief Secretary should be formed to monitor implementation. It is also recommended to have a Management Information System in place to assist the Committee where in all information on various aspects of implementation have to be compiled on a continuous basis. The Committee will also review the policy from time to time.

Vision/Mission Statement

Any plan has to be based on some kind of vision / mission. In the absence of State Vision Document on Tourism, it was imperative for the consultants to prepare a basic vision / mission statement before proceeding for preparation of perspective plan. Considering the directions spelt out in the tourism policy and views from the Gujarat Tourism Department and key stakeholders during the focus group meeting, consultants have attempted to formulate the Vision / Mission Statement as follows:

To Develop and Sustain Gujarat as a major Tourist Destination

Sustainable Tourism Development in the State

In order to identify and include components ensuring sustainable development, it is essential to understand what ‘Sustainable Development’ means in the context of tourism. The widely adopted views regard Sustainable Tourism as the kind of tourism which is Informative, Supportive to integrity of place, Beneficial to the local residents, Conserving resources, Respectful to local culture and tradition, Non-abusive, Striving for quality and not quantity and providing great experience.

Transforming Gujarat as a Major Tourist Destination

The relative inability of the Gujarat State to harness and develop its full tourist potential and attract tourists may be attributed to a combination of factors such as lack of effective policies, inadequate infrastructure, ineffective marketing and lack of decent facilities for the tourists. The perspective plan must address various issues connected with tourist inflow, especially the Development of a Distinct Brand Image: “Gujarat – where past & future mingles today” and Development of Superstructure to support the Image

Objectives / Goals

The conceptual framework for the Perspective Plan draws attention to several aspects, which need to be considered while setting objectives/ goals for the tourism perspective plan. Several aspects discussed are interrelated and interdependent. For instance, Tourist Inflow, Contribution to GDP and Employment Generation are critically linked to each other. Some are qualitative in nature and cannot be translated into measurable indicators. In order to assess the effectiveness of the Perspective Plan, it is essential that the Goals / Objectives have some kind of measurability. While setting objectives, consultants had several options to base their objectives, for instance Objectives in terms of Growth of Tourism Contribution to GDP, Growth in Tourist Inflow and Growth in Employment Generation by growth in tourism sector

It is quite evident that all these bases are interlinked. Finally, consultants decided to base primary objective of tourism perspective plan in terms of growth in GDP contribution as it comprehensively covers all major objectives, i.e. Increase in Tourist Inflow, Increasing Average Expenditure of Tourists and Increasing Employment.

Presently the contribution of tourism to the state GDP is in the range of around 2.5-3 %. This appears meagre compared to the vast potential of the State as a Tourism Destination. The tourism growth in the State can be accelerated significantly if we consider the following amenable factors:

- Good basic Infrastructure like roads, power, rail, airport, ports etc.
- Variety of attractions – heritage sites, beaches, Archaeological sites, leisure activities, wild life, hills etc.
- Very high buying power in the state.
- High standard of living.
- Very large Non-resident Gujarat's population visiting Gujarat every year.
- Equidistance from the two important entry and exit points for foreign tourists i.e., Mumbai and Delhi.
- Easy access from the golden triangle.
- Variety of flora and fauna available.
- Well-developed port network for cruise's to dock.
- Virgin places for development of eco tourism (Like pirotan islands etc)
- Government policies for promotion of private sector finance.

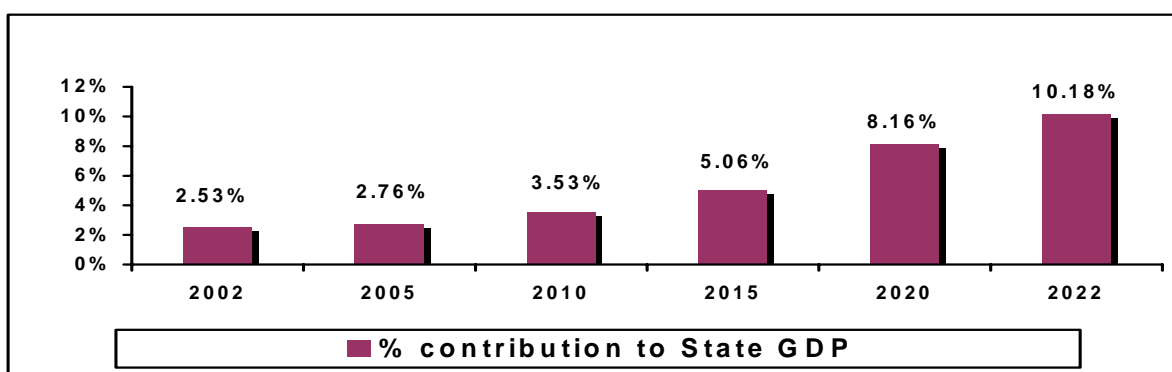
Based on the basic premise of possibility of exploiting tourism potential of the State, this Perspective Plan aims to **enhance tourism contribution to State GDP to the level of 10% in the next 20 years.**

The goal of 10% appears realistic and attainable in the sense that it is in line with the global forecast of GDP contribution of 11% made by WTO and prediction of growth taking place mainly in the less developed countries as a result of favourable economic, motivational, technological and policy factors.

Tourism Contribution to GDP

Derivation of various components of this Perspective Plan based on goal of enhancing tourism contribution to GDP is explained in the figure E.1.

Figure E.1: Contribution of Tourism to the State GDP



```
graph TD; A((Growth in Tourist Inflow)) --> D([Destination-wise Tourists Growth]); B((Growth in Contribution to State GDP)) --> D; C((Growth in Average Spending Pattern)) --> B; D --> E[Destination Assessment]; E --> F[Destination Development Plan]; F --> G[Investment Phasing]; F --> H[Employment]; I[Short-Term] --> G; J[Mid-Term] --> G; K[Long-Term] --> G; G --> H
```

The diagram, titled "Investments", illustrates the flow of information and planning in the tourism sector. At the top, three yellow circles represent key performance indicators: "Growth in Tourist Inflow", "Growth in Contribution to State GDP", and "Growth in Average Spending Pattern". Arrows from the first two circles point to a central yellow oval labeled "Destination-wise Tourists Growth". An arrow from the third circle points to the second circle. Below this oval, a yellow rectangle labeled "Destination Assessment" has a double-lined arrow pointing to the oval. From "Destination Assessment", an arrow points to a vertical stack of three yellow rectangles: "Destination Development Plan" (top), "Short-Term" (middle), and "Long-Term" (bottom). Arrows from each of these three rectangles point to a yellow rectangle labeled "Investment Phasing". An arrow also points from "Destination Development Plan" directly to "Investment Phasing". Finally, an arrow points from "Investment Phasing" to a yellow rectangle labeled "Employment".

Figure E.3: Investments Goals

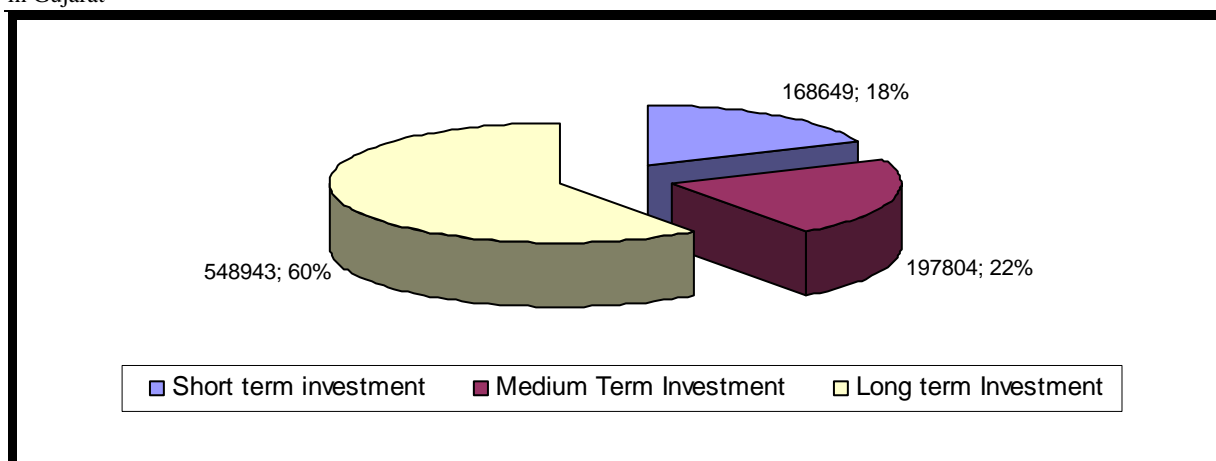
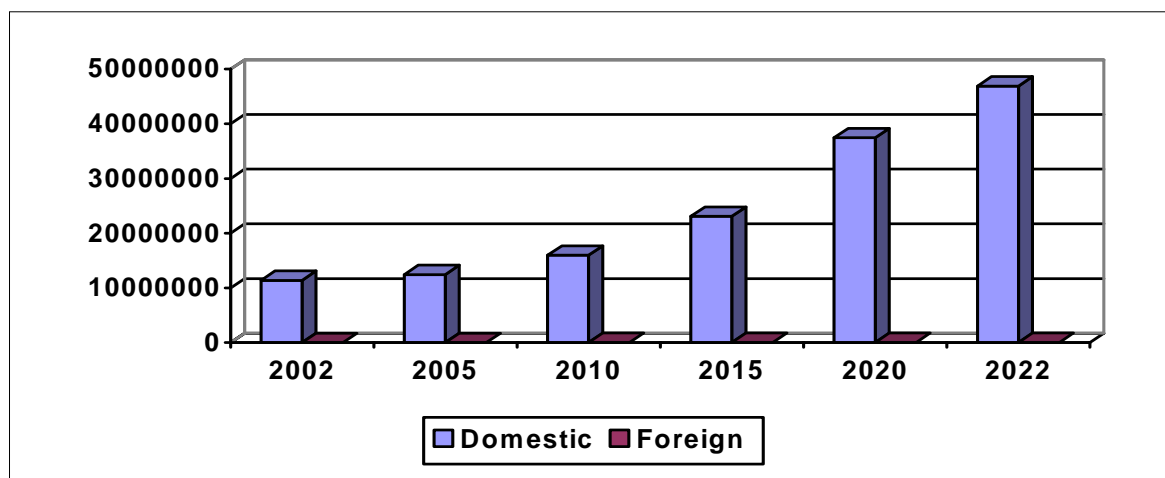


Table E.2: Summary of Perspective plan investment (Rs. Lakhs)

Year	Private Investment			Government Investments			Total
	Accommodation	Tourism Projects	Total	Gujarat	Central	Total	
2003	2000	13780	15780	1052	1052	2104	17884
2004	5100	14205	19305	1287	1287	2574	21879
2005	1900	32177	34077	2272	2272	4544	38621
2006	5300	31699	36999	2467	2467	4933	41932
2007	5900	36747	42647	2843	2843	5686	48333
2008	800	19482	20282	1352	1352	2704	99297
2009	3600	20157	23757	1584	1584	3168	102160
2010	7300	18511	25811	1721	1721	3441	101583
2011	10600	35963	46563	3104	3104	6208	124296
2012	15500	42621	58121	3875	3875	7749	112041
2013	29200	21879	51079	3405	3405	6810	57889
2014	31400	40619	72019	4801	4801	9603	81622
2015	22700	7864	30564	2038	2038	4075	34639
2016	27900	9103	37003	2467	2467	4934	41937
2017	35101	3746	38847	2590	2590	5180	44026
2018	42300	3438	45738	3049	3049	6098	51836
2019	59100	75	59175	3945	3945	7890	67065
2020	41600	401	42001	2800	2800	5600	47601
2021	51500	31	51531	3435	3435	6871	58402
2022	53400	3004	56404	3760	3760	7521	63925

Tourists Arrivals

Figure E.4: Tourist Arrival Goals

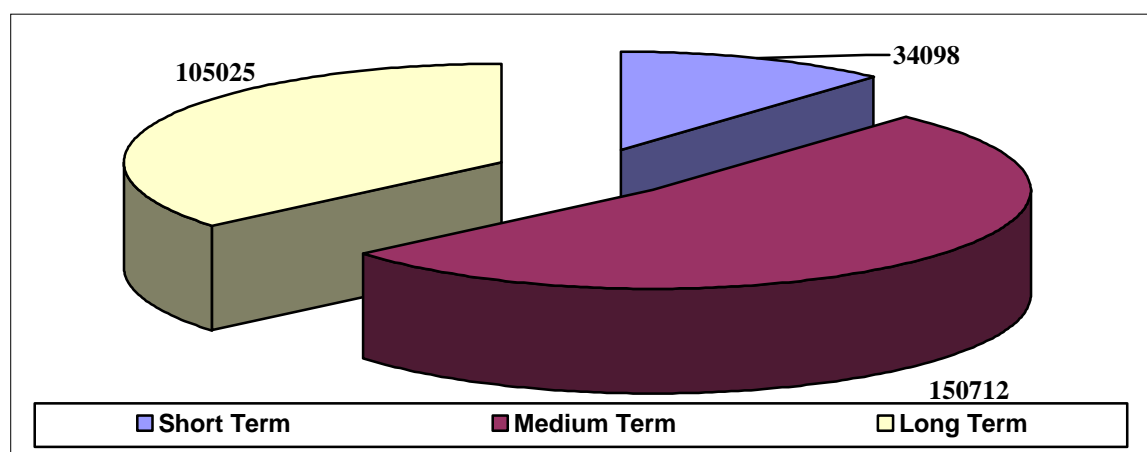


Foreign exchange earnings

The foreign exchange earnings after 20 years will be around 14-15 Million US \$.

Employment Generation Goal

Figure E.5: Employment Generation Goals



Other Important Aspects of Perspective Plan

Apart from attaining physical targets as described above, the Perspective Plan also address other important aspects like creating a distinct Brand Image, superstructure to support the image and environmental sustainability. This Perspective Plan emphasizes the need for building a brand image of Gujarat Tourism on the theme interweaving “Cultural Heritage and traditions” and “Modernity”.

This Perspective Plan focuses on the Destination Identification and Development Plan, which include Core Infrastructure, Tourism Infrastructure and Amenities and Facilities. However, separate master plans have to be prepared for each destination.

Development Strategy

The aim of devising development strategy is to develop and sustain Gujarat as a major tourist destination. To make this happen it is essential to identify strategic factors imparting competitive advantage and build appropriate strategies for attaining the desired goals/ targets envisioned in the Perspective Plan.

The destination development strategy would basically include Careful selection and prioritization of destinations based on inherent potential of location and the Phasing of Development

Communication of Plans / Programmes of Perspective Plan

For the planned integrated tourism development in the state, but, it is equally important to communicate details of the perspective plan to all stake holders. These stakeholders can be grouped essentially into following categories along with their roles

Figure E.6: Roles envisaged for stake holders

Stake Holder	Role envisaged as per this perspective plan
State Tourism Department	<ul style="list-style-type: none">• State Tourism policy and plan, priorities, budget provision, monitoring functions of TCGL• Communicating this plan and co-ordinating with various state government departments for resource allocation of respective departments• Policy and design package for attracting private investment in Tourism projects.
Tourism Corporation of Gujarat Limited	<ul style="list-style-type: none">• Tourism related Data base preparation, Tourist projections• Developing tourism themes for which there is potential and Destinations profiles , project profiles for identified and prioritised tourism projects , suggested state funded tourism infrastructure projects etc;.• Setting up MIS cell for Tourism database• Preparation of Tourism promotion plan, including media planning, attracting investors• Acquisition and transfer of land till private investor takes over project.
Tourism Development Council	<ul style="list-style-type: none">• Approval of Tourism perspective plan• Facilitatating co-ordination with different departments and stakeholders
Finance department	<ul style="list-style-type: none">• Recommending incentive schemes and financial assistance schemes for selected projects• Budgetary allocation for tourist infrastructure projects

Stake Holder	Role envisaged as per this perspective plan
Home Department	<ul style="list-style-type: none"> Security status of existing Tourist destinations and traffic and other safety requirements Coordinate with State Tourism department about Tourism projects and Tourism related events like fairs and festivals at various Tourist destinations. Providing guidance and security to domestic and foreign tourist by creating Special "Tourist Police Force:"
Gujarat Infrastructure Development Board (GIDB)	<ul style="list-style-type: none"> Development of Infrastructure projects in the state, including basic infrastructure for Tourism projects and transportation projects, power, water and urban infrastructure projects proposed in next 10 years. Road development at prioritized tourist destinations and tourism projects. Co-ordinating for Railway projects with Central government. Coordinating for Air link development.
GSRTC(Gujarat State road and transport corporation)	<ul style="list-style-type: none"> Tourist access and development based on Tourist projections, destination priorities Adding new routes to tourist destinations and support to Tourism development in the state.
PWD	<ul style="list-style-type: none"> Identifications of basic infrastructure gaps Resource allocation to development of roads, public amenities, signage etc
Forest	<ul style="list-style-type: none"> Preserve Eco-tourism Projects, tourist projections Track identification, carrying capacity of Nature sites, manpower planning and development, Guides for Cave tourism, restoration of forest guesthouses, camping facilities etc.
Environment Department & Gujarat State Pollution Control Board	<ul style="list-style-type: none"> Present environment status at various tourist destinations and actions proposed for environment preservations
	<ul style="list-style-type: none"> Coordinate with TDB in undertaking carrying capacity studies for existing and potential Tourist destinations and issue clearances to proposed Tourism projects for public and private investments.
State-Archaeology dept	<ul style="list-style-type: none"> Resource allocation and prioritization of restoration sites Flood lighting of monuments Issuing clearances for specific projects like Light & sound show or cultural show at monuments.
Central Archaeology department	<ul style="list-style-type: none"> Conservation of Central ASI monuments Co-ordination with state government for developing them as Tourist destinations
Urban Development Authorities	<ul style="list-style-type: none"> Co-ordination with tourism department for incorporating tourism development details at various destinations and makes Urban infrastructure development planning accordingly.
Municipal Corporations	<ul style="list-style-type: none"> Water supply, sewerage and solid waste management Clearances, NOCs, land acquisitions etc
Funding Agencies	<ul style="list-style-type: none"> Funding of Tourism & Tourism Infrastructure Projects
Tour Operators	<ul style="list-style-type: none"> New tourist circuits, capacity expansion
Investors/Entrepreneurs	<ul style="list-style-type: none"> Investment in Tourism and related projects

The communication process with various government bodies is shown below.

Figure E.7: Government to Government Communication

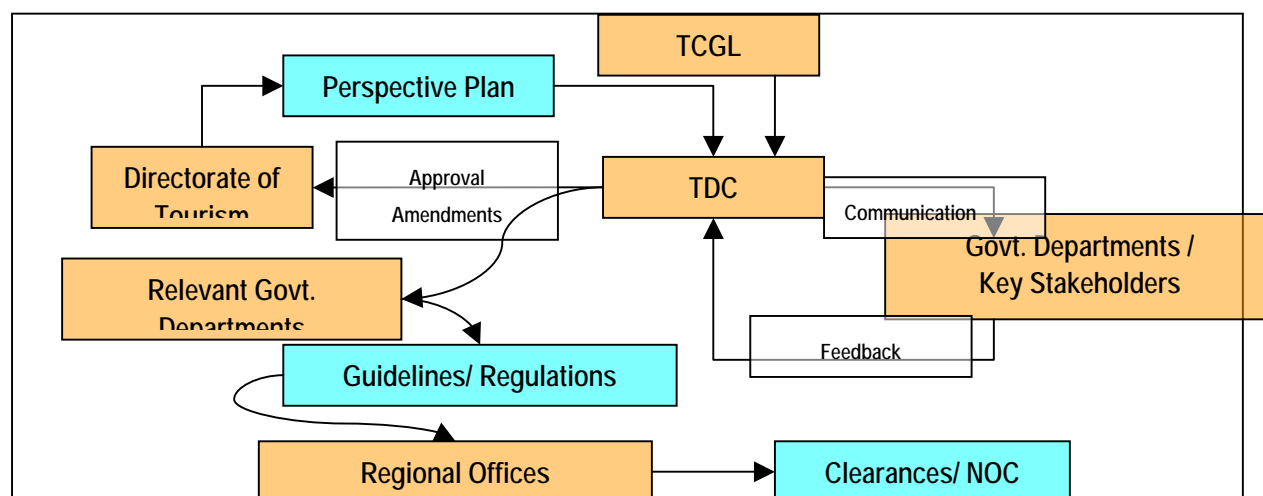
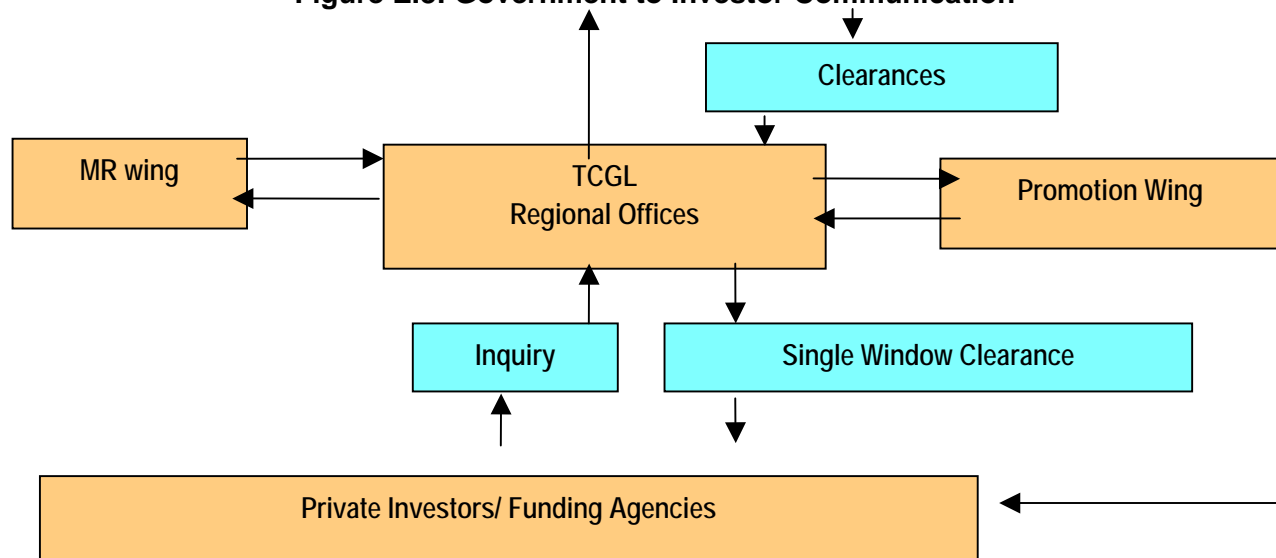


Figure E.8: Government to Investor Communication



Marketing and Promotion

Marketing and Promotion for the development of tourism has to achieve the objective of Creating Awareness and building brand image, Attracting Investment in the sector and Attracting tourists at specific destinations

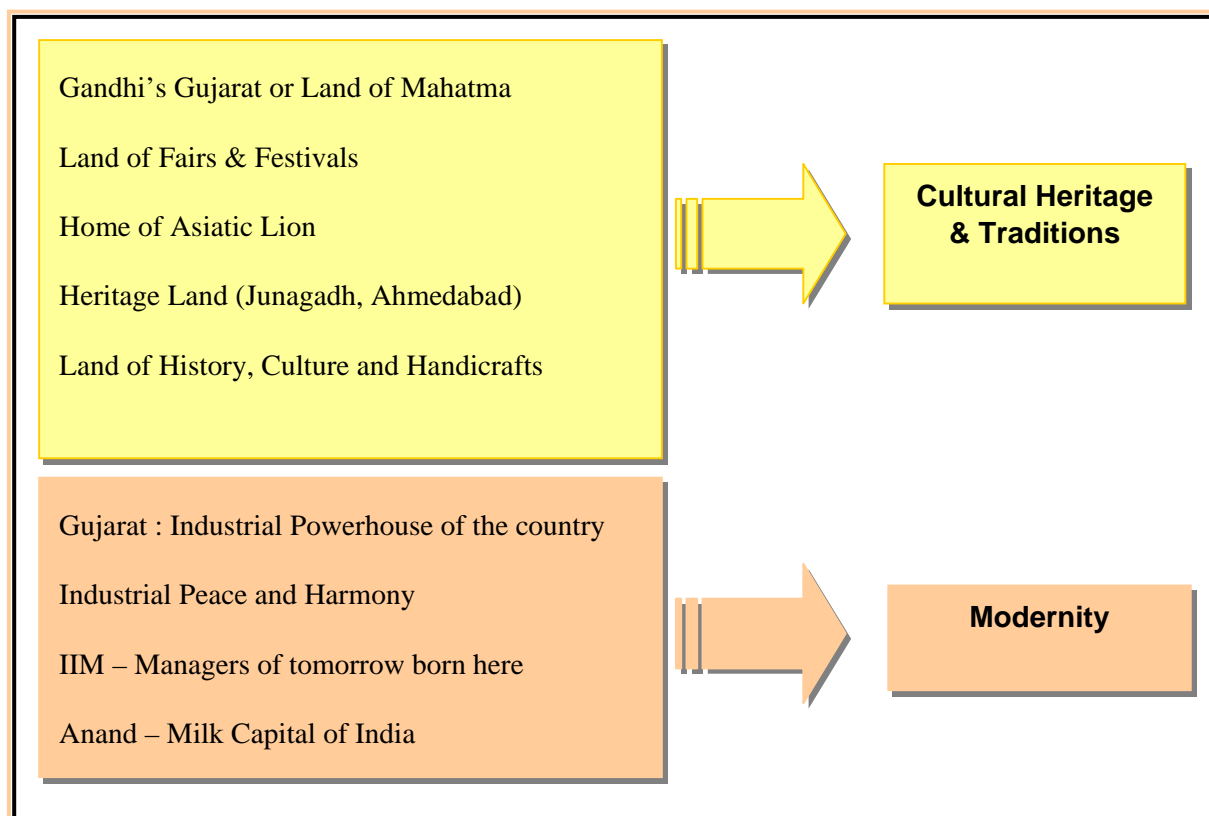
Developing themes for brand portrayal would be critical. There are some commonalities among several destinations, e.g. Palitana, Ambaji, Somanath, Dwarika - all being pilgrimage places. Such destinations ought to be covered under single brand. Creating a separate brand for each of these destinations would not serve the intended purpose. Few recommended themes for destination categories are given below.

Focus Services	Brand Name	Destinations to be advertised	Slogan
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Focus Services	Brand Name	Destinations to be advertised	Slogan
Pilgrimage	ParamAthma (or) AntarAthma.	Palitana, Ambaji, Somnath, Dwarka, and Akshardham	
Leisure		Saputara, Ahmedpur mandvi, and Small Rann of kuchh,	- What are you doing this weekend?
Adventure /Wildlife	Wild Gujarat	Sasan Gir,	- The deeper you go, the wilder it gets - Unleash your wilder side
Heritage & Culture	Bondage India	Bhuj city, Poshina, Bhavnagar city,	
Historical & Archaeological	Once upon a time in India....	Porbandar city, Adalaj, Rajpipla, Junagadh town,	- Explore the finest pieces of Indian Art & Culture

Gujarat Tourism ought to employ services of professional advertising agency and strategic management consulting company to work on building brand image. Gujarat Tourism also needs to appoint a specialised market research firm to carry out periodic surveys to assess the impact of brand building campaign, assess the brand performance and image (i.e. analyse whether the findings are in line with the identity projected and quantify the value of Brand i.e., Brand Equity and find ways to enhance the Brand Value.

Figure E.9: branding of Tourism in Gujarat

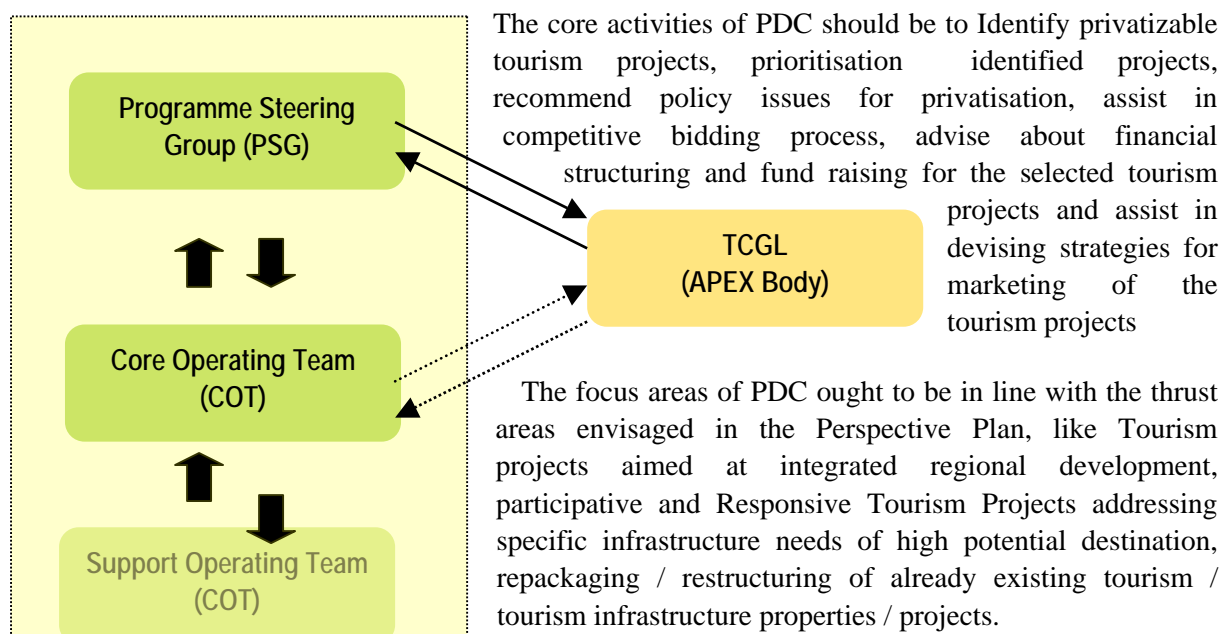


Marketing strategy to attract Investors

To attract investors to invest in tourism projects is very crucial for attaining intended growth in the tourism sector. In order to find a best way to attract private sector participation in this sector, it is essential to understand first the major bottlenecks in the process, which are perceived to be the Unawareness amongst Investors about potential in this sector, Non-availability of well-defined projects and Funding / Time related bottlenecks at the project definition and configuration stage of the tourism projects, which are amenable to privatisation.

In order to address above-mentioned critical issues, it is suggested that **TCGL** institute a **Project Development Company (PDC)**. The proposed PDC will have a dual function of acting as a technical secretariat to TCGL and also as a facilitator to private investors. The main objectives of PDC will be to develop a showcase of privatizable tourism projects, attract Private Sector Participation in this sector and ensure quicker project development (due to better short-listed & configured projects, speedy privatisation process).

TCGL may constitute PDC by deputing relevant staff from TCGL and other Govt. Departments linked with tourism activities or appoint management consultancy firm or consortium of firms to act as PDC. TCGL may institute a **Tourism Initiative Fund (TIF)** with small initial corpus to fund the activities of PDC. A well-defined institutional mechanism is necessary for forwarding the initiative. The suggested mechanism is schematically shown as figure given below.



The marketing of tourism project to private investors is very crucial. There are several methods to reach out to the potential investors and offer them opportunities to invest in tourism projects in Gujarat, such as Seminars, presentations and exhibitions showcasing investment opportunities in Gujarat at national and international travel and tourism exhibitions, Presentation to various organizations in the tourism industry such as Indian Association of Amusement Parks and allied Industries (IAAPI), FHRAI etc and convey to them the perspective plan proposed by the Government., Distributing printed brochures to potential investors and funding agencies stating Information about tourist destinations which may include current and potential tourist inflow, Projects identified and investments required, Incentives and assistance given by the government, Investment procedure etc

Marketing Strategies to attract tourists at specific destinations

The marketing and promotional strategies have been categorised as the General Marketing Program and Destination Specific Strategies. The general Marketing program refers to the strategy for the following 4 components: - which is Product, Price, Place and Promotion. The destination specific strategy focuses on the type of tourists visiting the main attraction at the destination. Some of the destination specific strategies are

Religious Tourists

These categories of tourists are solely from the **domestic markets**, who visit during holy months, festivals and peak seasons like (janmashtami, shivratri, summer vacations, etc.)

Short Term Strategy

Offer **standardized** as well as **customized** packaged tours in this region. Package tours can have a particular theme (religious, leisure, etc.) or a mix could be offered. Civic amenities have to be improved and cleanliness has to be maintained around the sites, awareness has to be created among the tourists about the nearby tourist attractions. Awareness can be provided by brochures, signboards etc. Proper transport facility should be made available to the tourists to visit the nearby tourist attractions. Sitting arrangements and rest rooms should be made available for tourists. Tents accommodation should be made available during the festivals.

Medium Term Strategy

Multi cuisine food availability is the major problem faced by tourists in India. Private sector participation should be invited for canteens, which could be operated on a contractual basis, where all types of Indian food could be made available. Preference should be given for the bids submitted by women and locals; this would increase the opportunities for women employment and social upliftment of the area. Posters of the temples along with its heritage and historical importance should be provided to the tour operators organizing tours in these destinations. Proper transport facility should be made available to the tourists to visit the nearby tourist attractions. Proper media coverage should be given to the celebrations and festivals like Janmashtami, Shivratri & Mahavir jayanthi. Print ads denoting the artistic beauty of the temples could be given. Tourist facilitation centres should be made available for tourists.

Long Term Strategy

Temple trusts with government involvement (to a very negligible extent) have to be formed. The functionalities of these trusts should be to provide basic facilities to the pilgrims and visitors like computerised ticketing, seating arrangements in and around the temple, accommodation, conducting festivals and special poojas. Special trains or coaches should be made available specifically for tourists on package tours offered by TCGL (or) Private operators. Proper Medical facilities should be provided during the festival season to take care of the medical requirements of the pilgrimage. Gardens, parks, museums etc should be made available to tourists for them to spend time during the afternoons. Special darshan tours can be planned in the afternoon where the tour takes pilgrimages to other temples in the vicinity. Organised shopping centres should be made available to tourists for them to spend time in the afternoon. Nature cure centres, yoga, medication centres, stress relieving centres etc should be organised during the lean seasons.

Leisure & Adventure Tourists

Short Term Strategy

The blend of the package tours is dependent upon the psychological determinants of the target market. A historical/archaeological tourist would be least interested in visiting a wildlife sanctuary as his psychological determinant is gaining knowledge. The domestic tourists prefer a blend of religious and leisure, as their psychological determinant is holy visits and relaxation. For the Non Resident Gujaratis the determinant is family bonding. These aspects have to be exploited in Advertising and publicity. Proper and effective Advertisement strategy should be worked out where advertisement should be shown in the national level channels during prime time with properly directed TV Commercial, depicting the psychological determinant of the tourist like family bonding, adventure wildlife, prestige, e.t.c. It has to be marketed to a small segment at the higher end of the market (Highlight-Adventure & Prestige in the TVCommercial's) Beaches have to be properly maintained for cleanliness of the site.

Medium Term Strategy

Elegant seating arrangement has to be made for the tourists on the beach; the hutment should be of wood and give a view of the beautiful beach. Proper 2-3 days circuits should be arranged and care should be taken while designing the circuits such that lions don't remain the primary focus and other flora and fauna are given due weightage. Tourist facilitation centres should be made available for tourists. Proper facilities for safari have to be made available in co-ordination with the forest department at Gir. The permit of entry should be made easily available and the timings of the safari have to be according to the tourists' requirement, i.e., 2 forest personnel should be made available round the clock for taking the tourists on a safari. – The objective here has to be to have sustainable tourism rather than a large number of tourists.

Long Term Strategy

Wind farm tourism has to be clubbed with coastal highway tourism all along the coastal belt, Ro-Ro facility connecting coastal villages. Authentic events from the life of Shri Krishna as laid out in the ancient texts should be recreated in the form of sculptures and pictures.

For Historical & Archaeological

The main interest groups for this category are the foreign tourists and the education tourists. Though the extreme climate is supposed to be a hindering factor, Rajasthan tourism's success is a classic example of how well these destinations can be marketed.

Short term Strategy

Increase the accessibility of the destinations by implementing the projects suggested in this report. Website of Gujarat tourism should be made attractive and should serve as a tourist guide to the Internet surfers. Tourist Map and information of the destinations and pictures should be made downloadable for free. Sound and light shows should be organised at historical monuments, Promotional activities should be undertaken for shootings of films and serials at heritage properties. Tour Operators of repute should be accommodated free of cost as a promotional activity during the lean season.

Medium Term Strategy

Packages should be made available to domestic tourists at less than Rs. 5000 for 4 days and three nights. Weekend packages should be marketed to enable domestic tourists living in Gujarat to spend their weekends at heritage hotels. Print ads may be inserted in Asia Travel magazines.(Highlight ARTISTIC VALUE)Billboards and Hoardings could be placed at all the major Airports in India for a minimum span of 2 months at all the locations preferably in the months between Oct-Feb. Billboards

could be placed at 20 railway and bus stations with the highest traffic in India, especially in the states of Rajasthan, Kerala, Tamilnadu and Goa.

Long Term Strategy

Procedures to obtain liquor from the permit holders should be made simpler and easier. Special bar permits can be given to Heritage Hotels of repute. Special focus should be given to the handicraft, folk music, local food etc., Photographic galleries and museums should be made available to tourists. The focus of these should be the historical importance of the site. Special festivals/events should be organised on a regular basis and well worked out media campaign should support this type of event/festivals. Heritage properties of Gujarat should form a sort of a consortium and a proper circuit should be developed focussing on the Heritage of Gujarat.

Business Tourists

Short Term Strategy

Better communication facilities like internet/fax/phone should be provided keeping in mind the requirements of business tourists. Options for budget hotels have to be increased.

Medium Term Strategy

Entertainment options have to be increased in these destinations like air-conditioned shopping malls, multiplexes, Golf courses, Tennis courts, etc. Availability of budget hotels has to be increased in these destinations.

Long Term Strategy

Increase the quality of services provided by the star hotels. Necessary assistance should be provided by the government in the form of loans for renovations, swimming pool, Gym, etc. at subsidised rates. World-class conference facilities should be developed. Stress relieving or nature cure therapy centres need to be developed.

Funding Strategy

The need for funding in the tourism sector arises due to Investments in Greenfield projects, new tourism circuits & tourism infrastructure projects, Investments for expanding existing tourism facilities and upgradation and renovation of TCGL properties. There is a need to bring in private operator for other remaining properties due to the Inability of TCGL to invest in new infrastructure or maintain existing one, privatization is the only way to keep with the growing demand for infrastructure and services. Privatization will also improve choice, and therefore, quality of services Hence the strategy should be to attract private investment into tourism projects and the government role will only be that of a facilitator and provider of basic services.

Privatisation strategy for Gujarat Tourism properties

Introduction

The **Tourism Corporation of Gujarat Limited (TCGL)** owns about 30 properties, which includes 13 Toran Hotels / Guest Houses, 11 Tourists Information Bureaus and 6 Restaurants). These properties at present are operated and maintained by TCGL. The list of properties along with appropriate details

(i.e. location, facilities offered & their financial performance) is enclosed herewith as appendix. 2
Table 2.3

Rationale for Privatisation

Following observations can be clearly made from the analysis of information provided by TCGL on their owned properties:

- Most of these properties are situated on prime locations at prime tourist destinations and are very competitively priced.
- Out of 13 Toran hotels / guesthouses, only four are profit making (Gandhi Ashram, Palitana, Tithal and Saputara).

Both these observations prima-facie are appearing to be contradicting each other. How come a property located at prime tourist destination fail to attract tourist when at the same time, other private properties at these destinations run profitably? During the field survey, consultants attempted to probe reasons for this scenario through interactions with TCGL staff and tourists at these destinations. The reasons that can be attributed for tourists' preference for privately owned hotels and non-profitability of Toran units vis-à-vis other hotel properties at these destinations, are:

- Poor maintenance of the TCGL properties
- Lack of basic facilities which tourists will demand like travel desk, multi cuisine restaurant, communication facilities (like Fax, STD, Internet), transport facilities like taxi, bus etc.
- Inadequately trained staff at TCGL Hotels
- Inadequate promotion and aggressive marketing for TCGL properties

The reasons for above state of affairs with respect to TCGL properties can be tracked to following:

- Budgetary Constraints on part of TCGL
- Divergence between the basic role of TCGL(i.e. to act as a facilitator) and role of an actual service provider

In view of above situation and looking at the success of public-private partnership (PPP) models in several central / state owned Government projects, it makes sense for TCGL to explore the option of privatisation of their properties.

Strategy for Privatisation

There are certain important pre-requisites, which TCGL would have to address before introducing privatization in this sector. These are:

- Extensive consensus building within TCGL at Administrative and Personnel Level to resolve HR issues particularly among staff currently employed by TCGL to operate and maintain these facilities.

-
- Some policy level changes may be required to permit privatisation of TCGL properties.
 - Critical evaluation of various privatisation options, i.e. from management / service contracts to full fledged divestiture with a view to meet the objectives which TCGL intends to attain through privatisation.
 - Prioritisation of projects intended for privatisation
 - Initiation of project structuring process. This is time consuming, and would need to include :
 - Creating an inventory of the assets and their condition
 - Valuation of the existing assets
 - Financial structuring of the project

There are various options for privatisation. However, selected option should be technically sound in the sense that it is capable to meet the intended objective of privatisation as well as makes sense in the local conditions (i.e. fits to legal and regulatory framework). In order to evaluate privatisation options for TCGL properties, it is essential first to understand the objectives with which privatisation is sought for these properties.

The properties owned by TCGL can be categorised into following distinct classes:

- Accommodations (i.e. Hotels , Guest Houses and Resorts)
- Restaurants
- Tourists Information Bureaus (TIBs)

The accommodation properties may be further classified into following categories like:

- Profit making units
- Unprofitable units but can be made profitable either by improving efficiency / service level or by making further investment or combination of both
- Potentially loss making units

The appropriateness of privatisation option for a particular accommodation property to a great extent would be dependent on which of the above category it fits into. If the property requires only enhancement in service and efficiency level, then the appropriate option could be management or service contract.

If the property requires substantial investment in addition to enhancement of service / efficiency levels, then TCGL can adopt any of the following privatisation options:

- Joint venture with a private investor, who acquires operation and management control through equity participation

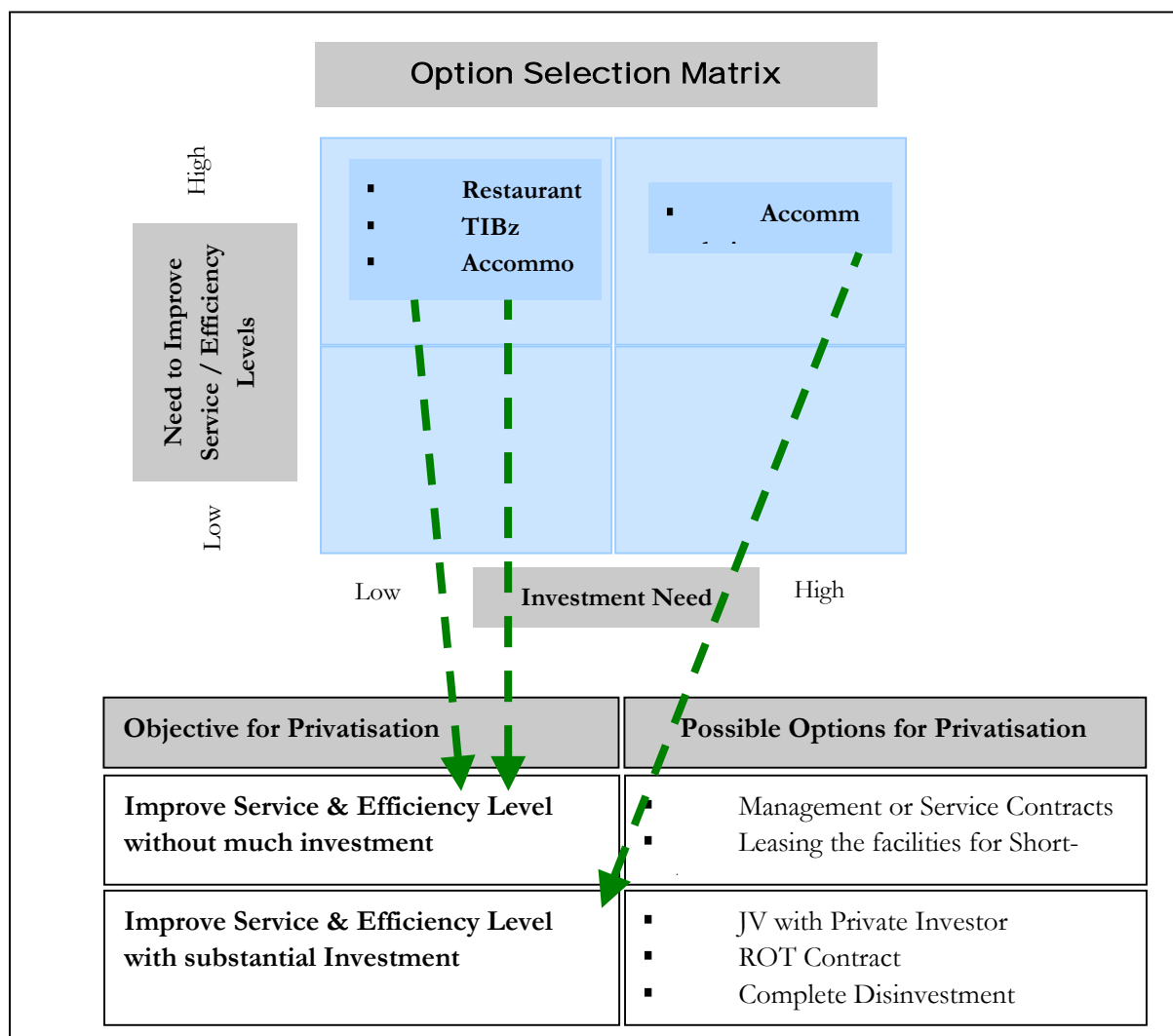
- **Rehabilitate-Operate – Transfer Route**, in which private investor is given right to operate and manage and earn from the facility for the duration of concession period in lieu of investment it has made to rehabilitate the property.

In case of potentially loss making units, TCGL can go for complete disinvestment.

In case of restaurants owned by TCGL, it apparent need is the enhancement of service and efficiency levels. This can be brought by employing professional operators through management / service / Short-Term Lease contracts.

The basic purpose of TIBs is to provide information about tourist destinations, attractions and facilities, to book accommodation, to co-ordinate the operations of the state's tourist companies and so on. Except for few, most of these activities are not profit-oriented activities. To introduce privatisation in this segment is therefore bit difficult in the sense that private operator would not be keen to focus on non-profit activities. Considering these practical difficulties, it is suggested that TCGL can go for the option of Management / Service contracts in case of TIBs.

Figure E.10: Privatisation option selection Matrix



After selecting appropriate privatisation options for different properties, TCGL would need to prioritize the projects to be put under privatisation process. Initiating privatisation in phases as per the priority appears more appropriate in the sense that such a process provides an opportunity to draw important lessons from earlier phases and chance to introduce amendments in the later phases making entire process very effective. The prioritization can be done on following criteria:

- Degree of amenability for privatisation
- Complexities involved in the process

The next step in the process of privatization is proper structuring of identified project for privatisation. This involves several activities like:

- Business valuation (including valuation of assets and inventory)
- Assessment of specific enhancement needs and investment needed for enhancement, valuation of asset
- Preparation of growth plan including analysis of prospects and risk factors
- Deciding appropriate financial structuring depending on the privatisation option selected

Other remaining steps in the process are:

- Preparation of Bid and concession agreements Documents
- Inviting competitive bidding and the selection of private developers / operators depending upon the option chosen in a transparent manner.

Various tasks to be covered under above process are quite complex in nature and needs special knowledge, experience and dedicated efforts for carrying out these tasks effectively. In order to carry out these tasks, it is suggested that **TCGL** constitutes a separate exclusive cell i.e. **Project Development Company (PDC)**. The proposed PDC will have a dual function of acting as a technical secretariat to TCGL and also as a facilitator in the privatisation process. The core work of PDC would be to:

- Prioritisation of TCGLs projects
- Attract Private Sector Participation for identified projects
- Ensure quicker implementation (due to better short-listed & configured projects, speedy privatisation process)

The operating structure and mechanism of PDC has already been described in Chapter: 6 and hence does not need much elaboration here.

Institutional Strengthening Strategy

The Perspective Plan envisages a critical catalytic role of Tourism Corporation of Gujarat (TCGL) in the overall development of tourism sector in the State. There is a need for TCGL to critically assess their capabilities to assume the role envisioned in the Perspective Plan. Such an assessment would bring to the fore several strategic, structural and systemic deficiencies. TCGL would have to redress these deficiencies and possibly reorient them to fulfil the role expected in the Perspective Plan. The two areas that clearly need strengthening and realignment are Organisation Focus and Marketing

The role of TCGL envisaged by the perspective is that of a catalyst for tourism development in the state. This role envisaged in the Perspective Plan indicates paradigm shift from the traditional role of TCGL, i.e. commercial functions such as operation of hotels and resorts to policy formulation and information dissemination. The shift in the functional orientation of the organisation will bring about significant changes in some of the functional areas like Marketing & Market Research, Public Relations and Publicity and Information Systems.

TCGL will have to commence building expertise, both the software and the hardware, to effectively perform these functions. The Marketing Research role of the Corporation is very critical, since it would be the basis for formulating policies and giving strategic direction to the future growth of the sector. The marketing functions, which need to be strengthened at TCGL, are research and analysis, Product development, Travel trade co-ordination, Information services, Consumer services, Advertising, Public Relations and promotion.

Apart from marketing & research, other areas that TCGL needs to strengthen its capabilities are in Environmental Impact Assessment, Project Structuring, Project Evaluation, and Infrastructure Evaluation. Though, it is possible to outsource these functions, it is suggested that TCGL develops these skills in-house considering the long-term role of TCGL in the tourism development process.

Human Resources Development strategy

Human resources development is of utmost importance in a service industry like tourism, since it is an important component of the total visitor experience. Visitor satisfaction to a large extent depends on the quality and level of services provided by all facilitators or all those involved in the industry. The other factor that justifies the need for Human resources development in this sector is its tremendous employment generation potential. Keeping in view the approach of market-led development, the State Government / agencies involved in tourism activities need to take actions for human resources development in this sector.

The state government has to encourage and support creation of training facilities in the private sector by private agencies/individuals, specialised courses need to be introduced at Industrial Training Institutes, Residents of Gujarat, especially local youths, should be encouraged and facilitated to take part in such training courses. The Institute of Hotel Management, Catering & Nutrition which is working under the administrative control of the Central Government needs to start new training courses so that the residents of Gujarat can get admission and manpower requirement of this sector is met. Due publicity should be given by the government and private agencies to make the students at the school level aware of the career prospects in the hotel industry and to encourage them to join the Institute of Hotel Management, Increased incentives, concessions in the fees at the Institute of Hotel Management should be extended to the local students. Scholarships should be provided to the students

of Gujarat origin studying in recognized institutions anywhere in the country. An institute similar to Food Craft Institute of the National Council should be set up. Courses on travel and tourism management should be started after estimating the demand existing for trained professionals in this sector, Special courses to upgrade the standards of Institutional and industrial catering in the State should be started. Special certificate courses for the hotel employees should be conducted by Institute in Sanitation, Fire and Safety procedures, Personal Hygiene and Food safety, The private initiative for hospitality education needs to be encouraged and investments in such enterprises should be made attractive through exemptions and concessions.

Implementation Strategy

Tourism development cannot be termed as a responsibility of a single department. The overall development involves linkages with various departments. The entire department involved has to work as a team and collectively achieve the development targets. Quite often it has been seen that the efforts to develop tourism have failed to achieve the intended goals due to either lack of co-ordination between various implementing agencies or hostility of people towards the project and resulted into cost and time overruns.

The pre-requisites for successful implementation of tourism projects are to create a conducive environment for tourism development in the host area, establish appropriate institutional set up and Install efficient project management system to monitor and evaluate the progress. Also involving local participation in the development process would ensure long term success of the proposed tourism project.

The local community needs to be educated about the possible economic & social benefits of tourism so as to develop favourable and conducive climate for the project. The Perspective Plan envisages development of integrated tourism circuits. The implementation of a project of this nature would necessarily involve the efforts of several agencies and government departments. To ensure a constancy and continuance of focus and priority for each of the implementing agencies, there is need to have the requisite powers and authority to ensure speedy and timely implementation. Key agencies that would have major role in development of tourism in Gujarat are Tourism Corporation of Gujarat Limited, District Collectors, Forest Department, Gujarat State Transport Corporation of Gujarat, Archaeological Survey of India, Road and Buildings Department, State Electricity Board, State Art and Culture Department, State Prohibition Department, State Water Supply Board, State Environment Department., State police Department,

To ensure better coordination, It is suggested that a core team be formed at the state and district level which has representation from the above departments along with professionals from the private sector like Hotels, tour operators, entertainment centres, heritage hotel owners financial institutes etc. The main responsibility of this core team is to meet periodically for sorting out inter-departmental issues and paving a way for smoother development.

Considering the level and extend of development envisioned in the Perspective Plan, it would be essential to set up efficient Project Management System to monitor and evaluate the progress. Such a system would have to constantly monitor progress and trouble-shoot. The project will have to be evaluated at periodic intervals to ensure achievement of objectives. In course corrections and modifications will need to be decided upon and rapidly implemented. The broad guidelines for ensuring successful tourism development are given below:

- Prioritize the implementation of the project components such that they result in a visible and positive impact on the respective regions within the shortest possible time frame.
- Ensure that the proposed development takes place within the specified time frame.
- Encourage private investment in the development plans.
- Clearly define and demarcate the areas of responsibility for various implementing agencies.
- Ensure active participation of the local population in the development process.
- Minimise conflicts, if any, between the development work already initiated by various state government agencies and the projects proposed in the Perspective Development Plan.
- Develop suitable planning and co-ordination mechanisms to ensure smooth execution of the development process.

Proposed Action Plan

Objective: Accord more priority to the tourism development

Long Term

Department of Tourism should act as a facilitator between different departments in the private and the public sector. Any bottlenecks or interdepartmental problems should come into tourism preview and the same should be solved immediately. Importance of Gujarat's unique art and culture, heritage should be included in the syllabus in schools and collages to increase awareness in the young generation.

Medium Term

The importance of the tourism industry vis-a-vis other industries should be substantiated by studies done by professionals and the impact on employment, socio economic benefits should be highlighted and presented at different government forums. The linking and issues of various different sectors should be studied and its impact on development of tourism should be analysed.

Short Term

A core team consisting of major stakeholder's should be formed whose objective should be to reduce interdepartmental problems. The core team should have Secretaries of Tourism, Forest, Irrigation, Power, Revenue, Public Works, Local Self Government, Industry, Finance, Culture, Transport, Planning Board, hotel owners, tour operators, heritage hotel owners, CII tourism council and some nominated tourism experts as members to discuss the inter-departmental issues in the development of tourism. This forum should meet periodically preferable every 30 days. Looking to the importance of this core team, the Chief Minister or the Finance Minister should chair this forum. This core team should also study the impact of tourism on the employment and the economy as a whole. Specialist's or consultants should be recruited for this purpose. A detailed MIS should be designed and tourist statistics destination wise should be made available to this core team to enable them to regulate and control the development of tourism in the region and the state. Awareness campaign needs to be conducted through local bodies, District Tourism Promotion Councils etc.

Objective: Tourism should be developed on a sustainable basis**Long Term**

Sustainability of tourism industry on three grounds viz. economic, social and environmental should be studied. For sustainability, detailed project feasibilities should be under taken and carrying capacity should be carried out for each destination. This is required for planned and controlled development at the destination. Environment and social damage to the region can be reduced.

Medium Term

Tourism Master Plans for each area should be prepared and the same should be linked to the local area development plan. The Plans should have a implementation schedule/check points and the same need to be reviewed on a regular basis.

Short Term

Laws should be enacted so as to see that the developments at the destinations are as per the set plans. These laws should be drafted in such a way that the objective of sustainable tourism development is achieved and the interests of the stake holders are also kept in mind. For overall development of tourism in the state, special backward areas need to be identified and special focus needs to be given to them by way of incentives and subsidiaries. Better coordination with the industrial associations like tour operators, hotel owners, heritage hotel owners, travel agents etc should be done. Studies on carrying capacity assessment have to be taken up for all the major destinations and Environmental impact assessments for all the major projects have to be made a pre-requisite for sanction. Local people need to be involved planning and implementation stages of all the projects

Objective: Enhance Quality of services provided to tourists.**Long Term**

All the service providers should be categorized as per some set guidelines. Guidelines for rating the service providers should be designed. To ensure that the service providers adhere to these set guidelines necessary laws need to be enacted. A separate team consisting of experts from the tourism industry should be formed for the purpose. The team can also work for grading the service providers and updating the guidelines as the need arise.

Medium Term

Tourism department needs to work as a facilitator and advisor for units who want to improve the facilities provided. This holds good for units who are willing to go for up gradation. For units reluctant to go for up gradation of facilities, awareness program should be done where the importance of tourism and the value for money to tourist should be explained.

Short Term

Complaint boxes should be placed at most of the tourism establishments and the complaints received should be documented and solved. Actions have to be taken against the tourism establishment based on the seriousness of the complaints. The complaints should be discussed at the regional and state

level committee meetings and efforts should be made such that such type of complaints are not repeated.

Objective: Create and develop infrastructure through private sector

Long Term

Government role has to be defined as a facilitator. Financial incentives to the private sector should be withdrawn in a phased manner to enable this sector perform in a competitive environment rather than a protected manner. Self sustainable tourism models have to be made where part of the revenues generated from the tourism is used for to develop infrastructure.

Medium Term

Franchising and development of hotel and resort chains should be given priority. Government should take a lead in getting the stake holders together to form this type of chain. In case of some difference of opinion between different stakeholders and the Government departments, tourism department should step in and act as an arbitrator and resolve the issue keeping in mind the overall objective of sustainable tourism development of the area.

Short Term

Regional tourism development committees need to be formed. The committees should have representation from all the stakeholders having interest in the development of the region. The main objective of these committees should be to facilitate and encourage private sector participation in tourism industry. Private sector problems have should be taken on priority and solved within the shortest possible time. Necessary powers to be delegated to the above regional tourism development committees to take decisions keeping in mind the common objective of development of tourism in the region and thus leading to the overall development of the region. Single window systems for clearing tourism projects need to be introduced. Separate cell in financial institutions like GSFC, with representatives from Tourism for needs to be established fast clearance of tourism related projects need to be introduced. The process of sanctions, subsidiaries, and incentives should be made simpler and faster. There should be some set time frame to clear the projects. Gujarat has a large amount of Non resident Indian population. Special campaigns should be undertaken to attract investment from them. Basic infrastructure projects like interconnectivity, water, power, sanitation etc should be given priority for private sector participation. Special schemes need to be formulated for private sector participation in maintenance of gardens, parks, streets, beautification of towns etc. These can be leased to corporate sector on a long-term basis where the corporate gets the advertisement right in lue of the maintenance of the place.

Objective: To concentrate on development of basic infrastructure

Long Term

Air linkages to the major airports in Gujarat need to be improved. An international airport at Bhuj is needed. Roads connecting major tourism destinations have to be developed on BOOT basis. Adequate drinking water facilities, sewage, drainage and solid & liquid waste disposal system have to be provided at all tourist centres.

Medium Term

International tourism bodies and financial bodies should be approached for financial and technical assistance for development of tourism. Tourism infrastructure could be created through the development of special tourism Circles, which could be tendered to the highest bidder on a basis similar to that of the telecom circles.

Short Term

All major circuits need to be identified and project reports for interconnecting roads have to be made and tenders called for private participation or foreign funding. Infrastructure requirements at each destination need to be identified, and project reports have to be made and tenders called for private participation or foreign funding.

Objective: Creating sufficient quality human resources in the field of tourism within the State

Long Term

A college for study programmes in tourism industry have to be developed.

Medium Term

A Board has to be created to look into the placement of persons completing tourism related courses. Further the board will also look into regulation and approval of Institutions conducting tourism related courses

Short Term

Tourism development courses need to be developed for hotels, guides, tour operators and other tourism related courses at Ahmedabad Management Association or under the banner of Gujarat University. Continuous training programmes need to be conducted to train the various categories of people engaged in the tourism industry such as taxi drivers, cooks, waiters, guides, information offices/assistants, etc. Special focus and importance has to be given to new tourism institutions in private sector

Objective: Strengthening institutional mechanism

Long Term

The functioning of the Department of tourism has to be developed in such a way that it becomes more market driven and the corporation works as a professional profit centre.

Medium Term

Separate manager's post has to be created and fresh recruitments should be from well-trained professionals from the tourism industry. The managerial posts should be in various fields: Marketing, Franchising, Food and beverages, New Projects, Advertising and media, Planning, Information and technology, Public relations and complaints, Quality Control, Manpower Training. The above posts should have set goals and the same have to be reviewed on a periodic basis just like any other

professionally run company in the private sector. The tourism development officer posts has to be created all the major destinations. Locals should be taken for this post. A campaign has to be started among the existing tour operators, hotels, and guides to explain to them the importance of training in tourism and encourage them to sponsor their employees for these type of courses.

Short Term

T.C.G.L has to be made a professionally run company by redefining the role of the tourism department and training the existing staff in hospitality and customer care.

Objective: Enactment of proper legislation to sustain the industry and to regulate tourism activities

Long Term

Enact and enforce legislation for achieve this objective

Medium Term

Sales tax and Luxury tax have to be rationalized and made at par with the rest of India. The laws on entertainment tax, luxury tax, sales tax, building tax etc. have to be reviewed to incorporate provisions for encouraging investors Proper building rules have to be enacted and enforced to ensure quality in hotels/resorts etc. Proper liquid and solid waste management systems have to enacted and enforced for hospitality industry

Short Term

Tourism Conservation and Preservation Act has to be enacted to regulate the developments in the identified tourism zones and ensure quality services in all major sectors of the industry

Objective: Explore and develop new markets for Gujarat Tourism products at domestic and international markets

Long Term

The Focus should be on domestic tourism and Asia, especially China.

Medium Term

The Focus should be on Europe, US, Japan, China and domestic markets. The better political relation in the South Asian region could be leveraged to attract more regional tourists

Short Term

The Focus should be on Europe, US, Japan, Gulf and domestic markets. To continue efforts should be to strengthening the marketing in the high yielding markets, which are mentioned above

Objective: Conserve and Preserve the cultural heritage of the State

Long Term

Partnership with industry has to be created to educate the public about the need to conserve and preserve the heritage and implement on action plan.

Medium Term

The department must work with INTACH, Art and Heritage Commission and Cultural institutions to synergise tourism and culture. The state should ensure that culture is not degraded by Commercialisation

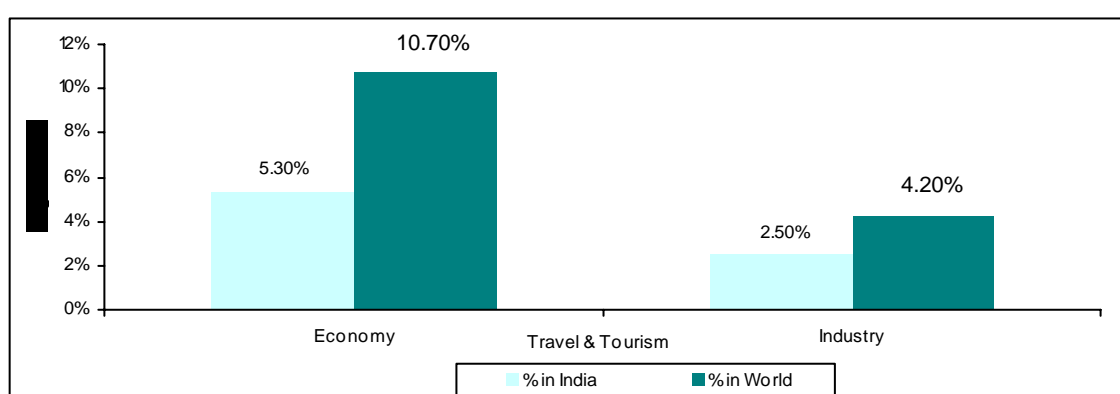
1 INTRODUCTION

1.1 Tourism Scenario in India – An Overview

1.1.1 Contribution to the economy

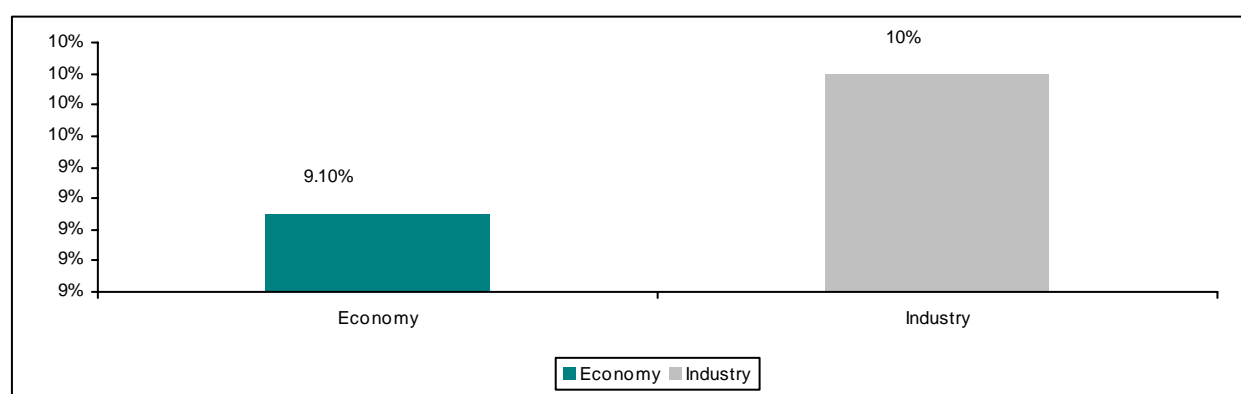
In 2001, Travel & Tourism (T&T) in India was expected to generate Rs 1564 bn of economic activity (total demand) making India the 22nd largest tourism market in the world.

Figure 1.1: Share of T&T economy and T&T industry (as % of GDP)



The T&T economy in India accounts for 5.3% of the GDP as against 10.7% of GDP worldwide. The T&T industry in India contributes 2.5% of GDP as compared to a world average of 4.2%.

Figure 1.2: Projected growth of T&T economy and T&T industry as % of GDP



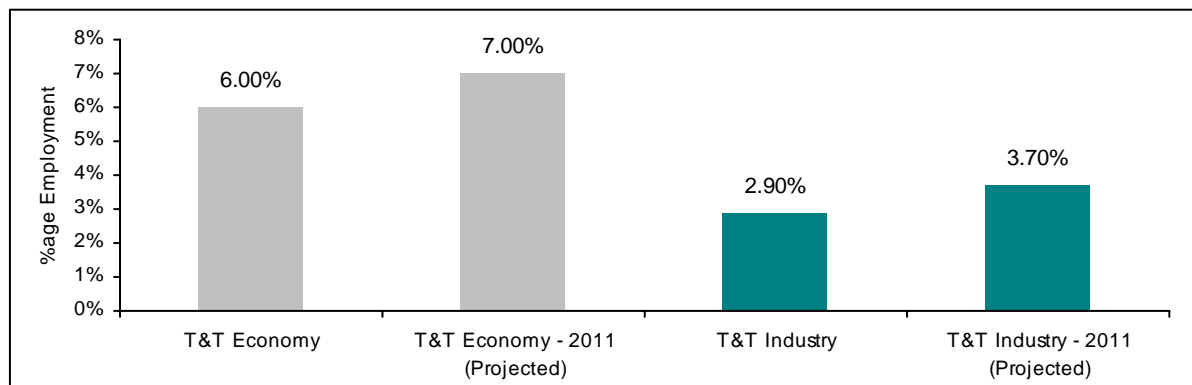
The T&T economy in India is projected to grow at 9.1% annually and the T&T industry in India is projected to grow at 10% annually through 2011.

(T&T industry produces products and services for visitor consumption while T&T economy produces products and services for visitor consumption as well as products and services for industry demand)

(Source: World travel and trade council)

(i) Employment generation

Figure 1.3: Projected share of Employment



India's travel and trade economy accounts for 25 million jobs or 6% of all employment. The department of tourism estimates of travel and trade industry jobs are 4.2 million or 2.9% of all employment. The share of T&T economy in overall employment is projected to rise to 7% and the share of T&T industry in overall employment is projected to rise to 3.7% through 2011.

The employment in T&T economy is projected to grow at 2.8% annually and the employment in the T&T industry is projected to grow at 3.6% annually through 2011.

(ii) Capital investment in India on Travel and Tourism

Capital investment in India on travel and tourism infrastructure, equipment, plant and facilities were estimated to be US\$ 7328.9 million in 1999 and are projected to grow at 7.6% annually till 2011.

(iii) Government Expenditure in India on Travel and Tourism

The spending by government agencies to provide goods and services to visitors or travel companies was estimated to be US\$ 599.6 million in 1999 and projected to grow at 4.9% annually through 2011.

(iv) Share of India in world tourism traffic

The total number of international arrivals (world) reached a record 699 million, an estimated growth of 7.4% in 2000 according to results received by WTO (World tourism organization). International tourist arrivals to India in 2000 were estimated at 2.64 million, a growth of 6.4% over the previous year. India was estimated to have a share of 0.38% in world tourism traffic in 2000.

WTO has classified the world into 6 regions viz; Africa, Americas, East Asia / Pacific, Europe, Middle East and South Asia. Europe and Americas are the main tourist receiving regions. Europe accounted for 58% of the world tourism traffic and Americas accounted for 18% of world tourism traffic in 2000. South Asia has a market share of 0.9% in the world tourism traffic. India is the leading destination in the South Asia region with a share of 41.2% of tourist arrivals to South Asia in 2000. (The South Asia region comprises India, Iran, Pakistan, Maldives, Nepal, Sri Lanka).

(v) International Tourism receipts in India

World wide, International tourism receipts amounted to US\$ 475.8 billion (\$ 680 per person), an estimated growth of 4.5% in 2000 according to WTO. An international tourism receipt in India was estimated to be US\$ 3.3 billion (\$ 1250 per person) in 2000, a growth of 9.5% over the previous year. India was estimated to have a share of 0.69% in international tourism receipts in 2000.

The United States is the leader with an estimated US\$ 85.2 billion in international tourism receipts in 2000. South Asia is estimated to have a share of 1.1% in international tourism receipts of which 65.8% is accounted for by India.

(vi) Trends in International tourist arrivals

Figure 1.4: Trend in international tourist arrivals in India

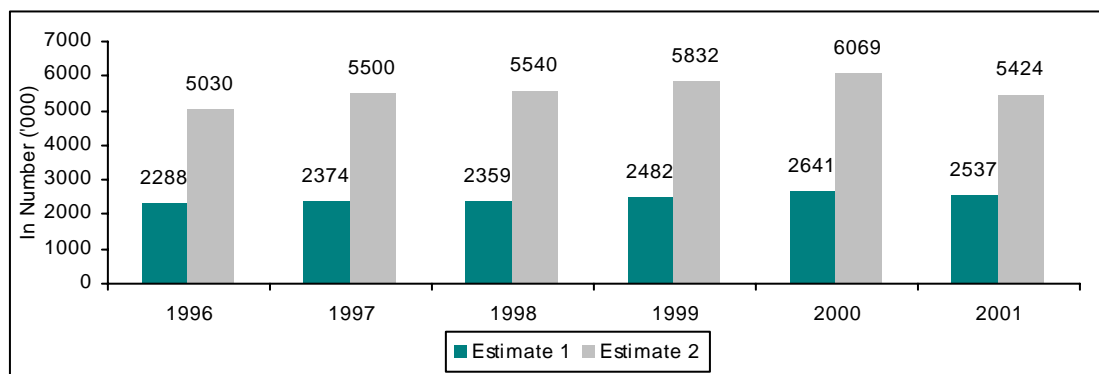


Table 1.1: Growth in International tourist arrivals

Year	Estimate (Nos.) (1)	Growth (%)	Estimate (Nos.) (2)	Growth (%)
1996	2287860		5030342	
1997	2374094	3.77%	5500419	9.34%
1998	2358629	-0.65%	5539704	0.71%
1999	2481928	5.23%	5832105	5.28%
2000	2649378	6.70%	5893542	1.05%
2001	2537282	-4.2%	5423667	-7.97%

Source: 'Tourist Arrivals in India', Ministry of Tourism, Govt. of India

Annual report, Department of tourism, Govt. of India

Note: Estimate (1) refers to data on foreign tourist arrivals compiled from disembarkation cards at port of entry

Estimate (2) refers to data collected from various accommodation establishments by State Govt / UT administration

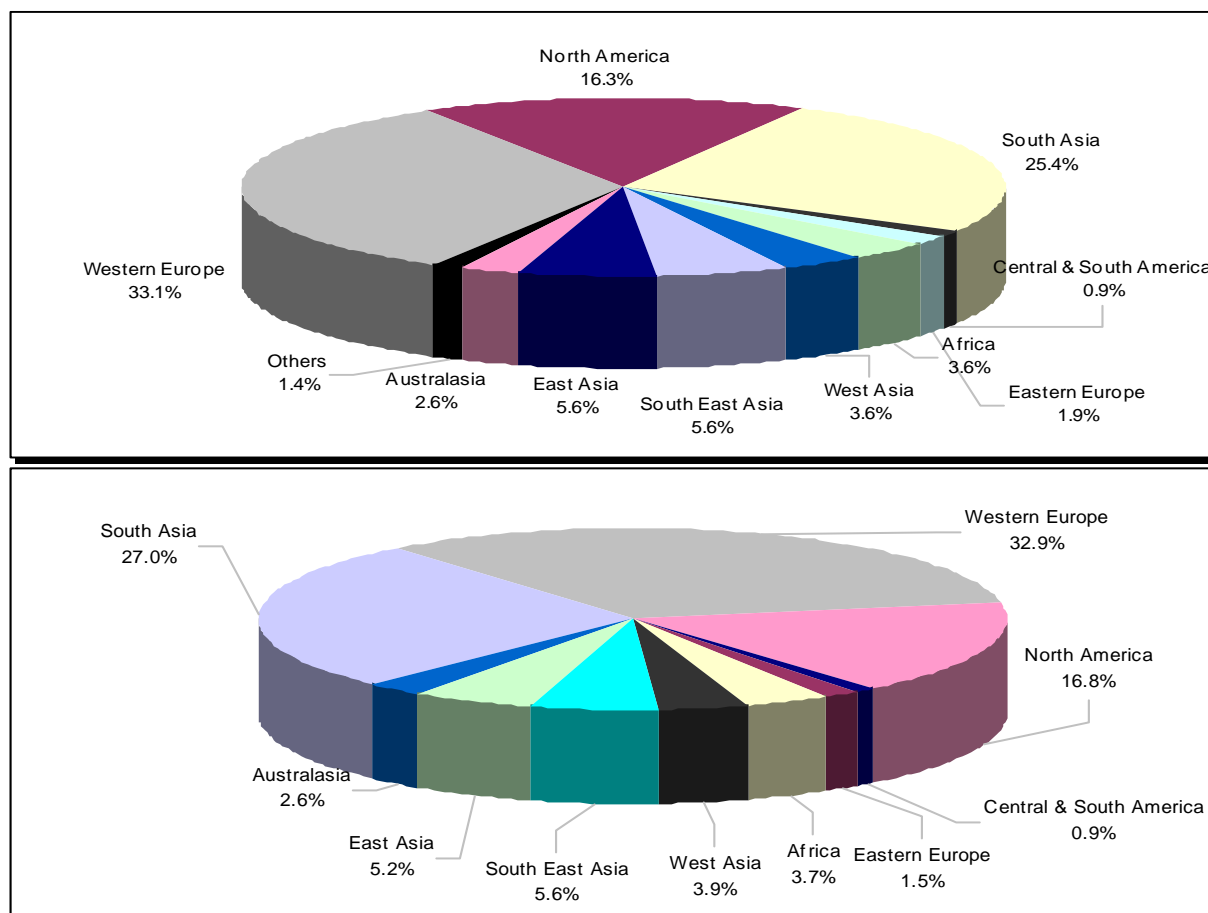
Table 1.2: The percentage share in total arrivals from different regions

Regions	Percentage share in total arrivals	
	2000	2001
North America	16.3	16.5
Central and South America	0.9	0.9
Western Europe	33.1	32.3
Eastern Europe	1.9	1.5
Africa	3.6	3.6
West Asia	3.6	3.8
South Asia	25.4	26.5
South East Asia	5.6	5.5
East Asia	5.6	5.1
Australasia	2.6	2.6
Others	1.4	1.7

Source: Ministry of Tourism, Government of India

A number of factors such as tourism brand image, global economic situation, political stability, tourism facilities contribute to the flow of foreign tourist arrivals to the country. Although, there are seasonal variations, the peak months are November to February while the lean months are May- June when the climate is hot.

Figure 1.5: Share of different regions in International tourist arrivals



(vii) Trends in Foreign exchange earnings

Figure 1.6: Trend in foreign exchange earnings

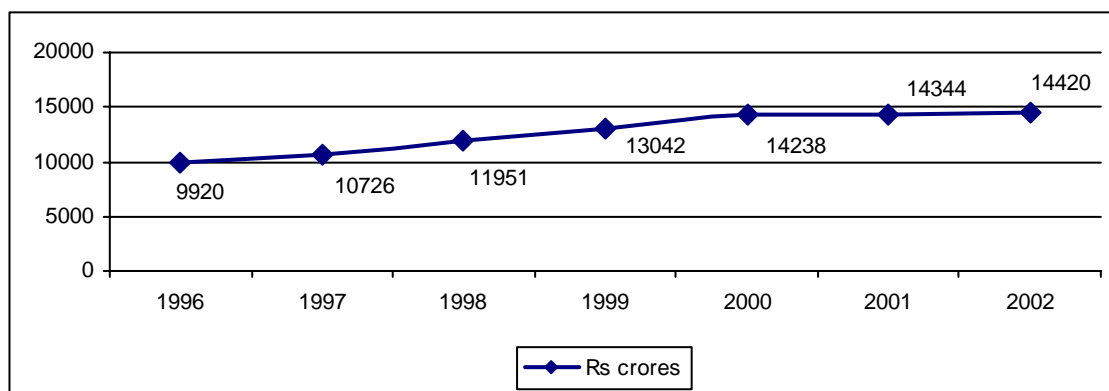


Table 1.3: Growth in foreign exchange earnings

Year	Forex earnings	Growth	Travel receipts in India	Growth
	Rs crores	(%)	US \$ million	(%)
1996	9919.96		2832	
1997	10725.64	8.12%	2889	2.01%
1998	11950.78	11.42%	2948	2.04%
1999	13041.81	9.13%	3009	2.07%
2000	14238.00	9.17%	3168	5.28%
2001	14344.00	0.7%	3042	-4.0%
2002	14419.82	0.5%	2964.7	-2.5%

Note: Based on RBI figures

Source: Annual Report, Department of Tourism

Tourist arrivals in India', Department of tourism

(viii) Trends in domestic tourism

Domestic tourism has grown substantially during the last few years due to the increase in income levels and emergence of a dynamic middle class.

Figure 1.7: Trends in domestic tourism

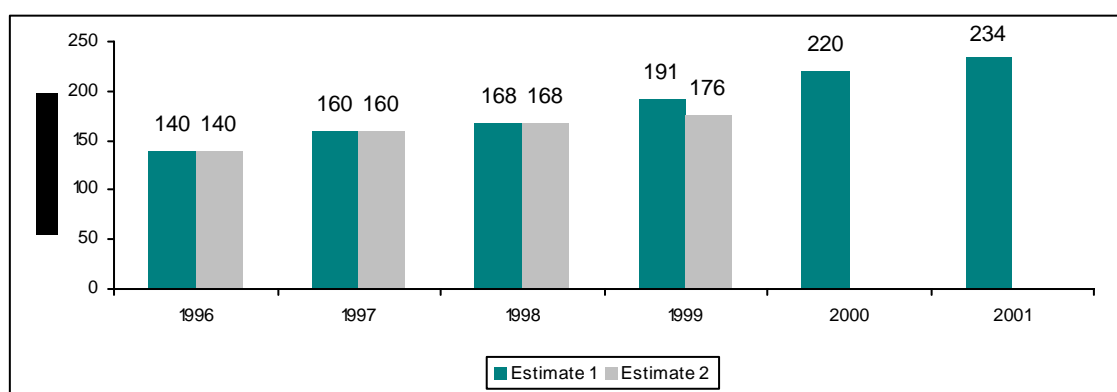


Table 1.: Domestic arrivals - Estimates

Year	Estimate (1)	Growth (%)	Estimate (2)	Growth (%)
1996	140119672		140119672	
1997	159877008	14.10%	159877008	14.10%
1998	168196000	5.20%	168196000	5.20%
1999	190671014	13.36%	176082442	4.69%
2000	220106941	15.44%	NA	NA
2001	234200935	6.4%	NA	NA

Source: 'Tourist Statistics 2000', Dept. of Tourism, Government of India

Note: Estimate (1) refers to data compiled by state govts/ UT administration

Estimate (2) refers to data compiled by World Travel and Tourism Council

(ix) National tourism policy

Tourism policy was announced for the first time in Nov. 1982. The measures suggested in the policy included

- Granting export industry status to tourism, adopting a selective approach for developing tourist circuits,
- Inviting private sector participation and
- Utilization of national heritage for attracting tourists.

The policy recognized the importance of international tourism in earning foreign exchange and accorded high priority to its development. The policy recognized that facilities provided are minimal for the large number of domestic tourists who travel on pilgrimage or as tourists for other motivations and the need to substantially improve and expand facilities for domestic tourists.

A national action plan for tourism was drawn up in May 1992. The objectives of the action plan included

- Socio economic development of areas,
- Increasing employment opportunities,
- Developing domestic tourism especially for the budget category,
- Preservation of national heritage and environment,
- Development of international tourism and optimization of foreign exchange earnings,
- Diversification of tourism product and
- Increase in India's share in world tourism.

The strategies for achieving the objectives outlined

- Improvement of tourism infrastructure,
- Developing areas on a selective basis for integrated growth along with marketing of destinations to ensure optimal use of existing infrastructure,
- Restructuring and strengthening the institutions for development of human resources and
- Evolving a suitable policy for increasing foreign tourist arrivals and foreign exchange earnings.

Tourism was declared as a priority sector for foreign investment in July 1991.

A new national tourism policy has been drafted to keep pace with the developments taking place around the world and under consideration of the Government of India. The draft tourism policy includes provisions like facilitating the development of a dynamic private sector in tourism, promoting eco-tourism and rural tourism, facilitating domestic tourism by promoting amenities and facilities for budget tourist, giving greater stress to development of pilgrimage centres and integrated development of identified tourist destinations with the involvement of all the infrastructural departments, states and the private sector.

The salient features of the draft tourism policy are as follows:

-
- (a) Providing for people's participation in the development of tourism and in sharing the benefits of tourism
 - (b) Facilitating the development of a dynamic private sector in tourism industry
 - (c) Coordinating the efforts of different government departments and agencies in making India a tourist friendly country and in providing the required infrastructure
 - (d) Facilitating domestic tourism by promoting amenities and facilities for budget tourists
 - (e) Integrated development of identified tourist destinations with the involvement of all the infrastructural departments/State govts and the private sector.
 - (f) Development of tourism in the North East, Himalayan region, Jammu & Kashmir and the islands of Andaman and Nicobar and Lakshadweep, as part of an overall strategy of economic development of the regions.
 - (g) Enhancing outlay for infrastructure
 - (h) Enacting suitable legislation on travel trade / tourist police for protection and security of tourists
 - (i) Liberalisation of the visa regime
 - (j) Uniformity and rationalization in taxation structure
 - (k) Focused and cost effective marketing strategy

To strengthen infrastructure facilities, 21 circuits and 12 destinations have been identified so far for development through the joint effort of central and state governments and the private sector. These are listed in table 1.1 and table .2 of Appendix 1. Additionally, 33 pilgrim centres in 17 states have been identified for the development of infrastructure facilities. These are listed table 1.3 of Appendix 1

Six new circuits to be developed for tourism were announced in the 2002-03 budgets by the finance minister. The selection is specially aimed at attracting tourists from Japan, Korea, Thailand, Indonesia and other far eastern countries.

- The first is the Bihar circuit which includes the traditional Buddhist circuit covering Bodhgaya, Rajgir, Nalanda and Varanasi
- The second is the Buddhist monastic circuit between Himachal and Kashmir and includes Kulu, Manali, Lahaul, Spiti and Leh.
- The third is a heritage circuit covering Gujarat which includes Ahmedabad, Dhola Vira, Rajkot, Dwaraka, Porbunder, Somnath, Girnar and Palitana
- The fourth is the South Indian circuit that covers Chennai, Mahabalipuram, Kanchipuram, Thiruvannamalai, Ginjee and Pondicherry
- The fifth is the Kerala circuit which covers Palghat, Kochi, Kottayam, the backwaters in Kumarakom and Trivandrum
- The sixth circuit is the northeastern circuit which includes Guwahati, Kaziranga, Shillong and Tawag

Special tourism areas: The State Governments of Kerala, Tamil Nadu, Orissa and Maharashtra and Union Territory Administration of Daman and Diu have declared Bekal Beach (Kerala), Muttukadu-

Mamallapuram (Tamil Nadu), Puri (Orissa), Sindhudurg (Maharashtra) and Diu as special tourism areas for integrated development.

The new Tourism Policy of 2002 is attached as Appendix 1.4

(x) Plan outlays for tourism

The budget for tourism has been hovering around 0.15 – 0.20 % of the total central plan outlay.

There has been a gradual increase in Central Plan outlay for tourism over the plan periods from Rs 1.58 crores in the second plan to Rs 272 crore in the eighth plan. As against the eighth plan outlay of Rs 272 crore (1991-92 prices), the expenditure during the period has been Rs 490.42 crores.

The approved allocation for tourism for the ninth plan period (1997-2002) was Rs 485.75 crores.

Figure 1.8: Break up of 9th plan allocation

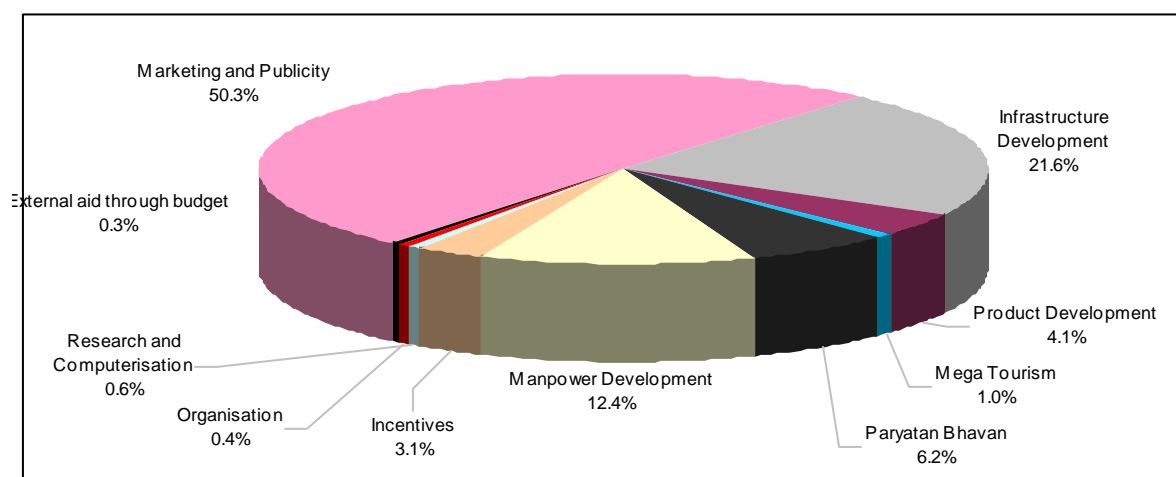


Table 1.5: Ninth plan outlay (1997-2002)

Name of the scheme / Project programme	Outlay (Rs crores)
Infrastructure Development	105.00
Product Development	20.00
Mega Tourism	5.00
Paryatan Bhavan	30.00
Marketing and Publicity	244.43
Manpower Development	60.00
Incentives	15.00
Research and Computerisation	3.00
Organisation	2.00
External aid through budget	1.32
Total	485.75

Source: Annual Report, Department of Tourism

The budgetary allocation for 2002-03 has gone up to Rs 225 crore.

(xi) Major tourist circuits and destinations

India is accessible from all four directions – north, east, south and west. Each of the four gateways has its own history.

Figure 1.9: Major Tourist Circuits in India



Northern circuit: Delhi, the capital city, is steeped in history. It combines the grandeur of Mughal architecture of Old Delhi with the formal splendour of New Delhi, built in the early 20th century. Along with Jaipur and Agra, Delhi forms the 'Golden Triangle'. Agra is home to the Taj Mahal, a world famous monument while Jaipur offers the visitor a chance to experience royalty at its luxury hotels which were palaces of the local rulers.

Western circuit: Mumbai is the commercial capital of the country. It is also a major international airport and harbour. The British influence is evident from the architecture of the Gateway of India,

Bombay high court, Old Secretariat, University buildings and Victoria Terminus. Pune, the capital of the Marathas during the reign of the warrior king Shivaji, is 163 kms from Mumbai. Aurangabad, the main stopover before visiting the world heritage sites, Ajanta and Ellora is 400 kms from Mumbai. The sculptures of Hindu, Buddhist and Jain faiths found in the 34 caves at Ellora date back to over a 1000 years while the ones at Ajanta date back to the fifth century.

Southern circuit: The southern gateway to the country, Chennai, is the symbol of Dravidian culture. It is the starting point to the temple towns of Mahabalipuram, Kanchipuram, Chidambaram, Tanjore, Tiruchirapalli, and Madurai. The French style of coastal town of Pondicherry lies to the south of Chennai. Kerala, with its beautiful coconut beaches lies on the western coast. Kanyakumari, a popular pilgrimage town is the southern tip of country, where one can watch the sun set and moon rise at the same time.

Eastern circuit: Kolkata, listed among the world's largest cities, came into being as a British trading post and later capital of British Empire in India during the 17th century. The Indian museum, the Victoria memorial, the botanical gardens and Dakshineswar's kali temple are famous landmarks in the city.

Northwards of Kolkata, is the hill station of Darjeeling, which offers spectacular views of Kanchenjunga peak (8586 metres). The state of Orissa, on the eastern coast has a rich heritage of classical dance, music, silverware, handicrafts and sculpture and its own 'Golden Triangle' comprising the three temple towns of Bhubaneswar, Puri and Konarak. Puri is counted among the four holiest cities in India and famous for the 12th century Jagannath temple. Konarak features in the circuit for its Sun temple, an architectural masterpiece.

Preferred destinations in India

The most popular destinations in India for foreign tourists have been the golden triangle of Delhi-Jaipur-Agra, Goa, Rajasthan, and very recently, Kerala. The National Geographic has rated Kerala among the 50 must see destinations of a lifetime.

As per the survey conducted by the Ministry of Tourism, the most visited destinations in India by foreign tourists include:

- | | |
|------------------------|----------------------------|
| • Delhi | • Udaipur, Rajasthan |
| • Mumbai, Maharashtra | • Pune, Maharashtra |
| • Agra, U.P | • Mysore, Karnataka |
| • Chennai, Tamil Nadu | • Ajmer, Rajasthan |
| • Kolkata, West Bengal | • Goa |
| • Jaipur, Rajasthan | • Secunderabad, A.P |
| • Varanasi, U.P | • Cochin, Kerala |
| • Bangalore, Karnataka | • Shimla, Himachal Pradesh |
| • Panjim, Goa | • Ahmedabad, Gujarat |

The top 10 states in India which account for more than 90% of the foreign tourist arrivals are given in Table 1.6.

Table 1.6: Top 10 States: Foreign Tourist Arrivals (2001)

Sl. No	State	Foreign Tourist Arrival (% of total)
1	Maharashtra	16.80
2	Delhi	15.30
3	UP	14.70
4	TN	14.30
5	Rajasthan	11.20
6	West Bengal	5.20
7	Goa	4.80
8	Kerala	3.90
9	Karnataka	2.60
10	HP	2.50
	Total	91.30

Source: Ministry of Tourism, Govt. of India

The top 10 states which account for around 90% of the domestic tourist arrivals is given in Table 1.7

Table 1.7: Top 10 States: Domestic Tourist Arrivals (2001)

Sl.no	State	Domestic Tourist Arrival (% of Total)
1	UP	29.00
2	AP	22.50
3	TN	10.20
4	Karnataka	6.00
5	Uttranchal	4.10
6	Maharashtra	3.60
7	Gujrat	3.50
8	Rajasthan	3.30
9	Bihar	2.60
10	HP	2.20
	TOTAL	87.00

Source: Ministry of Tourism, Govt. of India

(xii) Bali declaration

India is signatory to the Bali declaration on barrier free tourism for people with disabilities. The declaration urges governments to develop action programs to promote barrier free tourism for people with disabilities, older persons and families with young children. The declaration also requests the governments to respect the rights of disabled persons to have equal access to tourist facilities, programs and services and strengthen craft production, entrepreneurial and marketing skills among them.

(xiii) SWOT Analysis of India as a Tourist Destination

Table 1.8: SWOT analysis

<p>Strengths</p> <ul style="list-style-type: none"> • Rich culture and heritage • Variety of landscapes, lifestyles and cuisines • Rich tradition in handicrafts • Colourful fairs and festivals 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Poor accessibility to many tourist destinations due to basic Infrastructure bottlenecks • Lack of tourist infrastructure & basic amenities at many tourist destinations • Lack of information about tourist destinations • Unfavorable brand image as a tourist friendly destination. • Lack of promotion activities
<p>Opportunities</p> <ul style="list-style-type: none"> • Global trend towards exotic destinations like India • Tourism potential unexploited 	<p>Threats</p> <ul style="list-style-type: none"> • Aggressive marketing and promotion by competing destinations in Asia like Malaysia

1.2 Study Objective

To prepare a 20 year perspective plan for development of sustainable tourism in Gujarat.

1.3 Scope of the Study

The Ministry has provided guidelines to be followed for preparation of perspective plan which are listed as follows:

- A perspective plan with a time frame of 20 years needs to be developed for developing sustainable tourism giving year wise phasing of investment having regard to the resources available.
- The plan should indicate short term and long term plans, targets and ground realities
- The plan should indicate all activities to be undertaken by different agencies clearly indicating the time frame for each activity.
- The plan should be able to assess the existing tourism scenario in the state with respect to existing traffic levels and inventory of :
 - Natural resources
 - Heritage and other socio-cultural assets
 - Quantitative / demographic factors like population, employment, occupation, income levels etc
 - Services and infrastructure already available
- The plan should review the status of existing development / investment plans of schemes for the development of tourism in the region
- The plan should list and evaluate existing potential tourist destinations and centres and categorise them on the basis of inventory of attractions, infrastructure availability, degree of popularity, volume of traffic flow etc
- The plan should analyse and categorise existing / potential destinations and centres , as a stand alone destination, part of a circuit and /or as major attractions for special interest groups etc

- The plan should assess the existing infrastructure levels at identified destinations / centres in terms of quality of roads / transportation facilities, civic amenities, enroute transit facilities, boarding and lodging facilities etc
- The plan should be able to broadly assess traffic flow to identified destinations and centres for assessment of infrastructure requirements taking into account past growth trends, suggested linkages and integration, future expected developments including likely investments by the state and investment climate / incentive for private sector etc
- The plan should attempt and arrive at an indicative cost configuration of likely investment on infrastructure development under different heads and to prioritize investment needs by drawing up a phased investment plan covering the next 20 years
- The plan should identify the existing as well as new tourism projects for expansion / augmentation, upgradation of facilities and services, destinations and centres, which have potential for development
- The plan should undertake product conceptualization cum feasibility exercise inter alia for identified projects covering aspects like locational evaluation, schematic product planning and conceptualization including quantification of individual project parameters, assessment of overall investments levels and of project viability cum feasibility exercise etc.
- The plan should prepare an action plan for implementation of identified potential development scheme / projects / products and for development of infrastructure in conformity with the policy objectives and guidelines provided by the concerned state / central agencies / departments and the requirements of national development and funding agencies. The overall development plan to also take into account WTO's Bali declaration on tourism development.
- The plan should include project wise potential for employment generation; a reasonable percentage of potential employment is to be reserved for women.
- The plan should indicate the actual and projected number of domestic and foreign tourist arrivals for each proposed tourist place.
- Prioritise the scheme on the basis of employment potential of the project and tourist arrivals at the proposed place.
- An inventory of existing infrastructural facilities (including paying guest facility) is to be made; after which, the proposed infrastructure needs to be split up into various segments concerning different state government departments , such as PWD, Forest, Culture, handicrafts etc and dovetailed with the tourism plans
- Since the perspective plan would be used for external assistance, it would be desirable to suggest state tourism projects to foreign funding agencies for financial assistance; each project has to be properly scrutinized and finalized accordingly
- Other sources of funding such as loans from the Financial Institutions, the Tourism Finance Corporation of India (TFCI) etc needs to be explored. Besides, proper incentives need to be suggested for private sector participation
- Further the available institutional machinery in the state to oversee / coordinate the development of tourism infrastructure has to be specifically suggested
- Facilities for performance by local artists; cultural troupes should be built into the perspective plan

- Cultural complexes can be suggested with the financial help from the State Department of Culture and later made economically viable on the pattern of Dilli Haat
- Handicraft shops should be suggested at various tourist place; these could be run by women
- Perspective plan should include potential for developing health resorts at / near the tourist places. Yoga classes, nature cure facilities, Ayurvedic system of medicines should be available at these places to attract tourists.
- Consultant preparing the perspective plan should be asked to give an executive summary of the plan along with the report
- The perspective plan should incorporate attractive packages / schemes to attract private sector investment
- It is necessary that the environmental issues are dealt with sufficient details and environmental impact assessment studies made in respect of all new projects
- The perspective plans should include carrying capacity studies, instruments of spatial and land use planning, instruments of architectural controls for restoration of old properties and construction of new ones in old towns and cities, strategy for local community participation and protection of cultural identity, awareness programmes for local participation and local commitment to the project.
- Measures necessary for mitigating the adverse environmental impacts and rehabilitation of the tourist places already environmentally damaged should be incorporated in the perspective plans
- The perspective plan should include strategy for privatization of tourism related properties owned by the state and the State tourism Corporations

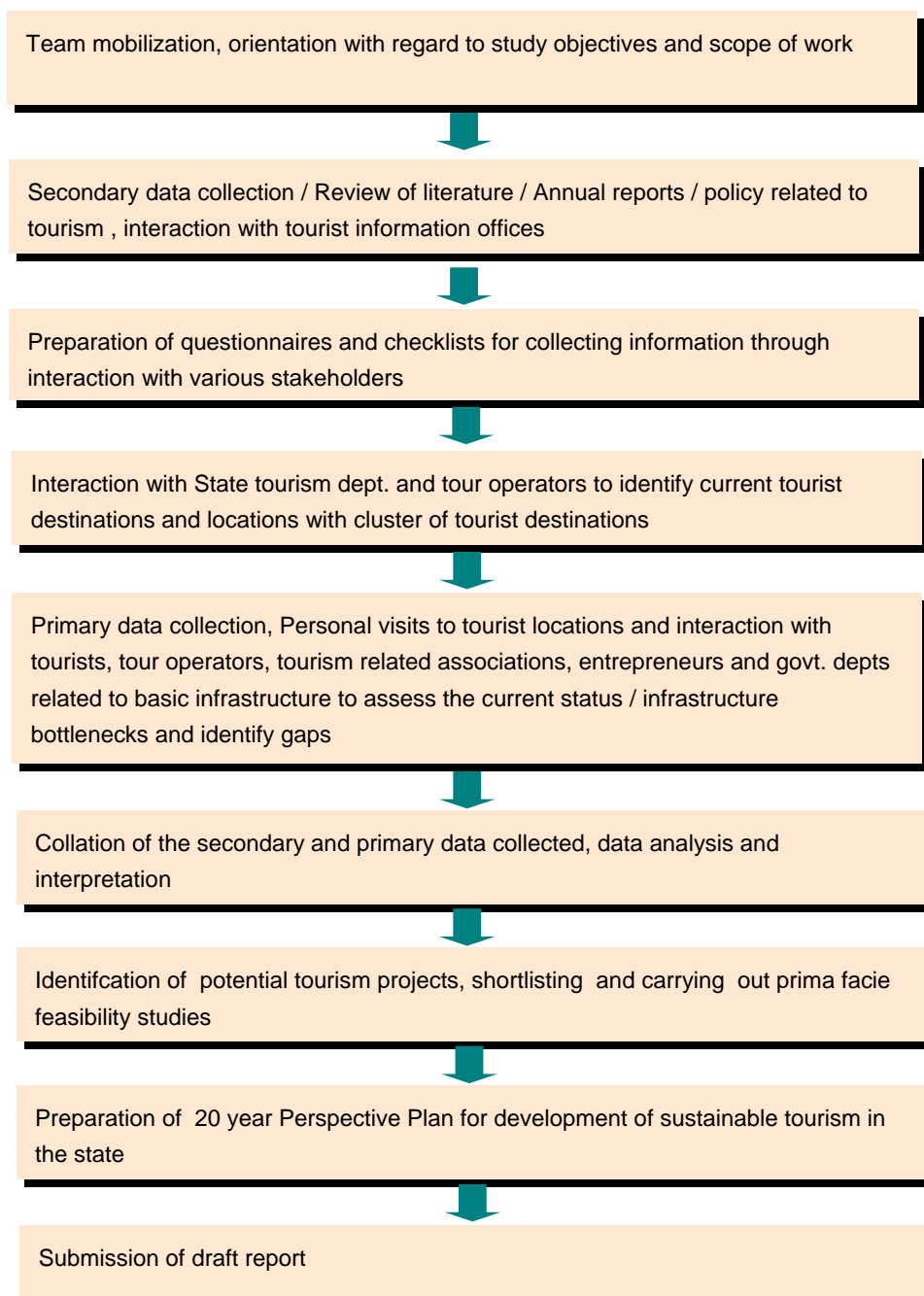
1.4 Approach and Methodology

As indicated in our proposal, a two pronged methodology is being adopted to carry out the study. This will include:

1. Collection of information from the relevant secondary sources
2. Conducting field exercises, including site visits to select tourism destinations including potential destinations, and
3. Interaction with all possible stakeholders to assess the present tourism scenario, infrastructure available and shortages therein, potential tourism destinations, likely tourist's inflows, requisite infrastructure, investment requirements, prioritising the same and presenting the whole into a comprehensive perspective plan for development of sustainable tourism in the state over the next 20 years.

Details of the methodology envisaged for the study is depicted in figure 1.10

Figure 1.10: Methodology Adopted for the Study



1.5 Report Format

The draft report is presented in two volumes:

Volume 1: Main report

Volume 2: Annexure

The main report (Volume 1) is presented in 6 chapters:

Chapter 1 Introduction

An overview of the tourism scenario in India as well the objective and scope of the study and the methodology adopted to carry out the study is presented.

Chapter 2 Current Status of Tourism in the state

The state tourism policy, state plan outlays on tourism, trend in tourist arrivals, travel circuits and destinations / attractions , status of tourism infrastructure and basic infrastructure in the state, environmental aspects and status of institutional framework are discussed in this chapter.

Chapter 3 Field Survey Findings

The chapter presents the findings of the sample field survey of domestic and foreign tourists, tour operators and travel agents and interactions with relevant associations and institutions. A first hand assessment of the tourism infrastructure and basic infrastructure at the destinations visited during the survey is presented.

Chapter 4 Product Identification, selection and Viability

The tourism destinations in the state have been prioritized according to a set of parameters. At each destination, projects have been identified and prioritized according to a set of parameters. The viability of short listed projects has also been discussed in this chapter.

Chapter 5 Perspective plan

A perspective plan for tourism development in the state has been presented based on the State tourism policy, a review of the market trends and potential and examination of relevant issues.

Chapter 6 Implementation Plan

Promotional issues, financing issues, human resource development issues as well as identification of agencies to implement the plan are discussed in this chapter

The annexure (Volume 2) contain

- List of contacts made during the survey,
- Questionnaires and checklists used for the survey
- Profiles of the major destinations
- Profiles of projects
- Relevant enclosures

1.6 Limitations of the Study

- There is limited published data available on the industry. Information about tourist arrivals and infrastructure availability at many destinations provided in the report are largely based on the limited available data and estimates of the local tourism department at these locations.
- Research studies to estimate the carrying capacity of the environment have rarely been carried out. Norms on the extent of development that can be allowed at various tourist destinations have yet to be developed by the state / local administration. Detailed destination specific studies will need to be carried out by the state tourism department in association with the Town planning department, environment department and other relevant govt. departments.

Every effort has been made to meet the guidelines provided by the Ministry for preparation of perspective plan. Separate master plans (destination specific) will need to be prepared by the state governments for various identified tourist destinations in the report.

2 Current Status of Tourism in Gujarat

2.1 Introduction

This chapter assesses the existing tourism scenario in the state with respect to the tourism policy, plan outlays for tourism, trend in tourist arrivals, travel circuits and destinations, status of tourist infrastructure as well as basic infrastructure, status of the environment and institutional framework.

Destination profiles have been prepared for most of the existing and potential tourist destinations and these profiles capture the status of these destinations in terms of infrastructure availability and other parameters. (See Annexure III).

An assessment of the tourist infrastructure availability and basic infrastructure availability has also been provided in Chapter III – Field Survey findings.

2.2 State Profile

The data / information collected from the primary and secondary sources at various levels have been compiled as under.

2.2.1 Position of State in India

The state of Gujarat is one of the most developed states in India. It is the 10th largest state in the country in terms of population and 7th largest in the country in terms of area. The state ranks second in industrial production. The state is dotted with textile mills, petroleum refineries, fertiliser and chemical plants as well as cooperative dairy farms. The state has a thriving diamond industry at Surat and Bhavnagar, which accounts for 80% of the country's export of this precious stone.

2.3 Year of Establishment

The state of Gujarat came into official existence on May 1, 1960 with the bifurcation of erstwhile Bombay state into Maharashtra and Gujarat.

2.3.1 Geographical Coverage

Pakistan on the Northeast, Rajasthan on the North, Madhya Pradesh on the East and Maharashtra on the South East surround Gujarat. Gujarat is situated in the western part of India. The total area of the state of Gujarat is around 196000 Sq kms.

Gujarat has a wide spectrum of natural resources and is covered by sea on three sides. Gujarat also has the Rann of Kachchh, which is basically a desert and Mountain range in its eastern side, bordering Maharashtra. (Saputara belt). Major Rivers like Narmada, Mahi, Tapi, and Sabarmati etc. flow through Gujarat. The physical map of the state is shown in Figure 2.1:

Figure 2.1: Physical Map of Gujarat



2.3.2 Climate

The climate is humid in the southern districts and dry in the northern districts. The intensity of the climate has been reduced by the Arabian Sea and the Gulf of Cambay. At the peak of summer, the temperature touches 45°C. The South West monsoon lashes the state from Mid-June and continues till September end. The average rainfall in the state varies from 35 to 155 cms with the southern parts averaging between 76 & 155cms and semi desert areas of Kachchh getting around 35cms of rainfall per year.

2.3.3 Demographic Profile

Gujarat is the tenth most populous state in the country (50.59 million according to population census 2001). The population density is 258 per sq km. & the Literacy rate is 69.97%. Gujarati is the main language of the masses. The main religion is Hinduism. Buddhists, Jains, Muslims, Christians & Parsis can also be found in various parts of the state.

2.3.4 State Domestic Product

(i) Gross State Domestic Product:

Gross state Domestic product (GSDP) at factor cost at constant (1993-94) prices in 2000-01 has been estimated at Rs. 76657 crore as against Rs. 74984 crore in 1999-00 registering a growth of 2.2 % during the year. At current prices, GSDP at factor cost in 2000-01 has been estimated at Rs. 112049 crore as against Rs. 106427 crore in 1999-00 showing an increase of 5.3 percent during the year.

(ii) Net State Domestic Product

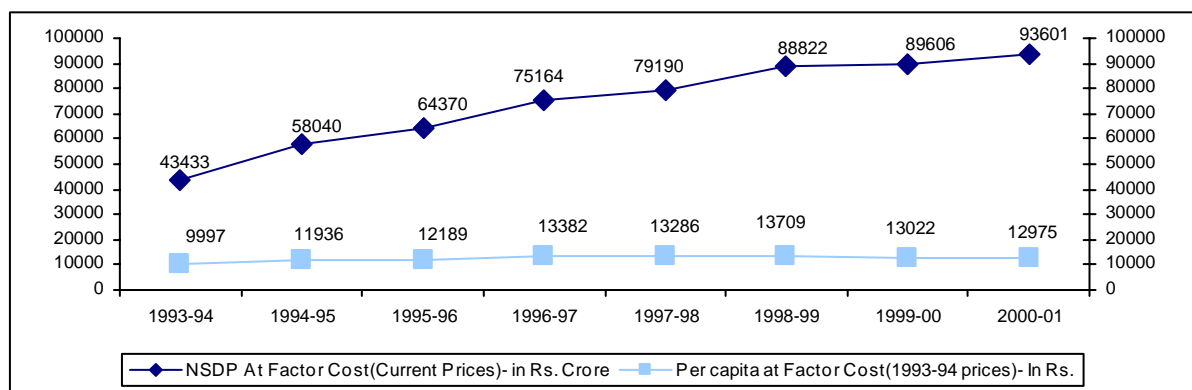
The state income i.e. Net State Domestic Product (NSDP) at factor cost at constant (1993-94) prices in 2000-01 has been estimated at Rs. 63161 crore as against Rs. 62450 crore in 1999-00 showing a

growth of 1.1 % during the year. At current prices, the NSDP in 2000-01 is estimated at Rs. 93601 crore as against Rs. 89606 crore in 1999-00 showing a growth of 4.5 % during the year.

(iii) Per Capita Income

The per capita income (i.e. per capita NSDP at factor cost) at constant (1993-94) prices has been estimated at Rs. 12975 in 2000-01 as against Rs. 13022 in 1999-00 registering a negative growth of 0.4 % during the year. The per capita income at current prices has been estimated at Rs. 19228 in 2000-01 as against Rs. 18685 in 1999-00 showing an increase of 2.9%.

Figure 2.2: Net State Domestic Product and Per Capita Income (at constant 1993-94)



2.3.5 Administrative Set Up

Gujarat for administration purposes has been divided into 25 districts, around 14043 gram panchayats, 58 municipal borough, 85 Municipalities and 6 Municipal Corporations. The details of the same are given in the table 2.1 of Appendix II. Mehsana district has the maximum amount of gram panchayats i.e 1093 where as Dangs has the least i.e 70. The districts in Gujarat are also shown graphically as Figure 2.3.

Figure 2.3: Districts in Gujarat



2.4 Transportation

2.4.1 Airports

There are 16 airports in Gujarat. Out of these 16 airports, 8 are administered by NAAI (National Airports Authority of India), 6 by state government and 4 by IAF (Indian Air Force) and private companies. Currently, Keshod airport at Junagadh is closed. Bhuj airport (*Airport Authority of India*) is under construction. All flights to Bhuj are using the Air Force strip.

The major airports in Gujarat are located at Ahmedabad, Vadodara, Bhavnagar, Bhuj, Jamnagar and Rajkot. The domestic carriers operating in the state are Jet Airways and Indian Airlines. Ahmedabad is also an international airport. The international carriers from Ahmedabad are Air India and Indian Airlines.

Ahmedabad airport has good connectivity with major cities all over India. Vadodara airport has connectivity with Mumbai, Delhi and Ahmedabad. Porbandar, Diu, Bhuj, Bhavnagar and Rajkot have connectivity with Mumbai only.

Table 2.2 given in Appendix II, gives the details regarding passenger and aircraft movement at major airports in Gujarat.

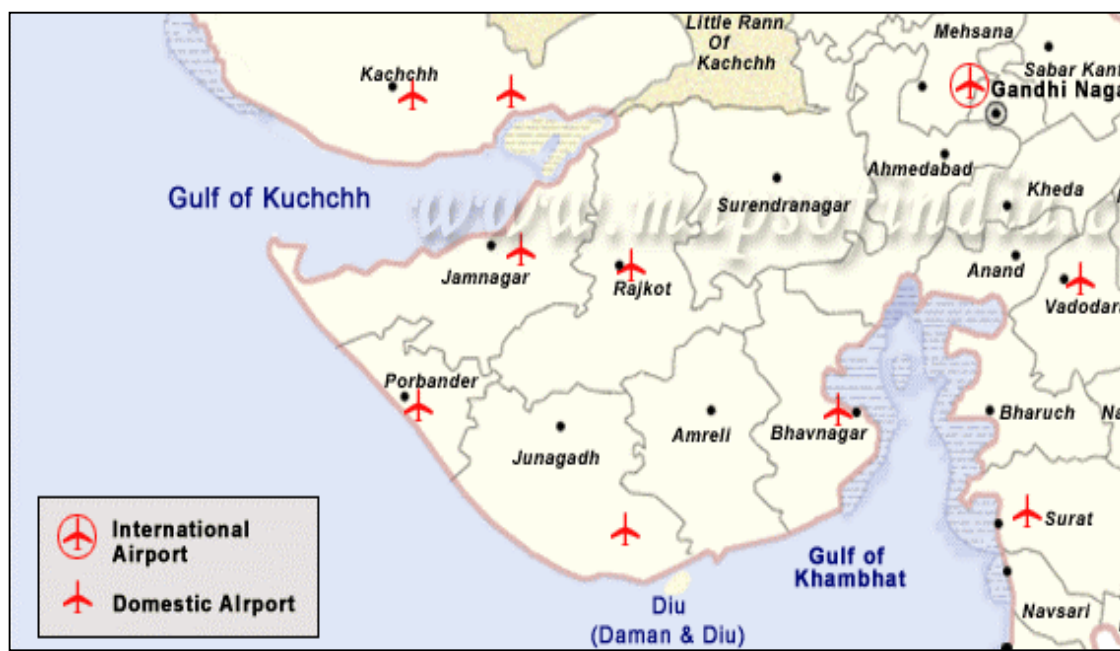
Apart from the above stated airports, passenger movement at Porbandar airport is around 24,000 per annum; where as at Diu it is around 16,000 per annum. Thus, total passenger movement in Gujarat is around 13 lakh per annum.

Jet airways have 3 flights connecting Mumbai to Ahmedabad and 2 flights connecting Delhi to Ahmedabad on a daily basis. They carry about 2 lakh passengers per annum of which, around 1.6 lakh passenger (80%) ply on Ahmedabad-Mumbai route and around 0.4 lakh ply on Ahmedabad-Delhi route.

Indian Airlines connects Ahmedabad with Bangalore, Calcutta, Hyderabad, Mumbai, Jaipur, Baroda and Delhi. They handle about 4.25 lakh passengers every year. Together, both these airlines service about 6.25 lakh passengers per annum. The international carriers from Ahmedabad are Air India and Indian Airlines. Air India connects Ahmedabad with London, New York and Chicago and Indian Airlines connects Ahmedabad with Kuwait, Sharjah and Muscat. Air India handles 38,000 inbound and 42,000 outbound traffic every year and Indian Airlines handles a total (inbound and outbound) of 24,000 passengers per annum. This totals up to around 1,05,000 international passenger traffic at Ahmedabad. Around 70,000 passengers are domestic tourists using these international flights.

The major airports in Gujarat are shown in Figure 2.4.

Figure 2.4: Airports in Gujarat



2.4.2 Ports

Gujarat is blessed with a long coastline, which is around 1600 Kilometres in length. Gujarat has around 40 ports of which Kandla is a major port. There is great potential to develop sea routes to Saurashtra and Kachchh where accessibility by roads and rail are limited. The major ports, which can be developed for tourists, are Surat, Bhavnagar, Veraval, Porbandar, Mangrol, Okha, Anjar and Mandvi. The major ports in Gujarat are shown in Figure 2.5.

Figure 2.5: Ports in Gujarat



2.4.3 Rail Network

All major cities and towns of Gujarat (like Ahmedabad, Vadodara, Surat, Vapi, Rajkot, Jamnagar, Gandhidham) Bhuj are well connected with other parts of the country by railway network. However, parts of Saurashtra and Kachchh have limited connectivity as they still have meter gauge railway tracks. The gauge conversion in the Saurashtra section is going on and tentatively, the region will be available for traffic by the year 2004-5. Total railway route length in the State is about 5321 kms (i.e. about 27.15 Kms per '000 sq.kms). The railway network in Gujarat is given in Figure 2.6.

Figure 2.6: Railway Network in Gujarat

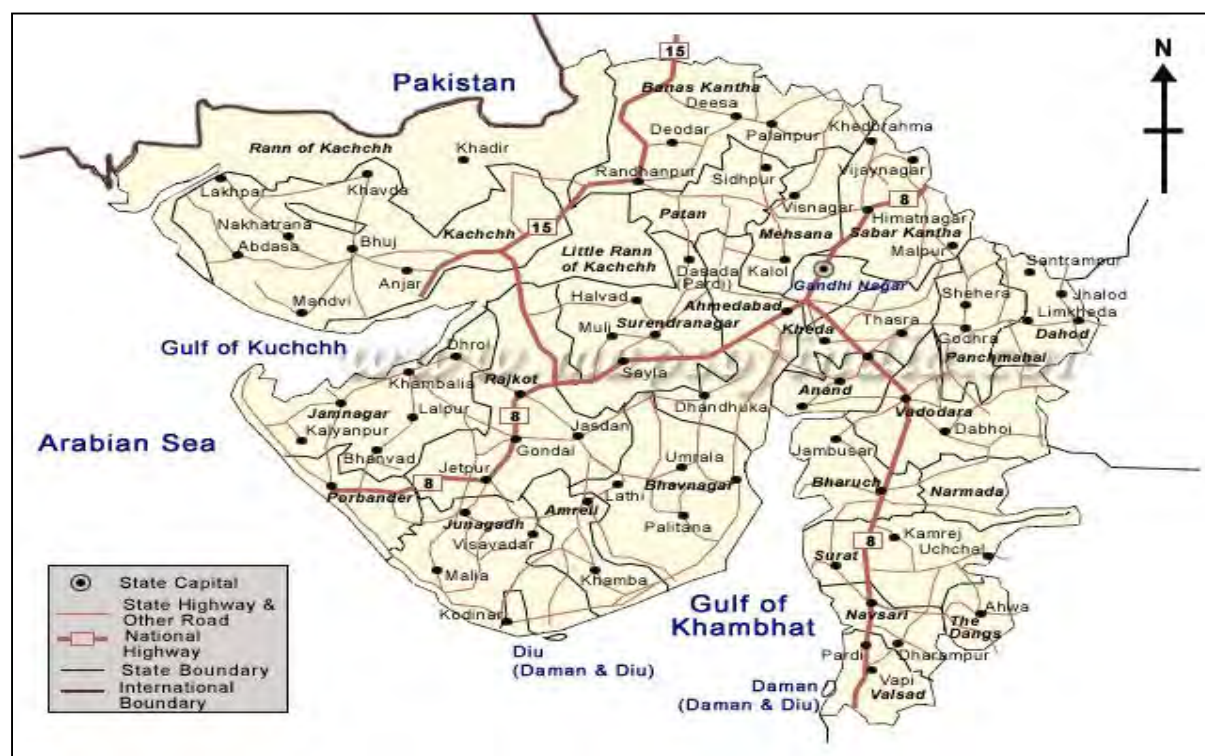


2.4.4 Road Network

The state has an excellent network of roads connecting all major cities, towns and major villages. The inter-city / inter-town as well as inter-state transport is taken care by both State Road Transport Services as well as private point to point operators. The total length of roads in the state is 108511 Kms, which consists of 1570 Kms of National Highways, 95356 kms of surfaced roads and 13155 Kms of unsurfaced roads.

The Road Network in Gujarat is given in Figure 2.7.

Figure 2.7: Road Network in Gujarat



2.5 Power

The total installed capacity as on March 2001 was 8582 MW. 99% of the villages in the state have been electrified.

Gujarat is one of the few states to have promoted private sector involvement in infrastructure. Over 30% of the gross addition to power generation between 1995 and 1999 came through independent power producers.

2.6 Medical Facilities

There are about 2370 hospitals, 7258 dispensaries and 913 public health clinics in Gujarat. Also in the last 2-3 years lot of good hospitals have come up in the private sector. Apollo Hospital, Krishna Hospital, Sal Hospital, Sterling, Sarabhai, Mayo hospital etc are some of them.

2.7 Educational Facilities

There are about 34833 primary schools, 18000 middle schools and 5000 higher secondary schools in the state. In addition, there are 19 engineering colleges, 34 polytechnics and 200 ITIs and other vocational institutions.

Gujarat in the last few years has seen lot of private colleges; some of them are Nirma College of Engineering, Reliance Institute, Som Lalit Institute of Management etc.

2.8 Communication Facilities

As on March 2000, there were 9000 post offices and 2000 telegraph offices. There were 19.2 lakh telephone connections as on March 2000, which have increased to 23.99 lakh by March 2001.

2.9 Significance of Tourism to the State

Gujarat as a tourist destination has immense potential, which is yet to be tapped. The whole length and breadth of Gujarat is dotted with ancient Buddhist, Jain, Hindu and Muslim monuments. The state has a rich and varied animal and bird life. Wild ass, a distinctive species, is found only in the Rann of Kachchh. Saurashtra's Gir forest is now the only abode of lion in Asia, the other being Africa.

The handicrafts of Gujarat are very popular. Kachchh is the breeding ground of handicrafts in which women play a very important role. Silver jewellery crafted into intricate ornaments, leather items like shoes, sandals, handbags and purses, mirror work have become popular amongst tourists. Textile weaving, vegetable dye painting, Zari work, Patola sarees have been the pride of Gujarat for many centuries.

2.9.1 Share of State GDP

The contribution to the NSDP from tourism is very less and is not compiled at the state level. According to CIL, a rough estimation of tourism contribution to NSDP is around 2-3 % which works out to around a contribution of around 300 Crore to the state exchequer. The percentage contribution in the State is less as compared to the contribution of tourism to the national GDP, which is around 5-6%.

2.9.2 Employment Generation

Tourism is a labour-intensive industry and creates many job opportunities, especially for young people who are then encouraged to stay in local communities. In the tourism, hospitality and recreation industries alone, there are more than 50 categories of employment, and approximately 200 occupations. Job opportunities created by tourism also assist areas experiencing the consequences of structural change.

The compilation of employment generation or persons involved with tourism is very difficult to estimate. Also, there are a large proportion of indirect employment avenues, which are linked to the direct employment. As per the industrial estimate, around 47.5 jobs are created with a direct investment of 10 lakhs of rupees in tourism. Also one foreign tourist generates one direct job while 17 domestic tourists generate one direct job. Looking at the above thumb rule, it can be said that there are around 6.5-7 lakhs persons are employed directly in tourism in the state of Gujarat.

2.9.3 Multiplier effect

Visitors to an area purchase goods and services. This spending injects new rupees into the local economy. A percentage of each new rupee is spent in the community by the recipient and this is spent and re-spent, creating a 'multiplier effect'.

When more tourist rupees enter a local economy and a larger percentage is retained locally, the economic benefit is greater. So, the more a community is self-sufficient (i.e. the resources used by the visitor are produced wholly or substantially by the local community) the greater the multiplier effect.

It has been found that all direct revenues generated in the economy due to tourism have also indirect revenue earnings. A multiplier effect has to be considered for estimation of the total revenues generated from tourism. Further the multiplier effect has also to be considered for estimation of the employment generated (i.e both direct and indirect) due to tourism. As per the estimates of the tourism experts the multiplier effect for tourism is around 2.5 times i.e each rupees spent on tourism results in an expenditure of around 2.5 times in the economy.

2.9.4 Diversification:

Tourism can provide diversification, strengthen the local economy by making it less reliant on single traditional base, such as agriculture or mining which are subject to commodity price fluctuations. This is particularly significant for rural communities of Gujarat mainly Kachchh, Dangs, Panchmahal, etc.

2.9.5 Improved Facilities for Residents

Growth in tourism results in new and expanded infrastructure, services and facilities, which benefit residents, particularly in communities where these developments would otherwise not be viable. Tourism also generates improved financial viability for community-owned facilities such as clubs and sporting venues. In these ways, tourism creates tangible benefits including employment opportunities for the community.

2.9.6 Opportunities for Business

Tourism creates opportunities to establish new products, facilities and services, and expand existing businesses, which would not otherwise be sustainable based on the resident population alone.

2.9.7 Preservation of the Environment, Culture and Heritage

Tourism highlights the need for proper management. Through effective policies, planning and research tourism can ensure that the environment, heritage and indigenous culture of an area are preserved. Interpretation of nature-based and heritage product is an important educational vehicle for promoting a better understanding of environmental and heritage values to a diverse population.

2.9.8 A Catalyst for Residential Development

In many places, visitors who initially travelled to particular areas have subsequently become residents, attracted by a better quality of life.

2.9.9 Improved Transport Services

Tourism can stimulate the establishment of new and improved transport services to and within a local area or region.

2.9.10 Educational Opportunities

Tourism can provide expanded opportunities for residents through the introduction of adult education and specialised training courses.

2.9.11 A Broader Social Outlook

Tourism provides the opportunity for residents to interact with other people and cultures and brings new ideas into the community.

2.10 State Tourism Policy

A separate Tourism Department was established in 1973 to identify and develop the tourism potential in the State. This was followed by the creation of Tourism Corporation of Gujarat Limited in 1978, which was entrusted with the task of undertaking and developing tourism-related commercial activities. The Corporation is presently engaged in a variety of activities such as creation of lodging and boarding facilities for the tourists and other aspects of tourist facilitation such as transportation, packaged tours, wayside catering along the National and State Highways, arranging cultural festivals, organizing exhibitions and producing and distributing maps, posters, brochures and pamphlets. The Corporation has set up accommodation facilities at Chorwad, Ahmedpur Mandvi, Porbandar, Veraval and Tithal. Similar facilities at pilgrimage centres like Palitana, Somnath, Dwarka, Pavagadh and Dakor have also been set up by the Corporation.

One of the recent tourist attractions introduced by the Corporation in collaboration with the Indian Railways is a special tourist train. The Royal Orient Train, which connects various tourist destinations straddling Gujarat and Rajasthan State.

However, the Corporation has suffered losses due to a number of organizational constraints. In order to minimize these losses and also to provide better services to the tourists, the Government has undertaken privatisation of some of the commercial property units of the Corporation.

In spite of possessing a variety of tourist attractions such as wildlife, scenic beauty, pilgrimage centers, exotic traditional crafts and festivals, beaches, hospitality of the region and a varied healthy and tasteful cuisine, the State has not been able to accelerate the pace of tourism in comparison to other states. In 1991, the State declared 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 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, relief, and benefits available to the industry in those states.

While other state Governments made successful efforts in developing tourism within their states, the relative inability of the Gujarat State to harness and develop its full tourist potential may be attributed

to a combination of factors such as lack of effective policies, inadequate infrastructure, ineffective marketing and lack of decent facilities for the tourists.

The main rationale for formulating a comprehensive tourism policy is rooted in the convergence of socio-economic spread benefits, environment - friendliness and employment potential of tourism industry and on the other, in the growing demand for tourism products in the State, brought by a rapid industrial growth in the State during the recent years that has led to tremendous increase in number of business travellers.

2.10.1 Objectives of the tourism policy

The main objectives of the States Tourism Policy are:

- Identify and develop tourist destinations and related activities.
- Diversifications of tourism products in order to attract more tourists through a varied consumer choice.
- Comprehensive development of pilgrimage centres as tourist destinations.
- Create adequate facilities for budget tourists.
- Strengthen the existing infrastructure and develop new ones where necessary.
- Creation of tourism infrastructure so as to preserve handicrafts, folk arts and culture of the state and thereby attract more tourists.

2.10.2 Role of State Government in Tourism Development

The state proposes to make commercial services available entirely through private sector or in association with it. The state's role will primarily focus on strengthening and upgrading existing infrastructure and development of new infrastructure.

In line with the promotional role envisages for tourism, the state is planning to implement a inventive package for encouraging new tourism projects as well as expansion of existing ones.

The state Tourism Policy is attached as Appendix III A. This policy was applicable for the period 1995-2000. A new tourism policy is being drafted and will be introduced soon.

2.11 Coastal regulation zone (CRZ)

Central government has declared the coastal stretches of the sea, bays, creeks, which are influenced by tidal action upto 500 metres from the high tide line (HTL) and the land between the low tide line (LTL) and HTL as coastal regulation zone, and put restrictions on setting up and expansion of industries, operations or processes in the coastal regulation zone.

For regulating development activities etc, the coastal stretches within 500 metres of high tide line on the landward side are classified into four categories. CRZ III (third category) is more relevant for the tourism industry. The area upto 200 metres from high tide line is to be re marked as 'No Development Zone'. No construction shall be permitted within this zone. The development of vacant plots between 200 and 500 metres of high tide line in designated areas of CRZ-III can be undertaken with the prior approval of Ministry of Environment and Forests for the construction of hotels/beach resorts.

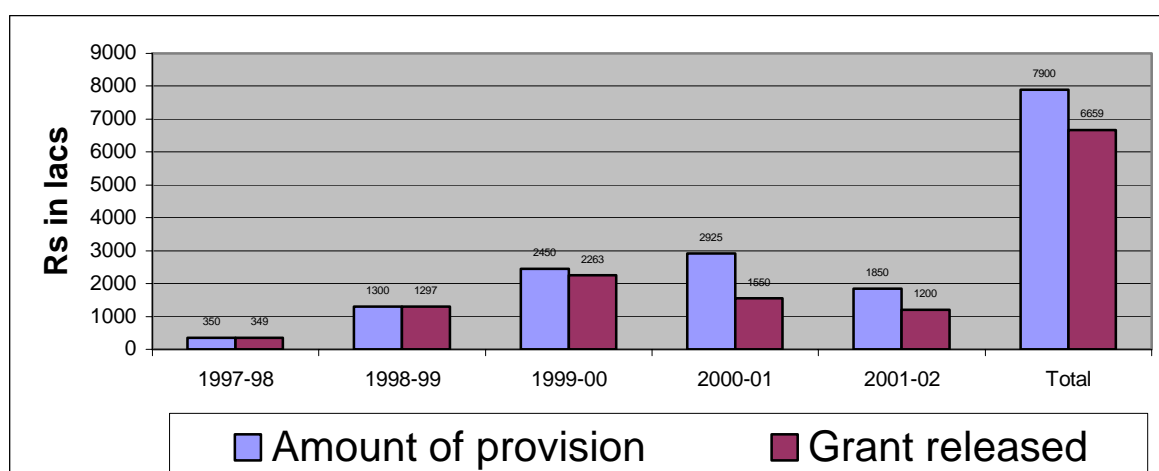
A copy of the CRZ notification is enclosed as Appendix III B.

2.12 State Government Outlays for Tourism

2.12.1 Gujarat state outlay in Ninth Plan

The amount of provision and the final Grant released in the ninth plan (1997/98 – 2001/02) is presented in the fig 2.8

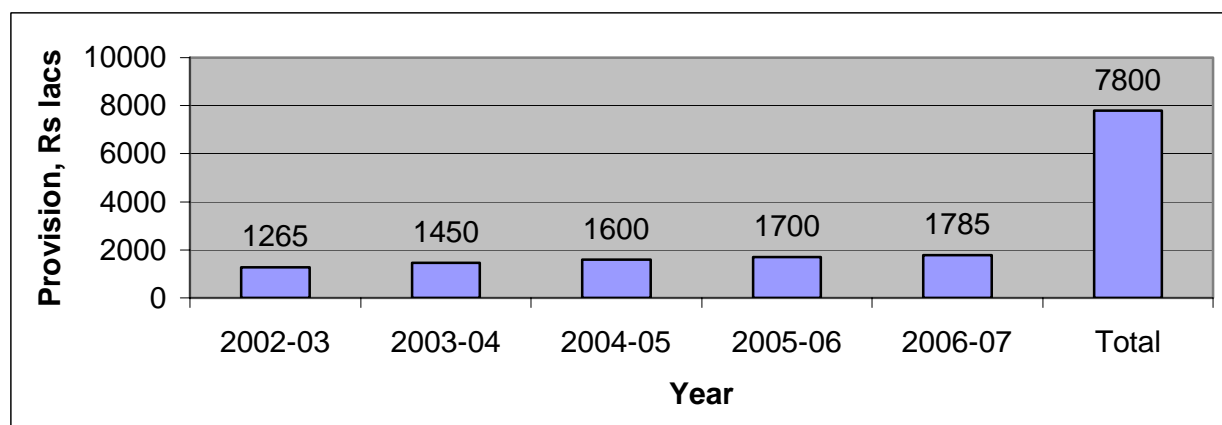
Figure 2.8: Provision and grant release in Ninth plan



2.12.2 Gujarat state outlay in Tenth Plan (2002/3 – 2006/7)

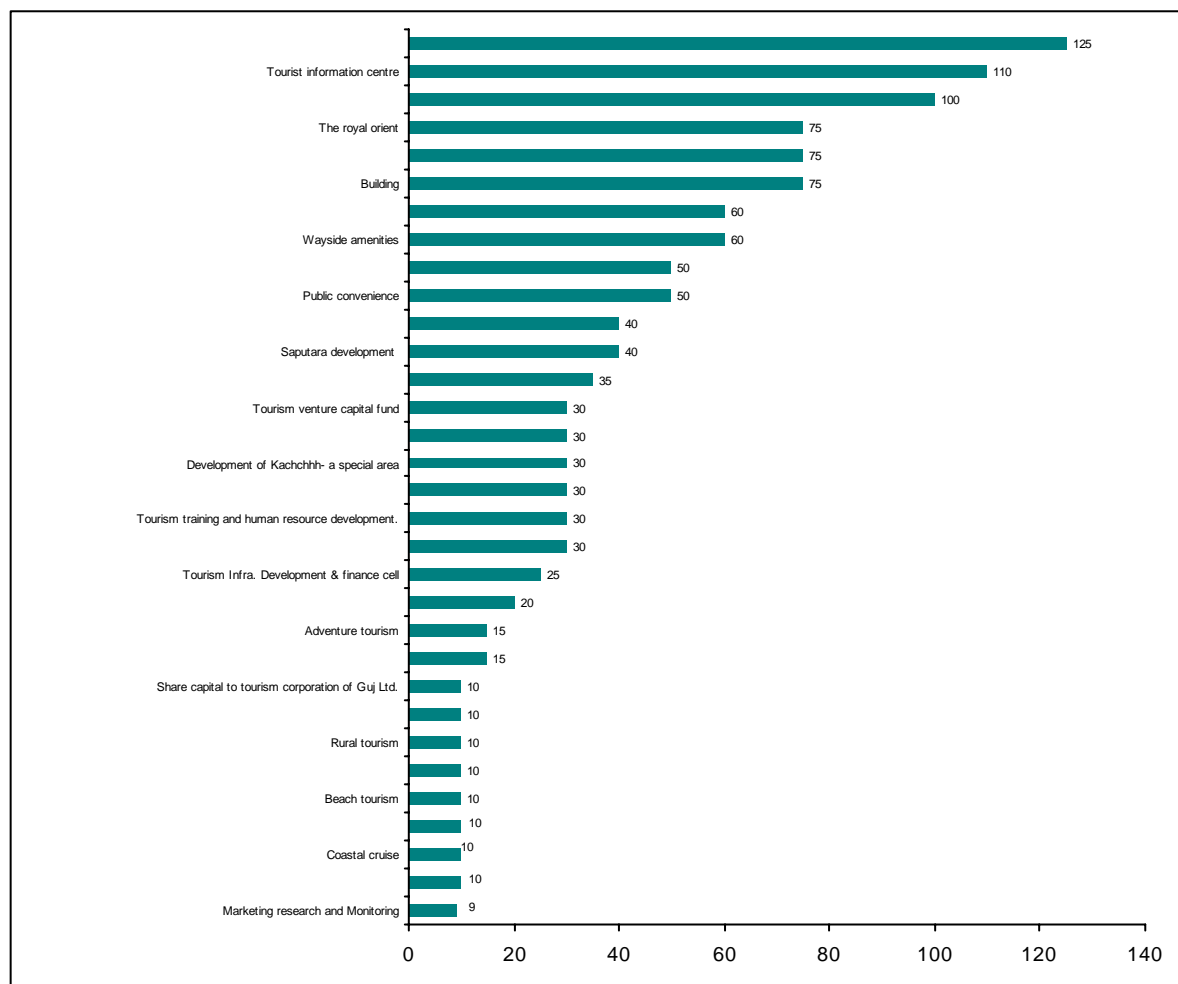
The state government outlay for tourism in Xth plan is given in figure 2.9. This excludes pavitra yatratham development projects.

Figure 2.9: Gujarat Government 10th five year plans



The values shown in the figure does not include the provision of amount for pavitra yatra dham vikas board

Figure 2.10: Detail of Outlay for the year 2002-03, Rs Lacs (Tourism Products)



2.12.3 Tourism

An outlay of Rs. 1723.00 lakh is provided under this sub-sector. The same consists of 1214.00 lakh for Tourism Development activities and Rs. 509.00 lakh for yatratham vikas activities. The approach of the state is to encourage private sector participation and make the role of the government as a facilitator for the encouragement of Tourism. There is tax relief for tourism projects as well as training of manpower, as they play a vital role in development of tourist related projects and supports all marketing and publicity initiatives. Tourism department are primarily looking at developing large number of destinations and also creating a network of places of interest for tourists. It also seeks to identify specific themes such as religious tourism, archaeological tourism, heritage tourism, coastal beach tourism, adventure tourism, corporate tourism, craft and culture tourism for future growth. TCGL is also planning to develop Kachchh as a special area. For “the royal orient train” it is proposed to introduce new packages like “honeymoon package” and corporate package for domestic tourists.

2.12.4 Information and Publicity

Advertisement and publicity is the main media to highlight the tourist destination and tourism products in the state. To attract more and more tourists, publicity in and outside the state and abroad are essential. TCGL wishes to prepare brochures, leaflets, folders, posters, booklets, road map, audio and video cassettes, tourism information system, CD ROMs, hoardings, banners, travel circuit books, advertise in local, out of state and foreign news papers and periodicals, cinema slides, cable TV, national as well as international TV channels and documentaries/audio visuals show. A sum of Rs.125.00 lakhs has been provided for the purpose.

To provide signages at various tourist places and on roadside to guide the tourists, Rs 15.00 lakh has been provided in 2002-03.

2.12.5 Tourist Information Centers

Gujarat Tourism is operating offices to provide basic and accurate information of the state and opportunities regarding tourism projects. It is proposed to provide Rs 110.00 lakh in the annual plan 2002-03 for up gradation and modernize the office automation of Tourist Information Bureau (TIB) of tourist reception center at Ahmedabad and Baroda Airport and travel service at Ahmedabad.

2.12.6 Computerization

Computerization is an essential feature to administer any organization and development activity. It is proposed to carry out up gradation and modernization of existing computers and printers, upgrade and maintain web sites, create web sites and CD ROM in foreign languages i.e. German, French, Japanese, Italian, etc., purchase new computers and install touch screen kiosk at metro cities. It is proposed to provide Rs 30.00 lakh for this purpose.

2.12.7 Tourism Training Institute

The development of tourism depends much upon the service rendered by travel agents, tour operators, guides, receptionists etc. To attract the youth of the state to join the tourism sector and provide them the training, it is necessary to promote tourism training. It is proposed to start a chapter of the Indian Institute of Tourism and Travel Management of Govt of India in Gujarat at Gandhinagar. It is proposed to provide Rs 5.00 lakh for this purpose.

2.12.8 Purchase of Tourist vehicles

It is proposed to provide Rs 10.00 lakh for purchase of new vehicles like Toyota Qualis/Tata Sumo/Car for casual contracts as well as personal visit of the tourist.

2.12.9 Investment Promotion

The state government is expected to shortly announce the Tourism Policy 2002 and beyond to encourage the private entrepreneurs to invest in tourism related projects and to help entrepreneurs for getting the tax incentives according to the size of their investment. A separate investment cell has been created. Investment seminars and meets are likely to be held in big cities of the country like Delhi, Mumbai, Calcutta Chennai, Jaipur, Bangalore, and Hyderabad besides the towns of the state like Ahmedabad,

Baroda, Rajkot, Surat etc. For CD-ROM and diskettes on tourism policy, printing and publication of booklets, brochures etc., Rs. 30.00 lakh has been provided.

2.12.10 Marketing Research and Monitoring

To prepare the details of development of tourism activities and to get tourist data, hotel data including tariff and availability of room's alongwith other necessary data from concerned authorities, Rs 9.00 lakh has been provided.

2.12.11 Development of places and properties of tourist interest

(i) Minor and maintenance work

It is proposed to renovate/upgrade and modernize the properties like Veraval, Dwarka, Porbander, Gandhi Ashram, Kachchh Mandvi, Junagadh and other potential units. Rs.100 lakh has been provided for the purpose.

(ii) Buildings

Rs 75.00 lakhs has been provided as the matching contribution of the state government against the financial assistance sanctioned by Ministry of tourism, Govt. of India to provide infrastructure facilities for ongoing projects like water supply and drainage system, purchase of land, internal and external approach road and other required facilities at TIC (Tourist Information Centre) at Veraval and Porbander, Expansion project at Saputara, Bhuj, Shamlaji, and other projects.

(iii) Saputara development

Saputara is the only hill station of the state (situated on the border of Gujarat and Maharashtra in Gujarat). It has tremendous scope for tourism development. Rs 40.00 lakh has been provided to provide better accommodation, catering and other facilities to the tourist. It is proposed to renovate the existing properties to create more accommodation capacity.

(iv) Wayside Amenities

Wayside amenities are essential preliminary requirement on national and state highways. To provide safe drinking water & public convenience at highways & various tourists spot Rs 110 lakh has been provided.

(v) Integrated infrastructure development

Gujarat has so many tourist destinations, which require infrastructure facility. Rs 50.00 lakh has been provided to develop tourism-related projects.

(vi) Modernisation and up gradation

To modernize and upgrade Pavagadh tourist centre with all modern amenities and better accommodation facilities for the tourist, Rs 35.00 lakh has been provided.

(vii) Development of Kachchh “a special Area”

Kachchh is an area where a tourist can get all memorable experiences including historical, religious, archaeological, cultural and craft heritage. Kachchh requires special attention to attract more and more domestic as well as foreign tourists. Rs 30.00 lakh has been provided to develop tourist facilities at Bhuj, Mandvi, Dholavira, Narayan Sarovar, koteshwar and other places.

(viii) Exhibitions

Exhibitions are popular among the people of all walks of life and area irrespective of literacy and socio economic status. Rs 60.00 lakh has been provided for exhibition at local, national & international levels, seminars and workshops and travel of experts for the awareness of tourism activities in the State.

(ix) Fair and Festivals

Gujarat is a state, which has a number of colourful fairs, and festivals round the year. Fairs like Tarnetar, Shamlaji, Chitravichitra, Madhavpur, Vautha, Bhavnath and festivals like Navratri, International kite festival, Kachchh festival, and Dang darbar are very popular among the public. The central government has also recognised Tarnetar, Navratri, International kite festival and Kachchh utsav on the national tourism calendar, which is one of the platform to promote tourism at national and international level. Rs 75.00 lakh has been provided for providing facilities to the pilgrimages and Festivals at famous 6 yatradsams declared by the state government which is in coordination with Pavitra yatradsam vikas board.

(x) Refurbishment and illumination of Monuments and interpretation center

Rs 30.00 lakh has been provided to carry out beautification and providing basic facilities to the tourists near and around monuments, at surrounding areas of Vijaynagar, Kaleshwari and other archaeological sites, world famous Dakor and Ambaji and other important sites.

(xi) Heritage revolving fund

Heritage properties converted into tourism projects such as hotels can attract foreign and high budget tourists. The scheme for setting up a revolving fund has been approved by state government, which will be utilized for soft loans on liberal terms to upgrade the properties as tourist products. Rs 40.00 lakh has been provided for the purpose.

(xii) Adventure Tourism

Gujarat offers tremendous opportunities for adventure tourism like water sports, aero sport, paragliding at beach sites and hilly areas for the recreation of tourists. Various types of equipment are required to be purchased for which Rs 15.00 lakh has been provided.

(xiii) The Royal Orient Train

The Royal Orient Train is a unique and exclusive product of Gujarat, which caters to foreign and up market tourists to introduce them to the destinations of Gujarat. The Royal Orient travels through Delhi-Rajasthan-Gujarat sector. It is a joint venture between Tourism Corporation of Gujarat limited and the Indian Railways. The train covers Udaipur, Modhera, Patan, Ahmedabad, Sasangir, Diu, Palitana, Ranakpur and Jaipur and highlights the archaeological and historical sites, wildlife, beach and religious places in Gujarat and Rajasthan. For operating this train onboard and ground arrangement expenditure including purchase of linens crockery cutlery and housekeeping materials for

providing rendered facilities to the tourists is needed. It is also proposed to incur expenditure on advertisement and publicity in and outside the state and abroad for this project. It is also proposed to introduce new packages like “honeymoon package” and “corporate package” for domestic tourists. It is proposed to provide Rs 75.00 lakh for this purpose.

(xiv) Coastal Cruise development

Gujarat has the longest coastal line in the country that is dotted with beautiful beaches and big ports in Saurashtra and Kachchh. Coastal cruises will pitch fork Gujarat in the fore front of tourism with the twin advantage of saving time and money and offering a novel tourist experience. The coastal circuit will cover Surat, Bhavnagar, Ahmedpur Mandvi, Sasangir, Junagadh, Veraval, Porbander, Jamnagar, Dwarka, Mandvi, and Koteswar. To set up basic infrastructure and to provide service through ship. Hoover craft either on rental or ownership basis, Rs 10.00 lakh has been provided.

(xv) Tented accommodation

There are such circuits like Saurashtra, North Gujarat, Kachchh and Saputara and Eco tourism destinations that offer considerable opportunities for adventure tourism. The tented accommodation is a unique experience for the tourists. Rs 10.00 lakh has been provided to purchase tents and other necessary equipment for tented accommodation at the time of Tarnetar fair, Modhera dance festival and Kachchh festival for the tourists. There are certain places in hilly areas and backward as well as other areas where seasonal tourists flow at the time of local festivals is anticipated.

(xvi) Log huts, Eco tourism and wildlife

To develop ecological tourism, Nalsarovar and Dunny point are ideal places. Rs 20.00 lakh has been provided for accommodation and catering facilities to the tourists by constructing log huts and resting areas and other tourist facilities in forest areas without disturbing the natural beauty of forest area.

(xvii) Beach Tourism

Gujarat possesses 1600 kms coastal line dotted with interesting beaches like Kachchh Mandvi. The broad contour of development of each of these locations is spelt out through private developers with the help of maritime board for constructing jetties, benches and primary facilities to tourists visiting these locations. Rs. 10.00 Lakhs has been provided for basic facilities for the development of beaches of the state.

(xviii) Canal Tourism

Due to rapid development of the construction of Sardar Sarovar Narmada Dam and main canal throughout the state, it is proposed to promote canal tourism. Rs 10.00 Lakh has been provided for better tourist facilities like public convenience, resting area, cafeteria, and other required facilities for the tourists.

(xix) Rural Tourism

Handicraft, rural culture and typical customs of the state are attracting domestic as well as foreign tourists to the state. There are also rich heritage properties in the rural areas which can be developed by providing and assisting the rural people for creating different kind of handicraft products. Rs 10.00 lakh has been provided to promote these types of activities in the rural areas.

(xx) Sound and light show

Sound and light show is a new concept to highlight the tourist places visited by large number every year (like Red Fort at Delhi, Gwalior fort at Gwalior and other places in the country). It is planned to create these types of sound and light shows at the important places in the state. To attract more tourists, it is proposed to highlight the places by providing historical importance by way of audio and visual media. Rs 10.00 lakh has been provided in the plan for this activity.

(xxi) Share capital of Tourism Corporation of Gujarat Limited

Tourism Corporation of Gujarat Limited has an authorized share capital of Rs 20.00 crores. The paid up share capital of the corporation up to 1999-2000 was Rs 17.18 crores. It is proposed to purchase land to establish tourism projects for which Rs 10.00 lakh has been provided.

(xxii) Tourism Venture Capital Fund

Tourism projects are known for their long gestation period. Their schemes for revenue are often risky in the first few years of establishment. As a result, normally financial institutions and bankers are very conservative when it comes to financing a tourism project, especially. new ideas like golf course, theme park and entertainment complex. In order to promote such kind of new ideas to increase the tourism activity, it is proposed to create a venture capital fund with the intention of promoting tourism projects in the state. The state will provide capital contribution to these types of projects, which will be recovered as per the guidelines of SEBI. Rs 30.00 lakh has been provided for this purpose

(xxiii) Tourism Infrastructure Development and Finance cell

In order to provide basic infrastructure facilities and also financial assistance for the development of tourism industry in the state, it is proposed to set up a separate organization known as Tourism Infrastructure Development and Finance Cell with a total fund of Rs 50.00 crores, which will be financed by way of equity contribution by Govt. of Gujarat, Govt. of India, Tourism Finance Corporation of India Limited, Financial institutions like ICICI, IDBI, IFCI and nationalized banks. To generate the equity contribution, Rs.10.00 crore in the first year (out of which the state govt. will contribute Rs 2.00 crore for creating and developing infrastructure facilities and Rs 2.00 crore for providing financial assistance). Rs 25.00 lakh has been provided.

(xxiv) The Gujarat Pavitra Yatradham Vikas Board

Gujarat Pavitra Yatradham Vikas Board came into existence in the year 1995. State government has entrusted responsibilities of development of six major yatradhams viz. Somnath, Dwarka, Ambaji, Girnar, Palitana and Dakor. Board has also been entrusted liaison work of Kailash Mansarovar yatris of Gujarat State. State Govt. has announced incentives of Rs 20,000.00 cash to be given to all such yatris over and above the kit cost of Rs 4000.00 to each of such pilgrims in addition to second class rail fare from their residence to New Delhi and back to their home and insurance cover of the amount covering risk up to Rs 1.00 lakh to each pilgrim 12,000 such yatris have obtained insurance cover. Rs 317.00 lakh has been provided for development work of six major yatradhams. Rs 40.00 lakh has been provided for incentives to Kailash Mansarovar yatris for 2002-03 and Rs 5.00 lakh is for insurance coverage to Amarnath yatris for the year 2002-03. Rs 55.00 lakh has been provided for celebration of festivals at six major yatradhams e.g. religious fairs at Dakor and Ambaji during full moon night in the months of Falgun and Bhadarva when 15.00 lakh people gather at Somnath and Girnar. Rs. 5.00 lakh has been provided for computerization of the board's administration and Rs. 52.00 lakh has been provided for administrative expenses. The state govt. has also entrusted the development work of

nearly 930 devsthans temples (which are currently under the administrative control of govt.) to the board for which Rs 35.00 lakh has been provided for the year 2002-03. Break up estimates of Rs.509.00 lakh for the year 2002-03 is given as table 2.6 in Appendix II.

The details of the ninth and tenth year annual plan of Department of tourism, Government of Gujarat is given as table 2.4 and table 2.5 respectively of Appendix II.

2.12.12 Eco-development project

A program of Eco development, aiming at development of adjoining sanctuaries and national parks, is being introduced as a new scheme during the 10th plan. The program is focuses on Eco development around places of religious and tourist importance; the outlay for the 10th plan is about 775.99 lakhs. The outlay for 2002-03 is Rs 10.00 lakh

2.12.13 Eco Tourism

This is a new scheme to be introduced during the 10th plan for the wild life education interpretation, training and eco tourism. Here, education is mainly nature education through nature camp for the students, teachers and other elite groups. The training is for departmental staff working for wild life wing. The interpretation program is for visitors visiting the national parks and sanctuaries. The Eco tourism program is for public. The outlay of the 10th plan is Rs 815.00 lakh. The outlay for 2002-03 is Rs 10.00 lakh.

2.12.14 Development of special sites

In Gujarat, there are a number of places adjoining places of religious and archaeological importance. Such areas are proposed to be developed through tree planting, check dams, van talavadi paryavaran plantation, van kutir, check wall roads etc. Outlay of the 10th plan is 547.00 lakhs. The outlay for 2002-03 is Rs 10.00 lakh.

2.12.15 Creation of a Natural History Museum

In Gujarat, after bifurcation of the bilingual Bombay State, no natural history museum could be created. In Gandhinagar, especially in Indroda Park, a natural history museum will be established during 10th plan. This is a new scheme to be introduced in 10th plan. The outlay of the 10th plan is Rs 510.00 lakh. The outlay for 2002-03 is Rs 10.00 lakh.

2.12.16 Passenger cum Ro-Ro Ferry service Project plan.

It was decided to develop passenger cum –Ro-Ro ferry service based on the port policy of Govt. of Gujarat. Sea transportation is very safe and cheaper and environment friendly. It was considered in the port policy to give encouragement to Ro-Ro ferry service and to give high priority. Accordingly, the feasibility studies were awarded to M/s Brekett Renkin Partnerships UK in May 2001 for the centers – Dahej Suvali and Gogha –Pipavav. GMB has given their comments to the consultant and final report is awaited. The expenditure incurred for this study is Rs. 213.88 lakh and a further expenditure of Rs 111.22 lakh is expected.

2.12.17 Civil Aviation

Construction of Mandvi airstrip in Kachchh district and Dholavira airstrip are planned in this year budget provision and for that Rs 149.00 lakh is provided. Also, there are plans to develop airstrips at Ankleshwar, Amreli and Mehsana. For construction of the airstrips, Rs 45.00 lakh has been provided. For development of Ahmedabad airport, Rs 15.00 lakh has been provided. An outlay of Rs 605.00 lakh has been provided for this sub-sector. Presently the helicopter and aircraft are being parked at Ahmedabad Gliding club hanger. Land will be acquired from airport authority of India for construction of states own hanger.

2.12.18 Water supply to religious place

Gujarat has a good number of religious and small pilgrim centres within a radius of a kilometer or two from most villages. Pilgrims visit these religious places on a specified day every month / year. It is therefore necessary to provide water supply facilities at these places so that the visitors/tourist do not face hardships due to non-availability of drinking water. The facility is also required to avoid health hazard due to floating population at these places. An outlay of Rs 40.00 Lakhs for the year 2002-2003 has been provided.

2.12.19 Art and culture

An outlay of Rs 1238.00 lakh has been provided for Art and culture. Archaeological Society of India is responsible for Excavations, explorations, and conservation of protected monuments. At present 329 projects are under directorate of Archaeology. During earthquake, 134 monuments were damaged and 34 were badly damaged.

2.12.20 Central Government Sponsored Schemes

The details of the Central Government Sponsored Schemes are given as Table 2.8 in Appendix II. It can be seen from the allocations of the funds, Girnar has been identified as the focus area for further development (eco development and relocation and rehabilitation of maldharis) where a total of around 106 Crores are committed by the central government. This includes Indian eco development project in Girnar and Relocation and rehabilitation of Maldharis from Gir and Barda. The most noteworthy central allocation is for Management of sanctuaries and national park where Rs. 4.14 Crores are committed.

2.13 Trend in Tourist arrivals

2.13.1 Tourist Arrivals and Growth

Total tourist arrivals in Gujarat increased from 0.06 million in 1995 to 11.44 million in 2000 indicating a compound annual growth rate of 285%.

Foreign tourist arrivals increased from 3005 in 1995 to 31748 in 2000 indicating a compounded annual growth rate of 160% while domestic tourist arrivals increased from 0.057 million in 1995 to 11.41 million in 2000 indicating a compounded annual growth rate of 288.6%. Details of the tourist arrivals are given as table 2.9 in Appendix II. We have considered tourist traffic of 2000 as the base year for further projections. The reasons for considering tourist traffic figures of 2000 are

- Gujarat has witness one of the worst natural calamity in 2001 i.e the Gujarat Earthquake. During this period the tourist traffic dropped substantially but it was compensated with the increase in traffic due to the NGO's and relief agencies operating from most of the hotels.
- Gujarat witnessed post Godhra riots in 2002. This effected the tourist flow into Gujarat to a great extend.

Owing to the above two factors we have considered 2000 as the base year considering that this year the tourist traffic more or less represented the normal year tourist traffic into Gujarat.

Gujarat accounted for 8.35% of domestic arrivals and ranked 5th among All India domestic tourist arrivals in the year 2000. Similarly, Gujarat accounted for 0.68% of foreign tourist arrivals and ranked 14th among All India foreign tourist arrivals in the year 2000.

2.13.2 Tourists Segments

(i) Tourists Segment by Origin

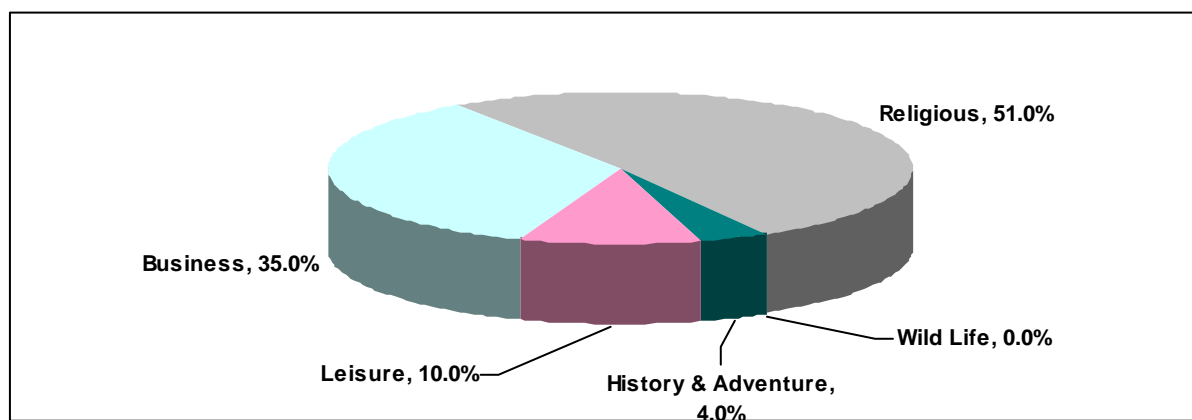
Table's 2.10 through 2.15 given in Appendix II classify the tourist inflow of 26 major destinations in Gujarat as per their state of origin.

The table 2.16 given in Appendix II gives the segment-wise tourist arrivals in Gujarat by region in percent. About 63 % tourists in the above stated destinations are from Gujarat only, where as the rest (excluding Div, Daman and Destinations where only visitors come) 37 % are from other States. Foreign tourists visit mainly Saurashtra and Kachchh.

(ii) Tourists Segment by Interest

Tables 2.17 through 2.22 given in Appendix II, classify the tourist inflow of 23 destinations in Gujarat as per their interest. The table 2.23 given as Appendix II give the segment-wise tourist arrivals in Gujarat by region in percent. Figure 2.11 depicts the break-up of tourists segments by interest in Gujarat.

Figure 2.11: Tourist Segment by Interest



It is evident that business and religious tourists constitute the major tourists segments. Amongst all regions, Central Gujarat has the largest volume of tourist inflow. This is mainly because of business

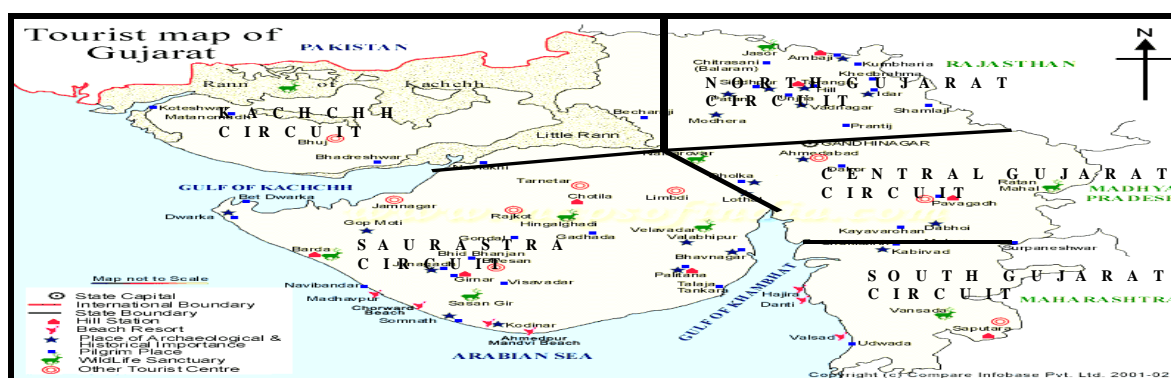
tourist inflow in Ahmedabad and Vadodara. Saurashtra is the next important tourist area, mainly because of religious destinations like Somnath and Dwarka.

2.14 Travel Circuits and destinations

2.14.1 Circuits by Region

Gujarat consists of five major circuits viz The Kachchh circuit, The Saurashtra Circuit, The South Gujarat circuit, The North Gujarat Circuit and the Central Gujarat Circuit. The areas covered by the circuit are shown in Figure 2.12.

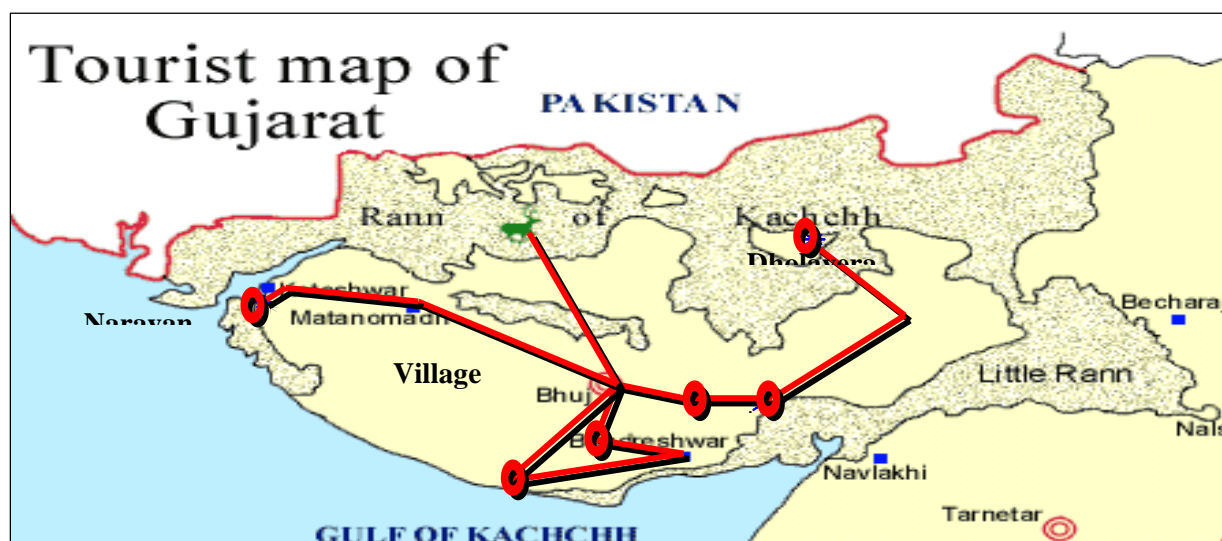
Figure 2.12: The circuits of Gujarat – Region Wise



(i) The Kachchh Circuit

Little Rann Sanctuary, Dasada, Narayan Sarowar, Koteswar, Mata-no-Madh, Bhadreswar, Kera, Bhuj, Mandvi, Gandhidham, Wankaner, Konthkot, Village circuit of Kachchh.

Figure 2.13: The Kachchh Circuit



(ii) The Saurashtra Circuit

Bhavnagar, Palitana, Velavadar, Ahmedpur Mandvi, Veraval, Somnath, Rajkot, Gondal, Porbandar, Dwarka, Wankaner, Jamnagar.

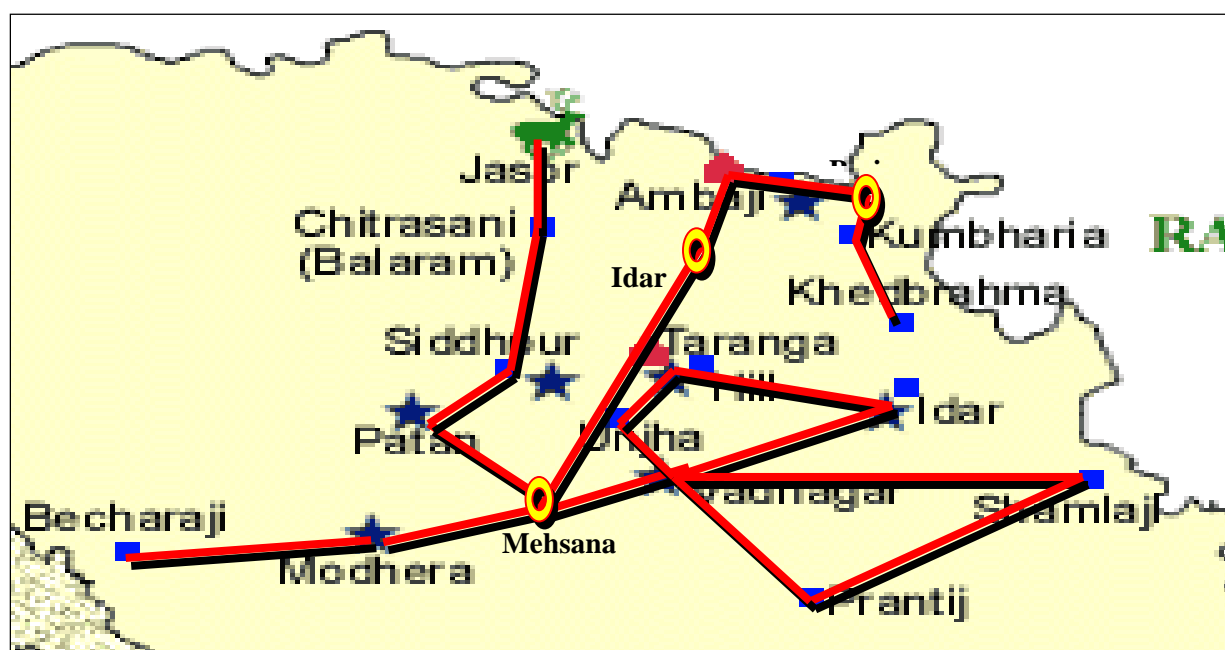
Figure 2.14: The Saurashtra Circuit



(iii) The North Gujarat Circuit

Dasada, Mehsana, Modhera, Patan, Siddhpur, Balaram, Ambaji, Kumbharia, Poshina, Danta, Taranga, Vadnagar

Figure 2.15: The North Gujarat Circuit



(iv) The South Gujarat Circuit

Bharuch, Surat, Tithal, Udwada, Vapi, Navsari, Saputara

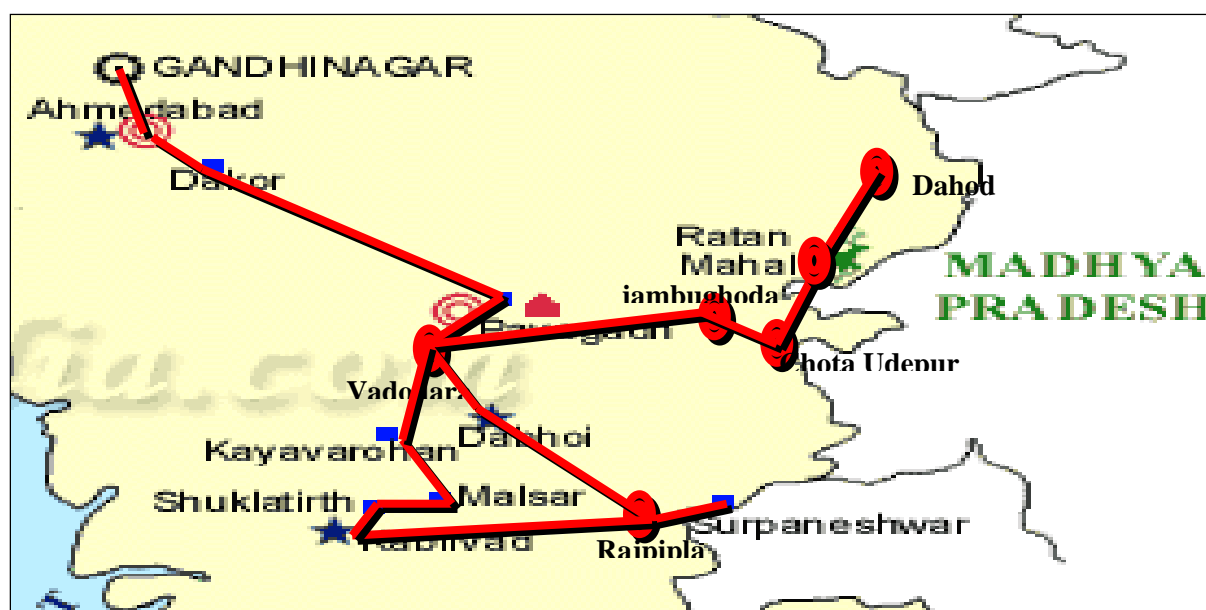
Figure 2.16: The South Gujarat Circuit



2.14.2 The Central & South Eastern Gujarat Circuit

Ahmedabad, Vadodara, Balasinor, Dakore, Dahod, Santrampur, Jambughoda, Chota Udepur, Chandod, Rajpipla

Figure 2.17: The Central & South Eastern Gujarat Circuit



2.14.3 Circuits by Focus

(i) Ancient Civilisations & Historic Architecture

- Indus Sites & Harappan Relics: Ahmedabad, Utelia, Lothal, Rajkot, Gandhidham, Dholavira.
- Medieval Art & Architecture: Champaner, Dabhoi, Palitana, Sihor, Junagadh – Girnar, Gondal, Bhuj, Dasada, Modhera, Patan, Balaram, Kumbhariya, Taranga, Vadnagar.
- Devotional Architecture: Ahmedabad, Palitana, Sihor, Junagadh – Girnar, Dwarka, Gondal, Bhuj, Dasada, Modhera, Patan, Balaram, Kumbhariya, Taranga, Vadnagar.
- European Colonial Architecture: Surat, Vadodara, Ahmedabad.
- Battlefield History & Military Architecture: Dabhoi, Champaner, Pavagadh, Vadodara, Ahmedabad, Darbargadh – Sihor, Diu, Junagadh, Bhuj, Halwad, Wadhwan, Viramgam, Idar

(ii) Tribal, Pastoral, & Rural Culture Circuit

- Coastal villages near Bhavnagar, Sasan Gir (Maldhari, Siddi), Watson Museum – Rajkot, Bhuj (village circuit in Kachchh), Dasada, Balaram, Poshina, Balasinor, Chhota Udepur, Rajpipla, Saputara, Vadodara.

(iii) Traditional Textiles & Handicrafts

- Ahmedabad, Gandhinagar, Pethapur, Patan, Craft Villages of Kachchh, Gondal, Rajkot, Jetpur, Junagadh, Jamnagar, Mahuva, Sihor, Palitana, Sankheda, Surat.

(iv) Institutes of Gujarat

- Ahmedabad, Vadodara, Rajpipla, Anand, Bhavnagar, Rajkot, Bhuj.

(v) Gandhi's Gujarat

- Porbandar, Rajkot, Bhavnagar, Ahmedabad, Dandi, Bardoli.

(vi) Museums & Collections

Vadodara, Ahmedabad, Lothal, Utelia, Bhavnagar, Junagadh, Rajkot, Gondal, Bhuj.

(vii) Wildlife Sanctuaries & National Parks

- Little Rann of Kachchh (Wild Ass Sanctuary), Dasada, Jamnagar (Pirotan Marine Park, Khijadiya Bird Sanctuary, Lakhota Lake), Sasan Gir (Gir National Park), Velavadar National Park, Hingolghadh, Porbandar, Bhavnagar (Pill Gardens, Gaurishankar Lake, Victoria Park), Nalsarovar, Dantiwada Dam, Jambughoda Sanctuary, Bansda National Park.

(viii) Heritage Hotels & Palaces of Gujarat

- Vadodara, Rajpipla, Chhota Udepur, Balasinor, Santram, Utelia, Bhavnagar, Palitana, Gondal, Wankaner, Morbi, Wadhwan, Balaram, Poshina, Danta.

(ix) Beaches & Coastal Attractions of Gujarat

- Kachchh Mandvi, Gandhidham – Kandla, Jamnagar, Dwarka- Bet Dwarka, Porbandar, Veraval, Ahmedpur Mandvi, Gopnath, Bhavnagar, Tithal, Ubhrat, Nagrol, Miyani, Okha Madi, Shivrajpur, and Mundra

(x) The Royal Orient Train

- Ahmedabad, Mehsana, Patan, Modhera, Sasan Gir, Veraval-Somnath, Ahmedpur Mandvi, Palitana,

2.14.4 Circuits by Region

(i) The Kachchh Circuit

- Little Rann Sanctuary, Dasada, Narayan Sarowar, Koteswar, Mata-no-Madh, Bhadreswar, Kera, Bhuj, Mandvi, Gandhidham, Wankaner, Konthkot, Village circuit of Kachchh.

(ii) The Saurashtra Circuit

- Bhavnagar, Palitana, Velavadar, Ahmedpur Mandvi, Veraval, Somnath, Rajkot, Gondal, Porbandar, Dwarka, Wankaner, Jamnagar.

(iii) The North Gujarat Circuit

- Dasada, Mehsana, Modhera, Patan, Siddhpur, Balaram, Ambaji, Kumbharia, Poshina, Danta, Taranga, Vadnagar

(iv) The South Gujarat Circuit

Bharuch, Surat, Tithal, Udwada, Vapi, Navsari, Saputara

(v) The Central & South Eastern Gujarat Circuit

- Ahmedabad, Vadodara, Balasinor, Dakore, Dahod, Santrampur, Jambughoda, Chota Udepur, Chandod, Rajpipla

2.14.5 The Pilgrim Circuit

(i) Hindu Temples

- Jamnagar, Dwarka, Porbandar, Veraval, Somnath, Gondal, Junagadh, Gopnath, Bhavnagar, Ahmedabad, Ambaji, Dakore, Shamlaji, Chandod, Vadodara

(ii) Parsee Pilgrimage

- Surat, Udwada, Sanjan.

(iii) Swaminarayan Trail

- Ahmedabad, Gandhinagar- Akshardham, Vadtal, Bhavnagar, Gondal, Gadhada, Junagadh, Bhuj, Wadhwan, Muli.

(iv) Jain Footsteps

- Bhavnagar, Palitana, Junagadh, Jamnagar, Bhadreshwar, Naliya, Kumbhariya, Patan, Danta, Taranga, Sankheshwar, Mahudi, Ahmedabad, Jhagadiya, Vadodara

2.14.6 Lesser Known Circuits

(i) Ayurveda in Gujarat

- Jamnagar, Gandhidham, Gondal, Junagadh, Bhavnagar, Ahmedabad, Vadodara.

(ii) Buddhist Trail

- Junagadh, Bhavnagar - Talaja, Kachchh – Siyot, Andhau.

(iii) Vintage & Classic Car Circuit

- Ahmedabad, Wadhwan, Wankaner, Gondal, Bhavnagar.

(iv) Music, Dance & Drama

- Vadodara; Ahmedabad; Tribes of the Arravallis, Vindhyas, Satpuras, & Dangs; Kathiawad; Kachchh Fair; Kawant Fair – Chotta Udepur; Chitra Vichitra Fair – Poshina; Dangs Durbar – South Gujarat; Bhavnath – Junagadh; Tarnetar Fair – Surendranagar; Modhera Dance Festival.

(v) Steam Engines & Locomotives

- Vadodara – Dabhoi – Chandod (historic narrow gauge route); Chhota Udepur (Railway Saloon); Vadodara – Gondal (Railway Saloon, rural rail rides).

(vi) Dhows & Ships

- Bhavnagar, Alang, Veraval, Porbandar, Jamnagar, Mandvi, Bhuj.

(vii) Cuisine

- Bhavnagar (Kathiawadi food); Ahmedpur Mandvi / Diu (Portuguese food); Veraval (Sea food); Gondal (Kathiawadi food); Bhuj (Kachchhi food); Ahmedabad – Balasinor (Muglai-Gujarat fusion food); Surat (Parsee cuisine).

(viii) Adventure Tours

- Horse Safari: Ahmedabad, Danta, Dasada, Wankaner, Gondal, Vadodara
- Camel Safari : Rann of Kachchh, Banni Grassland, Bhuj, Rudrani Dam, Khavda, Zainabad, Nanda Bet
- Trekking : Saputara to Ahwa; Dasada to Dhrangadra; Banni; Idar to Vijaynagar; Poshina to Abu; Janbughoda; Ratanmahal Sanctuary; Pavagadh; Junagadh; Taranga.

(ix) Geological Wonders

- Dinosaur Fossils at Balasinor; Little & Great Rann of Kachchh; Bhal & Banni Plains; Dinodar Peak & Malir Garden at Vithon in Kachchh; Agate & Semi-Precious Stone mining in Gulf of Cambay, Rock formations in Taranga and Idar.

2.14.7 Recommended Circuit

Based on the discussions with tour operators and tourists, there is an urgent need for a tour covering major tourist spots of Gujarat and should be of 5 or 10 days. To fulfil this demand we recommend the development of the following two circuits

(i) Circuit I – (Ahmedabad – Lothal – Palitana/Bhavnagar – Ahmedpur Mandvi – Somnath – Gir- Chorwad/Junagadh – Porbander – Dwarka – Jamnagar – Rajkot – Ahmedabad.)

Tentative program of the circuit

- Day 1 : Arrive at Ahmedabad, Ahmedabad and Gandhinagar darshan. Night stay at Ahmedabad
- Day 2 : Visit Modhera Sun temple back to Ahmedabad. Night stay at Ahmedabad
- Day 3 : Visit to Lothal and arrive at Palitana. Night stay in Palitana
- Day 4 : Palitana darshan and reach Ahmedpur Mandvi, Visit beach in evening. Night stay at Ahmedpur Mandvi
- Day 5 : Reach Somnath. Visit Veraval/Chorwad. Attend Somnath temple arti in evening. Night stay in Somnath
- Day 6 : Visit Gir sanctuary. Arrive Porbander. Night stay at Porbander
- Day 7 : Porbander darshan. Arrive Dwarka. Night stay at Dwarka
- Day 8 : Dwarka/Beyt Dwarka Darshan. Arrive Jamnagar. Night stay at Jamnagar
- Day 9 : Jamnagar Darshan. Arrive Rajkot. Night stay at Rajkot
- Day 10 : Rajkot Darshan. Visit Gondal/Wankaner. Arrive Ahmedabad

(ii) Circuit II (Ahmedabad – Adalaj – Modhera – Vadnagar – Patan – Dholavira – Bhuj – Mandvi-Ahmedabad)

Tentative program of the circuit

- Day 1 : Arrive at Ahmedabad, Ahmedabad, Gandhinagar and Adalaj darshan. Night stay at Ahmedabad
- Day 2 : Visit Modhera Sun temple back to Ahmedabad. Night stay at Ahmedabad
- Day 3 : Visit to Vadnagar and Patan. Night stay at Poshina/Balaram
- Day 4 : Visit Dholavira. Night stay at Bhuj
- Day 5 : Bhuj Darshan. Night stay at Bhuj
- Day 6 : Visit Mandvi Mahal and beach. Back to Ahmedabad.

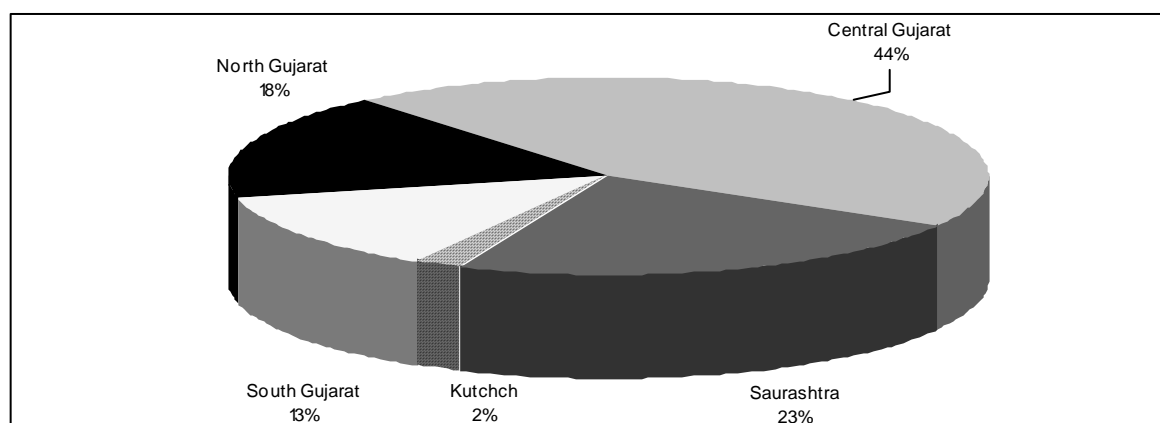
Figure 2.18: Recommended Circuit



2.15 Current status of Integrated Tourist Infrastructure/Facilities

From the viewpoint of identification of tourism development and infrastructure, Gujarat has been divided into five regions: Saurashtra, Kachchh., South Gujarat, Central Gujarat, and North Gujarat. Figure 2.19 shows the region-wise tourist inflow.

Figure 2.19: Region Wise Tourist Inflow in Gujarat



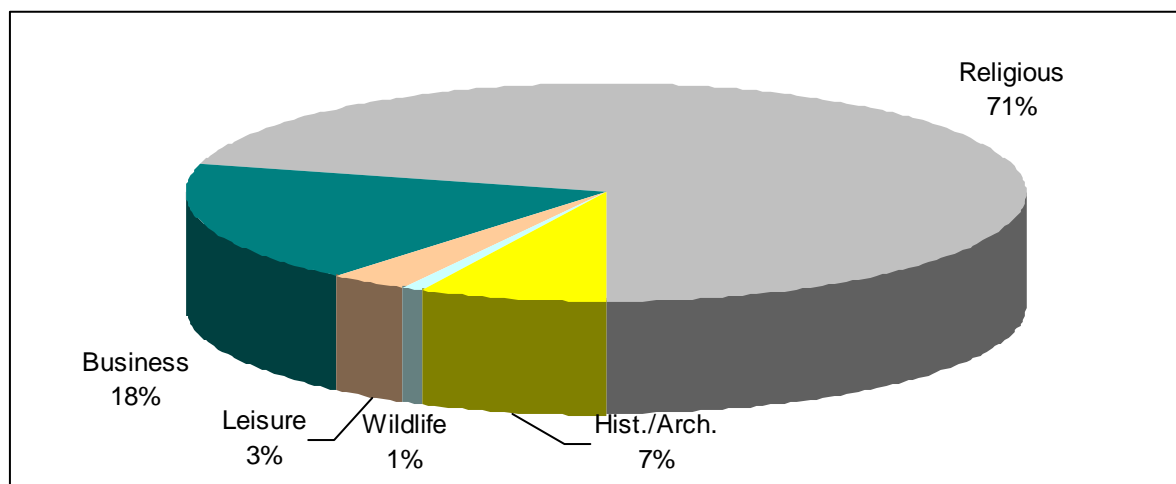
It is evident that major chunk of the tourist traffic is in Central Gujarat region (mainly business tourists in Ahmedabad and Vadodara). The rest are pilgrim tourists in Dakore. In North Gujarat, bulk of the tourist inflow comprises pilgrim tourists going to Ambaji and Bahucharaji. In South Gujarat, Surat is a major destination for business tourists; and Saputara is a prime leisure destination. Saurashtra region is the next most important region due to pilgrim centres of Dwarka, Somnath and Palitana. Rajkot attracts mainly business tourists. Although full of potential, Kachchh attracts less than 2% of the total tourist inflow of the State. These are mainly cultural and leisure tourists. This shows greater need for focus and infrastructure requirement in Kachchh.

Following sections discuss the region-wise and destination-wise infrastructure status.

2.15.1 Saurashtra Region

Figure 2.20 shows segments wise break-up of tourists in Saurashtra

Figure 2.20: Tourist Segment by Interest



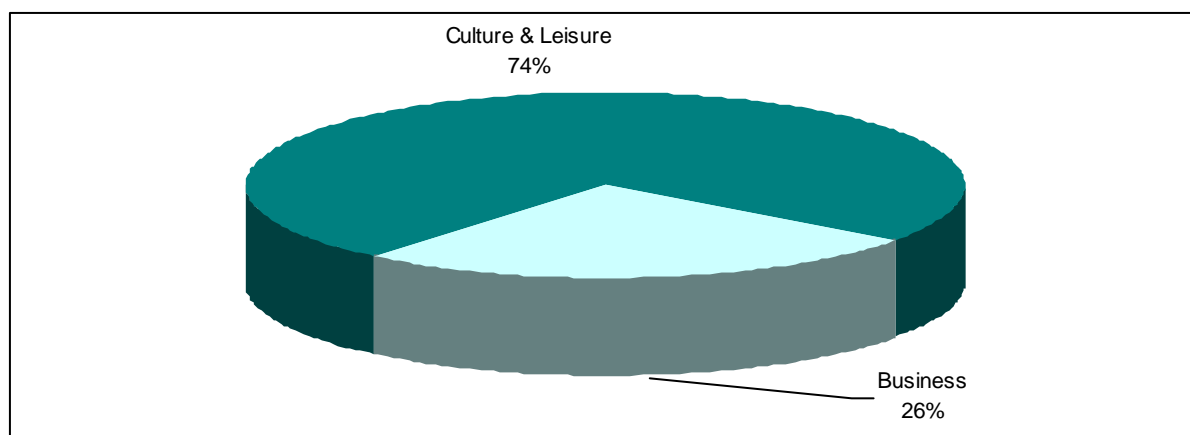
In Saurashtra, religious tourists visiting Dwarka, Somnath and Palitana form a major share of the total tourist inflow. Other destinations related to history, architecture, wildlife and leisure are not developed to its potential.

Appendix II – Tables 2.24 and 2.25 give the details of infrastructure requirement at various destinations in Saurashtra.

2.15.2 Kachchh Region

Figure 2.21 shows segment wise break-up of tourists in Kachchh.

Figure 2.21: Segment-wise Tourist Inflow in Kachchh

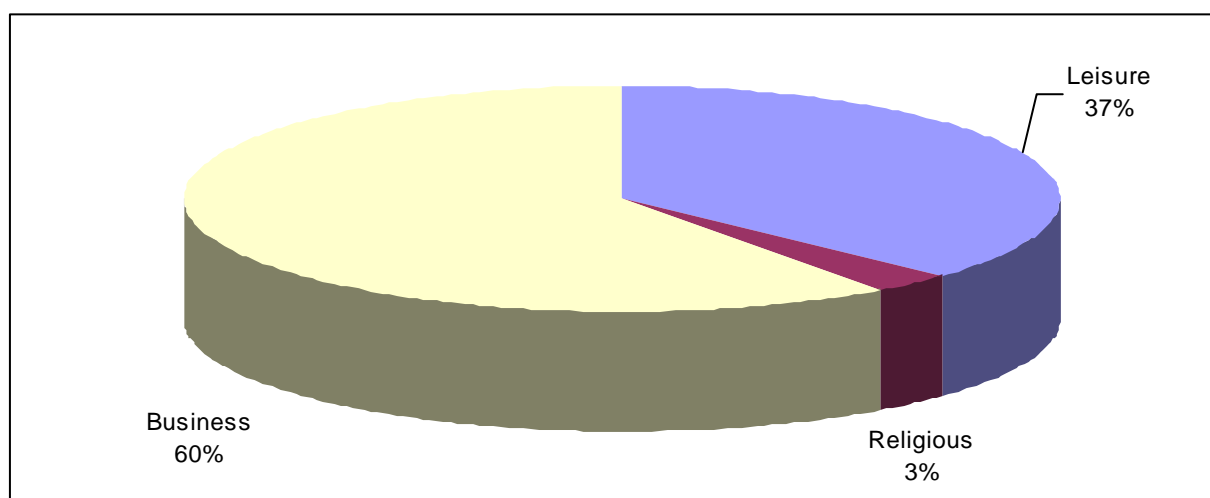


In Kachchh, Bhuj is the main hub. Majority of the tourists visiting Kachchh visit Bhuj. They make Bhuj as a base and travel to other destinations like Mandvi, Anjar, Bhadreshwar, Dholavira, Khavda, Koteswar, Mata-no-Madh, Lakhpatt. Villages of Banni, Haridi, & Gajauri. Gandhidham remains a major business centre in Kachchh. Table 2.26 Given in Appendix II gives details of the infrastructure requirements in Kachchh .

2.15.3 South Gujarat Region

The Figure 2.22 shows the segment wise break up of tourists in South Gujarat region..

Figure 2.22: Segment-wise Tourist Inflow in South Gujarat



In South Gujarat, business tourists visit Surat and other centres like Valsad and Vapi and form a major share of the traffic. Ubhrat is largely a picnic spot with visitors mainly from Surat, Navsari and Vadodara. Saputara is a major leisure and recreation destination. Tithal is a minor destination from the viewpoint of leisure as well as religion.

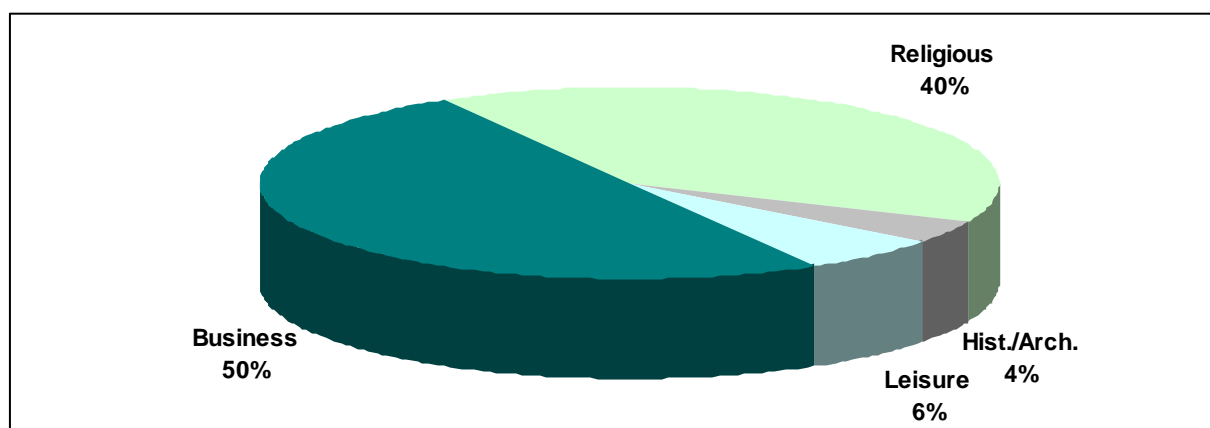
Table 2.27 given in Appendix II, gives the details of infrastructure requirement at various destinations in South Gujarat.

2.15.4 Central Gujarat Region

The Figure 2.23 shows the segment wise break-up of tourists in Central Gujarat region.

Ahmedabad is a major business centre in Central Gujarat. It also contributes to leisure and history/architecture tourism. Vadodara is another major destination for business tourists. Large number of tourists visiting Pavagadh and Ajwa-Nimetha Garden stay at Vadodara. Pilgrim tourist traffic in this region is mainly for Dakore and Pavagadh. Table 2.28 given in Appendix II gives the details of infrastructure requirement at various destinations in Central Gujarat.

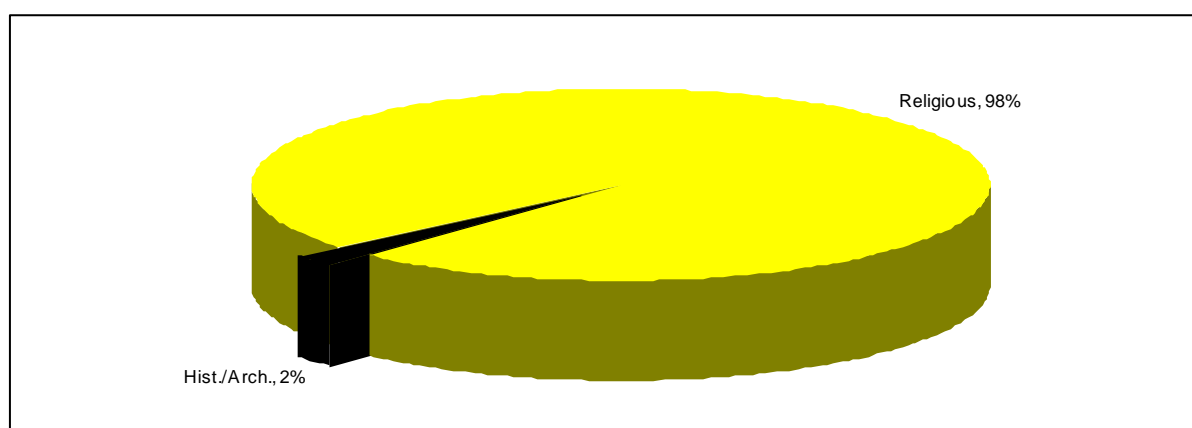
Figure 2.23: Segment-wise Tourist Inflow in Central Gujarat



2.15.5 North Gujarat Region

The Figure 2.24 shows the segment wise break-up of tourists in the north-Gujarat region.

Figure 2.24: Segment-wise Tourist Inflow in North Gujarat



Ambaji, Bahucharaji and Siddhpur are important pilgrim centres contributing to tourist inflow in North Gujarat. Modhera and Patan are major destinations of historical and architectural importance. There is very less leisure and business tourist traffic in this region.

Table 2.29 in Appendix II, gives the details of infrastructure requirement at various destinations in North Gujarat.

2.16 Enviromental Status of Gujarat State

The total geographical area of Gujarat State is around 196 Lac ha. Gujarat can be primarily divided into 3 regions namely,

- Gujarat region i.e. comprising South Gujarat, North Gujarat and Central Gujarat.
- Saurashtra and
- Kachchh.

Gujarat has an array of habitats, ranging from deciduous forests, desert plains, grasslands, and wetlands to coastal and marine ecosystems.

2.16.1 Basic Environmental Parameters

(i) Average temperature

Maximum and minimum temperatures of major cities are given as table 2.30 in Appendix II. It can be seen that most of the destinations in Gujarat are in the higher temperature range i.e around 40° C. This is a major concern for development of tourism in the state. This problem can be reduced to a great extent by having Air Conditioned transport, Air Conditioned hotel rooms and organising tourism promotional activities like exhibitions, folk music etc in the evenings when it is pleasant.

It is also observed that Gujarat has pleasant winters where the temperatures are not extreme. Thus Tourism during the winter season (which also happens to be the season when maximum number of foreign tourists visits India) can be developed in Gujarat.

(ii) Rainfall

District wise rainfall since 1985 is given as table 2.31 in Appendix II. It can be observed that off late Gujarat is not having sufficient rains, which is leading to water shortages in most parts of Gujarat. Water is one of the main concerns for development of tourism in the state of Gujarat. With the Narmada canal project going on in full steam, dependence on rainfall for the water requirement would be greatly reduced.

(iii) Ambient environmental quality

The Central Pollution Control Board (CPCB) in collaboration with the State Pollution Control Boards (SPCBs) has established a National Ambient Air Quality Monitoring (NAMP) network to collect, compile and disseminate information on air quality. The air quality in five major cities of Gujarat is given as table 2.32 in Appendix II.

The air quality, with respect to respirable suspended particulate matter (RSPM) was about 150 µg/m³ in residential areas while 180 µg/m³ in industrial areas of Ahmedabad which is very high compared to National ambient air quality standards set by CPCB.

(iv) Water, noise, solid waste

Most of the Tourist destinations are located near some water source like river, Ponds or Sea. This has led to pollution of the water sources by way of effluent disposal. Gujarat pollution control Board is now strictly implementing the environmental policy and making the individual cities/Destinations to treat their effluent before disposal into natural streams.

Noise pollution is largely restricted to Industry and Industrial estates and not normally observed at tourist's places. Some noise due to vehicular movement may be observed at Tourist places but that is negligible.

Tourism activities contribute to generation of solid waste. Tourists in terms of plastic bottles, polythene bags, papers etc also generate solid waste, which is now a major concern at all tourist spots. Precautionary measures have to be taken in terms of law and awareness to prevent the tourist places from being spoilt by solid waste. In large Municipalities like Ahmedabad, a systematic solid waste management programme is being implemented.

2.16.2 Current land use

Out of the total 1.96 Lac square Kilometers of land of Gujarat State, cultivable land is around 124 Lac. Sq. Km's. Irrigation potential developed till June 1996 was around 35.56 Lac. Hac. Against ultimate potential of around 65 Lac ha. The utilisation is 28.50 Lac hac. From all surface and ground water schemes, which is 23% of total cultivable land? Remaining 77% of cultivable land does not get any irrigation. Table 2.33 in Appendix II gives the category wise land use details in Gujarat.

It is recommended that at least 33% of the land area should be under forest cover to prevent the deterioration of the environment. The total area of forestland in Gujarat as per various legal categories is 18830 sq. km., which represents 9.61% of total geographical area. The protected forest area in Gujarat is 388.12 sq. km. I.e. 2.06% of total forest area.

However recent trend of forest cover in Gujarat is very encouraging. An increase of 671 sq.km of forest cover has been recorded between assessments of years 1991 and 1997. As per 1999 FSI report, the tree cover has increased further by 387 sq. km.

Remote sensing studies conducted by Gujarat Ecology and Education Research (GEER) foundation has shown considerable improvement in forest cover in Baroda, Shoolpaneshwar, Hingolghadh and Rampara sanctuaries, the catchments area of Sardar Sarovar project and Girnar. It is also shown that the forest cover has improved in some parts of Surat (Mandvi and Vyara), Bharuch (part of Rajpipla division) and Sabarkantha (Bhiloda taluka).

2.16.3 Notified industrial areas

Gujarat Industrial Development Corporation (GIDC) has developed certain estates as notified areas. A GIDC estate can be classified as a "Notified Area", to function as an independent body, thereby avoiding multiple taxation problems. Notified Areas do not come under the jurisdiction of local self-governing bodies.

The following GIDC estates are declared as Notified Areas

- | | |
|---------------------------|-------------------------|
| • Bulsar | • Nandesari |
| • Umbergaon | • Bulsar(Expansion) |
| • Petrochemical Complex | • GSFC |
| • Bharuch | • Chattral |
| • Ankleshwar | • Valia-Jhagadia (GNFC) |
| • Sachin | • Hazira |
| • Sarigam | • Vagodia |
| • Kalol – Panchmahal Dist | • Kalol Mehsana Dist. |
| • Vapi | |

2.16.4 Flora and Fauna

Gujarat is a state rich in wildlife. The state has variety of wildlife consisting of about 40 species of mammals and 425 species of birds. The national parks and sanctuaries are habitats for most of the flora and fauna found in Gujarat. Some of the dominant flora and fauna in Gujarat are given below.

(i) Flora

The main tree species that occupy the habitats are Khair, Sadad, Timru, Babul, Amla, Moledi, Dhavdo, Kadayo Bahedo, Khair, Dhavdo, Sadad, Timru, Amla, Moledi, Kadayo, Salai, Simal, Khakhro, Ber and Asundro.

Species like the Jambu, Karanj, Umro, Vad, Kalam, Charal, Sirus and Amli are also found here. Finally, Prosopis and Casuarina have been planted in the coastal border of national parks and forests as part of the forestation plan.

Modad, Kakad, Kalam, Garmalo, Limdo, Apto, Dudhlo, Siras, and Dhraman are trees that form the top part of some of the forests.

Mindhol, Bordi, Kanthar, Hingori, Karamda and Antedi mainly form the understory. Ground cover has herbaceous growth of Desmodium, Tephrosia, Indigofera and Vernonia.

Grasses mostly include Bhagoru, Ratad, Zinjavo, Saniyar and Kagadiyu. Important 'Lianas' (woody climbers) include Khervelio Baval, and Malvelo. Around Gir, there are some grasslands, locally known as 'Vidis'. Reserve Vidis have better palatable grass species and are well protected.

The moist, shady riverine habitats show presence of more evergreen type of trees like Kalam, Sajad, Karanj, Jambu, Amli, Umbro, to name a few.

Apart from the above, the marine sanctuaries near Jamnagar and sea coast near Okha and Beyt Dwarka have mangrove forests.

(ii) Fauna

The fauna of Gujarat consists of Asiatic lion, leopard, chital, nilgai, chinkara, antelope, wild boar, crocodile, wild ass, paradise flycatcher, back headed cuckoo, pied woodpecker, bonnelli's eagle, crested serpent eagle, painted sandgroose, bush quail, flamingo, grey partridges, turtles, shrimp, sponge, eels, sea urchin, gobies, dolphins, dugang, boralia, Indian wild ass, panther, Black buck, Chinkaras, Blue bull, Jackals, wild boar, Ghudkhur and rare birds Houbara Bustard, Falcons, Larks, Sloth bears, panthers, large size monkeys, langoors, jackals, antelopes, hyenas, jungle cats, foxes, honey badgers, hare, porcupines, Water birds, mostly migratory during winter months such as flamingos *Phoenicopterus ruber roseus* , pelicans *Pelecanus philippensis* , storks, ducks, egrets, herons, Blackbucks, wolf, jackals, hare, harriers florican etc.

(iii) Attraction to migratory birds

The vast and diverse array of habitats has made Gujarat the paradise for migratory birds and bird watchers. The bird watching opportunities include observing bird species in great nesting colonies, at their major roosting sites, or in spectacular migrating flocks. The large coastal area attracts large numbers of migratory and indigenous birds. A few to name are

- Offshore from southern coast of the Gulf of Kachchh, a group of 42 islands declared as marine sanctuary attracts scores of coastal birds feeding on mudflats and rocky shores. The dense mangroves trees provide an ideal place for nesting and feeding.
- Khijadia bird sanctuary near Jamnagar
- Gaga sanctuary is a tiny patch of scrub and grassland near Jamnagar that offers protection to the habitat of endangered bustard.
- Lakhota talav in Jamnagar city attracts about 75 species of birds in winter
- Gir forest is also famous for variety of birds nesting in dense forest.
- In winter, the little rann of Kachchh attracts species that range from dry land birds like the Houbara bustard and spotted sandgrouse to flocks of common and demmossile cranes, flamingos, pelicans, and other wetland birds. This is also an ideal hunting ground for short-toed eagles, aquilla eagles, various species of falcon, harrier, vulture, whit eyed buzzard, hawks, kites and owlets.
- Around Ahmedabad, Nalsarovar and Thol Lake have been notified as bird sanctuaries. A multitude of species gather at these lakes in winter.
- The coastal creeks of Porbander are among the finest places in India to view flamingos, pelicans, storks, ibises, ducks and shore birds.

2.16.5 Availability of water bodies

Gujarat has 1600 kms long coast, which is about 25% of national coastline of India. The entire coastline is dotted with numerous beaches, which can be developed as tourist spots. Three major inter-state rivers viz. The Narmada, the Tapi and the Mahi flow through Gujarat. These rivers flow in Central and South Gujarat where average annual rainfall is 2000/2500 mm, where as in North Gujarat, Saurashtra and Kachchh, there are 168 rivers but due to scanty rainfall of 400 mm or less annually, they remain almost dry and hence very limited ground water resources are available. As a result, ground water table in these areas has been lowered beyond 1000 ft.

The 3rd major factor is the salinity ingress through 1600 km. long coastline, which has advanced to about 6 kms from the coastline in all such areas of the State, as a result of which the ground water in the coastal areas has become saline.

Apart from this, Gujarat is establishing a network of canal through its Sardar Sarovar Narmada project. This leaves tremendous scope for development of canal tourism all over Gujarat. The canal network may also help in solving the water scarcity problem faced by Saurashtra and Kachchh region thereby boosting tourism in these places.

2.16.6 Tourist place already environmentally damaged

The Marine National Park at Jamnagar coast in Gujarat, which covers an area of 169 sq. km, was declared as a protected area to save more than 200 species of marine flora and fauna. The area is sandwiched by the ports of Vadinar and Kandla and also by the private jetties. Imported crude oil and

petroleum products are unloaded here and Environmentalists have shown concern that increasing activities like laying oil pipelines, movement of ships and tourists arrivals may endanger the system.

Kuda beach near Bhavnagar has potential to be developed as a tourist spot, however oil spills are a regular feature. The oil spills are mainly from the nearby Alang Ship breaking yard, which is also the largest ship-breaking yard in Asia.

2.17 Current Status of Institutional framework for Tourism

2.17.1 Financing of Tourism projects

Apart from private finance corporation like ICICI, IDBI etc., Gujarat State Finance Corporations (GSFC) is a government of Gujarat undertaking financing body, which actively promotes tourism projects in Gujarat.

The role of GSFC in general is

- Financing industrial units in Gujarat and the Union Territories of Dadra and Nagar Haveli
- Financial assistance to new SSI units and existing units undertaking expansion, diversification, modernisation or renovation
- Operating schemes for financial assistance to doctors, women entrepreneurs and ex-servicemen
- Offering finance to SSI units for obtaining ISO 9000 certification, marketing and sales promotion activities.

GSFC has formulated its own Tourism policy, which is as under:

- Identifying and developing tourist destination and related activities
- Diversifying tourism-related activities for attracting more tourists
- Developing pilgrimage centres as tourist destinations
- Creating adequate facilities for budget tourist
- Strengthening present tourism - related infrastructure with opening of new centres
- Promoting accommodation projects, food oriented projects, entertainment projects, service oriented projects, etc.
- Promoting tourism in the areas of religious and archaeological importance, heritage, wild life, coastal and beach, traditional art and craft based, corporate, adventure, highway, etc.
- Encouraging training facilities for developing a pool of human resources for tourism - related activities by private sector

GSFC has identified certain projects in Gujarat. Some of them are given as table 2.34 in Appendix II.

Government of Gujarat has proposed the following two facilities for financial assistance in tourism related projects

(i) Tourism Venture Capital Fund

Tourism projects are known for long gestation period. Their schemes for revenue are often risky in the first few years of establishment. As a result, normally financial institutions and bankers are very conservative when it comes to financing the tourism projects, especially the new ideas like golf course, theme park, entertainment complex. In order to promote such kind of new ideas to increase the tourism activities, State Government has proposed a Venture Capital Fund with the intention of promoting tourism projects in the state of Gujarat. The state will provide capital contribution to this type of projects, which will be recovered as per the guidelines of SEBI.

(ii) Tourism infrastructure Development and Finance cell

In order to provide basic infrastructure facilities and also financial assistance for the development of tourism in Gujarat, government of Gujarat has proposed to set up a separate organisation known as Tourist Infrastructure Development and Finance cell, with a total fund of Rs 50 crores. The cell will be financed by way of equity contribution by govt of Gujarat, Govt. of India, Tourism Finance Corporation of India Limited, Financial Institutes like ICICI, IFCI, IDBI and Nationalised banks. To generate the equity contribution of Rs 10 crore in the first year, State Govt. will contribute Rs 2 crore for creating and developing infrastructure facilities and Rs 2 crore for providing financial assistance.

2.17.2 Human Resources Development

Government of Gujarat has put lot of emphasis on human resource development and training which is depicted below.

- Tourists depend upon travel agents, guides and hence trained manpower is one of the most important aspects of the tourism industry. On the basis of available statistics, training facilities can be safely said to be totally inadequate. If trained manpower is not available locally, the objective of local employment will not be achieved.
- Keeping in view the approach of market-led development, the State Government encourages and supports creation of training facilities in the private sector by private agencies/individuals.
- Hotel Management course, courses meant for guides, caterers and other supervisory and non-supervisory staff of hotel are to be introduced in Industrial Training Institutes (I.T.Is). Approved hotel associations and private entrepreneurs are encouraged to create new training facilities by making available land to them for this purpose and by giving other appropriate incentives. The Government is also considering setting up a Hotel Management Training Institute at the State level, preferably in private sector.
- Residents of Gujarat, especially local youths, are encouraged and facilitated to take part in training courses.
- The Institute of Hotel Management, Catering & Nutrition which is working under the administrative control of the Central Government are to be utilized to start new training courses so that the residents of Gujarat can get admission and manpower requirement of this sector is met.
- The state government is thinking of implementing a scheme for the residents of Gujarat who would be undergoing training, reimbursing a part of the tuition fees through scholarships.

At present there are three well-known institutes in Gujarat engaged in the field of tourism and allied fields

-
1. Institute of Hotel Management, Catering Technology and Applied Nutrition,
Govt. Polytechnic Compound, Ambawadi,
Ahmedabad 380015
Course(s) Offered:
Diploma Programme in Hotel Management & Catering Technology
 2. Vivekananda Institute of Hotel & Tourism Management
Rajkot
Course(s) Offered
Bachelor of Hotel & Tourism Management (BHTM)
Bachelor of Business Management (BBM)
Degree course in Hotel Management & Tourism Management
 3. Ahmedabad Management Association

Gujarat tourism has joined hands with Ahmedabad Management Association where in tourism related Course(s) would be offered. The course contents are still to be decided.

Entrepreneurship Development Institute of India (EDI): Entrepreneurship is an important facet of industrial growth and development of a nation. It is the backbone of a nation that sets its eyes on maximising its performance in every field. The spirit of entrepreneurship brings about enthusiasm, persistence and the ability to seek entrepreneurial opportunities that lead to success. EDI is one such a training institute developing the entrepreneurship skills in its students.

3 Field Survey Findings

3.1 Introduction

This chapter summarises the results of the primary survey of stakeholders – Foreign tourists, Domestic tourists, Tour operators & Travel agents, Industry associations, Tourism departments and other concerned government departments and academic experts.

3.2 Sampling Plan and Methodology

3.2.1 Site Visits

A detailed plan for visits to various places and meetings with different stakeholders was drawn and the visits organized to various tourist destinations. During these visits, interactions were held with tourists, tour operators, tourism related associations, entrepreneurs and local government authorities with a view to have fair assessment of various aspects related to tourism development in the State of Gujarat, i.e. perceived areas of tourism growth, critical issues impeding growth of tourism (issues related to infrastructure bottlenecks, policies, law and order, prohibition, etc).

The major tourist destinations in Gujarat were identified and plotted on a map. The major areas with a cluster of tourist destinations were segregated on the map and these major clusters were covered during the field survey. The destinations and attractions covered are listed in Table 3.1

Table 3.1: Destination Covered

Sl.No.	Destination Covered	Attractions Covered
1	Bhavnagar	Alang- Ship breaking yard, Takshila Temple, Gandhi Smruti, Goga beach, Kuda Beach, Mahuva - Beach, Gopnath beach, Nilambag Palace, Sihor – Darbar Gadh, Taloja – Buddhist Caves.
2	Rajkot	Royal palace and River side palace-Gondal, Wankaner Palace, Race Course
3	Jamnagar	Pirotan islands,
4	Dwarka	Harshadmata temple, Bet Dwarka, Dwarkadesh temple.
5	Porbandar	Gandhi sadhan
6	Junagadh	Sasan Gir,
7	Palitana	Shri Adishwar temple, Chaumukh temple
8	Vadodara	Fatehsingh Museum, Kamatibaugh Museum and zoo, Ajwa Nimeta Garden, Ajwa fun world and water park
9	Kachchh	Bhuj, Gandhidham, Anjar, Mata no math, Narayan sarovar, Banni Village, Khavda, Mandvi.
10	Ahmedabad	Gandhi ashram, Siddi sayad jail, lothal, Nal sarovar, Adalaj no vav.
11	Surat	Dumas resort, hazira
12	Rajpipla	Navagam, Rajpipla palace, Sardar Sarovar Dam.

Sl.No.	Destination Covered	Attractions Covered
13	Saputara	The ropeway, Saputara lake, Valley view point, Sunset point, Artist village, Museum, Gardens of Saputara, Waghai, Gira falls, Botanical garden, Unnai mata temple, Vanil Udyog, Vansda national park, Ambapada village, Mahal, Purna sanctuary, Girmal falls
14	Valsad	Tithal beach, Jain temples, Swaminarayan temple, Sai baba temple
15	Navsari	Parsi temple, Dandi Beach
16	Sabarkantha	Shamlaji Temple, Posina Handicraft Village, Idar Fort
17	Mehsana	Shanku Water Park, Wild Life Sancturary Talanga Temple Bauchruji Langhnaj Vadnagar Mahudi Jain Temple
18	Banaskantha	Ambaji Temple, Jessore Sloth bear Sanctuary, Balaram Palace, Jain temple of Kumbharia.
19	Patan	Rani Ki Vav, Sahastra Lake, Siddhpur, Modhera, Sun Temple,
20	Dakore	Temple
21	Pavagadh	Champaner, Citadel royal enclosures, Air Manzil, Shehar ki Masjid, Jami Masjid, Kewada masjid, Nagina Masjid, Khapra Zaveri palace, Atak gate, Makai Kothar, Kalika temple, Jambu Ghoda
22	Veraval	Somnath temple, Ahmedpur mandi, Chorwad beach.
23	Amreli	Hotels

The primary field survey envisaged interactions with major stakeholders at major tourist destinations in the state. The travel and tourism industry has a number of stakeholders:

(i) Tourists

- Foreign tourists
- Domestic tourists

(ii) State departments

- Government departments like Planning department, Forest department, PWD, Electricity board, water supply and sewerage department, labour department etc

(iii) Tour operators & Travel agents

(iv) Hotel and Restaurant industry

(v) Entrepreneurs & Financial institutions

3.2.2 Sample Size

A detailed sampling plan for visits to various places and meetings with different stakeholders was drawn and the visits were organized to various tourist destinations for interaction with tourists, tour operators, and tourism related associations, entrepreneurs and local government authorities. The primary reason of meeting them was to assess the current status of infrastructure, related facilities and the bottlenecks. The Sample size adopted is shown in table 3.2.

Table 3.2: Sample size

Sr. No	Contacts	Nos.
1.	Tourist	75
2.	Domestic	70
3.	Foreign	5
4.	Hotel Owners	56
5.	Archeological Survey of India	5
6.	Temple Trustees and Museum Administrators	28
7.	Transporters	17
8.	Travel Organisers	24
9.	Tourism Department officials	24
10.	Entertainment Centres	13
11.	Others	15
12.	Participants in the Workshop	16
13.	Total	273

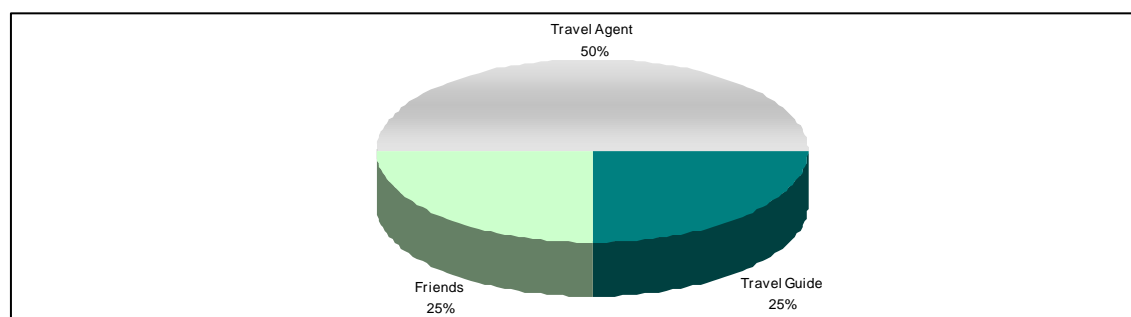
The list of contacts made during the survey is enclosed in Volume II as Annexure I.

3.3 Survey Findings: Foreign Tourists

The survey was carried out during the months of March to May 2002 against the backdrop of the Godhra tragedy and the subsequent riots in the state. Very few foreign tourists could be seen at the destinations.

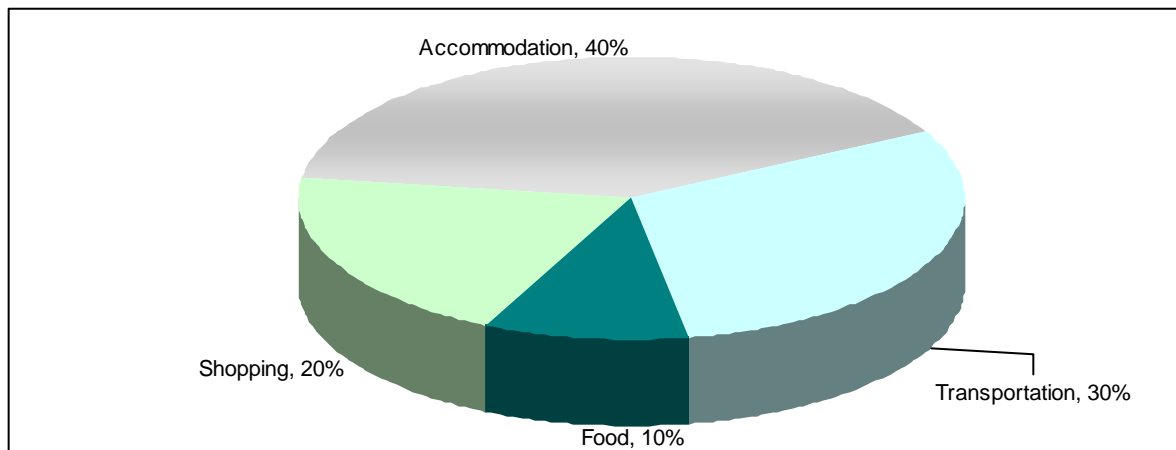
- **Country of Origin:** All the foreign tourists surveyed hailed from USA.
- **Port of Entry:** All the foreign tourists surveyed visiting the state had entered the country from Mumbai.
- **Demographic profile:** All the tourists surveyed were males in the age group 25-34 and came from professional occupations.
- **Purpose of visit:** All the tourists surveyed were visiting to experience the culture of the state.
- **Travel pattern, tour package, Mode of transport:** The surveyed tourists were travelling in a group on a package tour and had arrived by air.
- **Average length of stay, frequency of stay:** The tourists surveyed were on their first visit and planned to stay less than a week.
- Source of information about the destination

Figure 3.1: Source of information about the destination



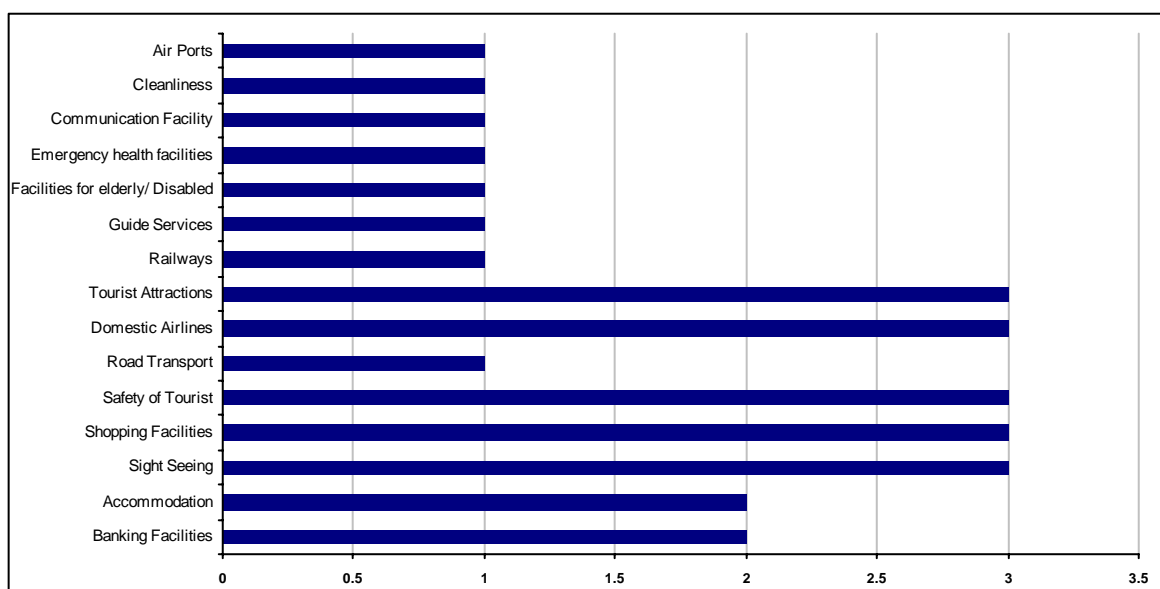
- **Average spending per day per person and share of expenses:** The average per day expenditure per person was reported to be in the range \$101-\$150. The share of various expenses is given in Figure 3.2

Figure 3.2: %age Contribution



- **Type of Accommodation:** All the tourist surveyed were staying in a heritage hotel.
- **Level of satisfaction with tourist facilities:** As part of the survey, foreign tourists were asked to rank the destination visited on various parameters like accommodation, tourist attractions and sight seeing, connectivity by Air, Rail or road, tourist safety, communication facilities, sanitation, health and banking facilities. This is summarised in Figure 3.3

Figure 3.3: Ratings (Scale of 1-5 with 1 being the poor and 5 being excellent)



- **Major items of interest during visit:** Heritage, Art and Culture were the major items of interest for the foreign tourists.
- **Problems faced during stay:** Safety and prohibition were the main concerns of the foreign tourists surveyed.

- **Overall experience and Willingness to visit again:** The tourists surveyed were equally divided over their overall experience with their visit to Gujarat and their willingness to return to the state.

3.4 Analysis of Survey Findings:

3.4.1 Foreign Tourists

The perception of the tourist is the most important aspect for promoting tourism. With the advent of technology, tourists are very well informed. Further, the information on the quality of the destination in terms of Infrastructure and the facilities available spreads very fast with the availability of faster communication means like Phone, fax, e-mails etc. The Lifestyle of the people has also changed and now it has become a habit of most of the people to travel atleast once in a year. The increase in standard of living of the people and increase in the work pressure and stress has had a catalytic effect on the development of tourism.

Feed Back received from Foreign Tourists on tourism in Gujarat:

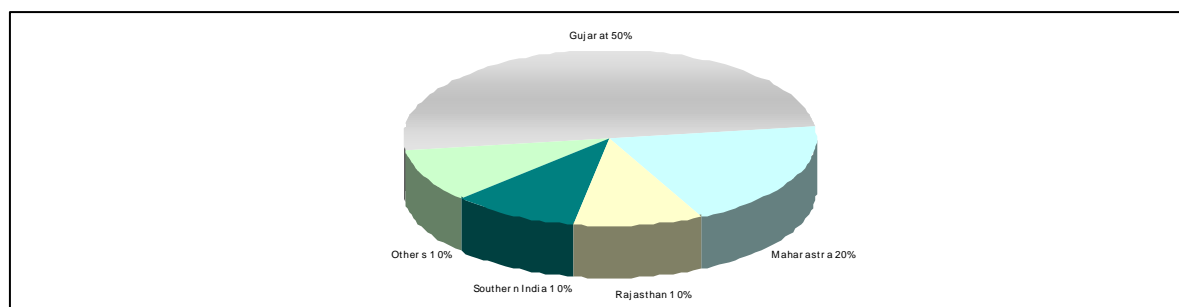
- Major attractions are Modhera, Adalaj, Porbandar, Sasan Gir, Bhavnagar, Palitana, Dwarka, Somnath and Div.
- The maintenance of most of the heritage spots have to be improved.
- The value for money for the facilities provided by the forest department are low (perceived high charges for the facilities provided).
- Archaeological sites in Gujarat are also perceived to charge high for the facilities provided.
- There is a lot of scope for improvement in infrastructure.
- There is a need for multi cuisine restaurants at most of the destinations
- Permit is required to go to Banni Village in Kachchhh.
- There is a need for good entertainment facilities.
- Properly trained manpower is needed in hotels and restaurants.
- The quality of service at the hotels in Gujarat needs to improve.
- Overall, tourism infrastructure in the State has to be improved.
- Transport facilities need to improve.
- Roadside motels are required.
- Maintenance of the shrines and monuments have to improve.
- Properly trained and certified guides are required at various locations.
- There is a need for signboards at all destinations

- Hygiene standards at local lodging and boarding facilities need to improve.
- Information of use for tourists which includes accurate maps, information about sites, nearest railway or bus station, hotels, restaurants, emergency services (like medical facilities, police station) are required at the destinations.
- Most of the foreign tourists are not aware of Gujarat. Gujarat needs to be promoted by the tourism department in the countries of origin of the tourist.
- The department should facilitate the formation of fair price shops to avoid chances of tourists getting cheated. Such shops also increase the confidence among the tourists and increase their spending.
- The tourism department should promote the handicrafts, which are in great demand outside the State. Tourism should be sold as a total package rather than as an individual item or product like temples, monuments, beaches, etc. The package should include best of all and not only one theme.

3.5 Survey Findings: Domestic Tourists

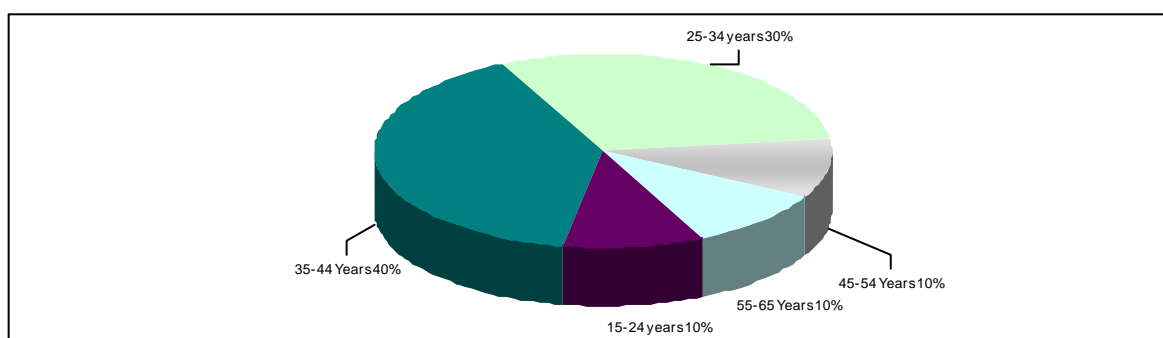
- **State of Origin:** The tourists surveyed originated mainly from within the state.

Figure 3.4: State of Origin



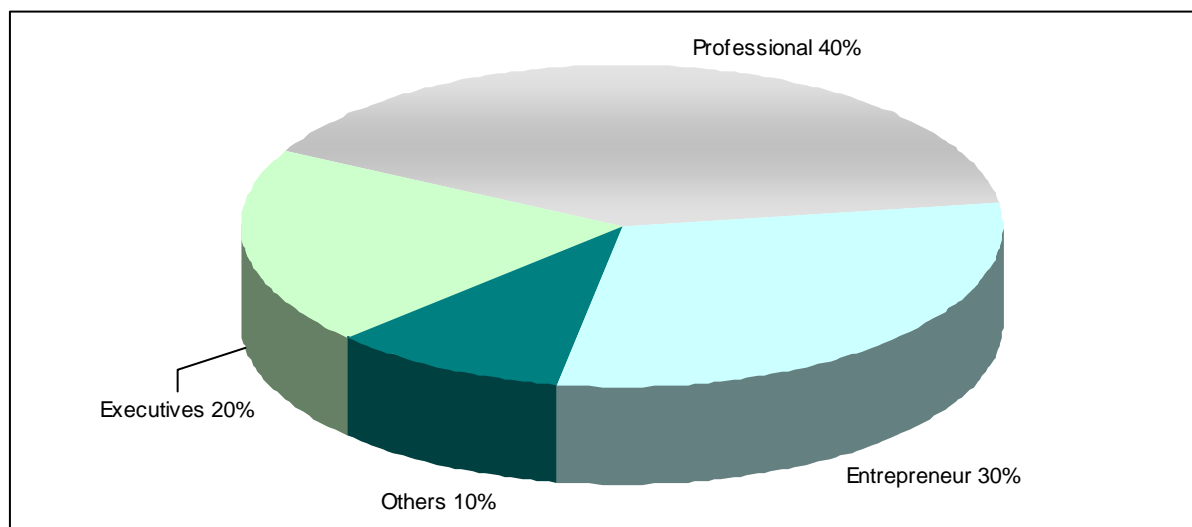
- **Demographic profile:** About 70% of the domestic tourists surveyed were male and the rest 30% female. About 40% of the domestic tourists surveyed were in the age group 35-44.

Figure 3.5: Demographic profile



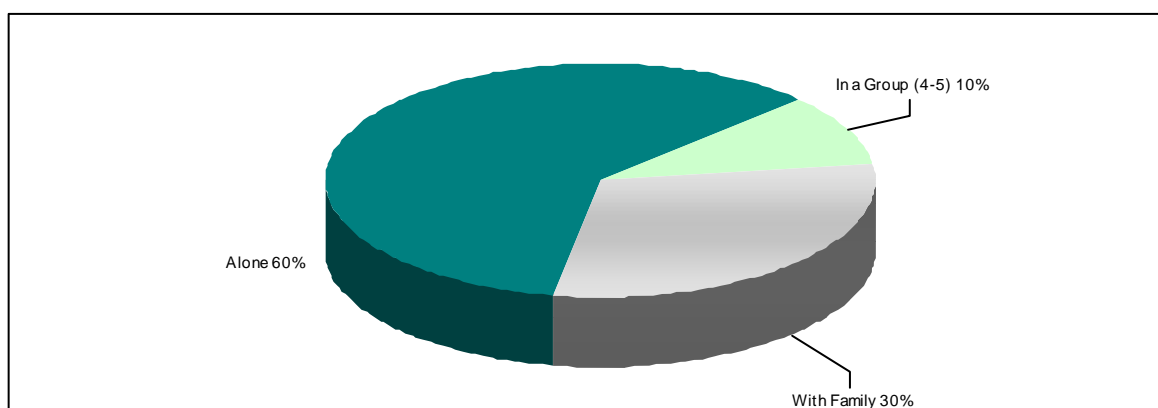
- **Occupation :** About 40% of the domestic tourists surveyed were professionals.

Figure 3.6: Occupation



- **Purpose of visit:** The primary purpose of visit was either business (60%) or Pilgrimage (40%)
- **Travel pattern, package tour, mode of transport:** Almost 60% of the tourists surveyed were travelling alone.

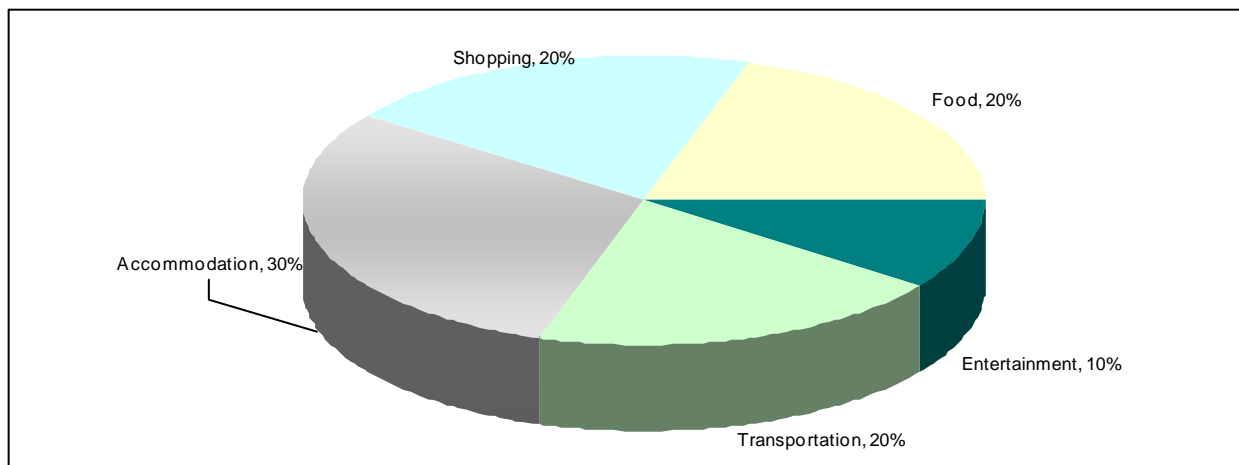
Figure 3.7: Travel Pattern



None of the tourists surveyed were on a package tour. They had arrived at the destination either by road (50%) or rail (50%).

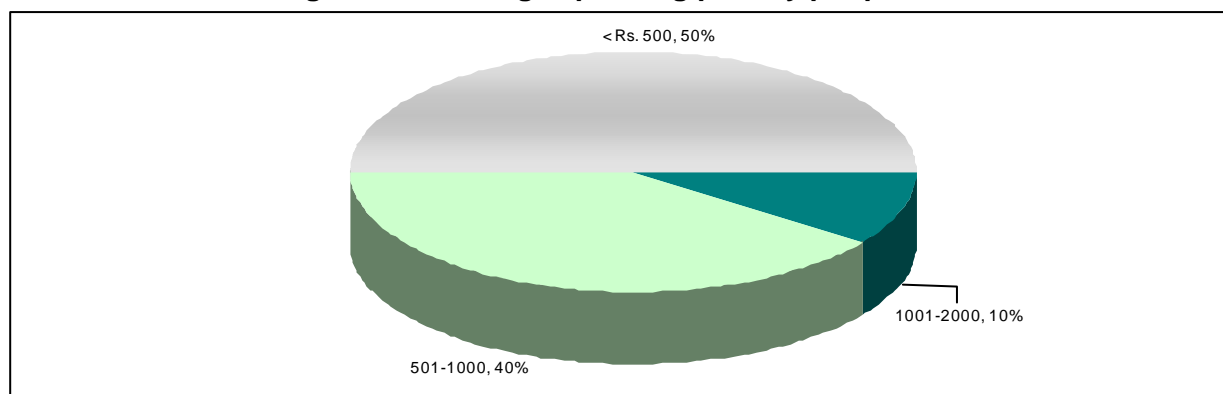
- **Average length of stay:** The average length of stay was less than a week.
- **Frequency of visit:** Almost 80% of the domestic tourists surveyed were on repeat visits. The number of repeat visits was in the range of two to four repeat visits.
- **Source of information about destination:** All the tourists surveyed had obtained information about the destination from friends and relatives.
- **Share of expenses:** The share of major items of expenditure is shown in Figure 3.8

Figure 3.8: Share of Expenses



- Average spending per day per person: A majority of domestic tourists (90%) spend less than Rs 1000 per day of which 50% spend less than Rs 500.

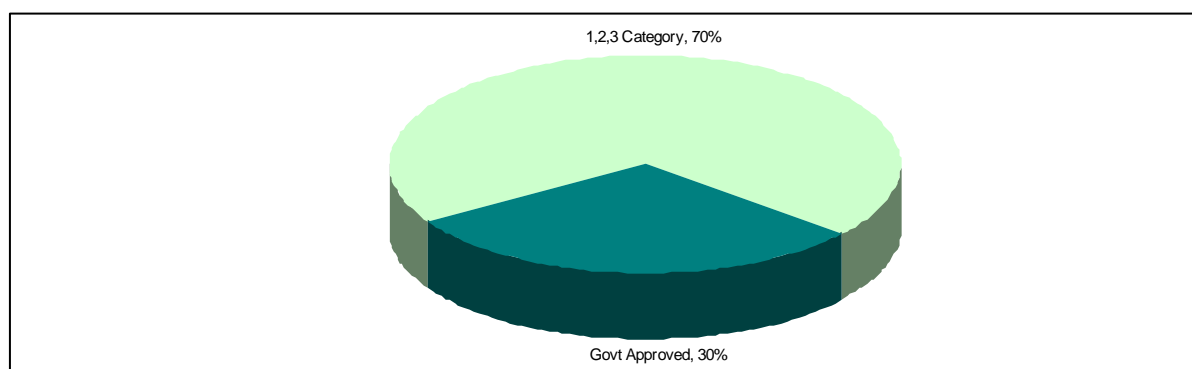
Figure 3.9: Average spending per day per person



- Type of Accommodation

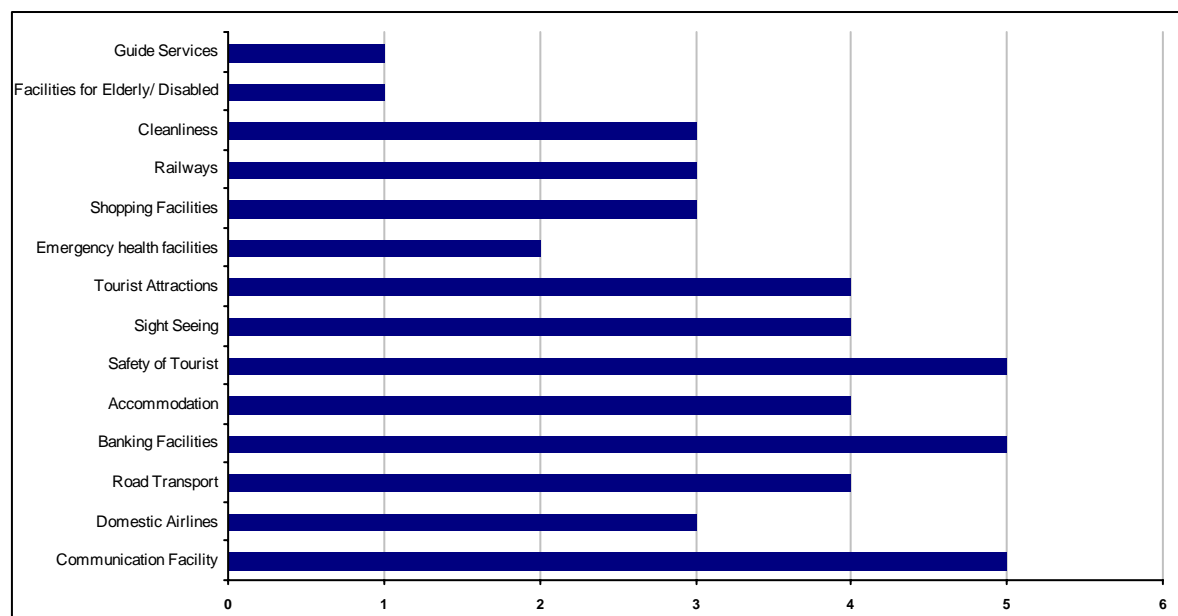
Domestic tourists surveyed preferred to stay in a star category hotel (1,2 or 3 star) or Govt. approved accommodation . This is illustrated in Figure 3.10

Figure 3.10: Type of Accommodation



- **Level of satisfaction:** As part of the survey, domestic tourists were requested to rank the destination visited on various parameters like accommodation, tourist attractions and sight seeing, connectivity by Air, Rail or road, tourist safety, communication facilities, sanitation, health and banking facilities. This is summarised in Figure 3.11

Figure 3.11: Ratings (Scale of 1-5 with 1 being the poor and 5 being excellent)



- **Major items of interest during visit:** The surveyed tourists mentioned pilgrimage & Multiplex as major items of interest.
- **Problems faced during stay:** The problems faced by the domestic tourists surveyed included high room tariffs (10% of respondents), railway tickets (20% of the respondents), prohibition (100% of the respondents) and riots (100% of the respondents).
- **Overall experience, Willingness to visit again:** The tourists surveyed expressed satisfaction with the experience and indicated willingness to visit the state again.

3.6 Analysis of Survey Findings:

3.6.1 Domestic Tourists

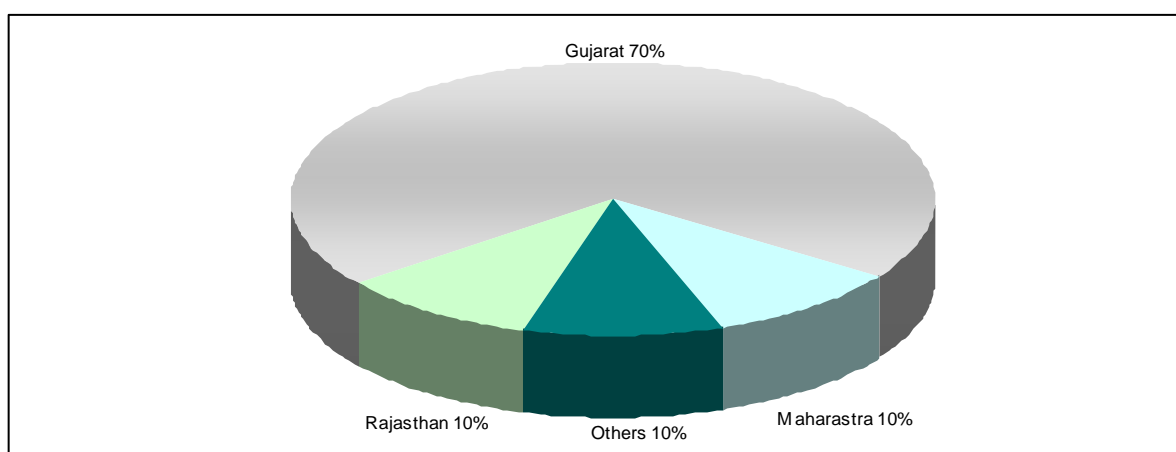
- Major attractions are Saputara, Dwarka, Somnath and Div.
- Maintenance of the destinations in the state needs to be improved.
- Most of the tourists are not aware of the destinations.
- There is lot of scope for improvement in infrastructure.
- There is a need for good entertainment facilities.
- Properly trained manpower is required at hotels and restaurants.
- The quality of service at the hotels in Gujarat needs improvement.
- The value for money for the facilities provided by the forest department are low (perceived high charges for the facilities provided).
- Overall, tourism infrastructure in the State has to be improved.
- Transport facilities need to improve.

- Roadside motels are required.
- Maintenance of the shrines and monuments have to improve.
- Properly trained and certified guides are required at various locations.
- There is a need for signboards at all destinations
- Hygiene standards at local lodging and boarding facilities need to improve.
- Information of use for tourists which includes accurate maps, information about sites, nearest railway or bus station, hotels, restaurants, emergency services (like medical facilities, police station) are required at the destinations.

3.7 Survey Findings: Tour Operators / Travel Agents

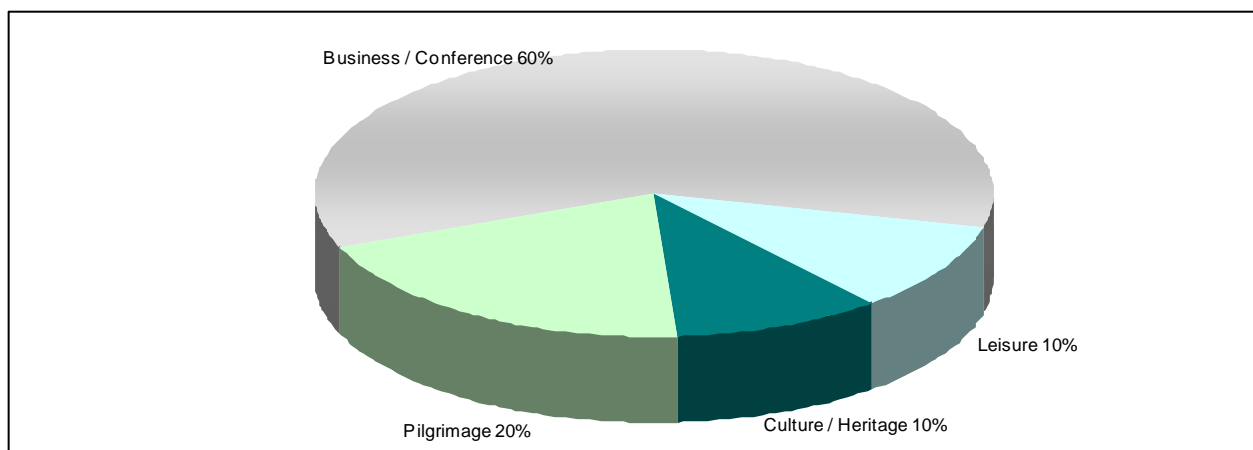
- **Approval by State department of tourism:** the competent authority like tourism department, IATA etc approved Almost 80% of the respondents.
- **Range of services offered:** All the respondents reported providing services for travel and hotel booking, transport and entertainment but only 10% provided services of tour guides.
- **State of Origin:** It was reported that most of the domestic tourists are from within the state.

Figure 3.12: State of Origin



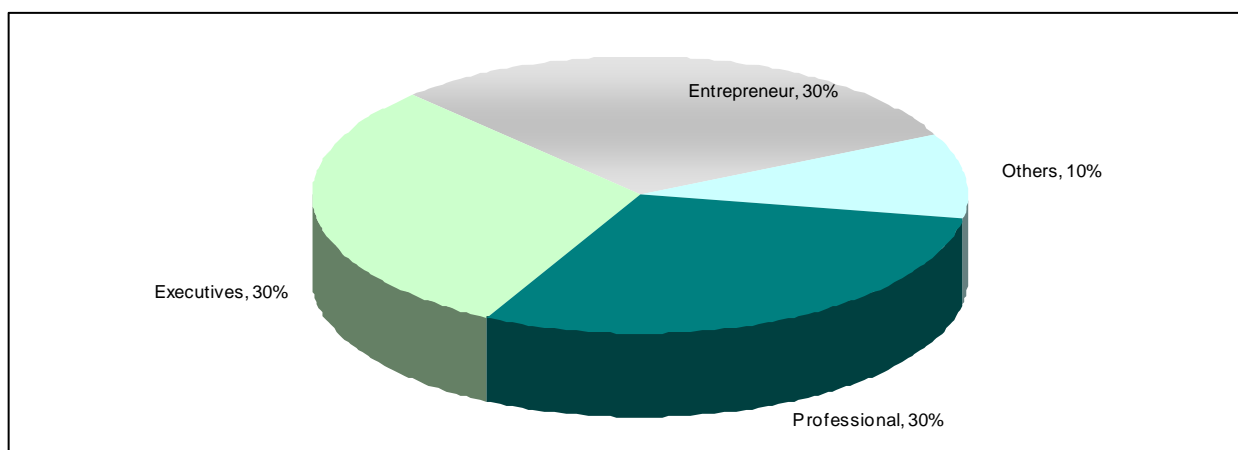
- **Tourist season:** The peak season for tourism is between April to June while July to Feb is considered off-season. There is a significant tourist movement during Navratri (Oct-Nov).
- **Number of tourists handled in a year:** On an average, a tour operator handles around 2000-3000 tourists per year of which 10-20% are a foreign tourist and 80-90% is domestic tourists.
- Potential tourist destinations
 - Kachchh (100% of the respondents)
 - Dholavira (10% of the respondents)
 - Gandhidham (10% of the respondents)
- **Composition of tourist traffic:** A majority of the tourists who use the facilities of travel agents are business tourists.

Figure 3.13: Type of Tourist



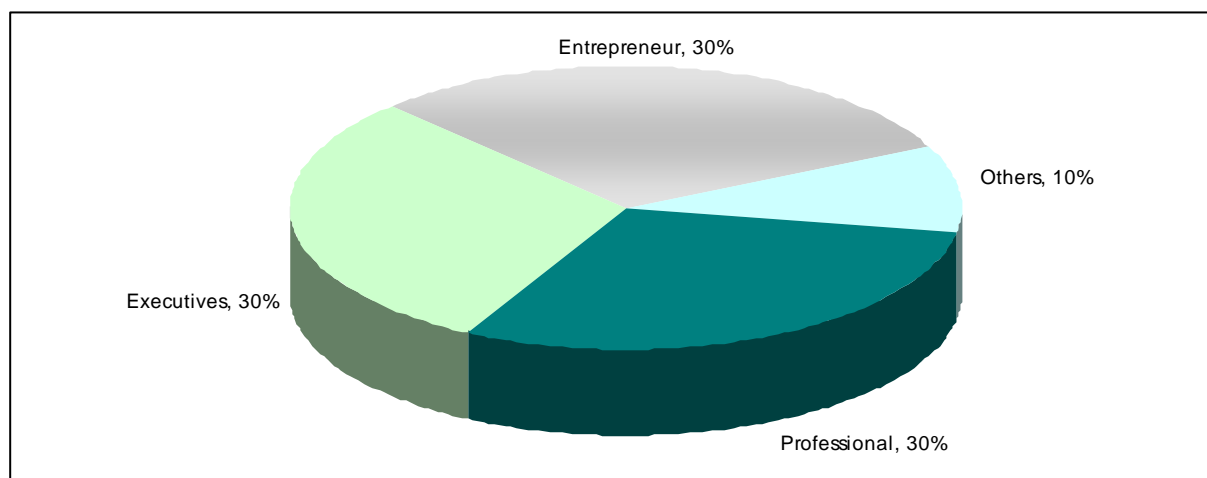
- **Demographic profile:** About 70% of the clientele for tour and travel agents are male. The age profile and occupation profile is given in Figure 3.14 and Figure 3.15.

Figure 3.14: Age profile



- Occupation

Figure 3.15: Occupation profile



3.7.1 Comments and suggestions from tour operators / travel agents in the state.

- Infrastructure for tourism like roads, telecommunications, transportation, and hotel accommodation has to be upgraded for promoting high growth in tourism.
- Fairs and events have to be promoted more aggressively to make the rest of the world aware of Gujarat.
- There is a need for an event building exercise around each tourist spot.
- Quality of service available in Gujarat hotels has to be upgraded.
- Gujarat needs more 4/5 star hotels.
- Heritage hotels in Gujarat have to offer better value for money to attract tourists.
- Air connectivity as well as accessibility by road and rail to major tourist destinations has to be improved. Facilities at the Ahmedabad airport need to be upgraded to international standards.
- Airlines in India are costly and still follow a dual tariff policy. Ticket rates for foreign tourists are 30-40 % higher.
- There is a good potential for Cruise tours in Gujarat. Cruises can dock at Kandla, Porbandar, Diu and Bhavnagar.
- The availability of good hygienic quality food is a major need at majority of locations.
- Domestic circuits in Gujarat / India are proving to be costlier as compared to some international destinations. Thus, many Indian tourists are choosing to go abroad.
- Rajasthan is also promoting tourism through folk arts. Rajasthan Tourism has been very much successful in registering the image of Rajasthan in the minds of foreign tourists as they take their local artists' abroad for live performances.
- Handicrafts should also be promoted more aggressively to boost tourism.
- Many French tourists are interested in archaeological sites and temples of Gujarat.
- Luxury and air-conditioned coaches are needed to encourage travel and tourism.
- Prohibition is not a hindering factor in tourism development.
- Taxation is high in Gujarat.
- There is a need for good brochures, destination guides and detailed road maps for foreign tourists.
- There is a need for knowledgeable guides at tourist destinations
- There is a need for good entertainment facilities for tourists in Ahmedabad / Gujarat.

3.8 Analysis of Survey Findings:

3.8.1 Tour Operators and Travel Agents.

- The tour operators develop packages for the prospective customers based on demand for any destination or the potential of any particular site. These packages include site seeing, conveyance, lodging and boarding and other miscellaneous expenses.

- Services of tour operators / travel agents are utilised mainly by foreign tourists, and to a lesser extent by domestic tourists. A majority of foreign tourists prefer package tours organised by the international tour operators. Many tourists utilise the services of travel agents for purpose of hotel room booking only.
- The growth of the industry is based on its ability to provide economy, convenience, and comfort to the tourist. The tour operators design tourism products / packages based upon demographic characteristics like age (*senior citizens, honeymoon couples, nuclear families*), geographic locations (*hill stations, pilgrim circuits, wild life, heritage, archaeology*) and events (*fairs and festivals*). Currently, a majority of the travel agents and tour operators experience 25%-30% annual growth.
- A majority of Gujaratis does not avail the services of travel agents or tour operators for moving around in Gujarat. At the most, they may use the agents for hotel booking. Therefore, a large number of travel agents do not find business within Gujarat. They serve the locals for their out-of-the-State trips.
- Tour operators do not find any takers for the conducted tours within Gujarat. But, there is a demand for one-day trips or arranged picnics. One of the leading tour organisers, Navbharat Travels, is managing around 200 one-day trips to locations such as Somnath, Dwarka, Ambaji, Dakore, Sapteshwar, Balaram, Galteshwar, Utkanteshwar, Jhanjri, Saputara, etc. These trips are mainly seasonal and not regular. Major clientele are pilgrims and students.
- Many domestic tourists in other States and foreign tourists intending to visit Gujarat avail services of travel agents. But the volume of traffic handled is still not high.
- Agents located in major centres like Mumbai, Delhi, and Jaipur cater to about 50 to 150 tourists annually for Gujarat. Large players like TCI (Travel Corporation of India) cater to about 300-400 domestic tourists and as many foreign tourists for Gujarat.
- Major circuits and destinations promoted by travel agents and tour operators are shown in Table 3.3

Table 3.3: Major circuits and destinations promoted by travel agents and tour operators

Circuit	Destination
Pilgrim	Somnath, Dwarka, Ambaji, Palitana
Wild Life	Sasan Gir
History, Archaeology	Junagadh, Porbandar
Hills	Saputara
Desert Safari / Handicrafts	Rann of Kachchh, Bhuj
Tribal	Dangs and Panchmahal
Beaches	Ahmedpur Mandvi, Kachchh Mandvi, Daman, Picnic spots, Galteshwar, Sapteshwar, Utkanteshwar, Jhanjri, Nal Sarovar

- All packages are designed according to the budget of the tourists. Average cost break-up of a typical package tour is shown in Table 3.4

Table 3.4: Average cost break-up of a typical package tour

Item	Share of package cost
Hotel (Room Rent)	~ 35 %
Food	~ 20 %
Conveyance	~ 15 %
Miscellaneous (Entry fees to monuments, misc. conveyance, etc.)	~10 %
Profit Margin of Operator	~ 15-20 %

3.8.2 Interaction with Tourism Department and Other Govt. Departments, Associations/ Institutions and Tourism Establishments

(i) Gujarat State Road Transport Corporation (GSRTC)

- GSRTC has its central office at Ahmedabad and operates through depots at various locations within the State. GSRTC has a fleet of 9,600 buses, and provides service to about 35-37 lakh passengers daily. Average occupancy rate varies between 60-67 %.
- The month-wise details (for the year 2000) of passenger serviced by GSRTC is given in table 3.5

Table 3.5: Passenger Serviced by GSRTC

Month	Effective Km. Operated (Lakh)	Passenger Travelled (Lakh Nos.)
Jan 2000	950.12	1041.87
Feb 2000	910.26	1073.36
Mar 2000	967.52	1111.90
Apr 2000	940.31	1059.04
May 2000	976.89	1102.11
Jun 2000	960.55	1189.45
Jul 2000	962.88	1097.61
Aug 2000	949.05	1145.06

Source: Monthly Review of Gujarat Economy, Centre for Monitoring Indian Economy (CMIE) Publication

GSRTC also provides special buses during fairs and festivals such as Kartik Purnima (*Dakore*), Shivaratri Mela and Parikrama (*Junagadh*), Bhadra Purnima (*Ambaji*), Janmashtami (*Dwarka*), etc which impacts tourist flow. They have started a new system to facilitate the tourist flow from and to different tourist centres. They provide bus to group tourists with just a phone call (without any additional charges).

GSRTC plans to introduce 500 mini buses in the rural areas, which can also be made available to smaller groups. These buses will ply between places where presently the connectivity is poor and the tourists have to spent additional cost for transport via unsafe vehicles like auto rickshaws, chakkdas, etc.

GSRTC does not keep record of passenger movement for each individual depot location.

(ii) Western Railways

Gujarat is well connected with all major cities and towns in the country by railway. Major cities of Gujarat like Ahmedabad, Vadodara, Surat, Vapi, Rajkot and Gandhidham are well connected with other parts of the country by railway. Saurashtra and Kachchh are not so well connected. In this region, only Jamnagar, Junagadh, Porbandar and Veraval are connected with a broadgauge line. But only two to three trains are plying every day connecting these places with Ahmedabad or Vadodara. In case of Kachchh, only Gandhidham is connected via broad gauge with Ahmedabad and about two to three trains are plying every day connecting this district with Ahmedabad.

Important tourist places like Palitana (*only meter gauge*), Ambaji, Dakore (*only meter gauge*), Saputara, Dwarka (*only one train*), Ahmedpur Mandvi, Koteswar, Narayan Sarovar, Kachchh Mandvi, Bhuj, etc. are not well connected with main railway junctions like Ahmedabad, Vadodara or Surat.

This affects the tourist inflow at these places to a very great extent. It is clearly evident from the fact that though Dwarka and Somnath are pilgrim destinations of national importance, they have less tourist inflow than more accessible pilgrim spots like Dakore, Ambaji and Pavagadh.

Railway authorities do not keep any record of passengers travelled or disembarked at a particular destination. Records are available only for total tickets reserved from a particular destination. This does not include the passengers travelling by unreserved tickets.

(iii) Private Bus Operators

The private bus operators are point-to-point transporters. This segment mushroomed in the early 1990s, with the privatization of transport by the Gujarat Government. Small time operators started with a fleet of two to four buses that plied between different routes in Gujarat depending on the traffic movement. Initially, the growth rates were high and the operators started increasing their fleet. This business was in a high growth phase till 1994. But since then, the industry has matured and the growth rate fell close to about 3% to 5% annually. Many operators found it difficult to run the services due to increased competition, increase in fuel costs and improvement in services by GSRTC. Only big players could survive this phase and the industry saw a lot of consolidation, by way of clear identification of routes and stabilization of fares thereby eliminating chances of price war.

In the last couple of years, the private operators have found it more difficult as the fuel prices have increased and the Gujarat Government has almost tripled the road tax (*from Rs. 7000/- to 21000/- per bus per month*). Further, the tax has to be paid even if the bus is not operational. On the other hand, the GSRTC is presently being charged Rs 5/- per seat or Rs 250 per bus and this is only when the bus is operational. To add to the woes of the private operators, they are also not allowed stage carriage (*stop in between the routes to collect more passengers*), which again affects their occupancy.

This situation compels the private operators to ensure that the buses are always on roads and hence those buses, which they earlier used for supply to tour operators, are also pushed for regular business. Since the seasonality observed in the business of tour operators and private operators are similar, they are unable to keep the buses aside for the tour operators. This affects the transport facilities available to group tourists and travel operators in Gujarat. Also, due to the high road tax, the private operators are unable to provide buses to tour operators from outside the State. Moreover, the shorter routes are increasingly becoming unviable, as revenue generation in such routes is not adequate.

Some of the prominent private bus operators in the State are Punjab Travels, Mahasagar Travels, Eagle Travels, Ashwamegh Travels, Shree Swaminarayan Travels, and Pawan Travels. Following section discusses the feedback received from these operators:

(iv) Mahasagar Travels, Junagadh

Mahasagar Travels have their head office at Junagadh. They own a fleet of 50 buses and handle about 1500-1600 passengers per day. They run services connecting Junagadh to Ahmedabad, Udaipur, Jaipur, Ajmer, Jodhpur, Rajkot, and Abu. About 70% of the tourists handled by them are from Gujarat and the rest 30% is from outside Gujarat. A lot of domestic tourists from Rajasthan and Maharashtra use their services. Foreign tourists handled by them are to the tune of about 1000-1200 per annum. They come to Gujarat mainly during November to January. Foreign tourists board the bus generally from Udaipur, after completing their Rajasthan circuit.

Earlier (2-3 years ago), they were operating services for Diu from Junagadh on an hourly basis (daily 8 trips). But now they have had to discontinue this due to heavy road tax. They also get a lot of enquiries from other States for providing bus facility for Gir, Somanth, and Diu. But they cannot provide the facilities due to high road tax.

Their business volume has witnessed a rising trend over the years. In 1990, they started with a fleet of 4 buses and now they have 50 buses. But since the last two years, their business is growing slowly due to slower growth in long routes.

(v) Ashwamegh Travels, Rajkot

Ashwamegh Travels have their head office at Rajkot. They have a fleet of 55 buses, and handle about 3000-3500 tourists per day. Their services connect Rajkot daily with Ahmedabad, Baroda, Surat, Jamnagar, Pune and Mumbai. About 70% of the passengers handled by them are business tourists and the balance 30% is distributed into other categories (*religious, leisure, cultural, etc.*). About 85% of the domestic tourists handled by them are from within Gujarat and the rest 15% are from other States with a majority being from Maharashtra and South India. During October to December and April-May, the passenger rush is high. This is due to the vacations and festivals like Diwali, Navratri. The occupancy is also high during Janmashtami (5-6 days), Shivratri Mela and Tarnetar Mela.

The foreign tourists handled by them are about 750-900 annually. Foreign tourists are on the rise during November to January and generally use their services to move either to Ahmedabad or Mumbai.

Their business has more or less stagnated in the last two to three years. The high road tax has affected their profitability. They have not curtailed the number of routes as their routes are long routes and are still viable.

(vi) Shakti Travels, Dwarka

They operate mainly on Dwarka - Porbandar and Dwarka - Jamnagar route. They do not own any tourist vehicle but arrange for mini-buses or taxis. They service about 20,000 tourists annually. Generally, the business is seasonal with maximum rush during October to January and during Janmashtami. They also face the problem of high road tax, which tourists are not ready to pay.

The roads to Porbandar as well as Jamnagar are not developed and hence they have to spend a lot in maintenance of vehicles, which forces them to charge higher at Rs. 6 per km. as compared to normal rate of Rs.3.5 per km.

(vii) Punjab Travels, Ahmedabad

With head office at Ahmedabad, Punjab Travels operates 25 buses and handles around 3 lakh passengers per annum. They have their buses connecting Ahmedabad daily with Nasik, Pune, Aurangabad, Indore, Mount Abu, Udaipur, Ajmer, Jodhpur, Jaipur, Mumbai. On Saturdays, they operate a single trip to Ambaji. About 50% of the tourists handled by them are business tourists and rest 50% is divided among other categories (*religious, culture, leisure etc.*). They observe heavy traffic during vacations, that is, April-May and October to December. Diwali is the peak time when there is heavy rush for Rajasthan and Maharashtra.

Foreign tourists are negligible and are generally not seen. The tax structure has affected their profitability though they still continue to operate on all the routes, as these are long routes.

The business tourists have increased in the last couple of years, but other forms of tourists are slowly decreasing. The only tourist spot they promote is Ambaji due to high traffic at Ambaji.

(viii) Shree Swami Narayan Travels, Ahmedabad

They operate 10 buses and handle about 350 passengers per day (*about 80 passengers booked by them directly and the rest through travel agents*). They have their buses connecting Ahmedabad daily with Bhuj and Diu. About 50% of the tourists handled by them are business tourists and the rest 50% is divided among other categories (*religious, culture, leisure etc.*) About 90% of the domestic traffic that they handle are from Gujarat and the rest 10% is from all over India. They observe heavy traffic during vacations, that is, April-May and October to December. During the Kachchh festival, there is a sharp increase in traffic to Bhuj.

They service about 1500-2000 foreign tourists, annually. This is mainly during October to January. The tax structure has affected their profitability though they still continue to run in all the routes, as these are long routes.

(ix) Autoriders: Rent-a-Car, Ahmedabad

Many tourists require conveyance for travelling within the city or for a short trip between 2 destinations. There are organised players like Autoriders, who provide such kind of services.

Autoriders operate in 8 cities in the country. In Gujarat, they have presence in Ahmedabad. They have a fleet of 17 cars that includes luxury cars. The average occupancy is to the tune of 60% to 70%, which translates to 5000-6000 tourists per annum. About 60% of their clients are business tourists and the balance 40%, are NRIs and foreigners.

The period from October to March is the peak season for them as also August- September when the corporate Annual General Meetings is normally held. Summers are the off-season for them.

The business is not growing much and the additional burden of service tax (@5%) is difficult to pass on to the customers. They do not promote any tourist spots, but they are planning to develop tourist package for places in and around Ahmedabad.

(x) Air Transport

There are 16 airports in Gujarat. The State Government administers four airports; Surat, Morbi, Amreli, and Mehsana, eight airports are under Airport Authority of India and the Indian Air Force and private companies administer four. Currently, Keshod airport at Junagadh is closed. All the flights are

diverted to Diu airport. Bhuj airport (*Airport Authority of India*) is under construction. All flights are using the Air Force strip.

Ahmedabad airport has good connectivity with major cities all over India. It also has an international airport. Vadodara airport has connectivity with Mumbai, Delhi and Ahmedabad. Porbandar, Diu and Bhuj have connectivity with Mumbai only. Jet Airways have a single hopping flight during the day from Mumbai to Porbandar via Diu.

Following table gives the details regarding passenger and aircraft movement at major airports in Gujarat.

Table 3.6: Annual Passenger and Aircraft Movement in Gujarat

Airport	Passenger (‘000 Nos.)	% Change Over Prev. Year	Aircraft movement (Nos.)	% Change Over Prev. Year
Domestic				
Ahmedabad	642.8	2.0	10048	0.9
Bhavnagar	56.2	-1.3	1406	-19.3
Bhuj	59.5	5.3	1417	17.2
Jamnagar	70.9	2.3	2510	7.8
Rajkot	110.2	9.9	1608	-17.7
Vadodara	177.3	-20.7	5436	18.9
International				
Ahmedabad	175.6	24.2	844	-3.4
Total	1292.5	1.1	23269	2.8

Source: Monthly Review of Gujarat Economy, Centre for Monitoring Indian Economy (CMIE) Publication

Apart from the above stated airports, passenger movement at Porbandar airport is around 24,000 per annum; where as at Diu, it is around 16,000 per annum. Thus, total passenger movement in Gujarat is around 13 lakh per annum.

The domestic carriers include Jet Airways and Indian Airlines. Jet airways have three flights connecting Mumbai and one flight connecting Delhi on a daily basis. They carry about 2 lakh passengers per annum of which, around 1.6 lakh passenger (80%) ply on Ahmedabad-Mumbai route; where as 0.4 lakh ply on Ahmedabad-Delhi route. Jet Airways has also increased one more flight to Delhi.

Indian Airlines connects Ahmedabad with Bangalore, Calcutta, Hyderabad, Mumbai, Jaipur, Baroda and Delhi. They handle about 4.25 lakh passengers every year. Together, both these airlines service about 6.25 lakh passengers per annum.

As per feedback received from both these airlines, about 90% of the passengers are business tourists and majority of them fly back on the same day. There is no seasonality in the traffic. About 5000 foreign tourists are catered by each of these airlines, annually.

The international carriers from Ahmedabad are Air India and Indian Airlines. Whereas Air India connects Ahmedabad with London, New York and Chicago; Indian Airlines connects Ahmedabad with Kuwait, Sharjah and Muscat. Air India handles 38,000 inbound and 42,000 outbound traffic

every year, where as Indian Airlines handles a total (inbound and outbound) of 24,000 passengers per annum. This totals up to around 1,05,000 international passenger traffic at Ahmedabad. Rest 70,000 passengers are domestic tourists using these international flights.

The season is April to September for outbound and December to March for both inbound and outbound. About 80% of the total traffic handled by Air India is from the USA and is generally the Non Residential Gujarati (NRG) traffic. Foreigners generally do not prefer Air India as their carrier.

3.9 Survey Findings: Tourist Infrastructure

3.9.1 Tourist information centres

A proper compilation of tourism statistics is very much crucial for the development of the tourism sector in any State. The data can be effectively used for planning of tourism facilities. At present, Gujarat Tourism does not have any proper information system in place, which can regularly collect and compile the required tourism statistics. A study has been conducted by GITTCO where historical data along with the compilation of data is going on. The first report is scheduled to be out by July 2002.

In the methodology currently employed by the tourism department to generate tourism statistics (Before the GIITCO Study), the response of the tourism establishments has been very poor. The tourist inflow statistics thus generated are not realistic.

Lack of proper system and methodology has resulted in gross under reporting of tourist inflow in Gujarat.

3.9.2 Tourist accommodation – Hotels

It is estimated that there are about 28,000 to 30,000 tourist accommodation rooms all over Gujarat. The survey of 25 destinations constituted about 24,000 rooms of various categories. A category-wise break-up is given in Table 3.7

Table 3.7: Category-wise Break-up of Tourist Accommodations

Category	Rooms	% Share
Upper segment (3 star plus)	~ 2,600	~ 11 %
Mid Segment	~ 6,700	~ 28 %
Guest Houses	~ 6,500	~ 27 %
Dharamshalas	~ 8,200	~ 34 %
Total	24,000	100 %

Overall, hotel industry in Gujarat is currently facing stagnation. There has been a mixed trend in occupancy levels. Out of the 25 destinations surveyed (*excluding Modhera and Siddhpur, where there are no hotels / guesthouse accommodation*), establishments in 11 destinations are experiencing increase in occupancy levels. The rest 14 destinations are facing either decreasing or stagnant trend. Most of the top-end hotels (*3-star and above*) are facing stagnation. Rests of the establishments are facing marginal decrease in occupancy. Overall, there are very few hotels in Gujarat that have been able to increase the room tariff.

There are at present 15 heritage hotels in Gujarat. Most of them are not doing well, as they are unable to attract the interest of the tourists.

In the last 2 years, Gujarat Tourism has received applications for 106-hotel establishment project worth about Rs. 380 crores. These are projects that have applied for the various incentives applicable under the tourism policy.

Preliminary assessment reveals that potential exists for new tourist accommodation (hotel, guesthouse, Dharamshala) at Dwarka, Porbandar, Veraval-Somanth, Sasan Gir, Junagadh, Rajkot, Bhuj, Kachchh Mandvi, Siddhpur, Ambaji, Saputara, Vadodara, Dakore, and Ahmedabad.

The feedback from accommodation establishments surveyed is summarised below:

- The taxation levels are higher and are deterrent to the growth of tourism in the State.
- The financing methods should be easy. The industry badly needs more funds.
- Properly trained manpower is scarcely available for running the hotels.
- Hotels in Gujarat have not improved their quality of service. Majority of the hoteliers lack proper management skills in running the hotel business.
- Power is a major operating cost for the hotel industry. At present, power tariffs in the State are very high. Continuous supply of power is not available at places of tourist importance like Somanth-Veraval, Bhuj, etc.
- A majority of the tourist locations are not properly maintained. This poor condition deters the tourists from staying back.
- Overall, there is a lack of tourism infrastructure in the State. Transport facilities are inadequate. Roads are in bad shape and there is lack of road side motels. Maintenance of the shrines and monuments need to be repaired. Properly trained and certified guides are not available in any location. There are no signboards. Local lodging and boarding facilities are far below the standards though the charges remain high. Even simple hygienic food is not available at many locations. Other important details of importance for tourists which includes; accurate maps, information regarding sites, hotels, restaurants, details of emergency services like medical facilities, police station, railway or bus station, etc are not available.
- The promotion done by the tourism department is also not adequate.
- The department should also promote the handicrafts, which are in great demand outside the State. Apart from promotion the department should facilitate the formation of fair price shops to avoid chances of tourists getting cheated. Such shops also increase confidence among the tourists and increase their spending.
- Hub and spoke arrangement should be made with respect to development of important tourist centres as hubs and tourists spots as spokes.
- Tourism should be sold as a total package rather than as an individual item or product like temples, monuments, beaches, etc.
- Good food, hygiene conditions, sanitation, clean water, and adequate transport facilities are the key factors for attracting foreign tourists.
- Tourism activity should not be just related to big players, but small players also should have equal participation and importance in the process.

- Tie up with Gujarat Tourism has not benefited any hotel.
- Prohibition of liquor hampers the tourism business. Licensing for liquor should be relaxed.
- The Government should increase the budget allocation for tourism development.

3.9.3 Tourist Amenities - Entertainment

Entertainment industry in Gujarat has witnessed a sea change during last 3-4 years. Earlier, visiting a good restaurant or a movie theatre was the only option available. Now, the consumers have a host of options like amusement parks, water parks, multiplexes, family entertainment centres, bowling alleys, pool tables, go karting, etc. But, except amusement and water parks, these facilities have not made any significant impact on the overall tourist inflow in the State.

Following sections discuss the current status and important issues of the entertainment industry in Gujarat.

(i) Akshardham, Gandhinagar

Though this is a place of religious and spiritual interest, it also attracts a large number of visitors and tourists. Currently the entry is free, but entrance to the audio-visual show is charged at Rs. 20 per person. On an average, there are about 4000 visitors every day, which translates to about 12 lakh visitors per annum. On Mondays, all activities are closed, except *darshan*. Although, estimate is not available, but a sizeable number of foreign tourists visit this place.

Facilities at Akshardham are audio-visual shows, amusement rides, restaurant, gift shop, lighting (*every Sat-Sun - electric lights; and during the 5 days of Diwali, Akshardham is lit with oil lamps*), lecture series on various issues, and a research center.

A majority of the visitors at Akshardham are from Ahmedabad-Gandhinagar and surrounding areas. But according to their management, there are also tourists coming from other parts of the State.

(ii) Multiplexes / Movie Theatres

At present, there are about 390 movie theatres all over Gujarat, with 37 in Ahmedabad and 2 in Gandhinagar. Due to the onslaught of TV/Video, not less than 20 theatres have closed down in Ahmedabad alone during the last 5 years.

Lately, the trend has shifted towards Multiplex. The term Multiplex is referred to a complex where multiple theatres along with other facilities like restaurants, convention hall, shopping mall, entertainment games, etc. are located in the same premises. There are 2 fully operational multiplexes in and around Ahmedabad. City Pulse (*between Ahmedabad and Gandhinagar*) was opened in 1999, where as, recently (*October 2000*), R-World was opened near Adalaj.

In Ahmedabad and Gandhinagar together, there are about 42,500 seats between 39 theatres and 4 multiplexes. Daily viewership (of all 4 shows together) normally falls between 65,000 (on weekdays) and 1,10,000 (on weekends). Average occupancy level is around 40-45%. Details of the two existing multiplexes are given in table 3.8

Table 3.8: Multiplexes in Ahmedabad

Details	City Pulse	City Gold	E-City	R-World
Number of Screens	3	5	6	3
Number of Seats	~ 1000	~ 1500	~ 2000	1437
Ticket Rates	Rs. 80 & 100	100	80-100	Rs. 80 & 100
Av. Occupancy	~ 20-25 %	~ 70-80 %	~ 60-70 %	~ 20 %
Other Facilities	Food Court, Snack Bar, Garden, Art Gallery, Crying Room (for children)	Food Court, Snack Bar, Entertainment Centre, Book Shop, Music Shop. Leading brands of food chains like Mc Donalds and Copper Chimney.	Food Court, Snack Bar, Shopping Centre and Entertainment Centre, book shop and music shop.	Restaurant, Bowling Alley, Video Games, Card Shop, Music Shop, Mother's Room, Kids Screen (home theatre for kids), Electric Car Racing, Conference Centre
Expansion Plans	Video Games Parlour and other Entertainment Games	Nil	Bowling Alley	2 more screens to be added in near future

City Pulse Media is also planning a third multiplex in Maninagar area of Ahmedabad. Many other multiplex projects are being planned in Ahmedabad and other major cities in Gujarat like Vadodara, Surat, Rajkot, Bhavnagar, Himatnagar, Palanpur etc. Gujarat is the only State in India, which will probably have largest number of multiplexes. The main reason for this is the incentives available to multiplex projects under the State tourism policy. Tax holiday is available for Sales Tax, Turnover Tax, Electricity Duty, Luxury Tax, and Entertainment Tax. Other States do not offer any such incentives to a multiplex project.

Local theatre owners feel that multiplexes are getting undue advantage in terms of these tax incentives. Whereas the conventional theatres are incurring losses due to the current structure of entertainment tax.

Multiplexes have been classified under *tourism projects*. But there are very few tourists, even within the State, who are attracted to multiplexes. There might be few tourists who might visit multiplex during their visit to Ahmedabad, but there would be hardly any tourists who would be visiting Ahmedabad for multiplexes only.

Multiplex operators (City Pulse) feel that multiplexes and entertainment centres can attract the tourists' inflow only if they are set up closely in-groups in a single location. For example, a casino in Las Vegas, USA attracts tourists from all over the world. Otherwise, multiplexes at dispersed locations will cater to local population only.

(iii) Water Parks

The first water park in the country was opened in Gujarat. There are 16 water parks currently operating in Gujarat. This is the largest number of water parks in any single State.

Following list gives the names of water parks and their location.

1. Shanku's Water Park, Mehsana
2. Goyal's Water World, Sanand
3. Khyati Resort, Mandali, Mehsana
4. Swapna Shristhi Resort, Mahudi
5. Tirth Water Park, Mahudi Dist., Mehsana
6. Water City, Kheda-Goblaj Road, Anand
7. Dwarka Water Park, Gandhinagar-Mahudi Road
8. Garden Holiday Resort, Jamnagar
9. Garden Water Park, Rajkot
10. Krishna Water Park, Rajkot
11. Fun Splash Water Park, Nadiad
12. Vaibhav Water World, Vapi
13. Aqua City Water Park, Taluka Kamrej, Surat
14. White Water Leisure, Ubhrat
15. Ajwa Fun World, Ajwa, Vadodara
16. Anant Water Park, Vemali, Vadodara

Except few, most of these water parks are not doing well. Overall business has stagnated, competition has increased, and visitor inflow has not increased. As per the water park operators, one of the reasons for this is the fact that there are very few repeat visitors. Shanku's Water Park, Ajwa Fun World and Goyal's Water World are the most successful water parks. Anant Water Park has closed down. Many other smaller water parks are on the verge of closure. They are not even able to pay the electricity bills. This has however not deterred new players to take a plunge. Recently in September 2000, Vaibhav Water World has opened up near Vapi.

In a successful water park, there are at least 1000 to 1500 visitors per day, which peaks to 2000 to 3000 visitors per day on holidays and vacation. Many less successful water parks have hardly about 100-200 visitors per day, and maximum up to 400-500 visitors per day during the peak. As per the industry norm, a solo mid-size water park project (*without any other facilities such as resort or amusement rides*) will require at least 4 lakh visitors per annum (~ 1350 per day) at the ticket rate of Rs. 125/- per person, in order to achieve breakeven.

The table 3.9 gives the details about ticket charges and visitor inflow in some of the major water parks.

Table 3.9: Visitor Inflow at Water Parks

Water Park	Ticket Rates (Rs.)	Annual Visitors
Shanku's Water Park, Mehsana	125/-	~ 5-5.5 Lakh
Ajwa Fun World, Ajwa	140/-	~ 5 Lakh
Goyal's Water World, Sanand	125/-	~ 3 Lakh
Khyati Resort, Mehsana	100/-	~ 60,000
White Water Leisure, Ubhrat	Included in the resort package	~ 40,000

A majority of the water parks try to be less dependent only on the Water Park, and augment their income from other sources such as resort or amusement rides. For example, Shanku's, Goyal's, Khyati, Swapna Shristhi, Garden Holiday, Aqua City and White Water also have a resort complex. Where as, Ajwa Fun World and Fun Splash also have amusement rides. This is to force the visitors to stay back for more time and spend more.

Water parks in Saurashtra region are facing problem due to acute water shortage. The two water parks in Rajkot have severe operational problems. The park's borewells have gone dry due to receding water table. Often, they have to run the Water Park with water sourced from tankers. From time to time, the State Government also forces the water parks to close down temporarily due to water scarcity in the State. This happens in the summer period, which is the peak season for water parks.

Almost all water parks in Gujarat are of mid-size. Average investment is around Rs. 5 Crores and average land required is around 4 acres. Investment in Shanku's Water Park is about Rs. 7 Crores, where as, Goyal's and Khyati have invested about Rs. 5-6 Crores. Investment in a water park along with a resort will be about Rs. 15-16 Crores. Average 25-30 rides are installed in a mid-sized water park. Smaller parks have about 15-17 rides.

A majority of the water parks do not have any safety standards. In actual fact, all rides have to be regularly checked and certified by the equipment supplier for its fitness. Park operator cannot run the ride in absence of this certification. But, to a large extent, the operators do not observe this norm and continue to operate the rides at the risk of the visitor. Also, there is a concern about cleanliness and hygiene standard of the water circulated. There have been complaints and cases of occurrence of skin disease due to inferior quality of water used in the parks.

In this highly competitive environment, marketing is a key issue for water parks. In this context, Ajwa Fun World has one of the most aggressive strategies. They have their marketing personnel moving in schools and colleges all over Gujarat offering a complete package of Water Park and amusement ride along with meals at a reasonable rate (*Rs. 220/- per person*). With this, they are able to attract about 90,000 to 1-lakh visitors out of the total annual inflow of 5 lakh visitors.

Apart from marketing, connectivity and accessibility is also a very important issue for water parks. Often the parks are located on the city outskirts or in remote locations. The visitors will have to use their own conveyance (cars/taxis), which will be difficult in most of the cases. So, many water parks have to arrange for transportation and offer free bus service in order to attract the masses.

Water parks do get tourists traffic, but a majority of the visitors are locals from the surrounding area. Average spending in a water park or an amusement park will be in the range of Rs. 300 to 400 per person.

(iv) Amusement Parks

There are not many amusement parks of large scale in Gujarat. Ajwa Fun World at Ajwa, near Vadodara, is the largest amusement park in Gujarat. Gujarat Fun World at Gandhinagar is another one. Akshardham at Gandhinagar also has a small amusement park.

Ajwa Fun World attracts about 5 lakh visitors every year. Entry fee is Rs. 130/- for an adult and Rs. 120/- for children. This includes access to all rides. The park along with its water rides also attracts a large number of tourists. There are about 20 rides.

Gujarat Fun World near Gandhinagar attracts about 2.5 lakh visitors every year. Although entry fee is only Rs.10/- (for adults) and Rs. 6/- (for children), the visitors have to pay additional for individual rides. That is, Rs. 10/- for large rides and Rs. 5/- for smaller rides. There are total 14 rides. The park is a major picnic destination for school children in Ahmedabad-Gandhinagar and surrounding areas. On an average, there are about 200-250 visitors on a working day, which peaks to about 2000 visitors on

weekends, holidays and vacations. Annual inflow of visitors is estimated at around 2.5 lakh. Gujarat Fun World also has another amusement park at Ajwa, Vadodara. But, it is closed down currently.

At Akshardham in Gandhinagar, the amusement park is only a small portion of the whole complex. There are only about 4-5 rides. There are at least 10 lakh visitors annually to this park. This is mainly because of high visitor inflow at the complex.

Ahmedabad and major cities in Gujarat have many enterprises that provide small amusement rides to the locals, but none of these can be defined as an amusement park. Other major amusement parks in Gujarat are as follows:

- | | |
|-------------------------------------|---------------------------------------|
| 17. Joy-N-Joy Amusement Park, Surat | (~ 15 rides) |
| 18. Fun Splash Water Park, Nadiad | (~ 4-5 rides along with a water park) |
| 19. K. Park, Anand | (~ 5-6 rides) |
| 20. Sharma Resorts, Gandhidham | (~ 4-5 rides) |
| 21. Jay Fun Park, Surat | (under construction) |

High capital cost of the amusement park is one of the major deterring factors for the entrepreneurs. Even a second-hand single loop roller coaster ride will cost about Rs. 1.5 to 2 Crores. A full-fledged amusement park comparable to Essel World will cost at least Rs. 25-30 Crores. Where as water park can be set up with an investment of Rs. 5 to 7 Crores.

(v) Other Entertainment Avenues

Apart from multiplexes, water parks, and amusement parks, many other forms of entertainment like family entertainment centre, bowling alley, pool tables, go karting (car racing), game parlour, etc. are available. These are:

22. ABC Bowling Alley, Ahmedabad – Closed Down
23. Go Karting, Gandhinagar-Sarkhej Highway
24. Saffrony Entertainment Centre, Gandhinagar-Sarkhej Highway
25. Atithi Gokul (3 Dimensional Rides), Gandhinagar-Sarkhej Highway
26. Dumas Resort (Family Entertainment Centre), Dumas, Surat
27. (Family Entertainment Centre), Surat

These types of entertainment centres cater mainly to the locals. Not many tourists are attracted exclusively to these places.

The feedback received from the Water Park and amusement park operators is summarised below:

- The tourism in the State lacks proper infrastructure near the tourist spots.
- The nearby tourist spots are not developed / promoted / maintained so that tourists would come and stay there for a day or so. The resort / Water Park / amusement park owners are ready to design package tours, if the spots are really worth visiting.
- Entertainment tax levied on water parks is very high. This high taxation is not justified.
- Being power intensive, water / amusement parks cannot sustain the high electricity tariffs in Gujarat.
- Industry status has not been given to water parks and amusement parks.

- Standards for water parks and amusement parks specified in the incentive scheme of the tourism policy are not appropriate and practical.
- Government policies are not clear with respect to tax rates, tax rebates, and environmental requirements / standards.

(vi) New Entertainment Projects in Gujarat

Attracted by the increasing demand and favourable incentives under the tourism policy, a large number of entertainment projects are being planned in the State. Since last 2 years, Gujarat Tourism has received applications for 97 entertainment projects of all type, worth Rs. 973.1 Crores. These are projects that have applied for the various incentives applicable under the current state tourism policy.

Table 3.10 gives the details of new entertainment project proposal received.

Table 3.10: New Entertainment Project Proposals received by Gujarat Tourism since 1999

Project Type	Number Of Projects	Investment (Rs. Crores)
Amusement Park	1	6.0
Entertainment Complex	89	915.7
Golf Course	1	1.9
Theme Park	2	18.6
Water Park	4	30.9
Total	97	973.1

These figures only indicate the level of interest of the investors. It is not likely that all projects will materialise. Some of the important projects announced include:

- Gujarat Science City, Gandhinagar-Sarkhej Highway: Gujarat Council of Science City (*established by the Government of Gujarat*) is setting up a Rs. 350 Crore-Gujarat Science City. This will include IMAX theatre, thematic garden, defence pavilion, inflatable pavilion, museum, and other edutainment (education through entertainment) features. The first phase will cost Rs. 66 Crores and is expected to open in the year 2001.
- Arpan Entertainment Centre, Ahmedabad: The Arvind Mills is planning a family entertainment centre at a prime location of Ahmedabad. The total project cost is Rs. 8 Crores. This will be an entertainment-cum-education complex. It will feature theme restaurant, kiddy games, motion simulator, formula racing track, roller coaster ride, shopping mall, etc.
- Saffrony Entertainment Complex, Gandhinagar-Sarkhej Highway: This is a Rs. 20 Crore project. In first phase, one of the largest food courts has already been opened. In the next phase, there will be a six-screen multiplex, discotheque, virtual reality, laser game and video game centre.

3.10 Analysis of Survey Findings: Tourist Infrastructure at visited Destinations

Table 3.11: Qualitative assessment – Major (summary table)

Destination	Establishment	Total Rooms	Occupancy Level		Annual Tourists Inflow				Av. Stay	Av. Spending (Rs./day/person)
			Average	Trend	Total	Night Stay	Foreign Tourist	Trend		
Dwarka	60	1500	40%	↓	16-17 lakh	5-6 lakh	1500	↔	1 N & 2 D	300 – 400 (30%) 150 – 200 (60%)
Porbandar	21	500	40%	↓	1.5-1.75 lakh	1-1.2 lakh	2000	↓	1 N & 2 D	900 – 1100 (30%) 350 – 500 (65%)
Veravl.-Somanth	25	760	35-40%	↔	9-10 lakh	4-5 lakh	2500	↑	1 N & 2 D	500 – 600 (10%) 150 – 250 (85%)
Sasan Gir	2	57	Taj: 30% For.G.Hs: 80%	Taj ↓ For. ↑	1 lakh	17-20,000	2000	Dom: ↑ Forn: ↓	1 D	200 – 300 (40%) 1300 – 1400 (50%)
Junagadh	24	300	35-40%	↓	9 lakh	0.9 -1 lakh	2500	↔	1 N & 2 D	400 – 500 (33%) 150 – 250 (65%)
Chorwad	1	24	15%	↓	-	1000 (6 month)	None	↓	1 D	800 – 900 (30%) 300 – 350 (70%)
A'pur Mandvi	1	39	50 %	↑	-	14,000	1,000	↑	2 N & 3 D	1800 – 2000 (40%) 1000 – 1200 (60%)
Diu *	31	520	30%	↓	-	86,600	5,600	↓	2 Day	600 – 700 (30%) 1200 – 1300 (60%)
Palitana	111	1700	30%	↑	3 lakh	2.5 lakh	2500	↑	1 D & 1 N	700 – 800 (2%) 150 – 200 (98%)
Rajkot	65	1400	50%	↔	-	2.75-3 lakh	1500	↑	2 to 4 D	300 – 400 (59%) 900 – 1000 (40%)
Bhuj	12	370	65%	↑	1.6-1.7	1.3-1.4 lakh	10,000	↑	2 N & 3 D	700 – 800 (40%) 300 – 400 (55%)
Kachchh Mandvi	1	50	20%	↑	65-70,000	4-5,000	5000	↑	1 D	600 – 700 (20%) 300 – 400 (80%)
Modhera	-	-	-	-	2 lakh	-	1200	↔	2 to 4 hours	100 – 150 (100%)
Bahucharaji	50	750	50%	↑	18-20 lakh	3-3.5 lakh	Negligible	↑	1/2 D	100 – 150 (100%)
Patan	15	150	30%	↔	80,000	20,000	180	↔	1 N & 1 D	400 – 500 (20%) 200 – 300 (80%)
Siddhpur	-	-	-	-	1 lakh	Negligible	None	↑	1/2 D	50 – 100 (100%)
Palanpur	15	300	40-45%	↑	-	60-75,000	None	↑	3 to 5 D	200 – 300 (82%) 900 – 1000 (15%)
Ambaji	110	1675	40-45%	↑	70 lakh	6-7 lakh	Negligible	↑	1 N & 1 D	200 – 300 (99%) 900 – 1000 (1%)
Surat	80	2000	50%	↑	-	5 lakh	None	↑	2 to 3 D	300 – 400 (60%) 900 – 1000 (28%)
Ubhrat	1	25	30%	↓	40,000	4,000	None	↓	1 D	600 – 700 (100%)
Tithal	6	180	35%	↔	75,000	35,000	Negligible	↔	1 D	150 – 200 (30%) 300 – 400 (65%)

Destination	Establishment	Total Rooms	Occupancy Level		Annual Tourists Inflow				Av. Stay	Av. Spending (Rs./day/person)
			Average	Trend	Total	Night Stay	Foreign Tourist	Trend		
Saputara	13	650	50%	↑	2.5-2.75 lakh	2-2.25 lakh	Negligible	↔	2-3 D	700 – 800 (60%) 1000 – 1100 (30%)
Daman *	65	2000	40%	↔	-	4-4.5 lakh	8-10,000	↔	1 to 2 D	700 – 800 (92%) 1000 – 1100 (5%)
Vadodara	91	3280	60%	↑	-	9 lakh	Negligible	↑	2 D	300 – 400 (60%) 700 – 800 (20%)
Pavagadh	1	41	40%	↓	21-22 lakh	2-2.5 lakh	Negligible	↔	1/2 D	250 – 500 (100%)
Dakore	71	1015	60 %	↓	45 lakh	8 lakh	Negligible	↑	1 D	200 – 300 (10%) 100 – 150 (89%)
Ahmedabad	165	5000	60 %	↓	-	15-17lakh	10-12,000	↑	2 N & 3 D	300 – 500 (45%) 600 – 1200 (40%)
Others		-				20-25 Lakhs				
Total (Incl. UTs.)	-	24286	-	-	-	120-125	~ 78,000	-	-	-
Major 23 Destinations	-	24190	-	-	-	110-115 Lakhs	~ 62,400	-	-	-
Balance 60 Destinations						40-45	-			
TOTAL for Gujarat						110-115 Lakhs				

Note: 1) Trends: ↓ = Decreasing ↑ = Increasing ↔ = Stagnant
2) Destinations marked with * are UTs (Union Territories): Diu & Daman
3) Av. Spending denoted in the table is of the major tourists category. % Figure in bracket denotes % tourist incurring specified spending
4) Av. Stay: N → Night; D → Day

3.11 Tourist infrastructure gaps

Table 3.12: Infrastructure Gaps at Various Tourist Destinations

Infrastructure Lacking	Destination
Drinking water and basic sanitation facilities	At all the destinations surveyed
Improvement in approach highway	Dwarka, Porbandar, Somnath, Sasan Gir, Junagadh, Ahmedpur Mandvi, Palitana, Siddhpur, Ubhrat, Dakore
Improvement in internal roads	Dwarka, Porbandar, Somanth, Dakore
Road connectivity not good, Proper conveyance not available for surrounding circuits	Dwarka, Somnath, Porbandar, Sasan Gir, Chorwad, Ahmedpur Mandvi, Ubhrat, Tithal, Saputara, Daman, Ajwa, Ambaji
Adequate local conveyance not available	Dwarka, Sasan Gir, Chorwad, Ahmedpur Mandvi, Bhuj, Ubhrat, Saputara, Ajwa
Tourists accommodations required	Bet Dwarka, Somnath, Kachchh Mandvi, Siddhpur, Ambaji, Ubhrat, Tithal

Infrastructure Lacking	Destination
Medical facilities not available	Bet Dwarka, Ahmedpur Mandvi, Dakore
Good restaurants and eateries not available	Dwarka, Porbandar, Somnath, Junagadh, Palitana, Bhuj, Kachchh Mandvi, Bahucharaji, Patan, Siddhpur, Ambaji, Ubhrat, Tithal, Saputara, Pavagadh, Dakore
Up gradation & maintenance of monuments	Kirti Mandir - Porbandar, Somnath, Junagadh Fort & Museum, Satardi - Bhuj, Patan, Siddhpur, Pavagadh, Ahmedabad
Lack of beach activities	Porbandar, Chorwad, Diu, Kachchh Mandvi, Ubhrat, Tithal, Daman
Irregular power supply	Bet Dwarka, Palitana
Inadequate street lights	Dwarka, Bet Dwarka, Ahmedpur Mandvi, Ambaji, Saputara, Ajwa
Inadequate sign boards for tourists	Dwarka, Porbandar, Junagadh, Rajkot, Kachchh Mandvi

3.12 Workshop

Dalal consultants and engineers had organised a half-day workshop along with the Tourism Corporation of Gujarat Limited on 24th of June 2002. The main aim of organizing the workshop was to identify and address important issues related to tourism development in the state and incorporate them suitably in the proposed perspective plan. Here, prominent personalities associated with tourism related activities were invited to express / exchange their views on the development of tourism in the State of Gujarat.

The major topics of discussions during the workshop were:

(i) Gujarat as a Tourism Destination – Critical Evaluation

- (a) Tourism Development in Gujarat vis-à-vis tourism in other states
- (b) Image of Gujarat as a tourism destination
- (c) Major Bottlenecks
- (d) Institutional / Policy Level
- (e) Infrastructure Support
- (f) Others

(ii) Framework for Sustainable Tourism

- (g) Factors impacting Sustainability
 - Local Involvement, i.e. tourism development weaved around local culture / crafts / fairs / festivals / trades
 - Focus on integrated circuits rather than developing individual projects
 - Focus on development amenable with local conditions / regulations (i.e. Environmental, Legislative Framework, etc)
 - Amenable Infrastructure / Institutional / Policy Support
 - Continual Promotional Strategy for image building
 - Continual monitoring of development process and corrective measures
 - Continual Innovation to maintain attractiveness and tourist interest
- (h) Framework for Sustainable Tourism
 - Institutional Changes
 - Policy Level Changes

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- Destination Development Strategy
 - Investment and Funding Plan
 - Promotional Strategy

3.12.2 The Minutes of meeting of the workshop

The following issues were discussed in the workshop

- Gujarat as a Tourism Destination – Critical Evaluation
- Framework for Sustainable Tourism

The opinion of all experts and eminent personalities is summarised as below

(i) Statistics

1. About 600 billion US\$ spending by tourist all over world
2. Out of which Gujarat share is 0.3%
3. There are about 22-26 million tourists visiting India.
4. Out of this, around .3-.4 lacs is the share of Gujarat .
5. In the recent past, Airlines capacity has increased by 3 – 4 times in Gujarat.
6. But the same is not matched by registered/recognised tourist inflow in Gujarat.
7. This means that the increased airlines capacity is used by NRG or persons not categorised as tourist
8. India has failed to present consistent and right picture to world. India is a big country and there is always a possibility of something happening at any corner of the country.
9. In China, the tourist inflow is increasing at a rate of 20%. The reasons behind that are
 - Tremendous planning going into tourism strategy
 - Ability to offer comprehensive packages (i.e. entertainment, shopping, culture etc). China is not depending too much on any particular culture or heritage. Infact, it offers to the client a complete package consisting of what he wants and in what he is comfortable.
 - A consistent and right picture presented to the world in spite of any thing happening at any corner of the country.

(ii) Issues of Gujarat

- Long distances between destinations
- Tour package not designed properly
- Mix of pilgrimage, wildlife, culture, adventure, leisure etc not digested by many.
- Prolonged hot temperatures
- Infrastructure (non availability of star hotel in Saurashtra darshan)
- Not able to utilise the existing infrastructure to the max

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- Excessive focus on foreigners vis a vis Indian middle class tourist
 - Non-availability of qualified tour guides.
 - Lesser opportunities for guides hence persons not interested in taking up guide as a full time career
 - Prohibition on liquor in the state
 - Non existence of way side amenities near forests and wild life sanctuaries
 - No recreation activities near pilgrimage centers. Because of this, people get bored and leave the place early
 - No facilities around archaeological monuments like sitting arrangement, garden etc so that the people can stay for some time there and enjoy the beauty of the monument. Most of the monuments are in very congested areas with encroachment from all sides.
 - Non availability of tourist information at the entry points of the state
 - No book on gujarati food while gujarati food is liked all over India from Kashmir to Kanyakumari
 - Sometime, excessive focus on a particular issue sidelining other important features of the site. E.g there is excessive focus on Lion in Sasan while the complete ecosystem of Gir forest is unique and should be focused on.
 - High prices at sasan gir.
 - High rates of heritage hotels keeping in view foreign tourist only. Hence Indian middle class has never taken interest in the same.
 - No entertainment /recreational facility in heritage hotels. Peoples getting bored
 - Geo tourism never tapped in Gujarat

(iii) Solutions

- With uni gauge railway lines all over Gujarat and India and convenient train timings, Delhi tourists (Delhi as entry point to India) coming to Jaipur can now be extended to Ahmedabad and Mumbai
- Atleast one port/jetty in Saurashtra and one in Kachchh will make journey from Mumbai very easy. It takes only 12 hours by sea to reach Saurashtra from Mumbai. The long distances between destinations can thus be taken care off.
- Tourist likes sea journey now a day. An example is that Goa received 24 tourist ship last year
- The vast middle class, 250 million to be focused (more than USA/EU population), which is capable of travelling every year.
- Destinations should give value for money. This can be accomplished with good service, good and knowledgeable guides, good infrastructure and good entertainment.
- Ecotourism has very good potential. This needs effective coordination between forest department, tourism department and tour operators. Also a package/circuit has to develop so that wild life tourism or ecotourism can be linked with other type of tourism like pilgrimage, adventure, leisure, heritage etc, offering more variety (value for money).
- Existing infrastructure to be used round the year like Saputara and Abu

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- Innovative ideas to prolong tours and counter harsh weather like indoor recreational facilities, water parks etc
 - Tie up with local NGO's to promote Kachchh life styles, handicraft, culture, etc
 - Heritage hotels should have a calendar of seasonal events to be popularised with tour operators. This should include local culture shows, trekking, camping etc
 - Publicity of tourism possibilities through photographs and articles in popular travel magazines.
 - Have Gujarat Tourism office presence in Delhi, Mumbai and Important cities who are updated and aware of the latest happenings
 - Potential of Mumbai and Delhi should always be kept in mind for generating maximum tourists to Gujarat
 - Strong interaction between intermediaries like travel agents and hotel operators
 - Kachchh festival should be planned in Dec-January to attract maximum foreign tourist (club with Christmas vacations). TCGL is working in this direction.
 - Any person notified as tourist should be exempted from prohibition. Recognition/notification procedure for tourist should be made easy.
 - Encroachments near archaeological monuments should be cleared and some open space should be provided for civic amenities, gardens, sitting facility etc around monuments
 - Accommodation facilities and camping equipments to the forest department to serve the tourists.
 - Marketing has to be a collective effort. Travel agents to be the key instrument.
 - The strategies have to be continuously evolved. This is not a one-time job and related department and private parties should continuously meet and discuss the strategies.
 - Gir should be projected as a complete wild life destination rather than Lions sanctuary alone.
 - Events in line with SABTAK must be planned and marketed well.
 - Systematically promote very rich heritage destinations like Dharanpur musical instruments museum.
 - Tourists should be embraced and accepted by the local people as a part of their life.
 - Evaluation should be based on destination potential after 20 years and planning should be done accordingly e.g. TPS of Ambaji was done 25 years back which is today attracting maximum no. of tourists
 - Provide free of cost (sponsored) information brochures about the city/state and around the city at all major entry points
 - TCGL proposed all hotel owners to depute at least one of their staff to be trained as guide. Looking to the lesser opportunities for guides in the state at present this was felt to be a good idea and well accepted by all in the workshop. This will solve the issue of availability of trained guides in destination and thereby help in improving the value for money for the tourist.
 - Other sectors that can play important role in increasing tourist inflow are bus operators and local gram panchayats/ NGO's. These peoples should be taken into confidence and should be well equipped with information in the form of training, brochures etc.

- Frequent exhibitions should be arranged all over India promoting tourism in Gujarat. Visual/photo gallery media is very strong and attractive mean of awareness

(iv) Major Issues to be addressed

10. Awareness
11. How to reach (accessibility)
12. Professionalism
13. Value for money
14. Where to stay (accommodation)

3.13 Ongoing Development Activities

- TCGL has acquired land from forest department at Nalsarovar and is going to start a tourist bungalow there shortly. This will help tourist who want to stay there overnight for early morning bird watching (which is the best time for bird watching)
- TCGL has proposed forest department to provide land at two to three places near Sanctuaries/national Park where TCGL will establish tourist property for commercial use. This will provide accommodation facility for the tourist's right in the forest environment without disturbing the ecosystem of forest.
- TCGL likely to start light and sound show Modhera sun temple (during evening)
- Apart from efforts from government, individual entrepreneurs should also make their efforts to promote tourism in their area/circuit. E.g Heritage owners of Rajasthan has their own offices in Delhi

3.14 Potential locations/Issues to be focused

- Kaleshwar temple in Panchmahal district (Godhra – Lunawada Rd). This was earlier Natraj temple
- Velavadar also hosts world largest number of owls apart from Black buck
- Indiana tourism Delhi readies to take possession of TCGL property at Dholavira and market the same all over world. They wish to join Dholavira with Rajasthan circuit
- Junagadh buffalo equally attractive to Junagadh lion. Most of the buffalos in Kachchh are Junagadh buffalo. Junagadh buffalo played a major role in white revolution of Gujarat

All other wild life national parks and sanctuaries apart from Gir should also be promoted and developed e.g sloth bear sanctuary, ratanmahal sanctuary, Shoorpaneshwar sanctuary etc

4 Project Identification, Selection and Viability

4.1 Introduction

Investment planning for tourism entails an identification of investment opportunities at various destinations and prioritising them. Revenue producing opportunities have to be evaluated for their commercial feasibility so that they can be marketed to potential entrepreneurs.

This chapter discusses the framework adopted for prioritising destinations and projects. A summary of the viable projects is presented at the end of the chapter. Project profiles are given in Volume 2 – Annexure - IV

4.2 Prioritisation of destinations for tourism development

To access the destinations of Gujarat, DCEL team covered around 83 destinations and places of interest across the state. Based on the primary survey, the priority for development of each destination was worked out. The destination was prioritised considering various parameters. Each parameter at the destination was then ranked between 1 to 5, 1 being the lowest and 5 being the highest. The parameters taken into consideration are listed below

4.3 Popularity of destination

This is the most important parameter, which indicates how popular or unique the destination is.

4.3.1 Volumes of traffic flow

The number of tourists flowing to a certain destination is also an important factor for prioritisation. This also takes into account the tourist inflow at present vis a vis the infrastructure available. E.g. if the tourist inflow has already crossed the carrying capacity of the destination, further development at the destination will have adverse effect on the environment and the social fabric of the society.

4.3.2 Inventory of tourist attractions

This parameter indicates the variety of tourist attractions and other tourist facilities like entertainment, Leisure etc that are available at the destination. More the variety and the facilities, higher are the chances for developing the destination in short term.

4.3.3 Part of existing tourist circuit

If the destination is already part of an existing tourist circuit then it will aid in prioritising the place.

4.3.4 Accessibility

The popularity of any destination is directly related to its accessibility by road, rail or air. Better accessibility will aid priority development of the destination.

4.3.5 Quantity and quality of basic infrastructure and tourist facilities

The availability of tourist facilities like accommodation, transport, wayside amenities, entertainment avenues, drinking water, public utilities, etc. supports prioritising a destination. Also, the quality of tourism related services and easy availability of information play a very vital role in the prioritisation of destinations.

4.3.6 Cultural heritage

The richness of cultural heritage at the destination is an important parameter for developing the destination. Cultural heritage could be in terms of lifestyle, specific products, make of products, arts like music, handicraft etc

4.3.7 Sustainability of Tourism development

This factor is very important while planning for tourism development at a destination and the same would include environment-related issues, carrying capacity of a place, etc. This factor also evaluates the acceptance of tourism by the local community.

4.3.8 Socio-Economic Development

Development of tourism in an area also has impacts on income and employment generation in a region. It also encourages local crafts and woman entrepreneurship. The evaluation is done based on the scope of Socio-economic development of the area by the advent of tourist i.e villages are ranked higher than cities or the tourist destinations which are already developed.

4.3.9 Institutional Support mechanism

An existing institutional or support mechanism, like financial institutions, entrepreneurs, NGOs, involved in development of tourism also help to prioritise destinations for tourism development.

4.3.10 State Govt. priorities

The State Govt. has also assigned certain priorities to some destinations, which they feel, have potential for development of tourism.

4.3.11 Other

There are some additional factors that also influence the prioritization of a place. These factors can be climate, tourist season, etc.

Based on the above parameters, the existing and potential destinations were ranked and are illustrated in the following pages. In addition to the ranking, the themes (like nature, adventure, heritage, leisure) associated with each destination are also discussed.

The table 4.1 given as Appendix – IV indicates region wise 83 locations which are classified as tourist destination or which have the potential for developing as tourist destinations. Based on the parameters discussed earlier, each destination was assigned with marks. We recommend that the destinations be prioritised for tourism development in the following manner.

- Destinations / tourist places securing a rank of 40 or more should be taken up for tourism development in the short term, i.e. within the next 5 years.
- Destinations / tourist places securing a rank between 30 and 39 should be taken up for tourism development in the middle term, i.e. within the next 5 to 10 years.
- Destinations / tourist places securing a rank of below 29 should be taken up for tourism development in the long term, i.e. within the next 10 to 20 years.

The summary of the short term, middle term and long-term priority of destination development are given as table 4.2, 4.3 and 4.4 in Appendix IV. The destinations are also categorised as per the region they fall in. It can be observed that highest priority destination is Saputara with 54 points followed by Dwarka, Ambaji, Bhuj City and Dakore each with 52 points. The details of the top three destinations in each region are given as below (The figure in the bracket gives the ranking of the destination)

- South Gujarat: Saputara(54), Bansda(47), Ahwa(44)
- Saurashtra: Dwarka(52), Veraval / Somnath(51), Palitana(50)
- North Gujarat: Ambaji(52), Bahucharaji(51), Shamlaji(51)
- Kachchh: Bhuj city (52), Gandhidham (48), Khavda (47), Narayan Sarovar (47), Mandvi (47), Small rann of kuchchh (47)
- Central Gujarat: Dakor(52), Mahudi (51), Pavagadh (51)

4.4 Project ideas/concept

To be a tourist is to travel and stay in places away from your usual place of residence. Tourism as an industry got a boost when large numbers of people specially belonging to the middle class began to travel. This was due to the fact that the middle class societies became wealthier, and the travelling time got reduced. Presently, organised tourism is a major industry around the world and supports many national economies.

To develop a plan for sustainable development of tourism in the state, it was very important to understand the ‘types of tourism’ that can be developed in the state. These project ideas that were evolved were mainly based on tourism potential of the destination / region, the personal visits of the DCEL team to various places of tourist interest, the gaps observed thereof, the requirements arising from these gaps, interactions with local people, experts, hotel owners, entrepreneurs, etc. The basic idea was to enhance the visitors’ experience to the place and giving the tourist “the Value for his Money.

The broad classification of the project concepts are described as:

- Eco –tourism

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- Adventure tourism
 - Ethnic Tourism
 - Leisure Tourism
 - Health Tourism
 - Archaeological and historical tourism
 - Religious Tourism
 - Special Interest Tourism
 - Highway/coastal highway tourism
 - Beach tourism
 - School/College tourism
 - Development of Gateways

4.4.1 Eco Tourism

The International Ecotourism Society (TIES) definition of ecotourism, first adopted by its founding board of directors in 1991, states that:

“Ecotourism is responsible travel to natural areas that conserves the environment and sustains the well being of local people.”

Ecotourism can also be defined as *“ecologically sustainable tourism with a primary focus on experiencing natural areas that fosters environmental and cultural understanding, appreciation and conservation”*.

The advantages for the development of ecotourism are:

- Contributes to conservation of biodiversity.
- Sustains the well being of local people.
- Includes an interpretation / learning experience.
- Involves responsible action on the part of tourists and the tourism industry.
- Is delivered primarily to small groups by small-scale businesses.
- Requires the lowest possible consumption of non-renewable resources.
- Stresses local participation, ownership and business opportunities, particularly for rural people.

Ecotourism has great potential for development. Ecotourism internationally is growing at a rate of 15 percent annually, which is higher than the growth rate in the global tourism growth that is around 7-8 percent.

Arrays of habitats, ranging from deciduous forests, desert plains, grasslands, wetlands, to coastal and marine ecosystems have made Gujarat one of the most high profile areas for ecotourism. Ornithologists consider Gujarat as a paradise for bird watching. The Gir sanctuary although famous

for lions is equally popular for experiencing the complete forest ecosystem at one place. The Marine sanctuary near Jamnagar is the first marine sanctuary declared in India.

Trekking tours, boating in natural areas, nature trails with trained guides who can explain about the flora, fauna and ecology, educational camps, trekking through Shallow River and forest areas, accommodation in posh tents and other activities can be organised as part of the product. An improved travel condition to less visited tourist areas is also envisaged as part of Eco tourism development.

Eco- tourism circuits have been identified linking the potential areas. Nature based projects have been suggested for:

Little Rann of Kachchh (Wild Ass Sanctuary), Dasada, Jamnagar (Pirotan Marine Park, Khijadiya Bird Sanctuary, Lakhota Lake), Sasan Gir (Gir National Park), Velavadar National Park, Hingolghadh, Porbandar, Bhavnagar (Pill Gardens, Gaurishankar Lake, Victoria Park), Nalsarovar, Dantiwada Dam, Jambughoda Sanctuary, Bansda National Park, Jessore sloth bear sanctuary, Ratanmahal sanctuary, Porbander (Barda sanctuary and lake within Porbander city)

4.4.2 Adventure Tourism

Adventure Tourism involves tourists engaging in physically and personally challenging and sometimes dangerous activities. These include safaris and trekking in remote areas, hiking, mountain climbing, river rafting, water surfing, etc. Adventure activities like Parasailing, Sailing/ Yachting, Motor Boating, water skiing, fun-rides; etc can be developed and promoted in the state. Projects have been suggested to promote adventure activities at the following sites:

- Along the coastal line:– Kuchchh Mandvi, Gandhidham – Kandla, Jamnagar, Dwarka- Bet Dwarka, Porbandar, Veraval, Ahmedpur Mandvi, Gopnath, Bhavnagar, Tithal, Ubhrat, Nagrol.
- Forests :- Trekking in Gir, Bhanwad, Jessore, Ratanmahal, Bansda etc
- Hang gliding, rock climbing at Saputara and Pavagadh
- Hot air Ballooning at sea coast and major cities
- Parachuting at beaches
- Horse safari in Danta, Wankaner and Gondal
- Camel safari at Rann of Kachchh, Banni grassland, Khavda, Zainabad

4.4.3 Ethnic Tourism

(i) Heritage and culture Tourism

Gujarat had more than 200 rulers belonging to various communities - Rajputs, Marathas, Muslim Nawabs, Shiya Muslims, Patels, and Siddis, each one of which had its own architectural style. In addition to these, Gujarat is known for the havelis and mansions of the banias, Jains, Bohra Muslims and other mercantile communities. Today, there are about 26 heritage properties that are available for tourists as heritage hotels. Most of the heritage properties have a magnificent façade blending various architectural styles, surmounted by domes, turrets, side minarets, marble floors, statues etc. Many of

the heritage properties also have museums of artefacts from family collections and tribal museums. The heritage properties are generally in remote and tribal areas of the state. Their contribution to the local economy in terms of employment, promotion of handicrafts (bought by tourists) performing arts/fairs/festivals, hiring of vehicles, training of tribal guides, improvement of roads and environment is worth mentioning.

A large population of Gujarat still dwells in rural areas, and there are tribal, pastoral and fishing communities whose lives are similar to those of their ancestors centuries ago. These tribals are well known for their rich traditions, dances, music, handicrafts and colourful fairs and festivals.

The projects based on the above philosophy include:

- Conversion of royal palaces to Heritage hotel, museum
- Religious and cultural centre near Ambaji temple, Saputara, Bhuj, and Veraval
- Tribal Tour centres at Poshina, Balaram, Ahwa, Bhuj, and Pavagadh with organised tour facility to the surrounding tribal areas.
- Haat Bazaar, Handicraft centres at Bhuj, Gondal, Chota Udepur, Rajpipla and Ambaji with outlets for tribal handicrafts and amphitheatre for cultural shows.
- Heritage Interpretation centres at Ahmedabad, which will be like a Knowledge centre of art & heritage of the place. This would also provide all information related to heritage hotels like, accessibility, rates, major events, best season to visit etc
- Guided tours to tribal places mentioned as tribal tour centres
- Classical dance and music festivals at Modhera

(ii) Traditional handicraft and textile tourism

This concept is based on an approach, which is to develop community-based tourism that directly benefits the villagers. It will help in developing cultural understanding among the tourists. It will also offer them the opportunity to experience the tribal expertise and their way of use of these handicrafts in their life. Gujarat has also been breeding ground for an amazing array of embroidery, weaving, dyeing, and printing techniques, handicrafts made from wood, stones, and metals. The tribes of the hill continue an ancient tradition of decorating their house with paintings, called pithoras and terra cotta horses to ward off evil spirits.

Proper haats to demonstrate their skill and also earn them some revenue are planned to be organised during the traditional fairs and festivals like Chitra Vichitra fair, Dang Darbar etc. Apart from traditional fairs and festivals of tribals, more festivals, fairs and exhibitions are planned to be organised in line with Kachchh festival. Lodgings designed in the traditional style and built of local materials, provision of special meals offering local food products and traditional cuisine, local handicrafts, local folk dances and music can become a part of the product. Such festivals are planned to be organised in Ahmedabad, Gandhinagar, Patan, Kachchh, Gondal, Rajkot, Jetpur, Junagadh, Jamnagar, Sankheda, Poshina, Chota Udaipur and Surat.

4.4.4 Leisure Tourism

It broadly includes all types of Leisure and entertainment activities at the tourist destinations. Leisure tourism can be sub classified into

(i) Beach Tourism - Costal Tourism

Gujarat has 1600 kms of coastal length dotted with number of beautiful beaches, scenic rocky coastlines, beach palaces and temples. The analysis of tourist infrastructure at various destinations shows that there is a lack of leisure facilities. Projects have been suggested for developing leisure facilities, which includes.

Umbergaon

Umbergaon is the southern most beach location of Gujarat. This place is well connected by both modes of transport i.e Road and Rail.

Umbergaon has a reasonably long stretch of beach however the factors like fishing activities, fish odour, very strong under currents and very poor standard of the sea beach and surroundings are not conducive for tourism development. The colour, texture and quality of sand and water may not attract any potential tourists other than the local population. Moreover the existing infrastructure is poor to support any serious tourism related activities. The fishing community occupies the plots adjoining the beach. Evacuation them or even rehabilitant them would be very difficult and may take a very long period. In addition the attitude and the perception of the local people are very hostile to any commercial development of this stretch. After careful study of all concerned parameters this site is not selected for any long term tourism development plan.

Kalai

Kalai is situated near Daman and is 20 km's from the national highway NH 8. Kalai is a small village 25 km's from the industrial town of vapi and 40 kilometers from umbergaon.

Kalai has every ingredient of a perfect beach destination. Any tourist would like its clean and clear beach. Therefore it has potential for development for middle and high end destination for domestic and international tourists. The beach and its settings would be a perfect place where tourism related activities can be developed. This is one of the few picturesque beach in south of Gujarat with good tourism potential. The basic facilities and infrastructure like water supply, power, sewerage and roads should be developed before it opened to its entrepreneurs for their participation.

Though this location lacks many basic public utilities and infrastructure, this being the virgin beach has all required qualities to attract investments from tourism and hospitality industry. Hence the areas adjoining the beach stretch is recommended for conversion from CRZ 1 to CRZ III. Keeping in mind the current scenario at kalai village we recommend the following tourism related infrastructure.

- Rural Tourism
- Beach resorts of medium to high end
- Planned and shopping/kiosk centres
- Yoga and health spa.

Dandi

Dandi is the famous village from where Mahatma Gandhi started the civil disobedience movement in 1930. Dandi beach is a picnic spot for the nearby towns. The heavy rush of weekends tourists considering basically of picnickers is catered by few shops and kiosks located near the sea front.

Dandi beach has a very good tourism potential. It has many elements that will attract potential tourist both domestic and foreign,. It has a long stretch of shallow beach of very low gradient, historical national setting, lush greenery and rustic and serene atmosphere. Though Dandi has inflow of tourists it lacks leisure facilities and amenities for tourists. Heavy industrialisation in Surat Valsad and Navsari district will help any tourism related activities in this village. If TCGL promotes dandi as a sea beach that ushered in the historic satyagraha it will attract both national and international tourist, However before that TCGL should also landscape and facilitate development of tourism facilities. For this a part of the sea front can be developed into an embankment with promenade, the showcasing of the beach is of eminence important otherwise this historic site will languish with unauthorised mushrooming structure. Along the promenade good amenities kiosks and souvenir shops should be planned

The stretch of 6 kms encompassing samapur beach dandi and machwad village are recommended to re-categorise under CRZ III. Dandi beach can be developed on the USP of its association with national struggle for independence and the father of the nation.

- Embankment with promenade of at least 1 km length with toilet, drinking water and shopping kiosk facilities should be undertaken. The promenade can have landscape featuring old time e.g. lamppost, ashler, masonry, clock tower. etc.
- Leisure Park for children and tourists.
- Saifee villa should have a well developed museum and orientation facilities with facility for screening a 15 minute film on the relevance of dandi in the history of the national struggle. The whole area should be developed on the concept of a large ashram with modern facilities in village environment.
- A resort where architecture should not be obtrusive to the village/ ashram environment.
- A well planned shopping kiosk centre
- A bal-bhavan catering for camps for students from all over India.

Dumas

Dumas village is the leisure point for the people of Surat. Being situated on the outskirts of Surat City it attracts local tourists on week ends and holidays.

Dumas region has a very good tourism potential. Its proximity to Surat, Magdulla port and Hazira port is its USP. Though it does not qualify as a beach destination, the available infrastructure like long promenade on the beach, greenery and kiosks providing the food articles to the picnickers attract tourists from nearby towns. It has many elements that will attract potential picnickers like small eating joints, resorts near the sea front and a very peaceful atmosphere. This beach is ideal for tourism development for local population.

We recommend the following tourism related facilities to be set up at Dumas.

- Theme park showing the coastal life of Gujarat.

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- Development of promenade and regulated development of areas nearby.
 - Aquarium and marine parks in the private sector.
 - Development of the Garden nearby as picnic spot with drinking water and toilet facilities.

Somnath

Somnath is one of the famous 12 jyothirlinga's and is 7 kilometers away from the fishing port of Veraval. This shrine is visited by lakhs of devotees from all over the country.

Somnath beach has good tourism potential. IT has all basic components of a tourism destination like a good beach stretch, many historical temples, an estuary and peaceful and serene atmosphere. It is ideal for tourism related activities. The location has the capacity to attract every class of tourist. Triveni sangam, a place 1.5 kms away from temple is good for water sports facility. The three rivers merge and form an estuary here would be the prefect location for backwater activities.

We recommend the following tourism related facilities to be set up at somnath.

- Standard Hotels and leisure Resorts.
- Rural Tourism Facilities.
- Beach beautification which includes access roads, public utilities etc.
- Water sports facility and marina at Triveni Sangam
- Approved and standardised restaurants

Porbandar

Porbandar is one of the major towns in Saurashtra located at 187 kms from Rajkot. The town is famous for reminisces of Mahatma Gandhi who was born and spent his early childhood in this city.

The beach area in the probandar city is already a local tourist attraction. It is frequented by the tourist population of porbandar on weekends and hence there is no need to undertake any additional activities in this area accept to provide hard landscaping with tourist amenities.

The following tourism facilities can be set up in this area in the long term.

- Hotels and leisure resorts.
- Water Sports facilities at the river creek.
- Landscaping and planning for shopping kiosks at porbander city beach.

Miyani

Miyani is a small village located on the coastal highway No 6 and is 35 kilometers away from porbunder. It is situated on the banks of Meda creek and it bifurcates Porbunder and Jamnagar district.

Miyani-Harshad maata region has a very good tourism potential. It has many elements that will attract a potential tourist. It has a long stretch of virgin beach, a wide and shallow creek, a popular temple, rustic and serene atmosphere and picnic spot like Meda dam nearby.

We recommend following tourism related activities to be set up at miyani harshad mata meda dam region.

- Luxury beach resorts.
- Rural tourism and local beach upkeep
- Water sports facility at Meda Creek
- Development of picnic spots and gardens near Meda Dam.

Okhamadi

Okhamadi is a small village on coastal highway 6 and is famous for its windmill farms and salt fields of tata chemicals.

Northern end of Okhamadi beach has good tourism potential. It has a good virgin beach stretch. Dwarka, the famous shrine being very close to this village increases its tourism potential. It is ideal for tourism related activities. The location has the capacity to attract every class of tourist.

The following tourism projects are recommended at Okhamadi

- Rural tourism on the beach
- Health and Aurvedic farms
- Leisure resorts

Dwarka

Dwarka on the western coast of Gujarat is one of the chardhams of Hindu pilgrimage. According to the Hindu mythology, lord Krishna settled and established his kingdom over here after leaving Mathura. Archaeological excavations reveals that the present day Dwarka is the 6th city on this site, the earlier 5 have submerged in the sea.

Dwarka and Panch kui have good tourism potential they have all basic components of a good tourist destination like good beach stretch, many historical temples, nearby places of interest and peaceful and serene atmosphere.

The following tourism projects can be undertaken at Dwarka

- Hotel and leisure Resorts.
- Aurvedic Health Centres.
- Leisure beach landscaping and beautification
- Water sports facility at Gomati Ghat and Panch Kui Islands
- Leisure garden and shopping arcades which should sell and display handicrafts of Gujarat

Shvrajpur

Shivrajpur is a small village located 3 km's off the coastal highway No 6 and is 10 km's away from famous town Dwaraka.

It has a very good tourism potential. It has many elements that will attract a potential tourist both domestic and international. It has a long stretch of virgin beach, clean and shallow water and a world famous shrine nearby, rustic and serene atmosphere and small heritage fort like kutchi gadh nearby.

The following tourism related facilities can be set up at Mithapur, Shivrajpur and Varvala region

- Beach resorts with water sports facilities
- Theme parks
- Beach beautification
- Sea sports facilities

Ahmedpur Mandvi

The Ahmedpur mandvi beach is located in the Nalia mandvi village area near the southern tip of Saurashtra region. The beach site at Ahmedpur Mandvi is one of the best in the Saurashtra region. The water is calm and is turquoise in colour; the current here is also not strong. A sparse forest borders the landward side of the beach which is home to many birds. The back drop of the sea is very attractive with diu fort being visible.

Projects recommended for Ahmedpur Mandvi are

- Good Accommodation which include resort, luxury hotel and budget accommodation
- Amusement and recreation activities
- Information centres and facilitation centre to name a few of them

Kachchh Mandvi

The kachchh mandvi beach is located in the kachchh district. The major strength of this site is the expanse of its beach stretch. Also the beach is very safe for swimming. Considering the potential of Kachchh Mandvi beach as well as the existing tourism bases there the strategy for this site is to increase the duration of stay and provide attractive leisure option

- Good Accommodation which include resort, luxury hotel and budget accommodation
- Amusement and recreation activities
- Information centres and facilitation centre to name a few of them

Mundra (Kachchh)

Kachchh is a fascinating land and no visit to Gujarat is complete without a sojourn to this peninsular district. Mundra is one of the oldest ports established during the 17th century and was the commercial centre that connected gulf countries and India. Historically mundra was the centre of jain religious activities and the jain temples of kachchh attract thousands of devotees every year. Bhadreswar temple 32 km's away from mundra is visited by thousands of devotees every day.

Eco tourism and beach resort is some of the projects envisaged in this Mundra.

Further development of beach and infrastructure which includes resorts and tourist cottages at Kachchh, Mandvi, Gandhidham – Kandla, Jamnagar, Dwarka- Bet Dwarka, Porbandar, Veraval, Ahmedpur Mandvi, Gopnath, Bhavnagar, Tithal, Ubhrat, Nagrol can be also planned.

- Develop beach activities like water sports, water scooter, Para gliding, sea cruise, sea food festivals etc to attract and extend the stay of tourists

(ii) Cruise Tourism



Generally a Cruise liner is of Panamax-Max size cruise ship. It carries up to 2,500 passengers in around 1,000 staterooms. There can also be some penthouses suites. Most of the staterooms have a sea-view and some of them also have balconies.

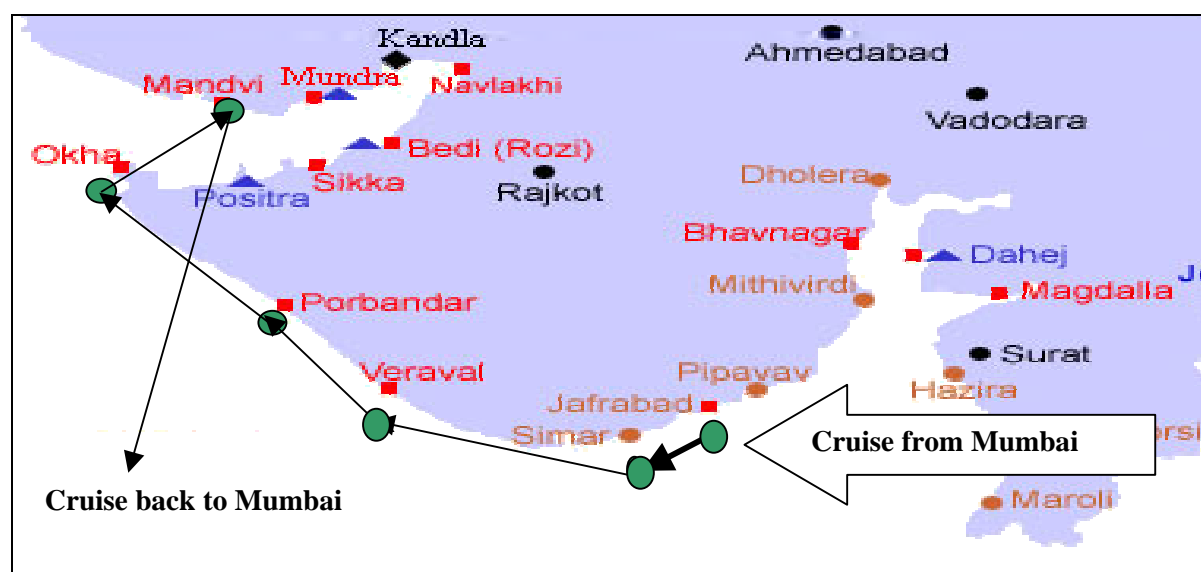
Facilities available with Cruise Liners

Now days the cruise liners have all the facilities which any five star hotel can offer. Some of the common facilities are the lobby houses, bar, dance floor, card room, dining room, conference room, shopping area, large video-gaming room, children's playroom, swimming pools, Jacuzzis, multi-

function/aerobic area, jogging track.

International cruise liners are operating in India since the last decade. Off late the Singapore, Japan, Mumbai, Mauritius sector has gained importance. TCGL should talk to international renowned cruise operators like star cruise etc for having places like Dwarka, Somnath, Palitana, Ahmedpur Mandvi, Div, Porbandar, Junagadh (GIR), Kutchh Mandvi to be part of their circuit. The cruise operator can operate the cruise from Mumbai and the duration of the cruise should be some where around 7 days. The cruise circuit is shown as figure 4.1

Figure 4.1: Cruise Circuit



Facilities required for any Cruise liner

The cruise liners normally have Gross tonnage of around 85,900 and length of around 2.925m. The cruises need a draught, dwl of around 7.8m. The service speed of the cruise vehicle is about 22 knots. TCGL has to act as a facilitator for the cruise operators and should ensure that the following world class facilities are available to them when they visit Gujarat.

- Tour buses be positioned on pier
- Customs and immigration office on pier
- Latest communication facility for easy operation
- Good quality of catamaran for ferrying of tourists from ship to port.
- Tourist Information Office
- Bank/Exchange Facilities
- Public Telephones, Shops, Restaurants/Bar
- Taxis, Local Shuttle Services, Local public transport, Public Toilets, Post Office etc.

(iii) Hill station tourism

Gujarat has very few hill stations. The most prominent are Saputara and Pavagadh. More leisure activities are planned at these places which will include

- Hang gliding

(iv) Canal Tourism

Gujarat has the privilege of constructing the biggest dam of Asia, which is on river Narmada. The project consists of a large reservoir, network of canals and a large artificial forest around the dam site. The following activities are identified to boost canal tourism

- Entertainment facilities like eateries, ropeway, boating etc at Sardar Sarovar dam
- Narmada canal front development with provision of leisure and entertainment facilities all along the canal, which will include gardens, eateries, water sports, boating etc.

Other leisure projects such as amusement facilities, children parks, and shopping centres can be developed in Ahmedabad, Gandhinagar, Vadodara, Rajkot, Junagadh, Gandhidham, and Surat.

4.4.5 Health Tourism

Forest and tribal areas of Gujarat are rich in medicinal and herbal plants. There is availability of rare herbs. This has been a lesser-known potential area but this age old therapy of Ayurveda can now be used here for attracting tourists. Health resorts have been conceptualised offering Ayurvedic Treatments like the Panchkarma Therapy and other treatments. Yoga and meditation centres are also included in some resorts.

These type of resorts can be planned at places with good natural surroundings so that complete “health holidays” can be planned by the tourists. Herbal health resorts/ Ayurvedic centres have been proposed at Jamnagar, Gandhidham, Gondal, Junagadh, Poshina, and Saputara. These resorts are mainly located around areas surrounded by forests with naturally growing herbal plants. At many places, local knowledge about the use of herbs is available and can be promoted as a tourist product.

4.4.6 Archaeological and Historical tourism

Gujarat is the land of Mahatma Gandhi and Sardar Vallabhbhai Patel. There are a number of historical monuments, which give remembrance of their childhood, education and freedom struggle. Apart from this, Gujarat has more than 600 archaeological sites of interests including the ruins of Sindhu civilisation at Dholavira and Lothal and the ancient Dwarka town. These monuments are of varied taste like medieval art and architecture, devotional architecture, European Colonial architecture, Battlefield history and military architecture etc. It is proposed to project this as an important tourist attraction with the help of following activities.

- Developing proper accommodation facility at Dholavira and Lothal
- Trained guides for Dholavira and Lothal
- Archaeological and historical monuments Interpretation centre at Ahmedabad that will be like a Knowledge centre of the history and significance of the place. This would also provide all information related to the sites like, accessibility, accommodation facilities, best season to visit, other nearby places of interest etc
- Improving the road connection to Dholavira and developing the Khavda-Dholavira road connection, which will reduce the distance from Bhuj to Dholavira by almost 100 kms.
- Developing airstrip at Dholavira (this is already under the planning of state govt.)
- Sound and light show at all important monuments
- Beautification of space around monuments with provision for garden, lighting etc.

4.4.7 Religious Tourism

Gujarat has always attracted millions of peoples of all religions. Over the centuries, Hindu and Jain temples, Buddhist caves, churches, mosques, fire temples and other religious monuments emerged all over Gujarat. Most significant are the temples of Somnath, Dwarka, Pavagadh, Ambaji and Palitana. The places of religious importance attract large crowds based on their significance. During fairs and festivals, the number of visitors/ tourists increases manifold. These places require tourist infrastructure and services. Up gradation and provision for tourist services during peak periods is suggested at these places.

4.4.8 Special Interest tourism

This concept emphasizes on learning and experiencing particular features of an area. These can be associated with tourists’ long- term vocational or professional interests.

Educational tours are also a type of special interest tourism. Gujarat offers wide options for promoting educational tours related to:

-
- National parks and Sanctuaries
 - Traditional art and handicraft in Kachchh, Saurashtra, North and south Gujarat
 - Archaeological sites of Dholavira and Lothal
 - Cultural themes like art, architecture, traditional tribal culture- Gondwana, handicrafts, etc
 - Ancient Musical instruments at Dharampur and parts of north Gujarat
 - Trip to Asia's largest ship breaking yard at Alang

The above types of educational tours are generally organized in small groups.

4.4.9 Highway Tourism

Gujarat State enjoys one of the best roads in India. This concept will be an effort to identify and promote the state's best roads for their scenic, cultural, historic and natural qualities. The existing attractions along the main Highway will be the focused for development in the short term. However, a lot has to be done to develop roads along the long coastal area of Kachchh and Saurashtra.

The corridors with good scenic views like Himmatnagar-Idar,-Iqbalgarh, Ahwa-Mahal and roads in Panchmahal district offer opportunity for promoting such tourism. Tourist facilities and services associated with road travel, motels and wayside amenities will be needed. Similarly, it is proposed to develop coastal highway along the long coast of Kachchh and Saurashtra. A series of wind farms along the complete stretch of Dwarka to Probander offers a magnificent scenic beauty to the traveller. The project concepts can be described as creation of:

- Motels along highways and coastal highways
- Refreshment facilities including health resort (Ayurvedic and conventional)
- Water parks and entertainment facilities
- Local handicraft display and sale counters.

4.4.10 School/College Tourism

As per the 98-99 figures, there were approximately 1 crore students in primary, secondary, higher secondary and colleges in the state. Most of the schools in urban areas take their students for picnic or outing at least once in a year. It is proposed to promote study tours, picnics etc in the schools and colleges of at least one night stay. In Gujarat, there are various destinations, which have places of historic importance

- TCGL Toran hotels could be promoted for school/college tourism by offering complete package.
- Govt schools/colleges could be given special discounts as compared to private schools/colleges.
- 5% of the total students in Gujarat and additional students from neighbouring states could be targeted.
- Preference could be given to destinations, which can offer leisure and education. This can include destinations like Dandi, Saputara, National parks and Sanctuaries.

- Student tours could be arranged so as not to clash with the peak tourist season and should be organised in the lean tourist seasons.
- Proper safety and security arrangements could be ensured for the tours. One teacher with a group of 20 students could be allowed free of cost in Toran hotels.

4.4.11 Tourist Gateways

These have been conceptualised as hubs acting as entry points to the state. They primarily serve as “base camps” providing tourist infrastructure like accommodation, dining, entertainment avenues, information and other services for the region. These include projects like

- Information Centres/ Kiosks at airports, railway stations and bus stands

4.5 Project Prioritisation Model

Identifying and prioritising the tourist destinations is the first step in the process of tourism development. Tourism projects can be prioritised in conjunction with the prioritisation of destinations. Our premise is that a tourist destination will be developed first, followed by the specific tourism project in that destination.

The DCEL team covered 83 tourist destinations and places of tourist interest across the state of Gujarat and identified the need for tourism development. This included identifying tourism and related project ideas at various locations. An exercise is undertaken to prioritise the various project ideas by ranking them, based on the observations and inputs received from the survey, the rankings were assigned. The ranking of each project was done considering various parameters on a scale of 1 to 5, where 1 was lowest and 5 was highest. The parameters are briefly described as under.

- *Prima Facie potential* – The foremost factor for a prioritising a project is its prima facie potential, which is based on DCEL team judgement.
- *Land Use regulation and other regulations* – One of the major factors for prioritising a project is the ease of land acquisition and other regulations governing the same.
- *Availability of relevant natural resources* – One of the most important factors for prioritisation of projects is the availability of relevant natural resources for tourism development in a destination. These natural resources can be forests, waterfalls, picturesque surroundings, etc.
- *Present Infrastructural availability and cost* – The present status of infrastructure like land, water, power, local manpower, communication, etc. also helps in prioritising the project.
- *Planned investments in infrastructure* – If the state Govt. has existing or future plans for area development, then it aids in prioritising the project.
- *Tourist infrastructure and facilities* – The availability of tourist facilities like accommodation, transport, wayside amenities, entertainment avenues, drinking water, public utilities, etc. supports prioritising
- *Environmental Sustainability* – This factor is very important while planning for tourism projects in a destination and would include environment constraints and related issues, protected area issues, eco sensitivity, etc.

- *Local Entrepreneurship / promoters* – The availability and willingness of local entrepreneurs and promoters, to invest in tourism projects, supports prioritising a project.
- *Socio-Economic Development* – The potential for socio-economic development like income and employment generation in a region, encouragement to local crafts and woman entrepreneurship, etc. is a major factor for prioritisation of a project.
- *Institutional Support mechanism* – An existing institutional or support mechanism, like financial institutions, entrepreneurs, NGOs, involved in development of tourism also helps to prioritise destinations.
- *Other factors* – There are factors, which have an influence on deciding about the priority of a project and can include risk and amenability to financing by financial institutions, etc.

Based on the parameters mentioned above, the potential project ideas identified by the DCEL team were ranked. In addition to the ranking, we have also classified the tourism projects into various themes like Nature, Eco, Adventure, Ethnic, Village tourism, Culture & Heritage, Leisure, Health, Religious, Special Interest, etc.

Using this premise, a matrix was developed to short list and prioritise specific tourism projects at the destinations covered by DCEL team. This matrix and the model are illustrated in figure 4.1.

Figure 4.1: Matrix and model

	Projects		
Destinations	High ranking (more than 40)	Medium ranking (between 40 to 35)	Low ranking (less than 35)
High ranking (more than 40)	ST	ST/MT	ST/MT/LT
Medium ranking (between 40 and 30)	MT	MT	MT/LT
Low ranking (less than 30)	LT/MT	LT	LT

in the above table: ST – Short term, MT – Medium term, LT – Long term

As shown in the figure 4.1, the priority for a project primarily depends on the ranking of the tourist destination along with the ranking of the specific tourism project itself. Therefore, if a destination is being developed on a priority, then projects have to be simultaneously set up at the place.

Table 4.5, 4.6 and 4.7 given in Appendix IV prioritises the identified projects based on the above-mentioned criteria i.e-high priority, Medium priority and Low Priority.

Table 4.8, 4.9 and 4.10 in Appendix IV summarise the region wise and theme wise prioritisation of tourism projects. The table's show that around 260 tourism projects are proposed for development in the next 5 years, around 115 projects in the next 5 to 10 years and around 9 projects in the next 10 to 20 years.

In the above table, some projects comprise of more than one theme like Eco & Adventure, Health & Eco, Leisure & Adventure, etc. To avoid double counting of the projects and to simplify the prioritisation process, we have considered the primary theme of the project for classification (e.g. if the project has a dual theme of Cultural and Infrastructure, we have considered infrastructure as the primary theme). The primary themes considered are given below

4.5.1 Special Tourist Areas

Ayurvedic and yogic development centres.

4.5.2 Cultural Heritage Centre

Permanent exhibition cum show room of vanilla udyog, tribal handicrafts, Permanent tribal handicraft showrooms, Heritage information centre, Development and preservation of Buddhist caves project Cultural haat of tribal handicraft, Heritage interpretation centre, Handicraft haat , Shopping centre displaying tribal handicraft, Organised cultural haat for local handicrafts, Art and cultural haat for famous bandhani, Textile museum and haat bazaar

4.5.3 Tourist infrastructure

Tourism Infrastructure includes Convocation Centers and Conference Halls, Pre Paid Taxi Booth, Visitor/Tourist information cum facilitation center. This further includes Proper sitting arrangement and change rooms, special arrangements for tented accommodations, safe water and clean toilets during festivals, Overall cleanliness and development of beach, Permanent shopping area. Sign boards at all historical and archaeological monuments Sound and light show, Renovation of the temple, Basic Facilities like clean drinking water and clean toilets, Conservation and Development of fort, Renovation of Archeological Sites, Preparation of check dam and river front development, Rain water drainage system, Dispensary, Pay and Use toilets., Dust bins and covered garbage dumps, clearance of encroachment around archaeological monuments, Parking facility, River front development need to be looked into.

4.5.4 Ropeway

Construction of new Ropeway for tourist purposes.

4.5.5 Roads

Resurfacing, Laying of new roads and widening of roads.

4.5.6 Information Centre

Information centre, Visitor management system, Tourist information centre, Tourist information centre/kiosk at Airport and railway station, Heritage information centre, Tourist information booth, All Gujarat tourist destination information desk

4.5.7 Transportation

City Darshan Tours, Luxury Delux buses connecting Cities, Guided tours, Sea ferry, Ro-Ro facility connecting coastal towns and cities of the state etc.

4.5.8 Amusement Park

Entertainment Center's like Multiplex/Amusement Park and Water park

4.5.9 Air Strips

4.5.10 Adventure Sport

Hang gliding, Horse safari, Beach sports, boating, trekking, desert safari, Water sport activities

4.5.11 Accommodation

A class hotels, B class hotels, Budget hotels, Dormitory/Dharamshala, Nature camps, Forest lodge, Resting sheds, Restaurants and Cafeterias.

4.5.12 Wayside amenities

Petrol pump, Motels with refreshment facility like health clubs, cultural activities, sea food etc, clean toilets, bathrooms etc.

4.5.13 Gardens, Museum and Library

Gardens, Picnic spot, Water front development, Conservation and development of museum, Library. Table 4.2 gives the details of destinations where the above themes are recommended.

Table 4.2: Details Of Destinations

Themes	Destinations
Special Tourist Areas	Gondal, Poshina, Dabhoi, Thol lake
Cultural Heritage Centre	Saputara, Ahwa, Rajpipla, Taloja, Poshina, Bhuj city, Balaram, Khavda, Sihor, Jamnagar city, Jetpur
Tourist infrastructure	Saputara, Ahwa, Ubharat, Verawal/Somnath, Palitana, Junagadh city, Bhavnagar city, Porbander city, Taloja, Ambaji, Mahudi, Bahucharaji, Shamlaji, Modhera, Vadnagar, Patan city, Siddhpur, Idar, Bhuj city, Balaram, Bhadreshwar, Dakore, Pavagadh, Adalaj, Ahmedabad city, Vadodara city, Dandi, Valsad, Tithal, Shuklatirth, Ranpur, Rajkot city, Jamnagar city, Khijadiya, Pirotan islands Narara bet, Jessore sloth bear sanctuary, Kumbharia, Dabhoi, Taranga, Danta, Langahanj, Anjar, Dholavira, Lothal, Nal Sarovar, Bharuch/Ankleshwar, Alang
Ropeway	Sardar Sarovar Yojna.
Roads	Verawal/Somnath, Junagadh city, Porbander city, Dakore, Pavagadh, Rajkot city, Jamnagar city, Katpar village, Dholavira
Information Centre	Sardar sarovar yojna, Veraval/Somnath, Junagadh city, Bhavnagar city, Porbander city, Mahudi, Bahucharaji, Shamlaji, Modhera, Vadnagar, Vadnagar, Patan city, Siddhpur, Idar, Bhuj city, Gandhidham, Dakore, Pavagadh, Ahmedabad city, Vadodara city, Surat city, Valsad, Navsari, Ranpur, Rajkot city, Jamnagar city, Mehsana city, Nal Sarovar, Palanpur

Themes	Destinations
Transportation	Saputara, Ahwa, Rajpipla, Rajpipla, Dwarka/Beyt dwarka, Veraval/Somnath, Palitana, Bhavnagar city, Sasan, Porbander city, Poshina, Balaram, Mandvi, Pavagadh, Vadodara city, Surat city, Dandi, Valsad, Navsari, Rajkot city, Jamnagar city, Pirotan islands/Narara beyt, Tulshishyam, Gandhinagar city, Nal Sarovar, Alang, Piram island
Amusement Park	Saputara, Junagadh city, Bhavnagar city, Porbander city, Surat city, Valsad, Navsari, Rajkot city, Jamnagar city, Bharuch/Ankleshwar
Air Strips	Gandhidham
Adventure Sport	Saputara, Ubharat, Sardar sarovar yojna, Dwarka/Beyt dwarka, Ahmedpur Mandvi, Jasdan, Poshina, Balaram, Small rann of kachchh, Pavagadh, Tithal, Velavadar, Madhavpur, Harshad Mata, Chorwad
Accommodation	Saputara, Ubharat, Sardar sarovar yojna, Dwarka/Beyt dwarka, Verawal/Somnath, Palitana, Junagadh city, Bhavnagar city, Jasdan, Sasan, Porbander city, Ambaji, Mahudi, Bahucharaji, Shamlaji, Modhera, Patan city, Bhuj city, Balaram, Mandvi, Bhadreshwar, Dakore, Pavagadh, Ahmedabad city, Vadodara city, Surat city, Dandi, Valsad, Tithal, Surpaneshwar, Rajkot city, Jamnagar city, Madhavpur, Kileshwar, Harshad Mata, Chorwad, Mahuva, Kuda, Katpar village, Bhanvad, Mehsana city, Dholavira, Lothal, gandhinagar, Nal sarovar, Bharuch/Ankleshwar
Wayside amenities	Saputara, Mata no Math, porbandar, Dholavera, Bharuch.
Gardens, museum and Library	Saputara, Rajpipla, Dwarka, Beyt dwarka, Veraval, Somnath, Bhavnagar city, Wankaner, Porbander city, Ambaji, Mahudi, Bahucharaji, Shamlaji, Modhera, Vadnagar, Siddhpur, Valsad, Rajkot city, Dabhoi

4.6 Project Viability

Revenue producing projects have been evaluated for their commercial viability. Project profiles have been prepared which are enclosed in Volume 2 – Annexure IV.

A summary of the financial indicators of the economic projects are given as table 4.3

Table 4.3: Summary of Financial Indicators for projects considered

Sr. No.	Project concept/configuration	Investment in Rs. Lakhs	Financial indicators (ROI)	Employment generation (Direct)	Implementation period
1	Service Apartment of 50 rooms capacity	195	21.37	57	1- 1.5 Years
2	Dharamshala of 125 rooms which can accommodate 500 beds	100	28.05	20	1 year
3	A Class Hotel with 150 Rooms	1962	20.5	166	1-1.5 Year
4	B Class Hotel with 125 Rooms	823	30.45	87	1 Year
5	Resort with 30 Rooms	197	18.21	23	1 Year
6	Sound and Light Show	25	13.42	4	6 months
7	Budget Hotel with 30 Rooms and 100 beds	63	21.56	16	1 Year
8	Motel with 30 Rooms and 100 beds	130	25.02	27	1 Year
9	Restaurant with 100 Seats	23.5	29.86	33	6-8 months

Sr. No.	Project concept/configuration	Investment in Rs. Lakhs	Financial indicators (ROI)	Employment generation (Direct)	Implementation period
10	Amusement Park	1530	19.74	31	1-1.5 Year
11	Water Park	602	23.26	21	1-1.5 Year
12	Aero Sports	20.75	23.52	12	6 Months
13	Water Sports centres (Sea)which includes Water scooter, pedal boat, row boat, Parasailing, Speed Boat, Water Ski, Pedal surf, Ski Boards, Jeeps Life jackets, Lifeboats	74.45	29.52	15	6 Months
14	Water Sports facility in lakes and ponds which includes Water scooter pedal boat, row boat, Ski Boards, Life jackets, And Lifeboats	23.23	24.36	15	6 Months
15	Luxury Bus 42 seater air Conditioned for city darshan tour	21	19.95	3	2-3 Months
16	Luxury Bus 42 seater air Conditioned for intercity transport	24	23.26	3	2-3 Months
16	Ro Ro Facility connecting costal towns by a catamaran of 150 Seats capacity	185	53.88	24	1-1.5 Years
17	Ropeway of capacity 400 Passenger per hour	678	25.86	25	1 year

5 Perspective Plan

5.1 Introduction

The perspective tourism plan of the State needs to be both forward looking and realistic, i.e., forward looking in the sense that it envisages optimistically for the future and realistic in the sense it remains within the policy framework and recognizes constraints, which are insurmountable. Having this view, it is essential to prepare Perspective Plan after understanding:

- Directions of development envisioned in the tourism policy of the State.
- Various constraints arising due to Environmental and Social Impacts
- Exploitable Tourism Potential of the State

5.2 Tourism Policy of Gujarat – Review

Although, the Gujarat State has yet to prepare a Tourism Vision, it has clearly spelt out its objectives and priorities through tourism policy document and various study reports of TCGL.

In spite of possessing a variety of tourist attractions such as wildlife, scenic beauty, pilgrimage centres, exotic traditional crafts and festivals, beaches, hospitality of the region and a varied healthy and tasteful cuisine, the 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 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, relief's, and benefits available to the industry in those states.

While other state Governments made successful efforts in developing tourism within their states, the relative inability of the Gujarat State to harness and develop its full tourist potential. This may be attributed to a combination of factors such as lack of effective policies, inadequate infrastructure, ineffective marketing and lack of decent facilities for the tourists.

The main rationale for formulating a comprehensive tourism policy is rooted, on one hand, in the convergence of socio-economic spread benefits, environment - friendliness and employment potential of tourism industry. And on the other, in the growing demand for tourism products in the State, brought by a rapid industrial growth in the State during the recent years that has led to tremendous increase in number of business travellers.

The main objective of the State Tourism Policy is to undertake intensive development of tourism in the State and thereby increase employment opportunities. The following related objectives are dovetailed with main objectives

- Identify and develop tourist destinations and related activities.
- Diversification of tourism products in order to attract more tourists through a varied consumer choice.
- Comprehensive development of pilgrimage centres as tourist destinations.

-
- Create adequate facilities for budget tourists.
 - Strengthen the existing infrastructure and develop new ones where necessary.
 - Creation of tourism infrastructure so as to preserve handicrafts, folk arts and culture of the state and thereby attracts more tourists.

In addition to the facilitation role assigned to itself by the Government in the development of tourism, the Government has decided to adopt the following strategy towards the private sector with the objective of securing its active involvement in leading the development of tourism in the State.

- Tourism is to be given the status of an industry in order that the facilities and benefits available to the industry are also made available to tourism projects.
- Special incentive packages is proposed to be made available for encouraging new tourism projects as well as expansion of existing tourism units.
- Infrastructural facilities are to be strengthened and developed within the State, particularly in Special Tourism Areas which are to be notified later and to be developed by adopting an integrated-area concept.
- Effective mechanisms are to be set up to build meaningful co-ordination with the Central Government and the State Governments agencies, the local self-government bodies and the NGOs.
- Government is to encourage building effective linkages with the relevant economic agents and agencies such as the national and international tour operators and travel agents of repute, hotel chains and global institutions connected with tourism such as WTO.

Various proposals of the new tourism policy on anvil are pertaining to the following crucial aspects:

- Granting Industry Status to Tourism
- Redefining the roles of the State and the Market
- Preparation of Perspective Plan & Focus on development of Potential Tourism Products
- Human Resource Development
- Feedback and Monitoring

Following sections describe each of the above aspects in detail:

5.2.1 Tourism as Industry

Like other industrial projects, tourism projects too involve professional management, capital investment, special skills and training. The Government of India and a number of other states have declared tourism as an industry. Gujarat State that is at the forefront of the industrial development has also intended to declare tourism as an industry. This will enable the tourism projects to get various benefits generally availed to industries, such as:

- The process of grant of land will be facilitated in urban areas for the projects concerning setting up of hotels, restaurants and apartment hotels etc. Existing arrangements for grant of government wasteland to industrial units will be made applicable to various tourism projects.

- Arrangements will be made to acquire private land under Land Acquisition Act for various tourism projects by companies registered under the Companies Act.
- The existing commercial rates of NA assessment applicable to land involving tourism projects would be reviewed and rates of NA assessment for industrial purposes will be made applicable to them.

As one of the sets of infrastructural institutions, the State Financial Institutions have made an important contribution in creating conducive environment for industrial entrepreneurs. They will be called upon to do the same for tourism entrepreneurs in terms of making available adequate finance. So far, the lending from the State Financial Institutions has been largely confined to hotels only. In reality, the range of activities for tourism projects is far larger than just hotels as can be seen from the following illustrative list:

Figure 5.1: List of Tourism Projects

Accommodation Projects: <ul style="list-style-type: none"> ▪ Hotels ▪ Resorts ▪ Motels ▪ Apartment Hotels ▪ Heritage Hotels 	Other Tourism - Related Projects: <ul style="list-style-type: none"> ▪ Amusement Parks ▪ Water Sports and Water Parks ▪ Handicraft Village Complexes ▪ Fairs and Festivals. ▪ Camps and Facilities Encouraging Adventure ▪ Train Travel Projects ▪ Sea / River Cruise Projects ▪ Sound and Light Shows ▪ Museums ▪ Natural Parks ▪ Zoos ▪ Safari Projects ▪ Ropeways ▪ Sports Complexes ▪ Health Facilities / Complexes ▪ Training Schools for the managerial expertise for Hospitality Industry. ▪ Golf Courses.
Food Oriented Projects: <ul style="list-style-type: none"> ▪ Restaurants ▪ Wayside Facilities on the State Highways. 	
Service Oriented Projects: <ul style="list-style-type: none"> ▪ Travel Agency ▪ Tour operation ▪ Transport Operation ▪ Linkage with the International Hotel Chains (Franchise) ▪ Human Resources Development (HRD) for Tourism Industry and necessary training facilities. 	

- Most of the projects on this illustrative list are not eligible for loans from the banks or the State Financial Agencies. It will be necessary to make suitable changes in the lending criteria for viable projects in the listed activities in order that their financial requirements are met. The modification of the lending criteria of the State Financial Agencies will be made with regard to the financial ceiling, debt equity ratio, recovery period, moratorium etc. Necessary arrangements will be made to ensure that the State Financial Agencies and the banks attach adequate priority to the financing requirements of tourism projects.

- New incentive package will be made available to replace the existing incentive policy instituted in 1991. A tax holiday of 5-10 years in respect of following taxes will be made available upto 100% of capital investment to various tourism projects located in Special Tourism Areas whether declared by the Central Government or the State Government, located in designated areas and located on National and State Highways. The scope and the extent of the benefits of tax holiday will vary according to certain considerations such as the admissible expenditure, the size of the capital investment etc. The benefit of tax holiday will also be made available for the purpose of expansion of the existing tourism projects in these areas. Necessary administrative arrangements will be made at the State and District Level to operationalize the incentive schemes.
- Suitable schemes will be designed to market tourism products, and particularly wide publicity will be secured in respect of various facilities being offered by the travel-agents, tour operator's etc.
- Special paying guest scheme will be formulated for providing adequate and inexpensive lodging and boarding facilities to take care of seasonal flows of tourists to the pilgrimage centres during festivals.
- Financial assistance will be provided for the preparation of feasibility reports by consultants in respect of tourism projects.
- Structure of the taxes and tariffs, e.g. luxury tax, entertainment tax, sales tax, etc., will be reviewed with reference to developmental needs of tourism sector and necessary amendments will be made.

5.2.2 Redefining the Roles of the State in view of changing market trends:

Since the approach of the Tourism Policy focuses on market-led developments, the role of the State would be as follows:

- The Government proposes to make commercial services available entirely through private sector or in association with it. The States role will primarily focus on strengthening and upgrading existing infrastructure and development of new infrastructure. Reputed consultants will be hired to prepare area development master plans / feasibility studies in respect of important tourist destinations and areas of tourism potential.
- Efforts will be made to get funding for development of infrastructure for these destinations / areas from national and international agencies. To ensure timely provision of necessary funding, the Government will earmark funds in the annual budgets of the departments concerned for securing the purpose mentioned earlier
- In conformity with States promotional role in the development of tourism sector, all co and commercial activities of Tourism Corporation of Gujarat Limited will be privatised except where no entrepreneur is coming forward to meet the existing need. This privatisation would help strengthen the financial position of the corporation and also help provide qualitative services to the tourists.
- Tourism Corporation of Gujarat Limited will assume a catalytic role focused on acting as clearing house of information, production and distribution of promotional literature, policy advice etc.

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- The Tourism Corporation will assist entrepreneurs and agencies in tourism sector and will try to help alleviate their difficulties particularly vis a vis the Government and its agencies.
 - A Computerized Information Centre will be set up at the State level to make available necessary information to the agencies/entrepreneurs who wish to set up tourism projects.
 - In addition to its existing offices in Bombay, Delhi and Madras, the Tourism Corporation will also open its offices in other major cities of India to give wide publicity and disseminate information on Gujarat Tourism and market tourism products through these offices and through reputed travel agents in other big cities. Thus, the information about Gujarat's tourist destinations and related information would be made available to tourists from outside the State in their own cities.
 - There is already a scheme of 50% matching grant from the State Government to the local self-governing bodies for the development of local tourist destinations. This scheme will be made more effective and attractive and necessary provisions in the budget will be made. This will help centralize the process of developing tourist destinations.
 - The process of decentralization will be further strengthened by delegation of administrative and executive powers of approval of incentives to small tourism projects to District Level Bodies headed by the Collector. These bodies, in addition, will also secure co-ordination from other departments / agencies of the Government in development and promotion of tourism. Representation will be given on this body to the experts, individual agencies and individuals connected with tourism.
 - A Single window clearance system will be instituted for speedy clearance of various permissions, approvals required under different laws and rules. Necessary modification/amendment will be made to various administrative arrangements and laws, which are not consistent with the approach of this Policy. Care will be taken to ensure that prospective investors do not have to suffer protracted and complex administrative process.
 - Intensive efforts will be undertaken to attract investors from outside the State as well as from other countries including non-resident Indians to invest in tourism sector on large scale. Tourism Corporation of Gujarat Limited and Directorate of Tourism will play active role to ensure that investors get various permissions easily and are provided with all the necessary facilities.
 - A High Powered Committee under the Chairmanship of Chief Secretary with Director of Tourism as the Member Secretary will be constituted with the objective of securing effective co-ordination among various Government departments and agencies as also to speed up decision making process concerning tourism. The committee will meet regularly and enjoy full powers of Government, provided the approval of the Chief Minister and the Council of Ministers will be obtained wherever required.
 - In order to create a participative forum for deliberation and discussion concerning tourism industry, a Tourism Advisory Council headed by the Chief Minister will be set up. The Ministers and Secretaries of administrative departments concerned will be the members. The representatives of tourism industry, experts and related organisations will be nominated as members. The Additional Chief Secretary (Tourism) will be the Member Secretary of this Council.
 - The Council will meet periodically to deliberate upon policy as well as individual issues and offer suitable advice to the Government.

5.2.3 Preparation of Perspective Plan & Focus on Tourism Products:

Perspective plan for tourism development would be prepared in consultation with experts. The Primary focus would be to develop tourism products based on:

(i) Religious (pilgrimage) and Archaeological Tourism

Gujarat has a preponderance of pilgrimage centers as in some other states. Not only the devotees visit these places from all over the country but also by non-resident Indians and travelers especially from the eastern part of the world. Necessary accommodation facilities and related services will be created at these sites. For ensuring orderly and planned development of pilgrimage centers, the State Government has constituted Pavitra Dham Vikas Board chaired by the Chief Minister. The Board will prepare and implement plans to provide necessary facilities to the devotees and also ensure conservation of cultural atmosphere consistent with sentiments of visiting devotees.

There are a number of places of archaeological importance such as the temple-town of Palitana, Modhera with its Sun temple, historical Ranki Vav at Patan with relics of an ancient capital, the Girnar Hills with Hindu and Jain temples, Junagadh with a historical fort, Dabhoi, Champaner, Pavagadh, Shaking Minarets, Gandhi Ashram, Siddi Sayed Jali etc. These can be developed by providing necessary infrastructural facilities and marketed as tourist destinations to attract tourists.

(ii) Heritage Tourism

A large number of old palaces, havelis, darbagadhs exist in the State. These historical buildings can be converted into hotels, restaurants or museums by providing suitable incentives to owners. Wildlife and Pilgrimage Tourism circuits can be linked to heritage properties exploiting the geographical congruity. Development of this sub-sector will not only attract foreign tourists but also provide encouragement and support to local arts and crafts. Government will take necessary steps to promote Heritage tourism in the State.

(iii) Wildlife Tourism

There is substantial scope for development of tourism based on wildlife in the State. Gir Forest of Gujarat is the last stronghold of Asiatic Lions. The Bear Sanctuary at Ratan Mahal (Dist.Panchmahal, Black Buck Sanctuary at Velavadar (Dist.Bhavnagar), Bird Sanctuary at Nalsarovar (Dist.Ahmedabad), Wild Ass Sanctuary at Kachchh etc. can be effectively developed into tourist destinations by providing infrastructural facilities. In order to facilitate visitors to these areas, coordination among various agencies will be established.

(iv) Coastal and Beach Tourism

Gujarat State has the longest coastline among Maritime States of the country. Identified stretches of coastline can be developed into beaches from tourism point of view. It will be the endeavor of the State to develop beach potential by providing such facilities as may attract foreign tourists. Various tourist destinations easily accessible from the coast will be linked through coastal shipping circuits.

(v) Tourism based on Traditional Art and Craft and Cultural Activities

There are several pockets in the State (i.e.Banni in Kachchh, Khambhat, Junagadh etc.) which are known for their craftsmanship. Similarly, there are hundreds of fairs that are celebrated through out the year with enthusiasm. Tarnetar Fair in Surendranagar District, Chitra Vichitra Fair at Poshina

(Sabarkantha District), Kanwat Fair at Chhota Udepur (Panchmahals District), Dang Darbar in Dang. Bhavnath Fair of Junagadh, Vautha Fair of Ahmedabad etc. have immense tourism value. By developing accommodation, transport and other facilities, these fairs and festivals will be promoted nationally and internationally. The places of importance from art and craft point of view will be included in the tourist circuits and necessary facilities provided to tourists.

(vi) Corporate Tourism:

Private sector will be encouraged to build the state of the art convention centers, seminar halls etc. so as to attract corporate events like seminar, workshops and annual general meetings. Participants in such events generally have high purchasing power and provide a boost to local economy.

(vii) Adventure Tourism :

This is also a territory with possibility of development as a sub-sector, which will be examined, and new activities like Camel Safari in Kachchh, Horse-riding in Aravalli hill ranges, Parachuting in Saputara, Trekking in Dang, Pavagadh, Palitana etc. will be promoted. Such activities will create large-scale employment opportunities for guides, coolies, traders for hire of tents and equipments etc. and will also encourage paying guest accommodation in such areas. Private entrepreneurs and institutions will be encouraged to develop such facilities.

(viii) Highway Tourism :

There is a good network of State and National highways, which criss-cross the State and a large number of travelers, prefer road journey. Because of large geographical expanse of the State, these journeys tend to be quite long and boring. There is a need for creating necessary facilities like hotels, restaurants, picnic spots, water parks etc. along the highways at suitable intervals for the highway travelers to relax. In fact, travelers can be induced to follow certain traffic routes if such facilities are better developed. Highway facilities and wayside amenities are so well developed in some states that this has become the mainstay of tourism. State shall encourage private investors to create such facilities on highways.

Various sub-sectors of tourism activities listed above will be encouraged by marking new tourism units eligible for incentives under Tax Holiday incentive scheme in designated areas.

As mentioned earlier, the State Government intends to designate certain areas having significant tourist potential as Special Tourism Areas. To this end, reputed consultants and institutions will be engaged to prepare area development plans in respect of various areas such as Kachchh District, areas around Sardar Sarovar project area, South Saurashtra areas covering Gir, Porbandar, Veraval, Somnath, beaches and areas of pilgrimage/heritage towns. Following integrated area development approach will develop these areas. The State Government will make efforts to tap all the source of national and international funding for development of these areas and provide special encouragement to tourism projects being established therein. For ensuring faster development of these areas, area development committees will be constituted.

5.3 Human Resources Development:

Human Resources Development is an important aspect of service industries. Tourists depend upon travel agents, guides and hence trained manpower is a sine qua non of tourism industry. On the basis

of available statistics, training facilities can be safely said to be totally inadequate. If trained manpower is not available locally, the objective of local employment will not be achieved.

Keeping in view the approach of market-led development, the State Government will encourage and support creation of training facilities in the private sector by private agencies/individuals. Hotel Management courses, courses meant for guides, caterers and other supervisory and non-supervisory staff of hotel will be introduced in Industrial Training Institutes (I.T.Is). Approved hotel associations and private entrepreneurs will be encouraged to create new training facilities by making available land to them for this purpose and by giving other appropriate incentives. The Government will consider setting up a Hotel Management Training Institute at the State level preferably in private sector.

Residents of Gujarat, especially local youths, will be encouraged and facilitated to take part in such training courses.

The Institute of Hotel Management, Catering & Nutrition which is working under the administrative control of the Central Government will be utilized to start new training courses so that the residents of Gujarat can get admission and manpower requirement of this sector is met. The residents of Gujarat undergoing such training will be reimbursed a part of the tuition fees through scholarships.

5.3.1 Feedback and Monitoring

To make the New Tourism Policy result oriented, a High Powered Committee under the Chairmanship of Chief Secretary will monitor implementation.

A Management Information System will be set up to assist the Committee to make available information on various aspects of implementation on a continuous basis. The Committee will also review the policy from time to time.

5.4 Main Factors

5.4.1 Environmental Factors

As the environment is an integral component of the tourism industry, it is expected that tourism developers of the state will take special care to ensure that the environment is properly cared for and preserved. Ideally, there ought to be harmonious co-existence between tourism and the environment. But quite often, we see a conflicting relationship between the two.

Where there is a harmony between tourism and the environment, the latter benefits from the former or vice versa. One of the major tourism-related benefits, which a state can gain from trade, is the conservation of its natural and man-made environment. The palace-hotels are a source of great fascination for tourists and provide revenue for those who own them. Similarly, the natural environment has benefited from tourism in a number of ways. Establishment of wildlife parks and sanctuaries has led to the conservation of wildlife and rare plants and flowers. Income generated from tourism can be reused to preserve the environment of the place. Tourism also gives a fillip to the local handicrafts industry.

On the other hand, tourism is said to be in conflict with the environment when the arrival of a large number of tourists at a destination leads to overcrowding which further leads to generation of wastewater and other pollutants causing damage to the surroundings.

An environmental planning approach is essential for sustainable development of tourism. This necessitates that all aspects of the environment be carefully surveyed, analysed and considered in determining developments at environmentally sensitive tourist destinations.

A critical factor for achieving environmental sustainability is controlling the development within the carrying capacity limits. Tourism carrying capacity is based on the concept of maintaining a level of development and use that will not result in serious environmental deterioration, socio-cultural or economic problems. Determination of destination-wise carrying capacity requires much detailed study and analysis.

5.4.2 Social factors

Tourism organizations, whose processes and products damage the environment also, in a way, receive implicit subsidies by not paying for the social cost, which they ought to bear. For instance, tourism organizations, which dispose of their waste products in flowing water and are not made to pay some tax for it, have to bear lower costs of waste disposal than those, which have installed pollution control equipment. Tourism organizations, which pollute the air, have lower equipment costs than those, which have made arrangements for air pollution control. Such organizations do not bear the cost of damage done to public health in the surrounding areas. This type of subsidization, in the form of not paying for the social cost, results in a poor allocation of resources and production of incorrect goods and services in incorrect quantities. The well being of society is thus diminished. In order to improve public welfare and ensure proper allocation of resources in an economy, social costs need to be incorporated in the cost structure of these tourism organizations. This would require that the polluting tourism organizations be assessed for the damage they do to society.

The most complex and controversial link in the assessment process is the measurement of social costs. Social cost should be measured in terms of the cost of rectifying the damage done to the environment. For example, the social cost of tourism organizations polluting the air and thus causing many diseases in the surrounding area can be measured by calculating the cost of hospitals and other provisions required for curing diseases in the affected area. Similarly, the social cost of a tourism organization allowing its waste to pollute a river may be determined by estimating the cost required to purify the river again.

5.4.3 Other factors

Tourism on a whole is a very sensitive to many factors. Some of the main factors that can effect development of tourism are

- Changing demographics
- Cultural behaviour
- Political factors
- Legislation affecting taxation, Investment / Foreign investment
- Economic factors – per capita income, savings, etc)

To reduce the effect of the above factors on the development, periodic studies and monitoring of the development of tourism vis a vis changes in the above factors should be done.

The Perspective Plan ought to and recognize & reflect on the importance of environmental, social and other impacts of tourism development. Such a step would create public consciousness about the seriousness of the problem. It will also help to provide justice to the society by compelling those who create pollution to pay for rectification of the same. It will improve public welfare.

5.5 Competition Analysis

5.5.1 Tourism Needs Analysis

Tourist needs and expectations are one of the main driving factors for the development of tourism on a whole. Tourists would always like to have value for money when they visit any tourist destination. These needs vary from region to region, tourist to tourist. The domestic & foreign tourists visiting Gujarat have different needs. Their motivations for an experience are different from each other. An average domestic tourist seeks leisure-related activities in Gujarat. The major items of attractions, as mentioned by domestic tourists, were temples and religious places, archaeological attractions, eco-tourism attractions like forests and waterfalls, leisure and adventure activities and special interests like pre-historic caves, handicrafts, etc.

An average foreign tourist in Gujarat seeks a blend of Culture & Heritage, Business & Conference and Leisure avenues. The attractions and major items of tourist interest, as indicated by the foreign tourist, are culture and handicrafts, eco-tourism attractions like nature, forests, adventure and wildlife, archaeological attractions and monuments, leisure activities, tribal /village lifestyle and special interests like shopping for handicrafts items.

The Perspective Plan must address various issues related to tourist needs & corrective measures to be taken while implementation of the plan.

5.5.2 Competition

The State of Gujarat has already many destinations of tourist's interests and therefore provides a unique competitive advantage. In addition to this, the state also possesses abundant natural resources, like beaches, forests, wild life etc. The unique ethnic and rural / tribal culture coupled with historic heritage sites and handicrafts of the region also provide a competitive edge to the state.

The competitive standing of Gujarat vis-à-vis other States focusing on tourism is depicted in the form of SWOT analysis.

(i) Strengths

- Immense variety of tourist's interests: Long coastal lines with beaches, Forests and Wildlife, Heritage and Culture, Pilgrimage, Rural / tribal Culture, Handicrafts, Cuisine, Sophisticated Amusement Parks, Multiplexes.
- Reasonably good core infrastructure (i.e. Power, Roads & Communications)
- Large number of Non Resident Gujarati's visiting Gujarat every year.
- High standard of living in the state of Gujarat.

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- Gujarati's love to travel and thus form a major chunk of domestic tourists.

(ii) Weaknesses

While other States (i.e. AP, Kerala, Goa, Andhra Pradesh) made successful efforts at developing tourism within their states, the relative inability of the Gujarat state to harness and develop its full tourist potential may be attributed to a combination of factors such as:

- Quality of Destinations not comparable with the best in the country (e.g. Beach Resorts of Goa, Heritage Properties of Rajasthan)
- Lack of effective policies (Gujarat State is yet to prepare a Tourism Vision, New Tourism Policy is pending since long, Prohibition policy still to be reviewed)
- Inadequate Tourism Infrastructure (Lack of Star Category facilities at many tourist destinations of importance, Poor connectivity among different tourists destinations)
- Ineffective Marketing (Low Awareness due to lack of brand image)
- Lack of appropriate facilities for the tourists (Lack of adequate tourist information centers / kiosks)
- Long distances among tourist destinations, i.e. difficult for tourists to cover at one go in comparison to tourist destinations like Rajasthan. This creates problems while designing package tours for incoming tourists.

Apart from the above tourism in the State has been affected by natural calamities (i.e. Cyclones, Earthquakes) and communal disturbances.

(iii) Opportunities

- Tremendous scope for development
- Potential for attracting large number of outbound tourists and Non-Resident Gujarati's.
- Possibilities of joint efforts with neighbouring States (i.e With Rajasthan for Heritage Tours and with Madhya Pradesh for Forests / Wildlife / Eco-Tourism)
- Private Sector Interests in the sector

(iv) Threats

- Competition from other States focusing aggressively on tourism
- Tarnished image of the State due to recent communal riots.

5.6 Market Analysis

5.6.1 Market Trends

In metros and cities of Gujarat, the tourism industry is surviving mainly on business tourists. This segment of tourists has increased, but leisure tourists have decreased. The general leisure tourists are far and few. Overall pilgrim tourists have increased, especially at the destinations (*like Ambaji, Dakore*) where good infrastructure is in place.

“*Out of the State tourists*” constitute about 40 % of the total domestic tourist inflow. These tourists are mainly from neighbouring States like Rajasthan, Maharashtra, Madhya Pradesh and also from Uttar Pradesh and West Bengal.

It has been observed that there are very little *repeat* visits by Gujarati tourists. This is true for all places within or outside Gujarat. Only exception is pilgrim destinations, which do get repeat tourists.

Gujarati’s are the biggest spenders and constitute major tourist segment as inbound (*within country*) as well as outbound (*overseas*) tourist traffic. An average Gujarati family spends about Rs.20, 000 to 30,000 annually, on inbound travel. Top-end Gujarat tourists spend even up to Rs. 50,000 annually. But, most of the times they move out of Gujarat to places like Himachal Pradesh, Madhya Pradesh, Rajasthan, Goa, South India, etc.

Non Resident Gujarati’s (NRGs) are an important tourist segment. It is estimated that about 2 million Gujarati’s live abroad - mainly USA and UK and around 30% (6 lakh) of these visit Gujarat every year (*Source: Gujarat Tourism Website*). They have a keen interest in local destinations, borne out of anxiety to renew roots and pass a sense of culture to their children; but this market is hardly tapped. Most of the NRG’s visit pilgrimage centres in Gujarat. For the purpose of leisure, they prefer destinations like Rajasthan or Goa to Gujarat. NRGs also spend heavily on local handicrafts from Gujarat.

For foreign tourists, Bhuj in the Kachchh region is a major attraction. They are very much interested in local handicrafts, excavation site of Dholavira, and the rustic lifestyle of local villages like Haridi, Gujauri, and Banni. These foreign tourists are mainly spill over from nearby Rajasthan. Currently, the inflow of foreign tourists in Bhuj has stagnated, and it is decreasing in other major interest areas like Saurashtra. Foreign tourists visiting major cities like Ahmedabad and Vadodara have mainly business interest.

5.6.2 Spending Levels of Tourists in Gujarat

Spending level of tourist depends upon category of tourist and purpose of visit. It has been observed that spending level of business tourists is higher than that of other category of tourists, whereas the pilgrim tourists tend to spend less.

During the course of survey, information was collected regarding spending levels of various categories of tourists. This is summarized in Table 5.7 given in Appendix V. Accommodation and travelling expenses form a major share in total expenses for all categories of tourists. It has also been observed that during the last 5-6 years the spending pattern is more or less stagnated. The prices that the tourists pay have gone down for hotels. This is because of the increasing competition among hotels. A large-scale increase is observed on the spending on entertainment i.e Multiplexes, water park, amusement centres.

5.6.3 Occupancy Trends

Overall hotel industry is experiencing a mixed trend in occupancy levels. Out of 25 top destinations, establishments, 11 destinations are experiencing increase in occupancy levels, whereas, the rest 14 destinations are facing either decreasing or stagnant trend.

Table 5.1: Occupancy Trends in Gujarat

Occupancy Trends	Destinations
Increasing	Sasan Gir, Ahmedpur Mandvi, Palitana, Bhuj, Kachchh Mandvi,*(Kachchh is showing a increase in occupancy due to the reduction of rooms because of the earthquake), Bahucharaji, Palanpur, Ambaji, Surat, Saputara, Vadodara
Stagnant	Veraval-Somanth, Rajkot, Patan, Tithal, Daman
Decreasing	Dwarka, Porbandar, Junagadh, Chorwad, Diu, Ubhrat, Pavagadh, Dakore, Ahmedabad

5.6.4 Tariff Trends

Overall, there are very few hotels in Gujarat that have been able to increase the room tariffs. Some hotels have been able to increase the tariff up to the level of 5-10 % over a period of 3 to 4 years. At most of the destinations, tariff levels at major hotels have remained more or less stagnant.

5.6.5 Market Potential

The tourist arrivals in Gujarat in the last few years are experiencing a mixed trend. Out of 25 top destinations, establishments in 13 destinations are experiencing increase in tourists whereas the rest 12 destinations are facing either decreasing or stagnant trend. Table 5.2 gives details of the tourist traffic for the major destinations of Gujarat.

Table 5.2: Details of existing Tourist Traffic

Destination	Annual Tourists Inflow			
	Total	Night Stay	Foreign Tourist	Trend
Dwarka	16-17 lakh	5-6 lakh	1500	↔
Porbandar	1.5-1.75 lakh	1-1.2 lakh	2000	↓
Veraval-Somanth	9-10 lakh	4-5 lakh	2500	↑
Sasan Gir	1 lakh	17-20,000	2000	Domestic: ↑ Foreign: ↓
Junagadh	9 lakh	0.9 -1 lakh	2500	↔
Chorwad	-	1000 (6 month)	None	↓
A'pur Mandvi	-	14,000	1,000	↑
Diu *	-	86,600	5,600	↓
Palitana	3 lakh	2-5 lakh	2500	↑
Rajkot	-	2.75-3 lakh	1500	↑
Bhuj	1.6-1.7	1.3-1.4 lakh	Reduced a lot after Earthquake	↓
Kachchh Mandvi	65-70,000	4-5,000	5000	↑
Modhera	2 lakh	-	1200	↔
Bahucharaji	18-20 lakh	3-3.5 lakh	Negligible	↑
Patan	80,000	20,000	180	↔
Siddhpur	1 lakh	Negligible	None	↑
Palanpur	-	60-75,000	None	↑
Ambaji	70 lakh	6-7 lakh	Negligible	↑
Surat	-	5 lakh	None	↑
Ubhrat	40,000	4,000	None	↓

Destination	Annual Tourists Inflow			
	Total	Night Stay	Foreign Tourist	Trend
Tithal	75,000	35,000	Negligible	↔
Saputara	2.5-2.75 lakh	2-2.25 lakh	Negligible	↔
Daman *	-	4-4.5 lakh	8-10,000	↔
Vadodara	-	9 lakh	Negligible	↑
Pavagadh	40-45 lakh	2-2.5 Lakhs	Negligible	↔
Dakore	45 lakh	8 lakh	Negligible	↑
Ahmedabad	-	15-17 lakh	10-12,000	↑
Others		20-25 Lakhs		↔
Total Gujarat (Incl.UTs.)	-	~120-125 lakh	~ 78,000	-
Total Gujarat	-	~ 110-115 lakh	~ 30-45000	↓

5.6.6 Market Segments and Possible Target Markets

Identified target markets, for various tourism themes are listed in table 5.3

Table 5.3: Market Segment and Possible Target Markets

Sr. No.	Market Segment	Target markets – outside State	
		Domestic	Foreign
1	Pilgrimage	Mumbai, Maharashtra, Rajasthan, Madhya Pradesh, West Bengal	Not for Pilgrimage but to study the heritage value of the pilgrimage spot. - U.S.A, UK and France
2	Leisure	Mumbai, Maharashtra, West Bengal	U.S.A, UK and France
3	Heritage	Mumbai, Maharashtra, West Bengal	U.S.A, UK France, Germany. Canada, Japan and Australia
4	Wild Life	Mumbai, Maharashtra, Rajasthan, Madhya Pradesh, and West Bengal	U.S.A, UK AND France
5	Adventure	Mumbai, Maharashtra, Madhya Pradesh, West Bengal	U.S.A, UK and France
6	Beach	Mumbai, Rajasthan, Madhya Pradesh, West Bengal	U.S.A, UK and France
7	Business	Mumbai, Maharashtra, Rajasthan, Madhya Pradesh and West Bengal	U.S.A, UK France, Germany. Canada, Japan and Australia

It can be seen from the table 5.4 that Mumbai is the major market for the domestic tourism in Gujarat. The foreign tourist market mainly consists of USA, UK and France. The Asian markets are still untapped and remain virgin for tourism growth.

5.7 Perspective Plan

5.7.1 Conceptual Framework for Perspective Plan

Any plan has to be based on some kind of vision / mission. In the absence of State Vision Document on Tourism, it was imperative for the consultants to prepare a basic vision / mission statement before proceeding for preparation of perspective plan. Considering the directions spelt out in the tourism

policy and views from the TCGL and key stakeholders during the focus group meeting, consultants have attempted to formulate the Vision / Mission Statement as follows:

To Develop and Sustain Gujarat as a major Tourist Destination

Further analysis of this broad vision statement indicates following broad aims and objectives:

- Sustainable Tourism Development in the State
- Transforming Gujarat as a major tourist destination

(i) Sustainable Tourism Development in the State

In order to identify and include components ensuring sustainable development, it is essential to understand what is meant by ‘Sustainable Development’ in the context of tourism. The widely adopted views regard Sustainable Tourism as the kind of tourism, which is:

- Informative: Travellers not only learn about the destination, they learn how to help sustain its character while deepening their own travel experiences. Residents learn that the ordinary and familiar may be of interest and value to outsiders.
- Supportive to integrity of place: Destination-savvy travellers seek out businesses that emphasize the character of the locale in terms of architecture, cuisine, heritage, aesthetics, and ecology. Tourism revenues in turn raise local perceived value of those assets.
- Beneficial to local residents: Travel businesses do their best to employ and train local people, buy local supplies, and use local services.
- Conserving resources: Environmentally aware travellers favour businesses that minimize pollution, waste, energy consumption, water usage, landscaping chemicals, and unnecessary night time lighting.
- Respectful to local culture and tradition: Foreign visitors learn about and observe local etiquette, including using at least a few courtesy words in the local language. Residents learn how to deal with foreign expectations that may differ from their own.
- Non-abusive: Stakeholders anticipate development pressures and apply limits and management techniques to prevent the “loved to death” syndrome. Businesses cooperate to sustain natural habitats, heritage sites, scenic appeal, and local culture.
- Striving for quality, not quantity: Communities measure tourism success not by sheer numbers of visitors, but by length of stay, money spent, and quality of experience.
- Providing great experience: Satisfied, excited visitors bring new knowledge home and send friends off to experience the same thing—which provides continuing business for the destination.

The essence that can be drawn from above is that the Perspective Plan should focus on development which is participative, eco & environment friendly, qualitative and tourist friendly.

(ii) Transforming Gujarat as a Major Tourist Destination

Further analysis of the broad objectives of transforming Gujarat into a major tourist destination clearly brings to the fore the objective of Increasing Tourist Inflow. From the current contribution of tourism

to state GDP, it is quite evident that the trend of tourist inflow (both domestic as well as foreign) in Gujarat is not quite encouraging. The relative inability of the Gujarat State to harness and develop its full tourist potential and attract tourists may be attributed to a combination of factors such as lack of effective policies, inadequate infrastructure, ineffective marketing and lack of decent facilities for the tourists. The perspective plan must address various issues connected with tourist inflow, especially to Development of Distinct Brand Image and development of Superstructure to support the image.

- Development of Distinct Brand Image: Proper image of Gujarat to the tourist, both domestic and foreign, has to be reflected in order to attract tourists. As known to everyone, Gujarat has both, the touch of modernity as well as rich traditional and cultural heritage. In line with this dual image, the Brand Equity of Gujarat can be projected as “Gujarat – where past & future mingles today”.
- Development of Superstructure to support the Image: The brand image projected needs to be strongly supported by the proper superstructure, i.e. tourism infrastructure. The supportive and amenable superstructure would not be possible without proper planning exercise. The Perspective Plan ought to include plans for:
 - Developing Destinations (i.e. Identification of Potential Sites and developments needed with respect to core & tourism infrastructure and other amenities)
 - Preservation of Environmental / Cultural / Social fabric
 - Enhancing institutional framework (with a view to upgrade human resources, information system, quality of overall service, etc)

5.7.2 Objectives / Goals

The conceptual framework for the Perspective Plan draws attention to several aspects, which need to be considered while setting objectives/ goals for the tourism perspective plan. Several aspects discussed are interrelated and interdependent. For instance, Tourist Inflow, Contribution to GDP and Employment Generation are critically linked to each other. Some are qualitative in nature and can not be translated into measurable indicators. In order to assess the effectiveness of Perspective Plan, it is essential that the Goals / Objectives have some kind of measurability. While setting objectives, consultants had several options to base their objectives, for instance Objectives in terms of:

- Growth of Tourism Contribution to GDP
- Growth in Tourist Inflow
- Growth in Employment Generation by growth in tourism sector

Pondering over these bases, it is quite evident that all these bases are interlinked. Finally, consultants decided to base primary objective of tourism perspective plan in terms of growth in GDP contribution as it comprehensively covers all major objectives, i.e.

- Increase in Tourist Inflow
- Increasing Average Expenditure of Tourists
- Increasing Employment

Presently the contribution of tourism to the state GDP is in the range of around 2.5-3 %. This appears meager compared to the vast potential of the State as a Tourism Destination. The tourism growth in the State can be accelerated significantly considering the following amenable factors:

- Fairly good basic Infrastructure like roads, power, rail, airport, ports etc.

-
- Variety of attractions - heritage, beaches, Archaeological, leisure, wild life, hills etc.
 - Very high buying power in the state.
 - High standard of living.
 - Very large NRG population visiting Gujarat every year.
 - Lies in between the two important entry and exit points for foreign tourist's i.e., Mumbai and Delhi.
 - Easy access from the golden triangle.
 - Variety of flora and fauna available.
 - Well-developed port network for cruise's to dock.
 - Virgin places for development of eco tourism (Like pirotan islands etc)
 - Different government policies in place for promotion of private sector finance.

Based on basic premise of possibility of exploiting tourism potential of the State, this Perspective Plan aims to **Enhance tourism contribution to State GDP to the level of 10% in the next 20 years.**

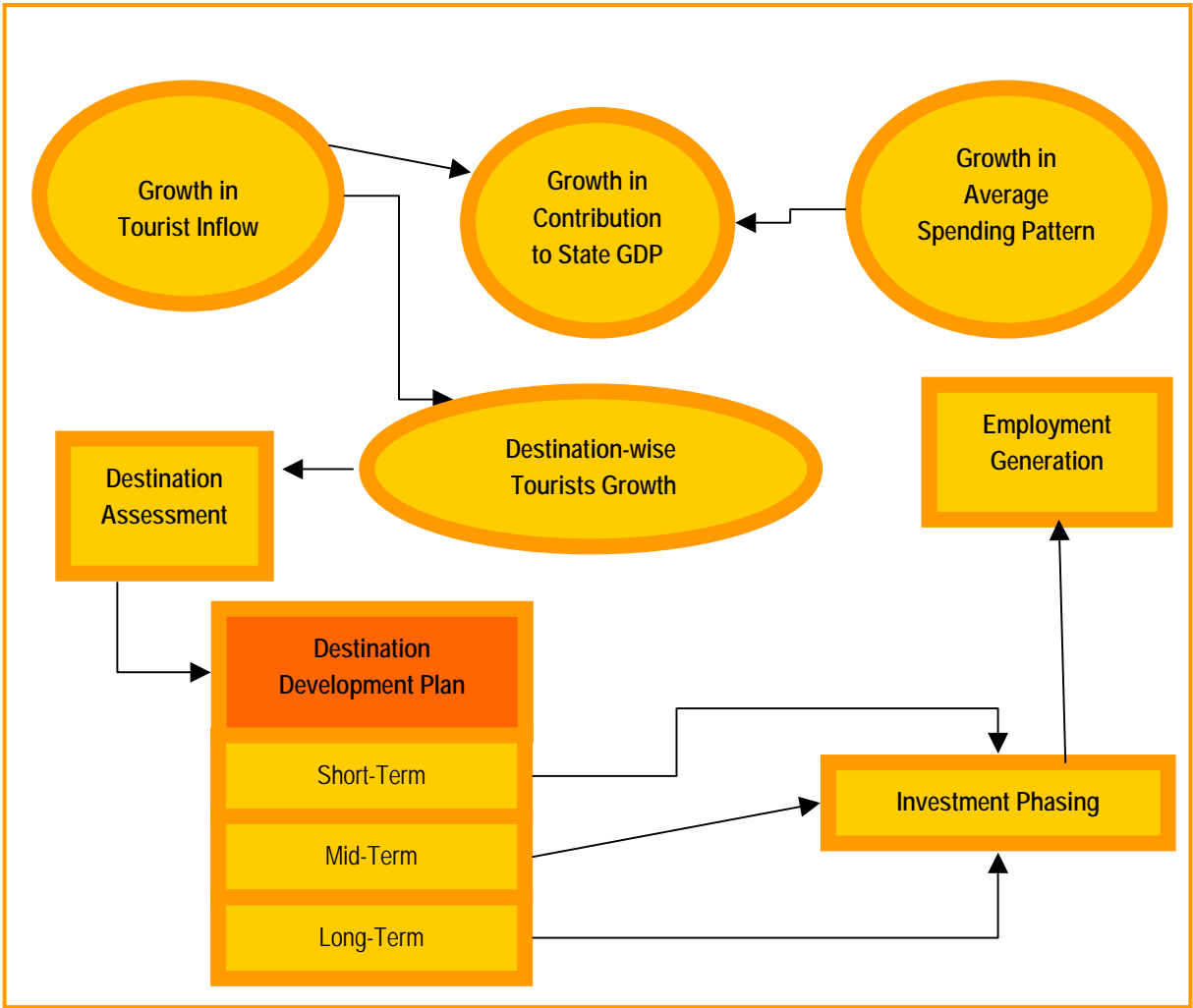
The goal of 10% appears realistic and attainable in the sense that it is in line with the global forecast of GDP contribution of 11% made by WTO and prediction of growth taking place mainly in the less developed countries as a result of favourable economic, motivational, technological and policy factors.

5.7.3 Perspective Plan Outline

(i) Tourism Contribution to GDP

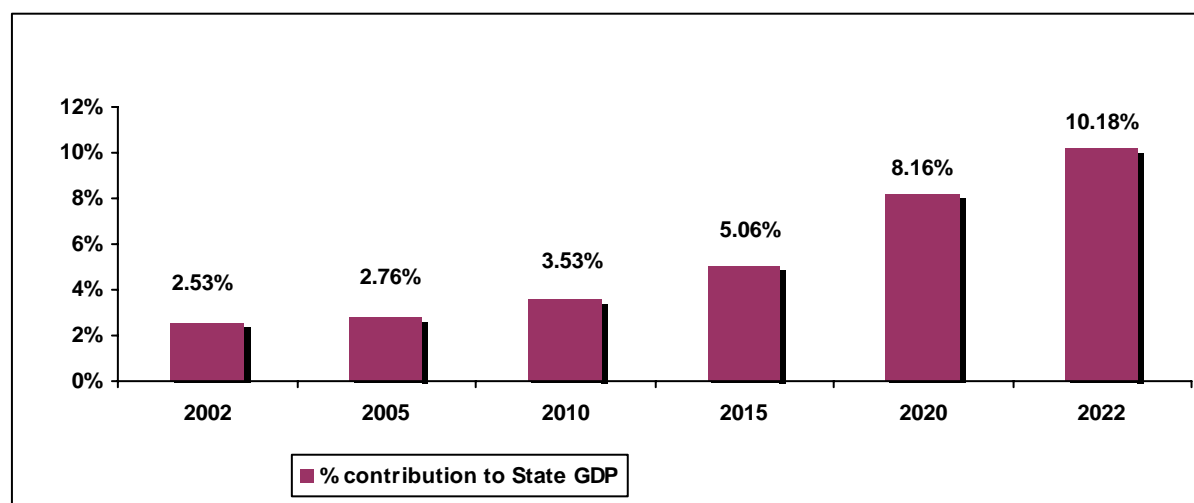
Derivation of various components of this Perspective Plan on the basis of goal of enhancing tourism contribution to GDP is explained in the figure 5.2

Figure 5.2: Perspective Plan Outline



Details of the contribution of tourism to the state GDP spread over a 20 year perspective is given as Table 5.1 of Appendix V. We have assumed a conservative growth rate of 2.5 % every year in the Tourism contribution to the state GDP. The above working is done so as the contribution of tourism to the state GDP reaches around 10 % of the state GDP by the year 2022.

Figure 5.3: State GDP Goals



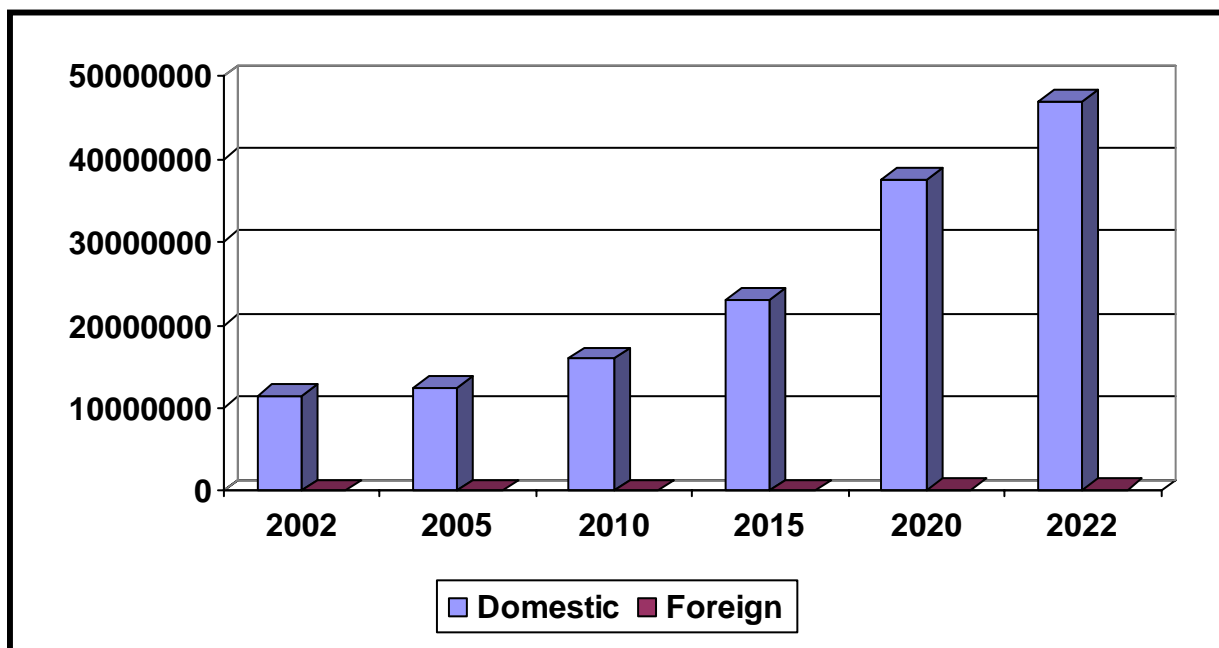
(ii) Tourist Traffic

The corresponding growth in tourist's inflow has been projected for both domestic and foreign tourists. The tourist's projections are made based on the average spending of tourists at various locations. It has been found from the survey that domestic tourist on an average spends around Rs. 650-700/Day, where as it is around 150 - 200 US\$ for foreign tourists. Major part of this spending goes on Accommodation and Shopping. The tourist spending pattern for the next 20 years are given in table 5.2 of Appendix V. We have assumed a conservative growth figure of 2 % in the spending pattern, considering the advent of new projects like entertainment facilities, adventure sports etc.

In line with the objective of increasing focus on domestic tourists, while segregating domestic and foreign tourists (from the total tourists traffic arrived), higher growth has been considered for domestic tourists.

For estimation of the demand or the market potential destination wise, we have considered a conservative increase of 2.5 %/year to start with in the domestic tourists arrivals. The same growth rate is also applied to the foreign tourists. Subsequent years have a growth rate of 5 % over the corresponding year. Table 5.3 given in Appendix V, gives projections of the tourist traffic – Domestic and Foreign. It is estimated that with the above growth rate, about 4.1-4.6 crore domestic and around 52 thousand foreign tourists will visit Gujarat. The destination wise market potential of the destination on a 20-year perspective is shown as table 5.8 given in Appendix V. It can be seen that Ahmedabad has the highest amount of inflow of tourists. This is primarily due to the business tourists visiting Ahmedabad, which is also a very important business centre. Tourists also use Ahmedabad as a transit point for their onward journey to Saurashtra, Kachchh, central and north Gujarat.

Figure 5.4: Goal – Tourist Nos in Lakhs



(iii) Foreign exchange earnings

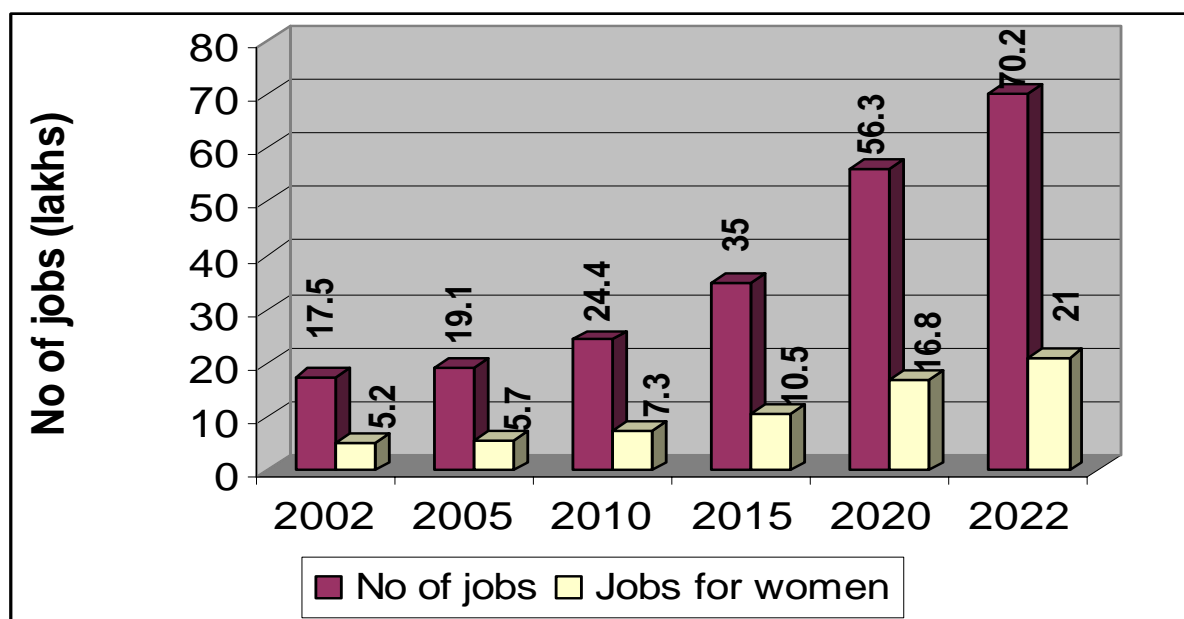
Foreign tourists on an average spend around 150-200 US \$ per day. This works to a foreign exchange earnings of around 5-6 Million US \$ at present levels. It is projected that the foreign exchange earnings after 20 years will be around 14-15 Million US \$.

(iv) Employment Generation

Tourism is one of the most employment friendly industries. Tourism is a sector with a tremendous multiplier effect in employment generation and has been a platform from which poverty can be combated and economic growth attained. It is estimated that Tourism creates 47.5 direct jobs against 13 direct jobs in the manufacturing sector for every million rupees spent. Further 17 domestic tourists' leads to one direct job and one foreign tourist generate one direct job. Each direct job has a multiplying factor of around 2.5 i.e. one direct job generates 2.6 indirect jobs.

It can be said that with the projected increase in the number of tourists around 70 lakhs persons will be employed in tourism related activities by 2022. Special focus can be given to women where in specific jobs like handicrafts promotions, guides, tourism facilitation centres, way side amenities can be reserved for women. We suggest that out of the above 70 lakhs jobs around 30 % of the jobs should be reserved for women. This would lead to around 21 lakhs jobs for women thus meeting the objective for socio economic development of the area and sustainability of the tourism in the area. Table 5.6 of Appendix V gives employment generation projections over the next 20 years.

Figure 5.5: Goal – Employment Generation



(v) Capital Investment & Phasing

The DCEL team has covered 83 destinations and places of interest across the state. The priority of developing the particular destination is worked out by ranking it with respect to various parameters. For each parameter, the destination was ranked between 1 to 5, 1 being the lowest and 5 being the highest. The parameters taken into consideration are listed below

- Popularity of destination
- Volumes of traffic flow
- Inventory of tourist attractions
- Part of existing tourist circuit
- Accessibility
- Quantity and quality of basic infrastructure and tourist facilities
- Cultural heritage
- Sustainability of Tourism development
- Socio-Economic Development
- Institutional Support mechanism
- State Govt. priorities

Based on these parameters the existing and potential destinations, visited by the DCEL team were ranked. We recommend that the destinations be prioritised for tourism development in the following manner.

- Destinations / tourist places securing a rank of 40 or more should be taken up for tourism development in the short term, i.e. within the next 5 years.

- Destinations / tourist places securing a rank between 30 and 39 should be taken up for tourism development in the middle term, i.e. within the next 5 to 10 years.
- Destinations / tourist places securing a rank of below 29 should be taken up for tourism development in the long term, i.e. within the next 10 to 20 years.

To develop a sustainable plan for development of tourism in the state, it is very important to understand the ‘types of tourism’ that can be developed in the state. These ideas have evolved based on tourism potential of the destination / region, the personal visits of the DCEL team to various places of tourist interest and the gaps observed thereof, the requirements arising from these gaps, interactions with local people and experts, hotel owners and entrepreneurs, etc. The basic idea is to enhance the visitors’ experience to the place.

The project concepts have been described theme wise, which have been broadly classed as:

• Eco –tourism	• Adventure tourism
• Ethnic Tourism	• Leisure Tourism
• Health Tourism	• Archaeological and historical tourism
• Religious Tourism	• Special Interest Tourism
• Highway/coastal highway tourism	• Beach tourism
• School/College tourism	• Development of Gateways

5.7.4 Project Prioritisation Model

A tourist destination / place are the first step in the process of tourism development. We have developed a model for prioritisation of tourism projects, which will be in conjunction with prioritisation of destinations. Our premise is that a tourist destination will be developed first, followed by the specific tourism project in that destination. Using this premise we have developed a matrix to short list and prioritise specific tourism projects in the destinations visited by the DCEL team. This matrix and the model are illustrated in table 5.4

Table 5.4: Matrix and model

	Projects		
Destinations	High ranking (more than 40)	Medium ranking (between 40 to 35)	Low ranking (less than 35)
High ranking (more than 40)	ST	ST/MT	ST/MT/LT
Medium ranking (between 40 and 30)	MT	MT	MT/LT
Low ranking (less than 30)	LT/MT	LT	LT

in the above table: ST – Short term, MT – Medium term, LT – Long term

As shown in the table 5.4, the priority for a project primarily depends on the ranking of the tourist destination along with the ranking of the specific tourism project itself. Therefore, if a destination is being developed on a priority, then projects have to be simultaneously set up at the place.

After having prioritized the destination and the projects, the commercial viability of the revenue generating projects have been worked out. (Refer project profiles in volume II – Annexure IV)

Figure 5.6: Investment Phasing (Value in lakhs)

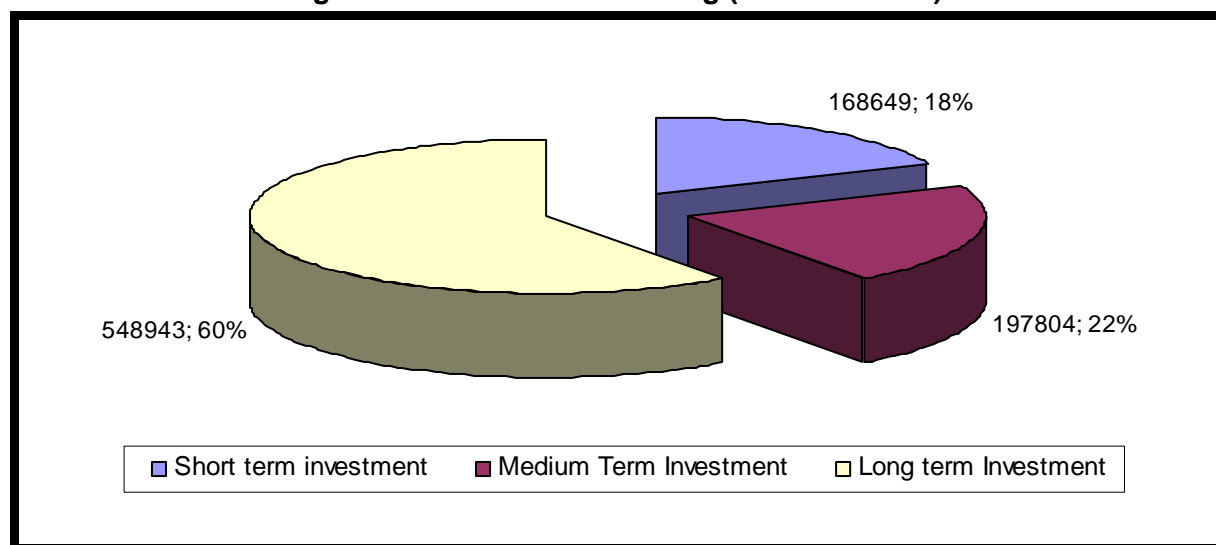


Table 5.10 and 5.11 of Appendix V gives details of the investment phasing destination and project wise. Table 5.5 below gives the summary of private sector and government sector investment in next 20 years.

Figure 5.7: Investment phasing breakup

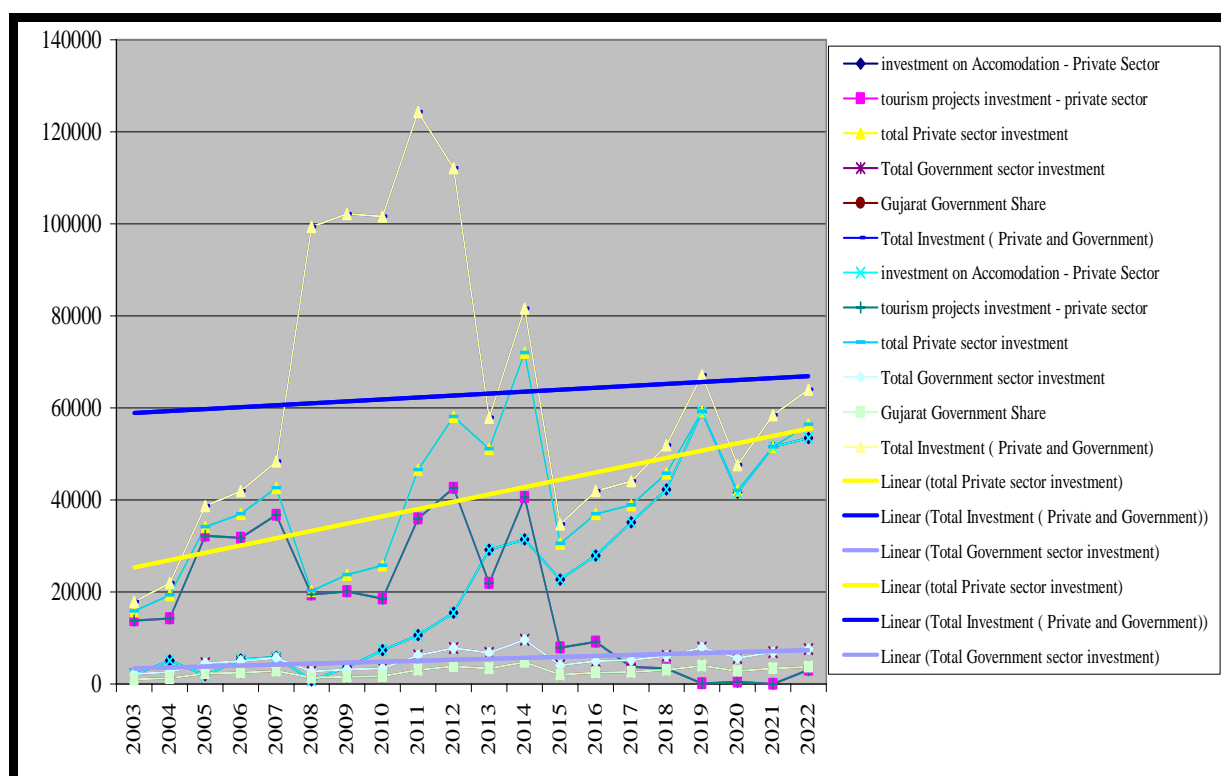


Table 5.5: Summary of Perspective plan investment (Rs. Lakhs)

Year	Private Investment			Government Investments			Total
	Accommodation	Tourism Projects	Total	Gujarat	Central	Total	
2003	2000	13780	15780	1052	1052	2104	17884
2004	5100	14205	19305	1287	1287	2574	21879
2005	1900	32177	34077	2272	2272	4544	38621
2006	5300	31699	36999	2467	2467	4933	41932
2007	5900	36747	42647	2843	2843	5686	48333
2008	800	19482	20282	1352	1352	2704	22986
2009	3600	20157	23757	1584	1584	3168	26924
2010	7300	18511	25811	1721	1721	3441	29253
2011	10600	35963	46563	3104	3104	6208	52771
2012	15500	42621	58121	3875	3875	7749	65871
2013	29200	21879	51079	3405	3405	6810	57889
2014	31400	40619	72019	4801	4801	9603	81622
2015	22700	7864	30564	2038	2038	4075	34639
2016	27900	9103	37003	2467	2467	4934	41937
2017	35101	3746	38847	2590	2590	5180	44026
2018	42300	3438	45738	3049	3049	6098	51836
2019	59100	75	59175	3945	3945	7890	67065
2020	41600	401	42001	2800	2800	5600	47601
2021	51500	31	51531	3435	3435	6871	58402
2022	53400	3004	56404	3760	3760	7521	63925

Table 5.6: Summary of perspective plan investment

Investment head	Investment (2002-03 to 2006-07)		Investment (2007-08 to 2011-12)		Investment (2012-13 to 2021-22)	
	Rs Lakh	% share	Rs Lakh	% share	Rs Lakh	% share
Basic infrastructure	25314	15.01%	24488	12.38%	23001	4.19%
Tourist infrastructure	38789	23.00%	39561	20.00%	21958	4.00%
Tourism projects	64087	38.00%	71210	36.00%	43915	8.00%
Accommodation	20219	11.99%	38799	19.62%	394201	71.81%
HRD	1686	1.00%	1978	1.00%	5489	1.00%
Marketing and promotion	8432	5.00%	9890	5.00%	27447	5.00%
Tourism management	1686	1.00%	1978	1.00%	5489	1.00%
Others (incentives etc.)	8432	5.00%	9890	5.00%	27447	5.00%
Private sector investment	148808		174533		484362	
Government sector investment	19841		23271		64582	
Total	168649		197804		548943	

5.7.5 Other Important Aspects of Perspective Plan

Apart from attaining physical targets as described above, the Perspective Plan must also address other important aspects like:

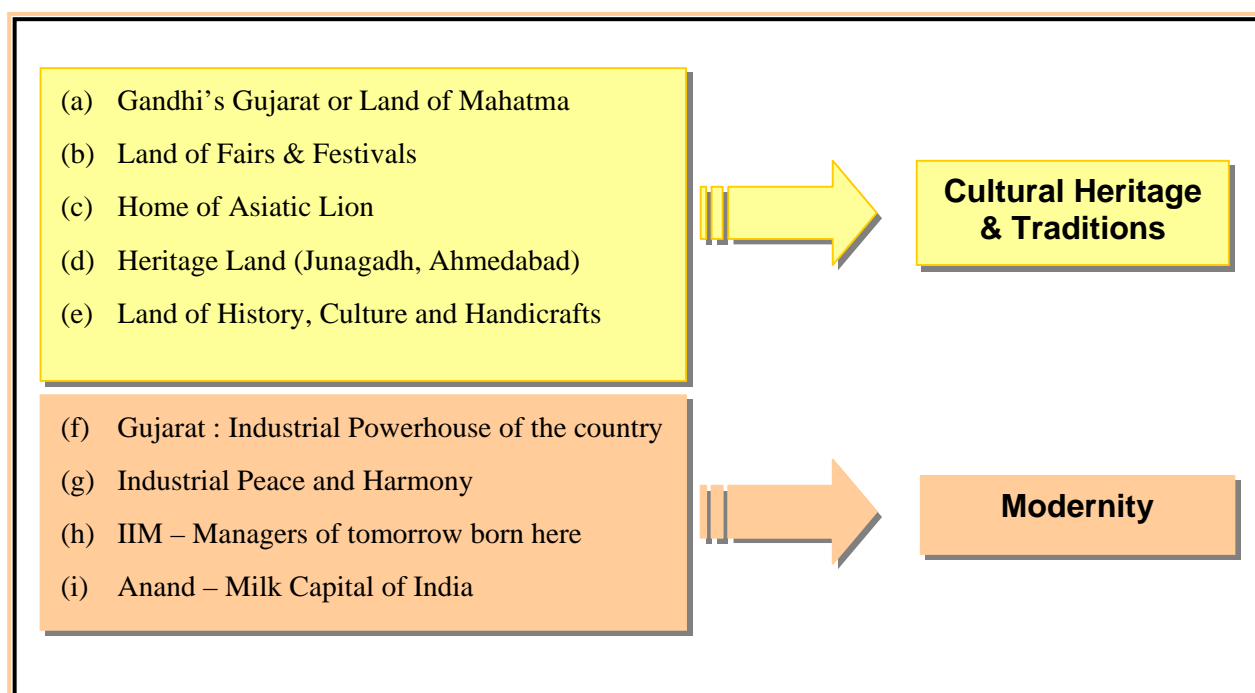
- Creating a Distinct Brand Image & Superstructure to support the image
- Environmental sustainability

As reiterated earlier, creating a distinct brand image for Gujarat Tourism is the first and foremost step in Perspective Plan. So far, the image of India in the minds of the tourist has been largely the **“Land of Rich Cultural Heritage and Traditions”**. India now being on the threshold of modern age, this image needs to be modified appropriately with the changing time. The new image must reflect both:

- Glorious Past (i.e. History, Cultural Heritage and Traditions)
- Modernity

This Perspective Plan emphasizes the need of building a brand image of Gujarat Tourism on the theme interweaving **“Cultural Heritage and traditions”** and **“Modernity”**.

The brand image projected needs to be strongly supported by the proper superstructure. The supportive and amenable superstructure would not be possible without proper planning exercise. This Perspective Plan focuses on:



5.7.6 Destination Identification and Development Plan

- Core Infrastructure
- Tourism Infrastructure
- Amenities and Facilities

However, separate master plans have to be prepared for each destination.

5.7.7 Preservation, Conservation of Heritage Resources, ecology & environment

- Prepare Inventory of all fragile sites
- Prepare management Plan
- Develop Regulatory Mechanism

5.7.8 Enhance Institutional Mechanism

- Develop MIS System
- Human Resource Development Plan
- Creation of EIA Cell & Project Development Company to assist Tourism Department in speeding up of development process.

Various aspects related to destination identification have been already discussed in the Chapter 4.

Other aspects pertaining to destination development strategy, Preservation of environmental and ecological balance, Institutional Capacity Enhancement have been discussed in Chapter 6.

As stated earlier, the Perspective Plan ought to recognize & reflect on the importance of environmental, social and other impacts of tourism development so as to create public consciousness about the seriousness of the problem.

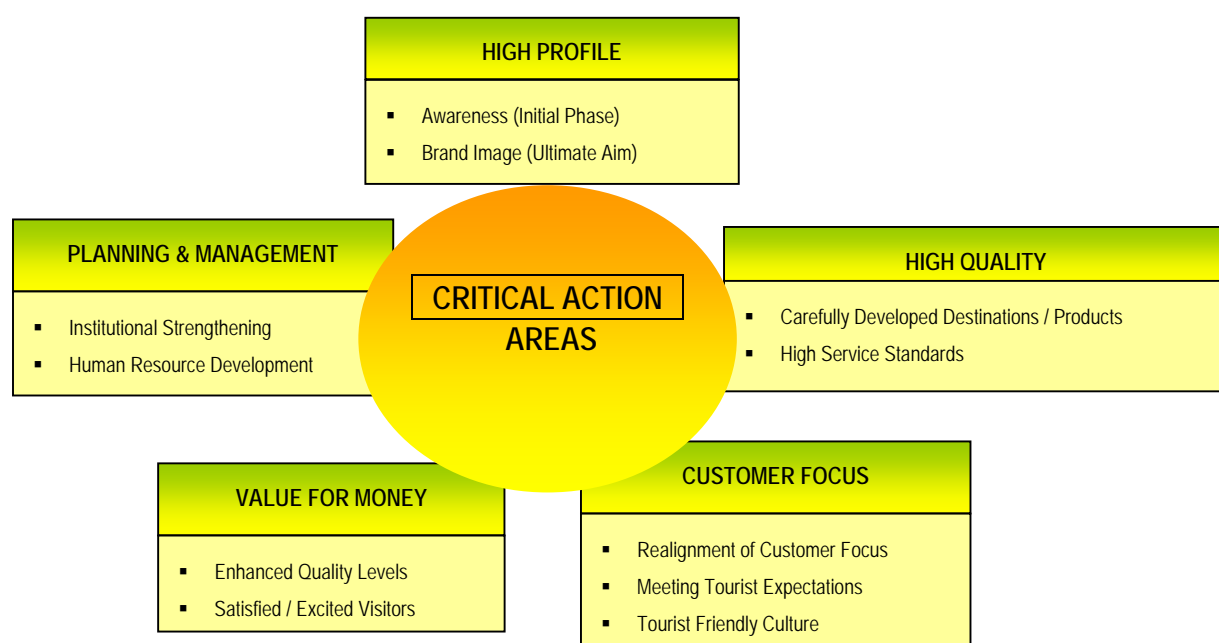
An environmental planning approach is essential for sustainable development of tourism. This necessitates that all aspects of the environment be carefully surveyed, analysed and considered in determining developments at environmentally sensitive tourists destinations. As stated earlier, a critical factor for achieving environmental sustainability is controlling the development within the carrying capacity limits. Determination of destination-wise carrying capacity requires much detailed study and analysis. This Perspective Plan proposes an Environment Impact Assessment (EIA) Cell within the department to assess & monitor tourism development with respect to environmental and social angle.

6 Development Strategy

6.1 Introduction

The aim of devising development strategy is to develop and sustain Gujarat as a major tourist destination. To make this happen it is essential to identify strategic factors imparting competitive advantage and build appropriate strategies for attaining the desired goals/ targets envisioned in the Perspective Plan. Based on findings of the survey and focus group discussion among key stakeholders of the tourism sector, the following strategic factors have been identified as key determinants around which the development strategy needs to be formulated:

- High Profile
- High Quality
- Customer Focus
- Good Value for Money
- Planning & Management



Most of the tourist's destinations (barring few like Sasan Gir) in Gujarat are not known to tourists outside Gujarat. Leave aside creating a brand image; it has not been possible even to create enough awareness. Hence, initial attempts need to be aimed at increasing awareness with an ultimate objective of creating a strong brand image.

The survey and discussions also pointed out that the growth of tourism in the state has suffered primarily due to its inability to develop / provide high quality tourist destinations / products and services at these destinations. For instance, in the entire circuit of 'Saurashtra Darshan Package' no

star category accommodation is available. While strategizing immediate focus must be on destination development strategy.

The destination development strategy would basically include:

- Careful selection and prioritization of destinations based on inherent potential of location
- Phasing of Development

Customer focus is another area which needs to be relooked. So far, thrust has been always on attracting foreign tourists. Considering overall low inflow of foreign tourists to India and recent communal disturbances, it is quite unlikely that Gujarat would be able to attract substantial foreign tourists at least in the near future. Sourcing tourists from international markets is of course very crucial in view of its foreign exchange earning potential. The need has been expressed by key stakeholders to realign the tourism focus.

Most States in India are focussing on tourism. They have expressed the importance of tourism as one of the important sectors for achieving economic growth in their vision documents. Aggressive focus on tourism by all these States would mean increased internal competition. In order to sustain competitive pressures, it would be essential to provide “*Value for Money*” to tourists through enhanced quality levels and appropriate pricing strategy. Satisfied, excited visitors bring new knowledge home and send friends off to experience the same thing—which provides continuing business for the destination.

For successful implementation of plans / programmes suggested in the Perspective Plan, there is a need to create proper institutional set up to:

- Communicate Plans / Programmes to Key Stakeholders
- Monitor the developments envisioned in the plans
- Facilitate co-ordination between State Government / Tourism & other related departments and other Stakeholders of tourism sector

The other area of concern for the development of this sector especially in Gujarat is the dearth of good professionals. It is absolutely necessary to carve out human resources development plan for this sector.

The above discussion clearly indicates the need for developing strategies related to following crucial areas:

- Communication of Plans / Programmes
- Overall Marketing and Promotion
- Destination Development Strategy
- Funding Strategy
- Overall Institutional Strengthening
- Human Resource Development

The subsequent sections describes above aspects in greater details.

6.2 Communication of Plans / Programmes of Perspective Plan

It is important to plan the development of integrated tourism in the state, but, it is equally important to communicate details of the perspective plan to all stake holders. These stakeholders can be grouped essentially into following categories:

- **Policy makers for Tourism Development**, i.e All concerned government departments, who have a role in making policy that will affect Tourism development.
- **Implementing Agencies of Tourism related policies in the state**, including, Directorate Tourism, State Tourism Development board, regional and local Tourism promotion councils, District collectors, Tourism funding agencies of the state and central government and all concerned agencies of State and Central Government as stake holders of Tourism development in the state.
- **Beneficiaries of Tourism policies and Tourism development**, i.e. Hospitality industry (including Hotels, Restuarants & Resort owners, Tour operators, Travel operators, Entertainment and amusement facilities operators, Art & culture groups, etc;), and importantly target customers, (Domestic and Foreign tourists for information about tourist places and Destination profile details),

The tasks of communicating this plan should be primarily with **Tourism Corporation of Gujarat Limited (TCGL)** – a nodal agency for the development of tourism in the state. Formation of separate cell - **Tourism Development Council (TDC)** under **TCGL**, having members of various government departments like Tourism, Finance, Home, Forest, PWD, Irrigation, Power, transportation, urban infrastructure, human resource and Environment, has been recommended. There will also be representation from hospitality industry, tourism experts, well-known personalities from the field of Art & culture, Archaeology, and experts on tribal life style, history, NGOs, representatives from CII & Chamber of commerce, travel writers and media. Such a set up would ensure co-ordinated efforts towards attainment of unified goal of integrated tourism development in the state. The following table describes the extent of involvement of important stakeholders in the process of Integrated Tourism development.

Table 6.1: Involvement of Important stake holders in Integrated Tourism Development

Stake Holder	Role envisaged as per this perspective plan
State Tourism Department	<ul style="list-style-type: none"> ▪ State Tourism policy and plan, priorities, budget provisions, monitor functions of TCGL ▪ Communicating this plan and co-ordinate with various state government departments for resource allocation of respective departments ▪ Make policy and design package for attracting private investment in Tourism projects.
Tourism Corporation of Gujarat Limited	<ul style="list-style-type: none"> ▪ Tourism related Data base preparation, Tourist projections ▪ Developing tourism themes for which there is potential and Destinations profiles , project profiles for identified and prioritized tourism projects , suggested state funded tourism infrastructure projects etc;. ▪ Set-up MIS cell for Tourism database ▪ Preparation of Tourism promotion plan, including media planning, attracting investors ▪ Acquisition and transfer of land till private investor takes over project.
Tourism Development Council	<ul style="list-style-type: none"> ▪ Approval of Tourism perspective plan ▪ Facilitate co-ordination with different departments and stakeholders

Stake Holder	Role envisaged as per this perspective plan
Finance department	<ul style="list-style-type: none"> Recommend incentive schemes and financial assistance schemes for selected projects Budgetary allocation for tourist infrastructure projects
Home Department	<ul style="list-style-type: none"> Security status of existing Tourist destinations and traffic and other safety requirements Coordinate with State Tourism department about Tourism projects and Tourism related events like fairs and festivals at various Tourist destinations. Provide guidance and security to domestic and foreign tourist by creating Special "Tourist Police Force."
Gujarat Infrastructure Development Board (GIDB)	<ul style="list-style-type: none"> Development of Infrastructure projects in the state, including basic infrastructure for Tourism projects and transportation projects, power, water and urban infrastructure projects proposed in next 10 years. Road development at prioritized tourist destinations and tourism projects. Co-ordinate for Railway projects with Central government. Coordinate for Air link development.
GSRTC	<ul style="list-style-type: none"> Available Tourist access and development proposed based on Tourist projections, destination priorities Adding new routes to tourist destinations and support Tourism development in the state.
PWD	<ul style="list-style-type: none"> Destination prioritization, basic infrastructure gaps Resource allocation to development of roads, public amenities, signage etc
Forest	<ul style="list-style-type: none"> Proposed Eco-tourism Projects, tourist projections Track identification, carrying capacity of Nature sites, manpower planning and development, Guides for Cave tourism, restoration of forest guesthouses, camping facilities etc.
Environment Department & Gujarat State Pollution Control Board	<ul style="list-style-type: none"> Present environment status at various tourist destinations and actions proposed for environment preservations Coordinate with TDB in undertaking carrying capacity studies for existing and potential Tourist destinations and issue clearances to proposed Tourism projects for public and private investments.
State-Archaeology dept	<ul style="list-style-type: none"> Resource allocation and prioritization of restoration sites Flood lighting of monuments Issuing clearances for specific projects like Light & sound show or cultural show at monuments.
Central Archaeology department	<ul style="list-style-type: none"> Conservation of Central ASI monuments Co-ordination with state government for developing them as Tourist destinations
Urban Development Authorities	<ul style="list-style-type: none"> Co-ordination with tourism department for incorporating tourism development details at various destinations and make Urban infrastructure development planning accordingly.
Municipal Corporations	<ul style="list-style-type: none"> Water supply, sewerage and solid waste management Clearances, NOCs, land acquisitions etc
Funding Agencies	<ul style="list-style-type: none"> Funding of Tourism & Tourism Infrastructure Projects
Tour Operators	<ul style="list-style-type: none"> New tourist circuits, capacity expansion
Investors/ Entrepreneurs	<ul style="list-style-type: none"> Investment in Tourism and related projects

As mentioned earlier, it is crucial to achieve goal congruence in the implementation of the perspective plan for development of tourism in Gujarat. It is necessary for all concerned state departments to in principall accept the perspective plan before initiation of the actual implementation process.

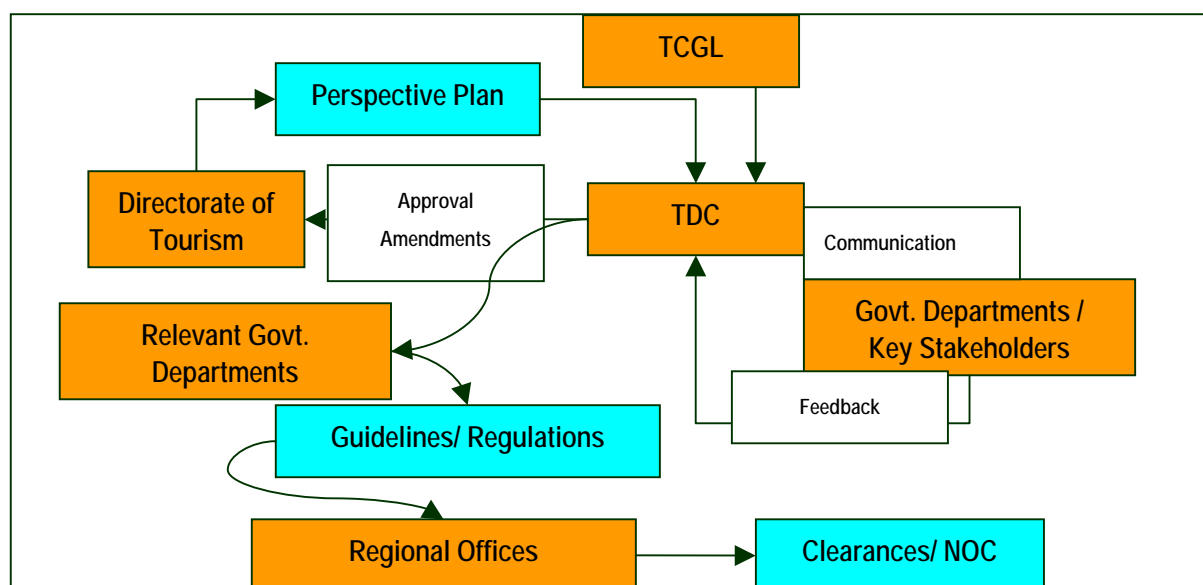
All deletions, additions, suggestions and amendments in the plan should be incorporated after receiving feedback from concerned government agencies on the perspective plan. This exercise would

then provide guidelines for respective departments on a time scale, which would in turn give synergies in development of necessary infrastructure to sustain the planned growth in tourism.

Once, principally all concerned departments, at implementation stage, accept the perspective plan, it will be assigned for implementation to TDC through TCGL. They in turn will assign or coordinate with regional Tourism development office or district collector's office as the case may be. This regional office would interact with concerned departments through TDC, to get clearances for specific projects in that area / destination / region.

The communication process with various government bodies is shown in figure 6.1

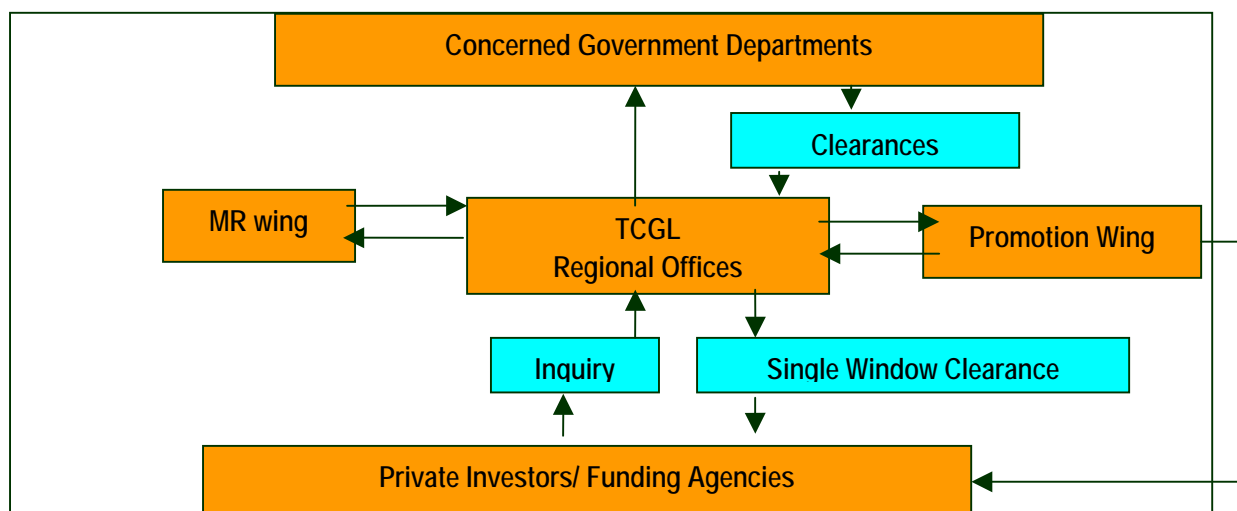
Figure 6.1: Communication process with various government bodies



The communication of the perspective plan for tourism development to the private entrepreneurs and funding agencies like Tourism Finance Corporation of India (TFCI), IDBI, SIDBI etc is essential in terms of informing them about the thrust areas identified by the state government. The perspective plan also offers a shelf of Tourism projects giving project profiles of individual projects shortlisted in that area. This would be helpful to private investors to make investment decisions in a particular project.

A major impediment in setting up a tourism project is the number of clearances required to set up a tourism related project. The private investor should face minimal bureaucracy and procedural hassles to expedite the process of capital inflow into the tourism economy. As seen from the communication process below, investors and funding agencies are insulated from the various state government departments. All clearances required are obtained on a case to case basis by CTDB, by coordinating with various government departments.

Figure 6.2: Communication between government and Private investors



6.2.1 Marketing and Promotion

Marketing and Promotion for the development of tourism has following objectives to achieve:

- Creating Awareness and building brand image
- Attracting Investment in the sector
- Attracting tourists at specific destinations

Thus, the marketing efforts for tourism should be addressed to both tourist and to investors for tourism projects.

(i) Awareness & Brand Image

The image of Gujarat in the minds of tourists is that of place thriving with trade & industries. Most tourists are quite oblivious of the fact that Gujarat has so much to offer in terms of tourism products, i.e. Pilgrimage, Heritage, Leisure and Adventure, wildlife and forests and so on. Tourism in the State has so far suffered a lot because of its inability to portray the right image. The importance of efforts of building an image can be gauged from the success attained by Singapore, Australia and Malaysia.

The variegated facets of Gujarat (Rich heritage / culture/traditions and modernity) must be portrayed effectively in the branding campaign developed for Gujarat Tourism. Since, Gujarat has a variety of destinations and tourism products to offer there is a need to develop destination specific brands with specific USPs under the umbrella of corporate brand. This multiple branding approach differs from the strategy followed by Singapore, Australia, Kerala and etc., which focuses only on the corporate image. The rationale of suggesting multiple branding approaches is as explained below:

- The corporate brand is targeted mainly to foreign tourists, who would be viewing Gujarat as a single destination having lot of attractive varieties, whereas destination specific multiple brands are intended to attract domestic tourists and foreign tourists with specific interests.
- Our perception that the focussing only on the corporate identity, though a good strategy dilutes the focus on the destinations

The psychological determinants of the tourists are important for developing a successful brand. Prestige, family bonding, relaxation, education & knowledge, etc. are some of the psychological determinants for the tourists. In India foreign tourists visit for Business, Heritage & cultural purposes, this is because of the growth anticipated in the Asian markets and image of India as a mystic, rich in culture and exotic locale. Domestic tourists visit Gujarat primarily for pilgrimage and leisure, due to the historical importance of the sites, festivals, and the need to restore the family bondage in the times of busy world.

Developing themes for brand portrayal would be critical. There are some commonalities among several destinations, e.g. Palitana, Ambaji, Somnath, Dwarka - all being pilgrimage places. Such destinations ought to be covered under single brand. Creating a separate brand for each of these destinations would not serve the intended purpose. Few recommended themes for destination categories are given as table 6.2

Table 6.2: Themes for different destination Categories

Focus Services	Brand Name	Destinations to be advertised	Slogan
Pilgrimage	ParamAthma (or) AntarAthma.	Palitana, Ambaji, Somnath, Dwarka, and Akshardham	
Leisure		Saputara, Ahmedpur mandvi, and Small Rann of kuchh,	What are you doing this weekend?
Adventure /Wildlife	Wild Gujarat	Sasan Gir,	The deeper you go, the wilder it gets Unleash your wilder side
Heritage & Culture	Bondage India	Bhuj city, Poshina, Bhavnagar city,	
Historical & Archaeological	Once upon a time in India....	Porbandar city, Adalaj, Rajpipla, Junagadh town,	Explore the finest pieces of Indian Art & Culture

Gujarat Tourism ought to employ services of professional advertising agency and strategic management consulting company to work on building brand image. This appointment should be for a continual basis as brand image building is a continuous process involving:

- Creating Brand Identity in Initial Phase
- Enhancing Brand Image and Building Brand Loyalty in the long run

Considering the need for reasonably long term associations with advertisement agencies and strategic consultants in the brand building process, Gujarat Tourism should appoint these agencies with utmost care after assessment of past track record.

Gujarat Tourism also needs to appoint a specialised market research firm to carry out periodic surveys to:

- Assess the impact of brand building campaign
- Assess the brand performance and image (i.e. analyse whether the findings are in line with the identity projected)
- Quantify the value of the Brand i.e., Brand Equity and find ways to enhance the Brand Value.

It has to be understood that evolution of a brand is a continuous process and hence periodic studies have to be conducted to review the strategy.

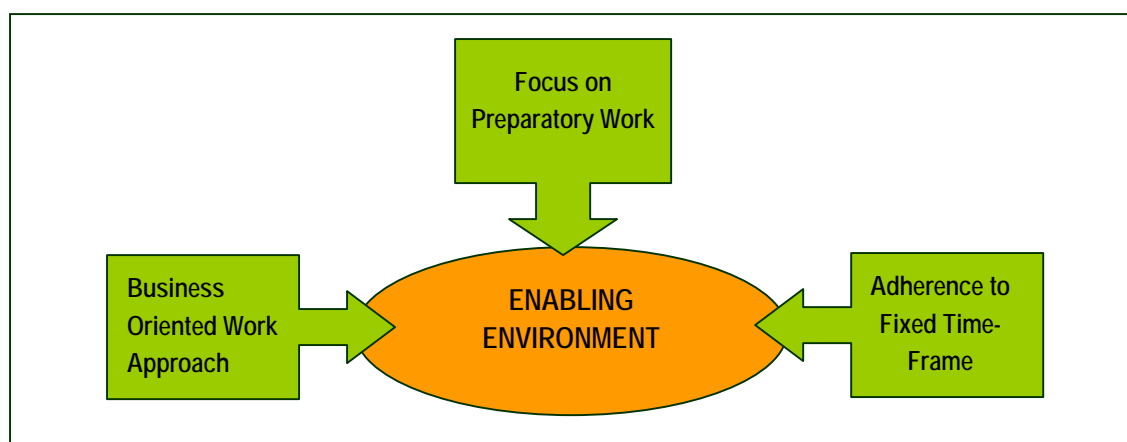
(ii) Marketing strategy to attract Investors

To attract investors to invest in tourism projects is very crucial for attaining intended growth in the tourism sector. In order to find a best way to attract private sector participation in this sector, it is essential to understand first the major bottlenecks in the process, which are perceived to be:

- Lack of awareness amongst Investors about potential in this sector
- Non-availability of well-defined projects
- Funding / Time related bottlenecks at the project definition and configuration stage of the tourism projects, which are amenable to privatisation.

In order to address above mentioned critical issues, it is suggested that **TCGL** constitutes a **Project Development Company (PDC)**. The proposed PDC will have a dual function of acting as a technical secretariat to TCGL and also as a facilitator to private investors. The main objectives of PDC are to:

- Develop showcase of privatizable tourism projects
- Attract Private Sector Participation in this sector
- Ensure quicker project development (due to better short-listed & configured projects, speedy privatisation process)



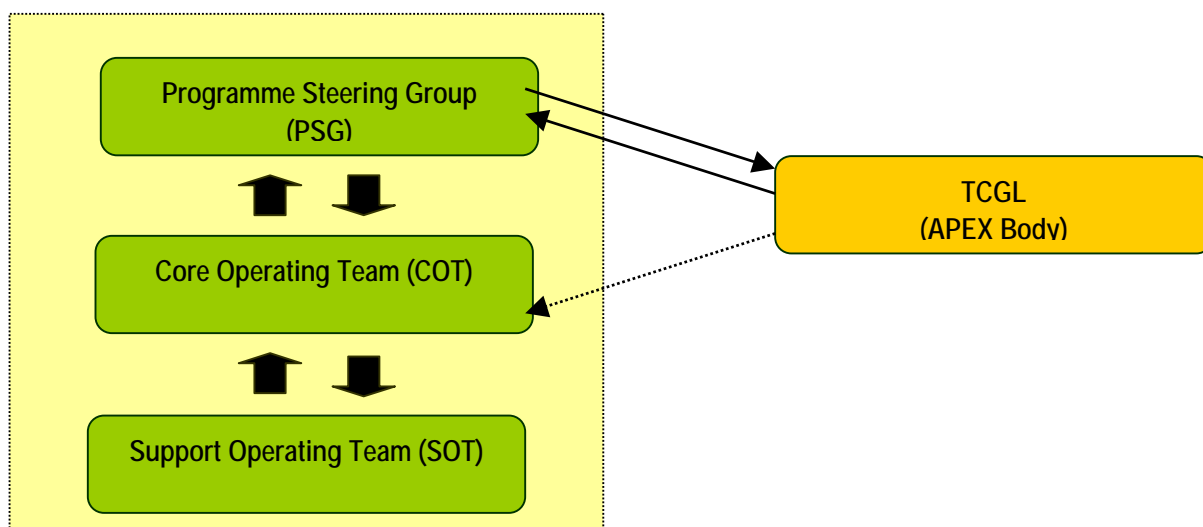
While identifying and preparing commercially viable tourism projects is a critical success factor, it is utmost essential to create an enabling environment to attract private sector interest. This enabling environment consists of factors that lead to building partnership and achieve a high success rate in privatisation. Some of our thoughts that capture the essence of critical success factors.

- As the PDC's role is to catalyse and to make a pathway for the private sector investment in infrastructure, it must adopt a business-oriented work culture. It is emphasised that the private investors are interested not in projects, but in business. They also look for responsive and supporting project implementation assistance. In this context, PDC ought to adopt a work culture that is uniquely characterised by its responsive and supportive behaviour toward the interested investors.

- Since investors wish to have minimal liaison and follow-up work to be done, it is necessary to clear all the hurdles before they become impediments to the effective implementation of projects. The preparatory work must focus on the following areas before MoU is signed:
 - Land acquisition to be completed
 - In-principle environmental clearances must be obtained.
 - Permissions and clearances from different departments
 - Eliminate implementation bottlenecks.
- It is imperative to send positive message to the investors that PDC means business. A fixed timeframe must be set for various activities and adhered to, such as following:
 - Facilitation of site visits and providing adequate available information to the investors.
 - Respond to any query from the bidders within 7 days of receipt.

TCGL may constitute PDC by deputing relevant staff from TCGL and other Govt. Departments linked with tourism activities or appoint management consultancy firm or consortium of firms to act as PDC. TCGL may institute a **Tourism Initiative Fund (TIF)** with small initial corpus to fund the activities of PDC. A well-defined institutional mechanism is necessary for forwarding the initiative. The suggested mechanism is schematically shown as in figure 6.3.

Figure 6.3: Institutional Mechanism



The overall project development institution consists of four components, with PDC being the day-to-day operational body.

The apex body is the TCGL, which will play the role as a strategic planning and policy making administrative authority. It is not operationally feasible for TCGL to get involved in day-to-day operational matters. Hence, it is proposed to form a Programme Steering Group (PSG), comprising senior members of TCGL and PDC. PSG is responsible for monitoring and approval of operational matters. Matters that are ratified by PSG only will go to the TCGL.

The core operating team of PDC will have tourism expert, project appraisal expert, project marketing expert & financial project structuring expert. The core operating team would be supported by support operating team comprising of legal & documentation expert, economist, environment specialist, infrastructure specialist etc to provide necessary assistance to core operating team as and when the need arises.

The PDC reports to TCGL through Program Steering Group (PSG).

The core activities of PDC should be:

- Identify privatizable tourism projects
- Prioritization of identified projects
- Recommend on the policy issues for privatisation
- Assist in competitive bidding process
- Advise about financial structuring and fund raising for the selected tourism projects
- Assist in devising strategies for marketing of the tourism projects

The focus areas of PDC ought to be in line with the thrust areas envisaged in the Perspective Plan, like:

- Tourism projects aiming at integrated regional development
- Participative and Responsive Tourism
- Tourism Projects addressing specific infrastructure needs of high potential destination
- Repackaging / restructuring of already existing tourism / tourism infrastructure properties / projects.

For marketing tourism projects to private investors is very crucial. There are several methods to reach out to the potential investors and offer them opportunities to invest in tourism projects in Gujarat, such as:

- Seminars, presentations and exhibitions showcasing investment opportunities in Gujarat at national and international travel and tourism exhibitions.
- Presentation to various organizations in the tourism industry such as Indian Association of Amusement Parks and allied Industries (IAAPI), FHRAI etc and convey to them the perspective plan proposed by the Government.
- Distributing printed brochures to potential investors and funding agencies stating
 - Information about tourist destinations
 - Current and potential tourist inflow
 - Projects identified and investments required
 - Incentives and assistance given by the government
 - Investment procedure

(iii) Marketing Strategies to attract tourists at specific destinations

This section discusses the marketing and promotional strategies aiming at attaining various objectives in terms of tourist inflow, tourism contribution envisioned in the Perspective Plan. The marketing and promotional strategies have been categorised as:

- General Marketing Program
- Destination Specific Strategies

Here, we have discussed only general marketing strategy as the destination specific marketing strategies have been discussed separately in the destination development strategies.

Marketing mix or Marketing program refers to the strategy for the following 4 components: -

- Product
- Price
- Place
- Promotion

Product :

Product in the tourism industry refers to the destination, it includes all the aspects such as information about the destinations, standard of transport facilities, hotel services, visiting the site (importance of the site). To put it in brief, product refers to the following five aspects: -

- Trip anticipation and Planning.
- Travel to the site/destination.
- Experience at the site.
- Travel back home.
- Recollection.

The quality of the product/Service offered would be the key for sustainable success in the tourism industry. The quality in tourist sites refers to the USP of those sites and experience of the tourist as a whole at that particular site.

The success of this factor would depend upon the following aspects:

- Developing the infrastructure to reach those destinations. i.e., proper roads, extent of air and rail connectivity, etc.,
 - Hotel services at those destinations.
 - Attractiveness of those sites. i.e., they should be properly maintained by minimizing the wear and tear of the temple stones, carvings on the walls of the temples, cleanliness at the sites etc.
 - Guide services. i.e., attractively projecting the importance of that site and relating it properly to the theme of the tour to all the tourists visiting that site.
 - Other miscellaneous services like ticketing service to enter the temple or museum, cloak rooms, etc., should be organized in a professional manner.
-

Price

The pricing aspect here refers to the whole expenditure made by the tourists during their course of visit to the destination(s) in the state. i.e., money charged by hotels, tour operators, temple trusts, transport authorities, and other service providers like banks, etc. The success here would lie in providing **value for money** in all the aspects of tourist services. The level of services offered and competition are the most important aspects that need to be taken care of while devising a pricing strategy. Since different kinds of services go into the tourism, care should be taken to see that the price is value based.

The objective of the pricing strategy should be to create awareness of Gujarat's tourist potential to the target market segments for the initial 3-4 years. After this has been achieved, **the objective should be to gain market position through aggressive marketing and promotional activities**. Guidelines for an effective pricing strategy: -

- Incentives to hotel owners, e.g. reduction in tax rate for hoteliers in some identified tourist locales.
- Reduce the luxury tax burden of 15% in a phase of 3years to 5%. This would serve as an incentive for the customers (or) tourists.
- Incentives to tour operators, e.g. Concessions for conducting tours in Gujarat.
- Any incentive to the tourist service providers would ultimately percolate down to the customer. However utmost care is required on part of the government, to see that those incentives are capable of promoting tourism and cause for increase in the number of tourists in this state.

Place

Place refers to the accessibility of the tourist destination(s) for the target market customers. Hence it is quite obvious that the marketing for this component is solely dependent on the infrastructure of the state. Gujarat has the best infrastructure in the country, when compared to other states. During the course of our study, it had been identified that some destinations have roads in pretty bad shape and need to be developed. In order to reduce the hardship for the tourists during their travel, the following services should be offered.

- Maps depicting the routes, destinations, services available (Hotels, Petrol pumps, etc.), mode of transport available, nearest airport or railway station. Brochures should have information on travel time and mode from hubs like Ahmedabad. They should clearly specify the contact addresses of such travel service providers.
- Transport offered in the tour packages should be handled by private operators only.
- Providing guides for all the tour packages should be made mandatory. Guides could be recruited by the tour operators and trained by the TCGL for a minimum span of 6 months.
- Government should try and negotiate with the Railways to provide for special quota of reservation for the tourists.

Promotion

Promotional strategy is the planning, implementing and controlling of the communications from an organization to its customers and other target audiences. Any promotional activity adopted by the state

government should be capable of generating the desired response.(i.e. in terms of creating awareness or increasing the number of tourists to the state.) Promotional strategy for the tourism industry is a mix of advertising, and sales promotion. The communication would be effective and efficient only when proper medium is chosen to reach the identified market segments. The market segments were identified based upon the purpose of visit and the origin of the tourist, which would help to cater to their needs more specifically. The market segments identified are as follows:-

- Business Tourists
 - Domestic
 - Foreign
- Other Tourists (Leisure, Adventure, Pilgrimage, Heritage, etc.)
 - Domestic
 - Foreign
- Domestic can be categorized as follows:
 - Within the state.
 - Outside the state but within India.
 - Non-Resident-Indians.

The communication message has to be presented in an effective way to the above-mentioned segments. Promotional strategy can be presented under the following three heads: -

- Advertising Strategy.
- Sales Promotion Strategy.
- Branding Strategy

Here only Advertising Strategy has been discussed, since Branding Strategy has already been discussed earlier, while sales promotion strategy has been discussed separately under destination specific strategy.

Advertising is the best way to generate the required response from the Customers / tourists. They can generate sales, increase or create awareness, create and establish a brand image, etc. The usage of different mediums is essential to reach the target market segments mentioned earlier. E.g.: magazines, television, Internet, hoardings, billboards, etc.

Publicity in the print and Electronics media should be used to promote individual destinations, circuits and even the entire state. Such promotion of destinations would serve a dual purpose of attracting tourists as well investments to that destination.

The promotion campaign should promote selected destinations depending upon the target audience and development priority of that destination to optimize resources. Some tourism destinations are proposed for Mid-term development or Long term-development due to lack of infrastructure and priority attached to them at this stage. They should be promoted at an appropriate stage, when necessary infrastructure will be developed at such locations to avoid any negative impressions about the places.

Appropriate media mix should be used depending on the destination type and the target audience. This is necessary to achieve targeted objectives for media effectiveness to generate “desire to visit” or “urge to visit”, in the minds of the target market segments.

Private advertising companies of repute with a minimum track record of 20 years need to be hired for this purpose. The key points to be kept in mind while devising the advertisement campaign are:

- The TVC’s and Print ads, should be based on the advertising objectives
- The advertisements must also be carefully designed based on the theme selected.
- The advertisement must promote only one Objective.
- They must be informative as well inquisitive
- Creating too many expectations for the customer should be strictly avoided and exaggeration of facts should be avoided to the extent possible.
- Comparative advertising is strictly disallowed.

It should be noted here that a good promotion campaign is only successful if it is backed by supportive superstructure and other special promotional efforts, like:

- Ensure good accessibility to destination, tourist infrastructure and tourist related services at promoted destinations.
- Promotion of State among International tourism writers and tour operators and travel agents
- Participation in national and international tourism marts & exhibitions to develop and promote the uniqueness of Gujarat as a tourism destination
- Publish interviews and articles on various destinations or tourism policy or on uniqueness of the State
- Invite national and international tour operators for state sponsored visits to priority destinations
- Forge alliances with Travel Agents, national & international airlines, international tour operators etc and organise joint promotional campaign
- Establish tourist Information Kiosks and Tourist Receptions centers at all important bus stops / railway stations / airports and at identified tourist gateways and hubs of the state.

6.3 Destination Development Strategies

In the tourism industry, destination is a product, which is offered to the tourists, and hence it has to be developed & marketed well to accomplish the desired objectives. Solid infrastructures can look for increased business by expanding from a seasonal product to multi seasonal product (or) by expanding the geographical base of the product.

As a part of our study, 25 destinations were surveyed in the existing five regions, they are listed as under: -

6.3.1 Saurashtra

Dwarka, Porbandar, Veraval-Somnath, Sasan Gir, Junagadh, Chorwad, Ahmedpur Mandvi, Palitana and Rajkot.

6.3.2 Kuchchh

Bhuj, Kuchchh Mandvi, Gandhidham, Dholavera and Anjar.

6.3.3 North Gujarat

Modhera, Bahucharaji, Patan, Siddhpur, Palanpur and Ambaji.

6.3.4 South Gujarat

Surat, Ubhrat, Tithal,valsad, Navsari, Rajpipla,Daman,Dandi and Saputara.

6.3.5 Central Gujarat

Vadodara, Pavagadh, Dakore and Ahmedabad.

The tourist sites again fall under three categories well developed, partially developed and under developed. Irrespective of their categorization, one aspect, which is very, clear is that, the tourist potential of Gujarat has not been exploited and developed till date. The underdeveloped sites, do not need any special marketing efforts, until the sites are developed to a reasonable extent. Unless one have proper services to offer, marketing can cause more harm than any good to the image of Gujarat Tourism. Apart from this, the well-developed and partially developed sites have been unable to attract the tourists due to various reasons. Hence marketing efforts focused on these destinations would increase the number of foreign and domestic tourists to the state considerably.

The development strategy for the above destinations is categorized based on their regions. All the five regions have different tourist attractions catering to different kinds of tourists. The target markets can be segmented based on their Purpose of visit - Business, Religious, Historical/Archaeological, Leisure, Wildlife/Adventure) and Origin - Domestic within the state, Domestic outside the state, Non Resident Indians and Foreign.

Hence, the development strategy here has been customized for the regions, considering the target markets and the Unique Selling Propositions of those regions (or) destinations. The strategies listed below are in alignment with the objectives mentioned in the VISION statement.

(i) Saurashtra

The total numbers of tourists visiting this region are around 19,00,000 of which approximately 15,000 are foreign, 11,60,000 are from within Gujarat, and 7,40,000 from outside the state(Domestic), which amounts to 24% of the total tourist traffic of Gujarat. However, it is observed that 71% of the total tourists visiting this region are religious tourists (pilgrimage, special occasions, e.t.c),18% business,

7% historical, 1% wildlife, and 3% leisure tourists. Infact this region attracts 35% of the total religious traffic visiting the state, which is the highest when compared to the other regions of the state. It also attracts 36% of the foreign tourists visiting the state. This is a very good tourist circuit available for Gujarat with immense potential for catering to the different target markets.

The strategies and tactics for this region are enumerated as under: -

Religious Tourists

This category of tourists are solely from the **domestic market**, who visit during holy months, festivals and peak seasons like (janmashtami, shivratri, summer vacations, e.t.c.)

Short Term Strategy

- Offer **standardized** as well as **customized** packaged tours in this region. Package tours can have a particular theme (religious, leisure, e.tc.) or a mix could be offered.
- Civic amenities have to be improved and cleanliness has to be maintained in around the sites.(especially at Dwarka and Somnath)
- Awareness has to be created among the tourists about the nearby tourist attractions. (Rukmini temple, Bet Dwarka, e.t.c.) Awareness can be provided by brochures, signboards etc.
- Proper transport facility should be made available to the tourists to visit the nearby tourist attractions.
- Sitting arrangements and rest rooms should be made available for tourists. Tents accommodation should be made available during the festivals.

Medium Term Strategy

- Multi cuisine food availability is the major problem faced by tourists in India. Private sector participation should be invited for canteens could be opened on a contractual basis, where all types of Indian food could be made available. Preference should be given for the bids submitted by women and locals; this would increase the opportunities for women employment and social upliftment of the area.
- Posters of the temples along with its heritage and historical importance should be provided to the tour operators organizing tours in these destinations.
- Proper transport facility should be made available to the tourists to visit the nearby tourist attractions.
- Proper media coverage should be given to the celebrations and festivals like Janmashtami, Shivratri & Mahavir jayanthi.
- Print ads denoting the artistic beauty of the temples.
- Tourist facilitation centres should be made available for tourists.

Long Term Strategy

Temple trusts with government involvement (to a very negligible extent) have to be formed for Dwarka, Somnath, and Palitana. The functionalities of these trusts should be to provide basic facilities

to the pilgrims and visitors like computerised ticketing, seating arrangements in and around the temple, accommodation, conducting festivals and special poojas.

- Special trains or coaches should be made available specifically for tourists on package tours offered by TCGL (or) Private operators.
- Proper Medical facilities should be provided during the festival season to take care of the medical requirements of the pilgrimage.
- Gardens, parks, museums etc should be made available to tourists for them to spend time during the afternoons. Special darshan tours can be planned in the afternoon where the tour takes pilgrimages to other temples in the vicinity.
- Organised shopping centres should be made available to tourists for them to spend time in the afternoon.
- Nature cure centres, yoga, medication centres, stress relieving centres etc should be organised during the lean seasons.

Leisure & Adventure Tourists

Short Term Strategy

- The blend of the package tours is dependent upon the psychological determinants of the target market tourists. e.g. A historical/archaeological tourist would be least interested in visiting a wildlife sanctuary as his psychological determinant is gaining knowledge. The domestic tourists prefer a blend of religious and leisure, as their psychological determinant is holy visits and relaxation. For the Non Resident Gujaratis the determinant is family bonding. These aspects have to be exploited in Advertising and publicity.
- Proper and effective Advertisement strategy should be worked out where advertisement should be shown in the national level channels during prime time with properly directed TVC depicting the psychological determinant of the tourist like family bonding, adventure wildlife (Sasan Gir – Asiatic lions), prestige, e.t.c.
- Proper facilities for safari have to be made available in co-ordination with the forest department at Gir. The permit of entry should be made easily available and the timings of the safari have to be according to the tourists' requirement, i.e., 2 forest personnel should be made available round the clock for taking the tourists on a safari. – the objective here has to be to have sustainable tourism rather than a large number of tourists.
- Adequate camping equipments should be made available for the tourists at Gir sanctuary. It has to be marketed to a small segment at the higher end of the market (Highlight- Adventure & Prestige in the TVC's)
- Beaches such as Ahmedpur mandvi and Chorwad have to be properly maintained for cleanliness of the site.

Medium Term Strategy

- Elegant seating arrangement has to be made for the tourists on the beach; the hutment should be of wood and give a view of the beautiful beach.
- Proper 2-3 days circuits should be arranged and care should be taken while designing the circuits such that lions don't remain the primary focus and other flora and fauna are given due weightage.

-
- Tourist facilitation centres should be made available for tourists.
 - Proper facilities for safari have to be made available in co-ordination with the forest department at Gir. The permit of entry should be made easily available and the timings of the safari have to be according to the tourists' requirement, i.e., 2 forest personnel should be made available round the clock for taking the tourists on a safari. – The objective here has to be to have sustainable tourism rather than a large number of tourists.

Long Term Strategy

- Wind farm tourism has to be clubbed with coastal highway tourism all along the coastal belt from Dwarka to Porbandar.
- Ro-Ro facility connecting Bhavnagar to coastal cities like Jamnagar, Dwarka, Porbandar, Surat and Mumbai has to be provided.
- Authentic events from the life of Shri Krishna as laid out in the ancient texts should be recreated in the form of sculptures and pictures.

For Historical & Archaeological

The main interest groups for this category are the Foreign tourists and the education tourists. Though the extreme climate is supposed to be a hindering factor, Rajasthan tourism's success is a classic example of how well these destinations can be marketed.

Short term Strategy

- Increase the accessibility of the destinations by implementing the projects suggested in this report.
- Usage of Internet. Website of Gujarat tourism should be made attractive and should serve as a tourist guide to the Internet surfers. Tourist Map and information of the destinations and pictures should be made downloadable for free.
- Sound and light shows should be organised at historical monuments in Bhavnagar, Junagadh, Gondal, and Wankaner.
- Promotional activities should be undertaken for shootings of films and serials at heritage properties.
- Tour Operators of repute should be accommodated free of cost as a promotional activity during the lean season.

Medium Term Strategy

- The luxury tax levied by the state govt. @15% on heritage properties and further a sales tax of 12 % is levied. By way of this, the heritage properties in Gujarat become uncompetitive with respect to other states. The prevailing tax structure for Rajasthan is 8 % luxury tax and on that there is 6 % sales tax. Further the above rates are applicable only on rooms having tariffed more than Rs. 1200/Night. For Gujarat, the taxes are applicable on all heritage hotel rooms irrespective of the tariff. The taxation policy related to heritage hotels needs to be evaluated keeping in mind the competition it faces from Rajasthan and also the high maintenance cost that goes for maintaining the heritage property.

- Special packages should be designed for domestic tourists. Packages should be made available to domestic tourists at less than Rs. 5000 for 4 days and three nights. Weekend packages should be marketed to enable domestic tourists living in Gujarat to spend their weekends at heritage hotels.
- Print ads in Asia Travel magazines.(Highlight ARTISTIC VALUE)
- Billboards and Hoardings at all the major Airports in India for a minimum span of 2 months at all the locations preferably in the months between Oct-Feb.
- Billboards at 20 railway and bus stations with the highest traffic in India, especially in the states of Rajasthan, Kerala, Tamilnadu and Goa.

Long Term Strategy

- Procedures to obtain liquor from the permit holders should be made simpler and easier. Currently, Gujarat charges a cumulative tax rate of 70% on the liquor, which is very high and has to be reduced to a large extent. The charge for obtaining a permit is Rs.600, which also is very high and needs a major reduction. Further, special bar permits can be given to Heritage Hotels of repute.
- Special focus should be given to the handicraft, folk music, local food etc.
- Photographic galleries and museums should be made available to tourists. The focus of these should be the historical importance of the site.
- Special festivals/events should be organised on a regular basis and well worked out media campaign should support this type of event/festivals.
- Heritage properties of Gondal, Wakaner, Morbi, Bhavnagar and Junagadh should form a sort of a consortium and a proper circuit should be developed focussing on the Heritage of Gujarat.
- Khapara Kodia caves and Baba Pyara caves are still under low profile and needs more attention to make them equivalent to Buddhist caves

Business Tourists

Rajkot, Porbandar, Junagadh and Ahmedpur mandvi attract a sizeable number of business tourists in this region. Rajkot also attracts NRGs' for the purchase of gold and jewellery. Ahmedpur mandvi is only 20 metres away from Diu and hence it attracts business class conferences, where availability of liquor is a must.

Short Term Strategy

- Better communication facilities like internet/fax/phone should be provided keeping in mind the requirements of business tourists.
- Options for budget hotels have to be increased.

Medium Term Strategy

- Entertainment options have to be increased in these destinations like air conditioned shopping malls, multiplexes, Golf courses, Tennis courts, etc
- Availability of budget hotels has to be increased at these destinations.

Long Term Strategy

- Increase the quality of services provided by the star hotels. Necessary assistance should be provided by the government in the form of loans for renovations, swimming pool, Gym, etc. at subsidised rates.
- World-class conference facilities should be developed.
- Stress relieving or nature cure therapy centres to be developed.

(ii) Kachchh

This region has only three major destinations namely Bhuj, Gandhidham and Kachchh. The total number of tourists visiting this region are around 1,75,000 of which 88,000 are from within Gujarat, 86,000 from outside the state and approximately 15,000 foreigners. It accounts for 2% of the total tourist traffic in Gujarat. 74% of the tourists visiting this region are leisure tourists and the rest 26% are for Business. The share of foreign tourists is 36% of all the foreign tourists visiting this state; it's higher than the business hubs of the state. If the Government's plan to develop this region industrially materializes then there would be a considerable increase in the business tourist traffic. As of now the focus should be on leisure tourists and foreign tourists who come to this region for heritage and cultural purposes

Leisure Tourists

Short Term Strategy

- Aggressive marketing of the kachchh festival through print media in national newspapers, magazines (business & travel) and Television commercials is required.
- Monuments need to be maintained well, especially the Satardi.
- Beach at Mandvi needs to be maintained well by the involvement of private parties.
- There is an urgent need for budget hotel and deluxe hotel at Bhuj and Gandhidham.
- Accommodation, food and water facilities need to be improved at Dholavira.

Medium Term Strategy

- Banking facilities need to be improved.(Acceptance of travellers cheques and credit cards is absent in this region hence there is need for immediate action in this regard.)
- Speech, light and sound show during the evenings at Dholavira, and fort of Kuchh mandvi could be organised. The show must be properly designed and developed.
- Aaina mahal, Kuchh museum and chattardi need immediate restoration from the damage caused due to the earthquake.
- Desert safari in small and greater Rann of Kachchh.

Long Term Strategy

-
- The projects suggested in the report should be implemented at the earliest possible time.
 - Kachchh should be developed as a separate brand for Gujarat Tourism. The Lagaan movie can be used to endorse this brand.
 - The focus needs to be on the Kachchhi lifestyle and culture that would attract the foreign tourists as well as the domestic tourists.

(iii) North Gujarat

A total of around 10,00,000 tourists visit this region of which around 78,00,000 are from Gujarat itself, 2,80,000 from other states of India, and number of foreign tourists can be considered as negligible or nil in this region. It accounts for 9% of the total tourist traffic of Gujarat. 98% of the tourists visit for religious purpose, and 2% for historical and archaeological purpose in this region. It also accounts for 26% of the religious tourists, 5% of the historical & archaeological tourists visiting the state. These two aspects are the major contributors to the tourism in this region. The focus in this region has to be on religious and historical importance. As a matter of fact, religious and historical themes go hand in hand. That which is religious and holy for me as a Hindu could be of historical interest for a foreigner.

The strategies and tactics for this region are enumerated as under: -

Religious Tourists

Short Term Strategy

- Advertise in the local newspapers(Gujarat Samachar & Sandesh) about the Chaitra purnima celebrations at Bahucharaji.
- The number of tourists visiting Ambaji has been increasing at a tremendous rate in the recent times. However the facilities are not enough to handle such tourist traffic and hence the infrastructure(seating arrangements, street lights, transport) has to be developed to handle 20 lakh people on a single day.
- Since tourist traffic is more than that could be handled, advertising should be avoided for Ambaji. The site would definitely cease to be eco-friendly if the same trend continues, hence it is suggested that immediate action be taken to develop the infrastructure facilities and reduce the degree of damage to the environment.

Medium Term Strategy

- As there are negligible entertainment facilities available here, the tourists could be pushed to visit the Sloth Bear Sanctuary.
- Awareness needs to be created for this sanctuary, first to the tour operators.
- Since 75%(majority) of the tourists use their personal vehicles, awareness has to be created about the sanctuary by setting up a hoarding near the temple(within 0.5-1km range) which should clearly depict the USP of the sanctuary(Bear),also a rough road map to the destination with the distance in Kms.

Long Term Strategy

- Advertisement of Ambaji can be undertaken during the lean seasons or during poonam, thus ensuring all round arrivals of Tourists at Ambaji.
- Special festivals or events should be arranged in the lean season.
- Maintaining cleanliness at these sites would contribute towards a sustainable tourism markets for these sites.

Historical & Archaeological Tourism

Short Term Strategy

- Modhera, Patan and Sidhhpur are highly under developed sites with immense potential for development.
- Options for restaurants have to be increased along with their service quality especially at Sidhhpur and Modhera where the inflow of tourists is comparatively high.

Medium Term Strategy

- The USPs' of these 3 sites are unmatched. Creative ways have to be designed to increase the tourist flow at these sites.e.g. Sound and light show can be designed and developed at the Modhera temple.
- Since foreign tourists show interest in this segment, Patola sari making could be demonstrated to them by organizing such an event with the co-operation from the local people. Opportunity to sell the saris also exists for the localites. Women should be given priority in the sari making demonstration.

Long Term Strategy

- The above sites lack from basic infrastructure of roads, street lighting e.t.c. hence these have to be developed before going for a marketing program of these sites. Reasonable investment has to go into the maintenance of these sites.
- Non-availability of Guides has undermined the real historical importance of these sites; hence personnel with a pleasing personality and good communication skills have to be recruited as guides by the tour operators and trained in history and professionalism by TCGL.

(iv) South Gujarat

Approximately 8,29,000 tourists visit this region in an year of which around 3,00,000 are from within Gujarat and around 5,25,000 from other states. Foreign tourists are very minute and negligible in South Gujarat. It accounts for 10% of the total tourist traffic visiting Gujarat. Out of the total visits in this region, 60% are for Business, 37% for Leisure, and 3% religious. South Gujarat constitutes 41% of the total leisure tourists and 18% of the total Business tourists visiting the state. Foreign tourist contribution is negligible or nil. The major destinations are Surat and Saputara. South Gujarat attracts the highest number of tourists in the leisure segment.

Surat is currently the fastest growing city in Gujarat, hence it can be expected that it's share in the business tourist segment would increase considerably in the coming years which now stands at 18% in the scenario of the whole state.

Leisure Tourists

Short Term Strategy

- The celebration of Dang darbar needs to be promoted as well as given high impetus for attracting foreign tourists.
- Beaches such as chowpati beach at Surat, Ubhrat, Dumas, Hazira, Dandi and Tithal have to be properly maintained for cleanliness.
- Transport facilities to the Jain temple, Swaminarayan temple from Tithal have to be increased to a certain reasonable extent.
- Tour operators should be encouraged to organize tours to this destination as a circuit.
- Water sport activities and horse safari could be developed at these destinations, especially at Tithal and Saputara which attract around 75,000 and 2,50,000 tourists per annum respectively.

Medium Term Strategy

- Elegant seating arrangement has to be made for the tourists on the beach; the hutment should be preferably made of wood or bamboo and give a view of the beautiful beach.
- Hang gliding could be started at Saputara with government acquiring the equipment and leasing it out on a contractual basis to the localites, who could be trained by the government. Alternatively, trained guides could be provided by the government for the initial 2 years.

Long Term Strategy

- Saputara is the only hill station in this state but not yet developed or marketed to a satisfactory level. Saputara attracts 2.5 to 2.75 lakhs tourist per annum. Irrespective of it's potential, Saputara suffers from severe infrastructure bottlenecks which hinder it's growth.
- Basic infrastructure like roads, communication, medical aid , street lighting, availability of hotels, e.t.c have to be provided. Marketing Saputara before such facilities are provided should be strictly avoided.

Business Tourists

Short Term Strategy

- Availability of budget hotels has to be increased in Surat.

Medium Term Strategy

- Entertainment options have to be increased at Surat like air conditioned shopping malls, multiplexes, theme parks, e.t.c. These would cater to the localites of the city and also the domestic tourists visiting the state.
- Increase the quality of services provided by the star hotels. Necessary assistance should be provided by the government in the form of loans at subsidized interest rates.E.g. swimming pool, gym, e.t.c

Long Term Strategy

- Organize trade fairs for textile and diamond industries which would serve the dual purpose of promoting business as well increasing the number of business tourists.

(v) Central Gujarat

Central Gujarat is the heart, of the state of Gujarat with the state capital located at Gandhinagar and existence of important cities like Ahmedabad and Vadodara in this region. A total of around 33,20,000 tourists visit this region of which 22,00,000 are from within the state, 11,10,000 from outside the state, and 10,000 foreigners. This constitutes a share of 46% of the total tourist visits in this state, of which, 59% visit for business purpose, 30% for religious purpose, 6% for Leisure purpose and 5% for Historical & Archaeological purpose. Central Gujarat also attracts 30% of the total religious traffic visiting Gujarat. The share of this region in the total leisure traffic of the state is 33%, which is mainly due to the population densities of the cities Ahmedabad, and Vadodara and existence of multiple entertainment options for the localites. Central Gujarat also attracts 68% of the total Business traffic of Gujarat. There has been a marginal decline of tourist traffic in these cities due to recent riots in the state and occupancy rates of hotels are also low.

Business Tourists

Short Term Strategy

- Availability of budget hotels has to be increased at Vadodara as it is seeing a steady growth of 5% per annum in Business tourists.
- Brochures containing the potential nearby destinations like Akshardham temple, Adalaj vav, e.t.c have to be made available at all the hotels and tourist information centres.

Medium Term Strategy

- Increase the quality of services provided by the star hotels. Necessary assistance should be provided by the government in the form of loans at subsidized interest rates.E.g. swimming pool, gym, e.t.c

Long Term Strategy

- The luxury tax levied by the state govt. @15% has to be reduced to the level of 5% in a span of 3yrs. This would definitely be a key point in tackling competition from other states such as Maharashtra (4%), Rajasthan, and Kerala.

Religious Tourists

Short term Strategy

Pavagadh and Dakore are the religious destinations that come under this region. Pavagadh attracts 21-22 lakhs tourists and Dakore attracts 45 lakhs tourists. Ironically there is only one hotel at Pavagadh and more than required number of hotels at Dakore. Dakore and Pavagadh should be developed as destinations in one of the tourist circuits. (Refer to package tours and Tourist Circuits in this report)

Medium term Strategy

- Pavagadh and Dakore need to improve the basic civic amenities like drainage and water facilities..
- Parking arrangement should be provided outside the temple for vehicles at Dakore.

Long Term Strategy

- Efficient Police to reduce thefts and chain snatching and pick pocketing.
- Improved food facilities and way side amenities at Dakore and Pavagadh..
- Increase hotel options at Pavagadh.

Leisure Tourists

Short Term Strategy

- Ropeway at Pavagadh could be improved as a leisure destination during monsoons when there is a lot of greenery around and also pavagadh darshan tours could be organised.
- Adventure sports and trekking could be started at pavagadh.
- Pre paid taxi booth and 'A' & 'B' class hotels are required at Pavagadh.

Medium term Strategy

- Wild life tourism at Jambughoda at Pavagadh has to be promoted.
- Tourist information centres at railway stations and airports in the cities of Ahmedabad and Vadodara.

Long Term Strategy

- Circuits covering Vadodara- Pavagadh-Ajwa and Vadodara – Dakore - Rajpipla- Kevadia colony can be developed. Another circuit covering sloth bear forests in PanchMahals could also be developed.
- Entertainment options like Golf courses, Tennis courts e.t.c have to be increased to a certain extent at Ahmedabad and significantly at Vadodara.

6.4 Funding Strategy

The need for funding in the tourism sector arises for:

- Investments in Greenfield projects, new tourism circuits & tourism infrastructure projects
- Investments for expanding existing tourism facilities

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- Upgradation and renovation of TCGL properties

Tourism industry off late has seen tremendous activity. Tourism, after being granted an industry status has attracted large amount of investments. Loksabha estimates committee has recently put its seal of approval on a long pending demand to grant tourism the status of an infrastructure industry. This consequently assists tourism project to access the low-cost capital, technology and resources.

Funding for tourism projects can be availed from various financial institutions like ICICI, IDBI, TFCI etc. Gujarat State Finance Corporations (GSFC) -a government of Gujarat financing body, also actively promotes tourism projects in Gujarat. GSFC has in fact formulated its own policy for funding activities related to tourism. Funding can also be availed from International funding agencies like

- World Bank – The IBRD (International Bank For Reconstruction and Development) provides major funding for infrastructure, environment and conservation projects. The world bank group is not directly involved in funding tourism projects, but provides major funding for infrastructure, environmental and conservation projects that benefit tourism as well as serve general needs.
- United Nations Development Plan (UNDP) – The UNDP is mainly a technical assistance agency. It is an important source agency for the funding of tourism planning and other tourism related projects through World Tourism Organisation (WTO). Many of these projects includes provision of equipment as well as technical assistance. The UNCDF provide small scale tourism assistance in form of grants and long term loans for social facilities and economic activities.
- Asian Development Bank (ADB) – The ADB offers some assistance on aspects of tourism development in their member countries. India being a member country of ADB, can get funding for Tourism Infrastructure and Basic Infrastructure Projects.

Lists of projects which can be financed by international financial institutes are

1. Coastal highway from Jamnagar to Dwarka in Jamnagar District
2. Road from Khavda to Dholavira in Kachchh district
3. Road from Bhuj to Dholavira in Kachchh district
4. Renovation of airstrip and development of airport at Gandhidham
5. Storm water disposal system in Dakore
6. Resurfacing of roads and beautification of various cities in Gujarat

The government of Gujarat has proposed the following two facilities for financial assistance in tourism related projects

(i) Tourism Venture Capital Fund

The tourism projects are known for their long gestation period. Their schemes for revenue are often risky in the first few years of establishment. As a result, normally, financial institutions and bankers are very conservative when it comes to financing a tourism project, especially the new ideas like golf

course, theme park, entertainment complex. In order to promote such kind of new ideas to increase the tourism activity, it is proposed to create a venture capital fund with express intention of promoting tourism projects in the state. The money will be placed in firm of trustees headed by experts drawn from finance and other related private sectors. The state will provide capital contribution to these type of projects, which will be recovered as per the guidelines of SEBI.

(ii) Tourism Infrastructure Development and Finance cell

In order to provide basic infrastructure facilities and also financial assistance for the development of tourism industry in the state, it is proposed to set up a separate organization known as Tourism Infrastructure Development and Finance Cell with a total fund of Rs 50.00 crores, which will be financed by way of equity contribution by govt. of Gujarat, Govt. of India, Tourism Finance Corporation of India Limited, Financial institution like ICICI, IDBI, IFCI and Nationalized banks.

TCGL owns a string of tourism and tourism related properties. It is committed to privatization of properties since the new policy envisages a decisively catalytic role. Seven TCGL properties have already been privatized. These are Ahmedpur-Mandvi beach resort, Sasan forest lodge, Anjal base property for the little Rann of Kutch, Ankleshwar - a motel at the top notch industrial township in Western India, Dakore - a complex at one of the top six pilgrim locations in Gujarat, Ubharat beach resort and Nargol beach resort.

There is a need to bring in private operators for other remaining properties for the following reasons:

- Inability of TCGL to invest in new infrastructure or maintain existing ones
- Privatization is the only way to keep up with the growing demand for infrastructure and services
- Privatization will improve choice, and therefore, quality of services

The task of privatisation and bringing private operator should be entrusted to PDC as explained in earlier section. The establishment of PDC would to a large extent eliminate the funding related bottlenecks as the projects identified and structured by PDC would have better bankability. The earlier section on “**Attracting Private Investment**” discusses in detail the strategy for attracting private sector funding in this sector and hence does not need much elaboration here.

6.5 Privatisation strategy for Gujarat Tourism properties

6.5.1 Introduction

The **Tourism Corporation of Gujarat Limited (TCGL)** owns about 30 properties, which includes 13 Toran Hotels / Guest Houses, 11 Tourists Information Bureaus and 6 Restaurants). These properties at present are operated and maintained by TCGL. The list of properties alongwith appropriate details (i.e. location, facilities offered & their financial performance) is enclosed herewith as table 2.3 in Appendix II.

6.5.2 Rationale for Privatisation

Following observations can be clearly made from the analysis of information provided by TCGL on their owned properties:

- Most of these properties are situated on prime locations at prime tourist destinations and are very competitively priced.
- Out of 13 Toran hotels / guesthouses, only four are profit making (Gandhi Ashram, Palitana, Tithal and Saputara).

Both these observations prima-facie are appearing to be contradicting each other. How come a property located at prime tourist destination fail to attract tourist when at the same time, other private properties at these destinations run profitably? During the field survey, consultants attempted to probe reasons for this scenario through interactions with TCGL staff and tourists at these destinations. The reasons that can be attributed for tourists' preference for privately owned hotels and non-profitability of Toran units vis-à-vis other hotel properties at these destinations, are:

- Poor maintenance of the TCGL properties
- Lack of basic facilities which tourists will demand like travel desk, multi cuisine restaurant, communication facilities (like Fax, STD, Internet), transport facilities like taxi, bus etc.
- Inadequately trained staff at TCGL Hotels
- Inadequate promotion and aggressive marketing for TCGL properties

The reasons for above state of affairs with respect to TCGL properties can be tracked to following:

- Budgetary Constraints on part of TCGL
- Divergence between the basic role of TCGL(i.e. to act as a facilitator) and role of an actual service provider

In view of above situation and looking at the success of public-private partnership (PPP) models in several central / state owned Government projects, it makes sense for TCGL to explore the option of privatisation of their properties.

6.5.3 Strategy for Privatisation

There are certain important pre-requisites, which TCGL would have to address before introducing privatization in this sector. These are:

- Extensive consensus building within TCGL at Administrative and Personnel Level to resolve HR issues particularly among staff currently employed by TCGL to operate and maintain these facilities.
- Some policy level changes may be required to permit privatisation of TCGL properties.
- Critical evaluation of various privatisation options, i.e. from management / service contracts to full fledged divestiture with a view to meet the objectives which TCGL intends to attain through privatisation.
- Prioritisation of projects intended for privatisation
- Initiation of project structuring process. This is time consuming, and would need to include :

-
- Creating an inventory of the assets and their condition
 - Valuation of the existing assets
 - Financial structuring of the project

There are various options for privatisation. However, selected option should be technically sound in the sense that it is capable to meet the intended objective of privatisation as well as makes sense in the local conditions (i.e. fits to legal and regulatory framework). In order to evaluate privatisation options for TCGL properties, it is essential first to understand the objectives with which privatisation is sought for these properties.

The properties owned by TCGL can be categorised into following distinct classes:

- Accommodations (i.e. Hotels , Guest Houses and Resorts)
- Restaurants
- Tourists Information Bureaus (TIBs)

The accommodation properties may be further classified into following categories like:

- Profit making units
- Unprofitable units but can be made profitable either by improving efficiency / service level or by making further investment or combination of both
- Potentially loss making units

The appropriateness of privatisation option for a particular accommodation property to a great extent would be dependent on which of the above category it fits into. If the property requires only enhancement in service and efficiency level, then the appropriate option could be management or service contract.

If the property requires substantial investment in addition to enhancement of service / efficiency levels, then TCGL can adopt any of the following privatisation options:

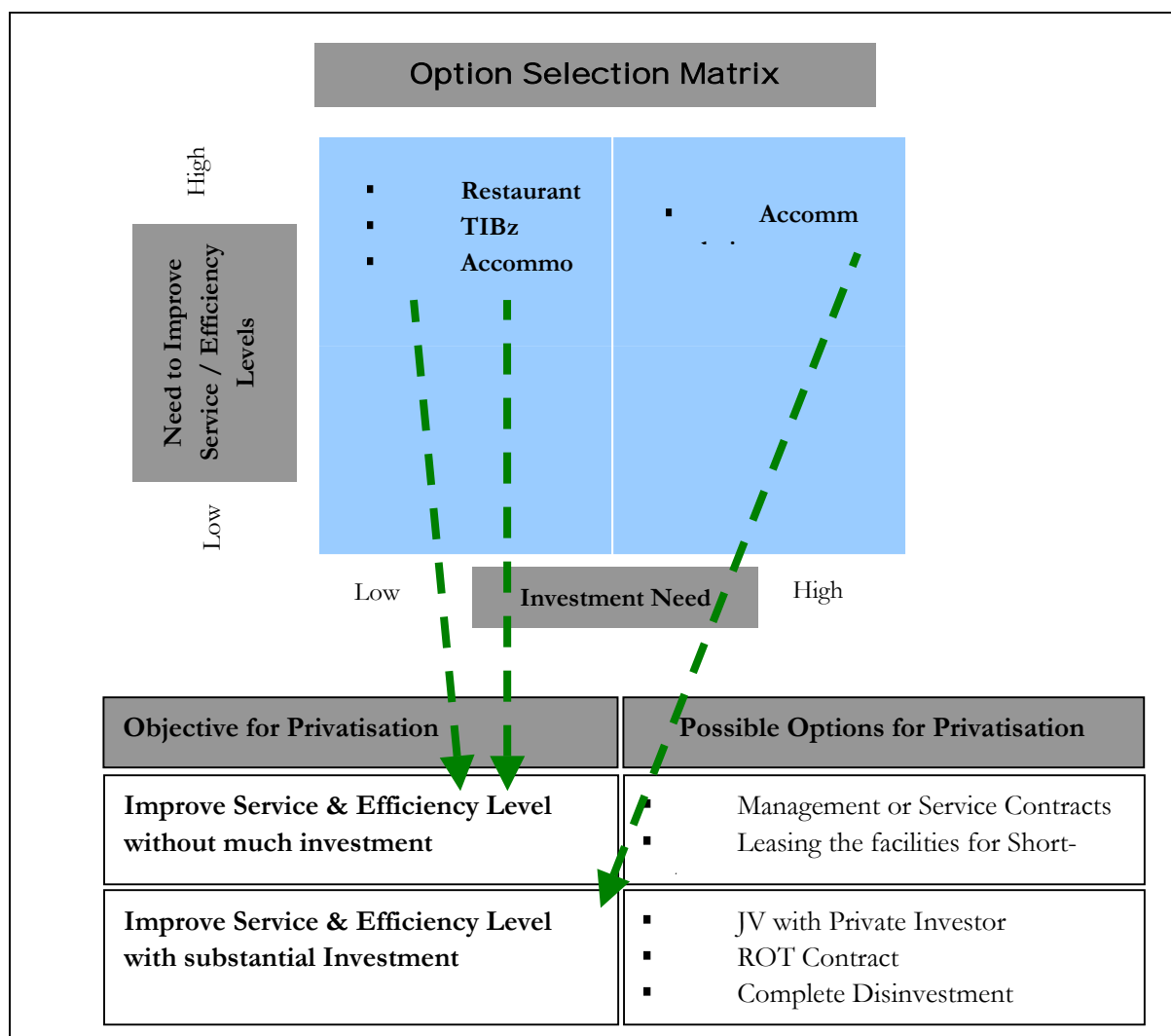
- Joint venture with a private investor, who acquires operation and management control through equity participation
- Rehabilitate-Operate – Transfer Route, in which private investor is given right to operate and manage and earn from the facility for the duration of concession period in lieu of investment it has made to rehabilitate the property.

In case of potentially loss making units, TCGL can go for complete disinvestment.

In case of restaurants owned by TCGL, it apparent need is the enhancement of service and efficiency levels. This can be brought by employing professional operators through management / service / Short-Term Lease contracts.

The basic purpose of TIBs is to provide information about tourist destinations, attractions and facilities, to book accommodation, to co-ordinate the operations of the state's tourist companies and so on. Except for few, most of these activities are not profit-oriented activities. To introduce privatisation in this segment is therefore bit difficult in the sense that private operator would not be keen to focus on non-profit activities. Considering these practical difficulties, it is suggested that TCGL can go for the option of Management / Service contracts in case of TIBs.

Figure 6.4: Privatisation option selection Matrix



After selecting appropriate privatisation options for different properties, TCGL would need to prioritize the projects to be put under privatisation process. Initiating privatisation in phases as per the priority appears more appropriate in the sense that such a process provides an opportunity to draw important lessons from earlier phases and chance to introduce amendments in the later phases making entire process very effective. The prioritization can be done on following criteria:

- Degree of amenability for privatisation
- Complexities involved in the process

The next step in the process of privatization is proper structuring of identified project for privatisation. This involves several activities like:

- Business valuation (including valuation of assets and inventory)
- Assessment of specific enhancement needs and investment needed for enhancement, valuation of asset
- Preparation of growth plan including analysis of prospects and risk factors

-
- Deciding appropriate financial structuring depending on the privatisation option selected

Other remaining steps in the process are:

- Preparation of Bid and concession agreements Documents
- Inviting competitive bidding and the selection of private developers / operators depending upon the option chosen in a transparent manner.

Various tasks to be covered under above process are quite complex in nature and needs special knowledge, experience and dedicated efforts for carrying out these tasks effectively. In order to carry out these tasks, it is suggested that **TCGL** constitutes a separate exclusive cell i.e. **Project Development Company (PDC)**. The proposed PDC will have a dual function of acting as a technical secretariat to TCGL and also as a facilitator in the privatisation process. The core work of PDC would be to:

- Prioritisation of TCGLs projects
- Attract Private Sector Participation for identified projects
- Ensure quicker implementation (due to better short-listed & configured projects, speedy privatisation process)

The operating structure and mechanism of PDC has already been described in Chapter: 6 and hence does not need much elaboration here.

6.6 Institutional Strengthening Strategy

The Perspective Plan envisages a critical catalytic role of Tourism Corporation of Gujarat in the overall development of tourism sector in the State. There is a need for TCGL to critically assess their capabilities to assume the role envisioned in the Perspective Plan. Such an assessment would bring to the fore several strategic, structural and systemic deficiencies. TCGL would have to redress these deficiencies and possibly reorient them to fulfil the role expected in the Perspective Plan. The two areas which clearly need strengthening and realignment are:

- Organisation Focus
- Marketing

The role of TCGL envisaged by the perspective is that of a catalyst for tourism development in the state. This role envisaged in the Perspective Plan indicates paradigm shift from the traditional role of TCGL, i.e. commercial functions such as operation of hotels and resorts to policy formulation and information dissemination.

The shift in the functional orientation of the organisation will bring about significant changes in some of the functional areas like Marketing & Market Research, Public Relations and Publicity and Information Systems. TCGL will have to commence building expertise, both the software and the hardware, to effectively perform these functions.

The Marketing Research role of the Corporation is very critical, since it would be the basis for formulating policies and giving strategic direction to the future growth of the sector. The following key marketing functions need to be strengthened at TCGL :

- Research and analysis

-
- Product development
 - Travel trade co-ordination
 - Information services
 - Consumer services
 - Advertising
 - Public Relations and promotion

Apart from marketing & research, other areas in which TCGL needs to strengthen capabilities are:

- Environmental Impact Assessment
- Project Structuring
- Project Evaluation
- Infrastructure Evaluation

Though, it is possible to outsource these functions, it is suggested that TCGL develops these skills in-house considering long term role of TCGL in the tourism development process.

6.7 Human Resources Development

Human resources development is of utmost importance in a service industry like tourism, since it is an important component of the total visitor experience. Visitors satisfaction to a large extent depends on the quality and level of services provided by all facilitators or all those involved in the industry. The other factor which justifies the need for Human resources development in this sector is its tremendous employment generation potential.

The dearth of good professionals / skilled staff (i.e. managerial, supervisory, skilled or unskilled, trainers, Guides, etc) in this sector in Gujarat is a major area of concern for the development of this sector. The sparse availability of proper manpower in this sector leads to higher staff turnover in the hotel industry.

Tourists depend upon travel agents, guides and hence trained manpower in these areas is one of the most important aspects of the tourism industry. On the basis of available statistics, training facilities can be safely said to be totally inadequate. If trained manpower is not available locally, the objective of local employment will not be achieved.

Keeping in view the approach of market-led development, the State Government / agencies involved in tourism activities need to take the following actions for human resources development in this sector:

- Encourage and support creation of training facilities in the private sector by private agencies/individuals.
- Following specialised courses needs to be introduced at Industrial Training Institutes:
 - Hotel Management courses
 - Courses meant for guides, caterers and other supervisory and non-supervisory staff

- Residents of Gujarat, especially local youths, should be encouraged and facilitated to take part in such training courses.
- The Institute of Hotel Management, Catering & Nutrition which is working under the administrative control of the Central Government need to start new training courses so that the residents of Gujarat can get admission and manpower requirement of this sector is met.
- Due publicity should be given by the government and private agencies to make the students at the school level aware of the career prospects in the hotel industry and to encourage them to join the Institute of Hotel Management.
- Increased incentives, concessions in the fees at the Institute of Hotel Management should be extended to the local students. Scholarships should be provided to the students of Gujarat origin studying in recognized institutions anywhere in the country.
- An institute similar to Food Craft Institute of the National Council should be set up.
- Courses on travel and tourism management should be started after estimating the demand existing for trained professionals in this sector.
- Special courses to upgrade the standards of Institutional and industrial catering in the State should be started.
- Special certificate courses for the hotel employees should be conducted by Institute of Sanitation, Fire and Safety procedures, Personal Hygiene, Food safety.
- The private initiative for hospitality education needs to be encouraged and investments in such enterprises should be made attractive through exemptions / concessions.

6.8 Implementation Strategy

Tourism development cannot be termed as the responsibility of a single department. The overall development involves linkages with various departments. The entire department involved have to work as a team and collectively achieve the development targets. Quite often, it has been seen that the efforts to develop tourism failed to achieve the intended goals due to either lack of co-ordination between various implementing agencies or hostility of people towards the project and resulted into cost and time overruns. Following are the pre-requisites for successful implementation of tourism projects:

- Creation of conducive environment for tourism development in the host area
- Establish appropriate institutional set up
- Installing efficient project management system to monitor and evaluate the progress

Involving local participation in the development process would ensure long term success of the proposed tourism project. The local community needs to be educated about the possible economic & social benefits of tourism so as to develop favourable and conducive climate for the project.

The Perspective Plan envisages development of integrated tourism circuits. The implementation of a project of this nature would necessarily involve the efforts of several agencies and government departments. To ensure a constancy and continuance of focus and priority for each of the implementing agencies, there is a need to have the requisite powers and authority to ensure speedy and timely implementation.

Key agencies that would have major role in development of tourism in Gujarat has been enlisted below:

- Tourism Corporation of Gujarat Limited
- District Collectors
- Forest Department
- Gujarat State Transport Corporation of Gujarat
- Archaeological Survey of India
- Road and Buildings Department
- State Electricity Board
- State Art and Culture Department
- State Prohibition Department
- State Water Supply Board
- State Environment Department.
- State police Department

To ensure better coordination, It is suggested that a core team be formed at the state and district level which has representation from the above departments along with professionals from the private sector like Hotels, tour operators, entertainment centres, heritage hotel owners financial institutes etc. The main responsibility of this core team is to meet periodically for sorting out inter-departmental issues and paving a way for smoother development.

Considering the level and extent of development envisioned in the Perspective Plan, it would be essential to set up efficient Project Management System to monitor and evaluate the progress. Such a system would have to constantly monitor progress and trouble-shoot. The project will have to be evaluated at periodic intervals to ensure achievement of objectives. In course, corrections and modifications will need to be decided upon and rapidly implemented.

The guidelines for ensuring successful tourism development are given below:

- Prioritize the implementation of the project components such that they result in a visible and positive impact on the respective regions within the shortest possible time frame.
- Ensure that the proposed development takes place within the specified time frame.
- Encourage private investment in the development plans.
- Clearly define and demarcate the areas of responsibility for various implementing agencies.
- Ensure active participation of the local population in the development process.
- Minimise conflicts, if any, between the development work already initiated by various state government agencies and the projects proposed in the Perspective Development Plan.
- Develop suitable planning and co-ordination mechanisms to ensure smooth execution of the development process.

6.9 Proposed Action Plan

6.9.1 Objective: Accord more priority to the tourism development

Action Areas

Long Term

- Department of Tourism should act as a facilitator between different departments in the private and the public sector. Any bottlenecks or interdepartmental problems should come into tourism preview and the same should be solved immediately.
- Importance of Gujarat's unique art and culture, heritage should be included in the syllabus in schools and collages to increase awareness in the young generation.

Medium Term

- The importance of the tourism industry vis-a-vis other industries should be substantiated by studies done by professionals and the impact on employment, socio economic benefits should be highlighted and presented at different government forums.
- The linking and issues of various different sectors should be studied and its impact on development of tourism should be analysed.

Short Term

- A core team consisting of major stakeholders should be formed whose objective should be to reduce interdepartmental problems. The core team should have Secretaries of Tourism, Forest, Irrigation, Power, Revenue, Public Works, Local Self Government, Industry, Finance, Culture, Transport, Planning Board, hotel owners, tour operators, heritage hotel owners, CII tourism council and some nominated tourism experts as members to discuss the inter-departmental issues in the development of tourism. This forum should meet periodically preferable every 30 days. Looking to the importance of this core team, the Chief Minister or the Finance Minister should chair this forum.
- This core team should also study the impact of tourism on the employment and the economy as a whole. Specialist or consultants should be recruited for this purpose. A detailed MIS should be designed and tourist statistics (destination wise) should be made available to this core team to enable them to regulate and control the development of tourism in the region and the state. A awareness campaign through local bodies, District Tourism Promotion Councils etc should also be conducted.

6.9.2 Objective: Tourism should be developed on a sustainable basis

Action Areas

Long Term

- Sustainability of tourism industry on three grounds viz. economic, socially and environmentally should be studied. For sustainability detailed project feasibilities should be under taken and carrying capacity studies should be carried out for each destination. This is required to have planned and controlled development at the destination and thus reduce the environment and social damage to the region.

Medium Term

- Tourism Master plans for each area should be prepared and the same should be linked to the local area development plan. The Plans should have a implementation schedule/check points and the same should be reviewed on a regular basis.

Short Term

- Laws should be enacted so as to see that the developments at the destinations are as per the set plans. These laws should be drafted in such a way that the objective of sustainable tourism development is achieved and the interests of the stake holders are also kept in mind.
- For overall development of tourism in the state, special backward areas have to be identified and special focus should be given to them by way of incentives and subsidiaries.
- Better coordination with the industrial associations like tour operators, hotel owners, heritage hotel owners, travel agents etc should be done.
- Take up Studies on carrying capacity assessment for all the major destinations have to be taken up and environmental impact assessment made mandatory for all the major projects as a pre-requisite for sanction
- Local people have to be involved in the planning and implementation stages of all the projects

6.9.3 Objective: Enhance Quality of services provided to tourists.

Action Areas

Long Term

- All the service providers should be categorized as per some set guidelines. Guidelines for rating the service providers should be designed. To ensure that the service providers adhere to these set guidelines necessary laws have to be enacted. A separate team consisting of experts of tourism industry should be formed for this purpose. The same team can also work for grading the service providers and to update the guidelines as the need arises.

Medium Term

- Tourism department to work as a facilitator and advisor for units who want to improve the facilities provided. These holds good for units who are willing to go for up gradation. For units reluctant to go for up gradation of facilities, awareness program should be done where the importance of tourism and the value for money to tourist should be explained.

Short Term

- Complaint boxes should be placed at most of the tourism establishments and the complains received should be documented and solved. Actions should be taken on the tourism establishment based on the seriousness of the complaints. The complaints should be discussed at the regional and state level committee meetings and efforts should be made such that such type of complaints are not repeated.

6.9.4 Objective: Create and develop infrastructure through private sector

Action Areas

Long Term

- Government role in tourism development has to be defined, as a facilitator and financial incentives to the private sector should be withdrawn in a phased manner to enable this sector perform in a competitive environment rather than a protected environment.
- Self sustaining tourism models have to be made where part of the revenues generated from the tourism is used for to develop infrastructure.

Medium Term

- Franchising and development of hotel and resort chains should be given priority. Government should take a lead in getting the stake holders together to form this type of chain.
- In case of some difference of opinion between different stakeholders and the Government departments, tourism department should step in and act as an arbitrator and resolve the issue keeping in mind the overall objective of sustainable tourism development of the area.

Short Term

- Regional tourism development committees need to be formed. The committees should have representation from all the stakeholders having interest in the development of the region. The main objective of these committees should be to facilitate and encourage private sector participation in tourism industry.
- Private sector problems should be taken on priority and the same resolved within the shortest possible time. Necessary powers need to be delegated to the above regional tourism development committees to take decisions keeping in mind the common objective of development of tourism in the region and thus leading to the overall development of the region.
- Introduce Single window system for clearing tourism projects.
- Establish separate cell in financial institutions like GSFC, with representatives from Tourism for fast clearance of tourism related projects. The process of sanctions, subsidies, incentives should be made simpler and faster. There should be some set time frame to clear the projects.
- Gujarat has a large Non resident Indian population. Special campaigns should be undertaken to attract investment from them.
- Basic infrastructure projects like interconnectivity, water, power, sanitation etc should be given priority for private sector participation.

- Special schemes need to be formulated for private sector participation in maintenance of gardens, parks, streets, beautification of towns etc. These can be leased to corporate sector on a long-term basis where the corporate gets the advertisement right in lieu of the maintenance of the place.

6.9.5 Objective: To concentrate on development of basic infrastructure

Action Areas

Long Term

- Air accessibility to be increased to the major airports in Gujarat. To have international airport at Bhuj.
- Roads connecting major tourism destinations to be developed on BOOT basis.
- To have adequate drinking water, sewage, drainage and solid & liquid waste disposal system at all tourist centres.

Medium Term

- International tourism bodies and financial bodies should be approached for financial and technical assistance for development of tourism.
- Tourism infrastructure could be created through the development of special tourism
- Circles, which could be tendered to the highest bidder on a basis similar to that of the telecom circles.

Short Term

- Identify all major circuits and interconnecting roads. Project reports have to be made and tenders called for private participation or foreign funding.
- Identify infrastructure requirements at each destinations. Project reports have to be made and tenders called for private participation or foreign funding.

6.9.6 Objective: Creating sufficient quality human resources in the field of tourism within the State

Action Area

Long Term

- To develop a college for study programmes in tourism industry.

Medium Term

- Create a Board to look into the placement of persons completing tourism related courses. Further the board will also look into regulation and approval of Institutions conducting tourism related courses

Short Term

-
- Develop tourism development courses for hotels, guides, tour operators and other tourism related courses at Ahmedabad Management Association or under the banner of Gujarat University.
 - Conduct continuous training programmes to train the various categories of people engaged in the tourism industry such as taxi drivers, cooks, waiters, guides, information offices/assistants, etc.
 - Special focus and importance to new tourism institutions in private sector

6.9.7 Objective: Strengthening institutional mechanism

Action Areas

Long Term

- The functioning of the Department of tourism to be developed in such a way that it becomes more market driven and the corporation works as a professional profit centre.

Medium Term

- Separate managers post to be created and fresh recruitments should be from well-trained professionals from the tourism industry. The managerial posts should be in various fields: Marketing, Franchising, Food and beverages, New Projects, Advertising and media, Planning, Information and technology, Public relations and complaints, Quality Control and Manpower Training
- The above posts should have set goals and the same should be reviewed on a periodic basis just like any other professionally run company in the private sector.
- The tourism development officer's post to be generated at all the major destinations. Locals should be taken for this post.
- To start a campaign among the existing tour operators, hotels, guides to explain to them the importance of training in tourism and encourage them to sponsor their employees for this type of courses.

Short Term

- Make T.C.G.L a professionally run company by redefining the role of the tourism department and the staff.
- Training of existing staff in hospitality and customer care.

6.9.8 Objective: Enactment of proper legislation to sustain the industry and to regulate tourism activities

Action Areas

Long Term

- Enact and enforce legislation for achieve this objective

Medium Term

- Sales tax and Luxury tax to be rationalized and made at par with the rest of India.
- Revise the laws on entertainment tax, luxury tax, sales tax, building tax etc. to incorporate provisions for encouraging investors
- Enact and enforce proper building rules to ensure quality in hotels/resorts etc. Enact and enforce proper liquid and solid waste management systems for hospitality industry

Short Term

-
- Enact Tourism Conservation and Preservation Act to regulate the developments in the identified tourism zones and ensure quality services in all major sectors of the industry

6.9.9 Objective: Explore and develop new markets for Gujarat Tourism products at domestic and international markets

Action Areas

Long Term

- Focus on domestic tourism and Asia
- Acknowledge the emerging economic super power status of China to attract more tourists

Medium Term

- Focus on Europe, US, Japan, China and domestic markets.
- Make use of better political relation in the South Asian region to attract more regional tourists

Short Term

- Focus on Europe, US, Japan, Gulf and domestic Continue and strengthen marketing in the high yielding markets mentioned above

6.9.10 Objective: Conserve and Preserve the cultural heritage of the State

Action Areas

Long Term

- Create a partnership with industry to educate the public about the need to conserve and preserve the heritage and implement a action plan.

Medium Term

- Work with INTACH, Art and Heritage Commission and Cultural institutions to synergise tourism and culture. Ensure culture is not degraded by Commercialisation

Short Term

Introduce legislation through appropriate departments to conserve and preserve cultural and heritage properties

Study Report on Preparation of 20 Years Perspective Plan for
Development of Sustainable Tourism in
Gujarat

Dalal Consultants and Engineers Limited
Joint Director General (MR), Department of Tourism

Joint Director General (MR), Department of Tourism
Ministry of Tourism & Culture
C-1, Hutments, Dalhousie Road
New Delhi
110001
India

Study Report on Preparation of 20 Years Perspective Plan for Development of Sustainable Tourism in Gujarat

June 2002

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Sarojini House
6 Bhagwan Dass Road
New Delhi 110 001
India
Tel: 98102 77059

Study Report on Preparation of 20 Years Perspective Plan for Development of Sustainable Tourism in Gujarat

Issue and Revision Record

Rev	Date	Originator	Checker	Approver	Description
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- 10 Pavagadh
- 11 Patan
- 12 Palitana
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- 4 Apartment Hotel
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- 10 Garden and Seating facilities.
- 11 Haat bazaar/Shopping Center/Craft Bazaar
- 12 Library and Museums

13	Motels and Cottages
14	Resorts (Accommodation)
15	Restaurants and cafeterias
16	Ro-Ro facility
17	Ropeway
18	Signboards
19	Sound and Light Shows
20	Information Centres and Visitor Management System
21	Transport
22	Trekking and Camping.
23	Water Sports activities in inland Lakes and ponds

Annexure – 5: Tourist Brochures

Annexure I - Contact List

Hotels / Guest Houses

- Mr. N Davda, Hotel Vaibhav, Dwarka
- Mr. Ashwin Bhai, Hotel Guruprerna, Dwarka
- Mr. Nilesh Bhai, Hotel Dwarkesh, Dwarka
- Mr. Hiren Joshi, Hotel Kuber, Porbandar
- Mr. Banatwalla, MD, Hotel Park, Veraval
- Mr. Wilson Verghese, Manager, Hotel Utsav, Veraval
- Mr. N S Hada, Manager, Taj Hotels Resorts & Palaces, Sasan Gir.
- Mr. Hareesh Joshi, Manager, Hotel Anand, Junagadh.
- Mr. S Thakkar, Manager, Hotels Anam, Bhuj.
- Mr. Devsibhai Patel, Hotel Lakeview, Bhuj.
- Mr. Banubhai Thakkar, Hotel Prince, Bhuj.
- Mr. Thakkar – Manager Sahara International - Bhuj
- Mr. Francisco Lobo, Manager, Hotel Galaxy, Rajkot.
- Mr. Mukesh, GM, Hotel Kaveri, Rajkot.
- Mr. Hitendra Mehta, Manager, Hotel Silver Palace, Rajkot.
- Mr. Gandhi, Manager, Kalyanji Anandji Trust, Palitana.
- Mr. S Shankar, GM, Blue Wheel Hotel, Bhavnagar.
- Mr. M H Trivedi, GM, Neelambaug Palace, Bhavnagar.
- Mr. Parth – Manager park Inn Hotel – Bhavnagar
- Mr. Tulsidas Makwana, Manager, Baroda Pravasi Gruh, Baroda.
- Mr. Parthiv Vyas, Manager, Hotel Surya Palace, Baroda.
- Mr. Jagdish Nair, Manager, Yuvraj Hotel, Baroda.
- Mr. Ajaibhai, Manager, Embassy hotel & Hotel Pushpraj, Surat.

-
- Mr. Asif Bhai, Shimla Guest House, Surat.
 - Mr. Manish Bajpai, Manager, Yuvraj Hotel, Surat.
 - Mr. Arvind – Manager Hotel Tirupati International
 - Mr. Ramaraj Nair, Manager, White Water Leisure Ltd.
 - Mr. Adi Contractor, MD, Adina Palace, Valsad.
 - Mr. Santosh Singh, Hotel Vaity Ropeway Resort, Saputara.
 - Mr. Abdulbhai , Hotel Cappal, Palanpur.
 - Mr. Kumar Ali, Asoplav Hotel, Ambaji.
 - Mr. Pandya, Hotel Suzlon, Diu.
 - Mr. A Jaiswal, Resident Manager, Hotel Kohinoor , Diu.
 - Mr. Nasrubhai, Hotel Apna, Diu.
 - Mr. Bannerjee, GM, Hotel Miramar, Daman
 - Mr. Amitabh Rathod, Manager -Sales, Maggico Do Mar, Ahmedpur Mandvi.
 - Mr. Ashutosh, Hari Ohm Guest house, Dakore.
 - Mr. P R Sampat, Hotel Radhe Shyam, Dakore.
 - Mr. Janak Bhai, Manager, Hotel Radhe Shyam (Guest House), Dakore.
 - Administrator,, Punit Ashram Dharamshala, Dakore.
 - Mr. Jaidevsinhji Jadeja, Oberoi Group, Ahmedabad
 - Mr. J S Jolly, GM, Fortune Landmark, Ahmedabad
 - Mr. Jehangir Cama, Cama Hotels, Ahmedabad
 - Mr. R. Pashupathy, General Manager, Taj Residency Ummed, Ahmedabad
 - Mr. Daljit Singh, Manager Marketing , Inder Residency, Ahmedabad.
 - Mr. Ashish Choudhary, Manager, Rock Regency, Ahmedabad
 - Mr. P Khosla, GM, Hotel President, Ahmedabad
 - Ms. Jaya Wadhera, GM, Greenwoods Lake Resort, Ahmedabad
 - Mr. Narendra Saini, GM, Classic Gold, Ahmedabad

-
- Mr. Deepak Sachdeva, GM, Hotel Kanak, Ahmedabad
 - Mr. Ashok Bhomani, GM, Hotel Westend, Ahmedabad
 - Mr. Malay Bhatt , Manager, Silver Oak Resorts, Ahmedabad
 - Mr. Joseph D'Costa, GM Holiday Inn, Ahmedabad
 - Mr. Dinesh Thakkar Balaram Palace (Heritage Hotel), Palanpur
 - Mr. Raju bhai, Manager Vishalla, Ahmedabad
 - Kapadia Guest House, Ahmedabad

Archaeological Survey Of India

- Booking Clerk, Modhera Sun Temple
- Mr Kataria , Foreman, ASI Office, Patan
- Booking Clerk, Rana-Ki-Vav, Patan
- Dr. Gopalan, ASI , Gujarat Region
- Dholavira

Temple Trustees and Museum Administrators

- D K Thaker, Trustee, Bet Dwarka
- Shri Brahmanandji , Head Priest, Hanuman Dandi, Bet Dwarka
- Head Trustee, Jagat Mandir, Dwarka.
- Main Swamiji, Swaminarayan Temple
- Administrator, Kirti Mandir, Porbandar.
- Mr. Bobde, Gruhpati, Sandipani Vidyaniketan, Porbandar
- Mr Purohit, CEO, Somnath Trust, Somnath.
- Mr. Prashant Pandya, Administrator, Tourist Info Centre, Somnath
- Mr. V M Vasavalla, Administrator, Darbar Hall Museum, Junagadh.
- Mr. Naresh Antani, Administrator, Kutch Museum, Bhuj.
- Mr. Pramod Jethi, Administrator, Aina Mahal, Bhuj.

-
- Mr. Kanubhai Mehta, Administrator, Museum, Palitana.
 - Mr. M L Lodha, DM, Kalyanji Anandji Info Centre
 - Mr. Ghoda , Guide, Kamatibaug Museum, Baroda
 - Mr. Sharma, Manager, Usha Breco Ltd, Pavagadh,
 - Mr. R N Patel, Administrator, Museum , Saputara.
 - Booking Clerk, Waghai Botanical Garden .
 - Mr. A C Raval, Officer, Bahucheraji Temple Trust Office, Bahucheraji.
 - Mr. Shastriji, Guide, Bahucheraji Temple, Bahucheraji.
 - Mr. Trivedi, Head Administration, Ambaji temple trust, Ambaji.
 - Mr. R Suresh, Resident Manger, Udan Kahtola, Ambaji.
 - Mr. Amrutbhai, Temple officer, Ambaji temple , Ambaji.
 - Mr. S Mitra , Chief Engineer, Udan Khatola, Ambaji.
 - Mr. R Upadhayay, Deputy Manager, Ranchodraiiji Temple trust, Dakore.
 - Mr. Dipak M Khambholja, Trust Member, Ranchodraiiji Temple, Dakore.
 - Mr. Jayesh L Mandhankar, Akshardham, Gandhidham
 - Mr. Sharma – Sharma Resorts Gandhidham
 - Mr. Amrut Modi, Gandhi Ashram, Sabarmati, Ahmedabad

Transporters

- Mr. Manoj bhai, Shakti Travels, Dwarka
- Mr. Bhagchand Sukhwani, Mahasagar Travels Ltd, Junagadh
- Mr. Navinbhai, Ashwamegh Travels, Rajkot
- Mr. Jayubhai, Eagle travels, Rajkot
- Mr. Surendra Sinh, Shiv Travels
- Mr. Pravinsing Rana, Neelkanth Travels, Ambaji.
- Mr. Ishwar Singh Bagga, Punjab Travels, Ahmedabad.
- Mr. Deepak , Manager, Swaminarayan Travels, Ahmedabad

-
- Mr B Bhatt, GM (Traffic), GSRTC, Ahmedabad.
 - Mr. H Patel, PRO, GSRTC, Ahmedabad.
 - District Incharge, GSRTC, Rajkot.
 - Mr A H Pandey, Asst Comm. Mang., Railway Reservation Off, Ahmedabad
 - Mr S S Soni, Chief Res Officer, Railway Reservation Office, Ahmedabad
 - Mr. Rajiv, Manager Jet Airways, Ahmedabad
 - Mr Debasis Golder, Manager Air India , Ahmedabad
 - Mr Baria, Manager Indian Airlines, Ahmedabad
 - Mr. Paresh Panjari, Branch Manager, Autoriders Rent-a-Car, Ahmedabad

Travel Organisers

- Mr. Jignesh Patel, Manager, Sahajanand Travels, Ahmedabad
- Mr. Ketan Mankad, Manager, SITC, Ahmedabad
- Mr. Niranjan Dwivedi, Director, SITC, Ahmedabad
- Mr. Kalpesh Pandya, Manager, SOTC, Ahmedabad
- Mr. Natubhai, Good Wind Travels, Ahmedabad
- Mr. Nupur Bhatt, Manager, Raj Tours & Travels, Ahmedabad
- Mr. L Matthew, Manager, Rath Tours & Travels, Ahmedabad
- Mr. Dilip Thakkar, Director, Navbharat Travels, Ahmedabad
- Mr. Adil Bajirao, Travel Corporation of India, Ahmedabad
- Mr. S. K. Gupta, Paradise Holidays, Delhi
- Mr. Anik, Indiana Tour Planners, Delhi
- Mr. G. V. Nair, Travel Spirit International, Delhi
- Mr. Sanjay Dhruga, Travel Corporation of India, Delhi
- Mr. Virender Singh, Manager, City Palace Tours, Jodhpur
- The Jodhana Palace Travel Desk, Jodhpur
- Mr. Sadhwani, Maya International Travel Desk, Jaipur

-
- Mr. R. K. Jain, Sourabh Tours & Travels, Jaipur
 - Mr. Nilesh Parikh, Prominent Tours & Travels, Mumbai
 - Mr. Irshad Patel, Travel Corporation of India, Mumbai
 - TPH Tours & Travels, Mumbai
 - Raj Tours & Travels, Mumbai
 - TCI Ahmedabad
 - TCI Mumbai
 - Kesri Travels - Mumbai

Tourism Department

- Mr. P.K.Lehri – IAS – MD TCGL
- Ms. C.T.Mishra – I AS – Ex MD TCGL and Presently with INTACH
- Manager, Toran Guest House, Dwarka.
- Tourist Information Centre, Dwarka.
- Manager, Toran Hotel, Porbandar.
- Manager, Toran Hotel, Veraval.
- Manager, Girnar Hotel, Junagadh.
- Assistant, Tourist Information Bureau, Bhuj.
- Toran Hotel, Chorwad.
- Manager, Toran Hotel, Kutch Mandvi.
- Tourist Information Bureau, Rajkot.
- Manager, Toran Hotel, Palitana.
- Manager, Tourist Information Bureau, Baroda
- Manager, Toran Hotel, Pavagadh.
- Tourist officer, Tourist Information Bureau, Surat.
- Toran Hotel, Tithal.
- Manager, Toran Hotel , Saputara.

-
- Booking Clerk, Toran Boating centre, Saputara
 - Administrator, Toran Cafeteria, Modhera.
 - Office Clerk, Tourism department, Diu & Daman Tourism.
 - Tourism department, Diu & Daman Tourism
 - Gujarat Tourism Office, Mumbai
 - H. V. Pradhan , Manager, Tourist Information Bureau , Ahmedabad.
 - Mr. Kinshuk Biswas – Manager Projects

Entertainment Centres

- Mr. Nitin Halari, Director, Black Diamond Amusement, Ahmedabad
- Mr. P G More, Manager, Ajwa Fun World & Water Park, Baroda
- Mr. Chandresh Patel, Officer, Ajwa Garden
- Mr. Jadeja, Director, Ajwa Funworld & Resort, Baroda.
- Mr. J K Sharma, GM, Dumas Resorts, Surat
- Booking Clerk, Private Boating Centre, Saputara
- Manager, Devka Garden, Daman
- Mr. Mahesh Modi, Director, Shanku Water Park, Mehsana
- Mr. Mukesh Goyal , Director, Goyal Waterpark, Ahmedabad
- Mr. Rajiv Parikh, Executive Director, Khyati Resorts, Ahmedabad
- Mr. Ashok Purohit, City Pulse Media, Ahmedabad
- Mr Sameer Chawla , Manager, R-World, Adalaj
- Mr Bhavsar, Jr Manager, Funworld, Gandhinagar

Others

- Mr. K. R. Pichholiya, Executive Secretary, FHRAI - Ahmedabad
- Mr. Korte – Executive Secretary, FHRAI - Mumbai
- Mr. Hitesh Vora, Manager, Airport Authority, Porbandar

-
- Mr. N N Aparna, Forest Officer, Sasan Gir
 - Owner, Uday Shop, Bhuj
 - Owner, Tie & Dye Shop, Bhuj
 - Mr Chaturvedi, Manager, Indian Airlines, Bhuj.
 - Dr. J.P. Singh, Professor, IIM, Ahmedabad
 - Mr Rajender Singh- Foreign Branch, Police Commissioner Office,
 - Mr. Prahalad, Officer, Passport Section, Police Commisioners Office,
 - Mr Wilson, Manager (C&AS), Airport Authority, Ahmedabad
 - Mr. R C Chitkara, Airport Director, Airport Authority, Ahmedabad.
 - Mr. Ramanbhai Samani, Corporator & Vice President - Chamber of Commerce, Dwarka
 - Shastri Ramanlal Bachukbhai (Agnihotri), City BJP Chairman, Siddhpur
 - Mamlatdar, Collector's Office, Diu

Participants to the workshop organised on 24th of June 2002

- Mr. P.K.Laheri – IAS (MD) - T.C.G.L
- Mr. Kinsukh Bishwas – Mng. Projects - T.C.G.L
- Ms. Chavla Kurwa – Public Relation Officer – TCGL
- Mr. Gopal Singhji – Heritage Association of Gujarat
- Mr. K.Thyagrajan - CII Gujarat Tourism Council
- Mr. Bharat Pathak – Chief Conservator of Forest – Junagadh
- Mr. Dilip Thakkar – Balaram Resorts
- Dr. Kavita B.Sood – Vivekanand Institute of Hotel and Tourism Management
- Mrs. Smita Pradhan - Director, Gujarat State Office. – W.W.F. Nature India
- Mr. Jehangir R. J. Cama - Chairman and Managing Director. Cama Hotels
- Mr. Devashish Nair – Ahmedabad Municipal Corp
- Mr. Gopalan - Archological Survey of India.
- Mr. Sharma – Sharma Resorts – Gandhidham

- Mr. Bhanubhai Thakkar – Prince Hotel – Bhuj
- Mr. Shah – Anam International - Bhuj
- Mr. Sanat Chauhan – Chief Forest Conservator

Annexure II - Questionnaires Format

QUESTIONNAIRE FOR FOREIGN TOURIST

1.	Name of the Respondent		Nationality	
2.	Port of Entry			
3.	Demographic profile			
	a) Sex	Male	<input type="checkbox"/>	Female <input type="checkbox"/>
	b) Age	3-14 years	<input type="checkbox"/>	15-24 years <input type="checkbox"/>
		25-34 years	<input type="checkbox"/>	35-44 years <input type="checkbox"/>
		45-54 years	<input type="checkbox"/>	55-64 years <input type="checkbox"/>
		Above 64 year	<input type="checkbox"/>	
	c) Occupation	Professional	<input type="checkbox"/>	Executives <input type="checkbox"/>
		Entrepreneur	<input type="checkbox"/>	Others (Students etc.) <input type="checkbox"/>
4.	Purpose of visit to destination	Business / Conference	<input type="checkbox"/>	Culture/Heritage/ Monuments <input type="checkbox"/>
		Adventure	<input type="checkbox"/>	Leisure <input type="checkbox"/>
		Others please specify		
5.	Travel pattern	Alone	<input type="checkbox"/>	With Family <input type="checkbox"/>
		In a Group	<input type="checkbox"/>	Group Size <input type="checkbox"/>
6.	Are you travelling on a package tour?	Yes	<input type="checkbox"/>	No <input type="checkbox"/>
		If yes, exclusively to the destination or to other destination also (please specify other destinations)		
7.	Mode of transport to destination	Air	<input type="checkbox"/>	Sea <input type="checkbox"/>
		Road	<input type="checkbox"/>	Train <input type="checkbox"/>
8.	Average length of stay at the destination	Less than 1 Week	<input type="checkbox"/>	1-2 Weeks <input type="checkbox"/>
		> 2 Weeks	<input type="checkbox"/>	
9.	Frequency of visit	First visit	<input type="checkbox"/>	Repeat visit <input type="checkbox"/>
		Indicate no. of previous visits		
10.	Source of information about destination	Television	<input type="checkbox"/>	Advt.(newspaper) <input type="checkbox"/>
		Advt(travel journal)	<input type="checkbox"/>	Travel guide <input type="checkbox"/>
		Friends/Relatives	<input type="checkbox"/>	Travel agent/Tour operator <input type="checkbox"/>
		Govt. tourism office	<input type="checkbox"/>	Others

11.	Average spending per day per person	< U.S. \$ 50	<input type="checkbox"/>	U.S. \$ 51 – U.S. \$ 100	<input type="checkbox"/>	
		U.S. \$ 101 – U.S. \$ 150	<input type="checkbox"/>	U.S. \$ 151 – U.S. \$ 200	<input type="checkbox"/>	
		> U.S. \$ 200	<input type="checkbox"/>			
12.	% contribution of major items (%) in daily expenses	Accommodation			Food	
		Transportation			Entertainment	
		Shopping				
13.	Type of accommodation	Four & Five star category	<input type="checkbox"/>	Heritage category	<input type="checkbox"/>	
		1, 2, 3 star category	<input type="checkbox"/>	Govt. Approved & Budget	<input type="checkbox"/>	
		Others (Please specify)				
14.	Rating of destination/tourist facilities (Scale of 1 to 5 with 1 being the poor and 5 being excellent)	Accommodation	<input type="checkbox"/>	Tourist attractions	<input type="checkbox"/>	
		Sight seeing	<input type="checkbox"/>	Guide services	<input type="checkbox"/>	
		Shopping facilities	<input type="checkbox"/>	Domestic airlines	<input type="checkbox"/>	
		Airports	<input type="checkbox"/>	Road transport	<input type="checkbox"/>	
		Railways	<input type="checkbox"/>	Cleanliness/Sanitation	<input type="checkbox"/>	
		Safety of tourist	<input type="checkbox"/>	Emergency health facilities	<input type="checkbox"/>	
		Communication facilities	<input type="checkbox"/>	Banking facilities	<input type="checkbox"/>	
		Facilities for elderly/disabled	<input type="checkbox"/>	Any other (Please specify)	<input type="checkbox"/>	
15.	Attractions/Major items of interests during your visit					
16.	Problems faced during the stay					
17.	Would you visit the state again	Yes <input type="checkbox"/>	No <input type="checkbox"/>			
18.	Overall Experience	Satisfactory <input type="checkbox"/>	Un-satisfactory <input type="checkbox"/>			
19.	Suggestions for improvement of the tourist destination					
Date:		Name of interviewer (CAPITALS)				

Name and Signature of the investigator

Date:

QUESTIONNAIRE FOR DOMESTIC TOURIST

Ann	Name of the Respondent		State of Origin	
Ann	Demographic profile			
d) Sex	Male	<input type="checkbox"/>	Female	<input type="checkbox"/>
e) Age	3-14 years	<input type="checkbox"/>	15-24 years	<input type="checkbox"/>
	25-34 years	<input type="checkbox"/>	35-44 years	<input type="checkbox"/>
	45-54 years	<input type="checkbox"/>	55-64 years	<input type="checkbox"/>
	Above 64 year	<input type="checkbox"/>		
f) Occupation	Professional	<input type="checkbox"/>	Executives	<input type="checkbox"/>
	Entrepreneur	<input type="checkbox"/>	Others (Students etc.)	<input type="checkbox"/>
Ann	Purpose of visit to destination	Business / Conference	<input type="checkbox"/>	Culture/Heritage/ Monuments
		Adventure	<input type="checkbox"/>	Leisure
	Others please specify			
Ann	Travel pattern	Alone	<input type="checkbox"/>	With Family
		In a Group	<input type="checkbox"/>	Group Size
Ann	Are you travelling on a package tour?	Yes	<input type="checkbox"/>	No
	If yes, exclusively to the destination or to other destination also (please specify other destinations)			
Ann	Mode of transport to destination	Air	<input type="checkbox"/>	Sea
		Road	<input type="checkbox"/>	Train
Ann	Average length of stay at the destination	Less than 1 Week	<input type="checkbox"/>	1-2 Weeks
		> 2 Weeks	<input type="checkbox"/>	
Ann	Frequency of visit	First visit	<input type="checkbox"/>	Repeat visit
	Indicate no. of previous visits			
Ann	Source of information about destination	Television	<input type="checkbox"/>	Advt.(newspaper)
		Advt(travel journal)	<input type="checkbox"/>	Travel guide
		Friends/Relatives	<input type="checkbox"/>	Travel agent/Tour operator
		Govt. tourism office	<input type="checkbox"/>	Others
Ann	Average spending per day per person	< Rs.500	<input type="checkbox"/>	Rs.501 – Rs.1000
		Rs.1001 – Rs.2000	<input type="checkbox"/>	Rs.2001 – Rs.3000
		Rs.3001 –Rs. 4000	<input type="checkbox"/>	> Rs.4000

Annexure - 1	% contribution of major items (%) in daily expenses	Accommodation		Food	
		Transportation		Entertainment	
		Shopping			
Annexure - 2	Type of accommodation	Four & Five star category	<input type="checkbox"/>	Heritage category	<input type="checkbox"/>
		1, 2, 3 star category	<input type="checkbox"/>	Govt. Approved & Budget	<input type="checkbox"/>
		Others (Please specify)			
Annexure - 3	Rating of destination/tourist facilities (Scale of 1 to 5 with 1 being the poor and 5 being excellent)	Accommodation	<input type="checkbox"/>	Tourist attractions	<input type="checkbox"/>
		Sight seeing	<input type="checkbox"/>	Guide services	<input type="checkbox"/>
		Shopping facilities	<input type="checkbox"/>	Domestic airlines	<input type="checkbox"/>
		Airports	<input type="checkbox"/>	Road transport	<input type="checkbox"/>
		Railways	<input type="checkbox"/>	Cleanliness/Sanitation	<input type="checkbox"/>
		Safety of tourist	<input type="checkbox"/>	Emergency health facilities	<input type="checkbox"/>
		Communication facilities	<input type="checkbox"/>	Banking facilities	<input type="checkbox"/>
		Facilities for elderly/disabled	<input type="checkbox"/>	Any other (Please specify)	<input type="checkbox"/>
Annexure - 4	Attractions/Major items of interests during your visit				
Annexure - 5	Problems faced during the stay				
Annexure - 6	Would you visit the state again	Yes <input type="checkbox"/>	No <input type="checkbox"/>		
Annexure - 7	Overall Experience	Satisfactory <input type="checkbox"/>	Un-satisfactory <input type="checkbox"/>		
Annexure - 8	Suggestions for improvement of the tourist destination				
Annexure - 3 Date:		Name of interviewer (CAPITALS)			

[illegible]

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12. Demographic profile of tourist visiting the state								
a) Gender (Estimated % of total)								
Sl. No.	Description	Domestic			Foreign			
I.	Male							
II.	Female							
	Total							
b) Age group (Estimated % of total)								
Sl. No.	Description	Domestic			Foreign			
I.	3 – 14 years							
II.	15 to 24 years							
III.	25 to 34 years							
IV.	35 to 44 years							
V.	45 to 54 years							
VI.	55 to 64 years							
VII.	Above 64 years							
	Total							
13. Average length of stay and spending per person								
Sl. No.	Type	Avg. stay (days)	Avg. Exp./Person (Rs./U.S. \$)	% of average expenditure on				
				Accom.	Food	Transp	Enter.	Shopping
I	Domestic Tourists							
II	Foreign Tourists							
14. Evaluation of tourist facilities (on a scale of 1 to 5 with 1 being poor and 5 being excellent)								
Sr. No.	Tourist Facility	Destinations / Tourist Spot						
		A	B	C	D	E	F	
	Accommodation							
	Food							
	Transportation							
	Entertainment							
	Shopping							
	Tourist Attractions							
	Tour Operators / Guides							
	Communication (STD / ISD)							
	Civic Amenities							

	Safety and Security						
	Health Facilities						
	Banking / Forex Facilities						
	Facility for elderly / disabled / families with young children						
	Any other (please specify)						
15. Linkages with Department of Tourism/Expectations from Government.							
16. Problems faced by tourists							
17. Any linkages with communities residing/controlling any destinations							
18. Important fairs and festivals which attracts tourist/Season							
19. Availability of trained manpower							
20. Availability of facilities like camping equipments							
21. Suggestions for development of tourism (including tourism projects) in the state at various locations.							

Date

Name of the interviewer

Joint Director General (MR), Department of Tourism
Ministry of Tourism & Culture
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Study Report on Preparation of 20 Years Perspective Plan for Development of Sustainable Tourism in Gujarat

June 2002

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India

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Issue and Revision Record

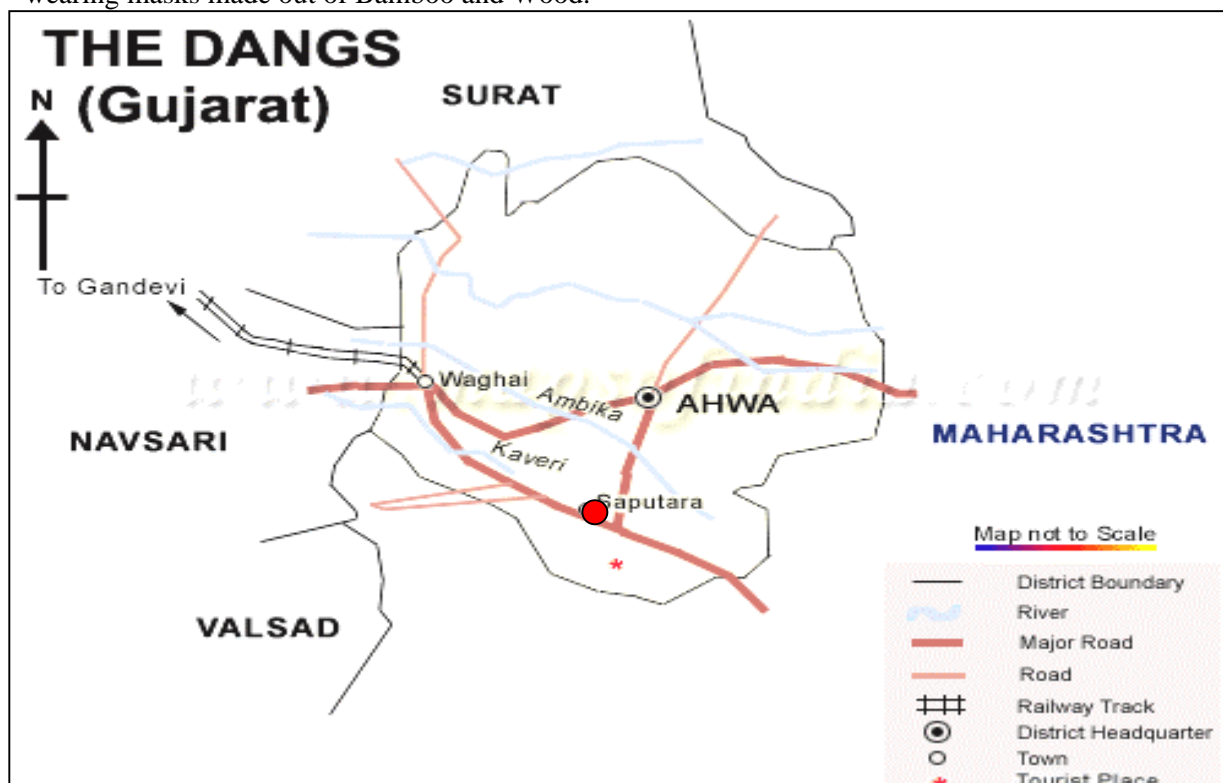
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Annexure - 3 Destinations Profile

1 SAPUTARA

At the Southern tip of Gujarat, folded into the densely wooded hills of the Sahayadris, lies the abode of serpents- Saputara. In the picturesque Dangs district, this is a hill station with a difference, where you can immerse yourself in a timeless land that's still pretty much the way God made it. After all, legend has it that Lord Rama spent 11 years of his exile in these very forests. The Tribals of Dangs, consist of tribes like Bhils, Kunbis, Warlis, and Gamits. They are known for their dances, which are performed wearing masks made out of Bamboo and Wood.



1.1 Accessibility

1.1.1 Road

From Bombay - Private Luxury bus operates on alternate days during season.

From Surat/Ahmedabad/Baroda : State Transport buses are available.

If one is driving down in his own car, one must be sure to fill petrol near Waghai (51 Kms. from Saputara) or at a petrol pump 40 Kms. towards Nasik before entering Saputara as there are no petrol pumps in Saputara. Local Transport by way of Hired jeeps from Ahwa are available. Organised tours by Gujarat Tourism within and outside Saputara during peak season.

1.1.2 Railway

The nearest railway station is 49 km from Saputara. One can get trains for Bilimora, Nasik, Valsad, Waghai (narrow gauge)

1.1.3 Air

Nearest Airports are Surat and Bombay

1.2 Saputara Town

Long walks along the beautiful lake are some of the treats of this uncluttered and simple hill station. The more adventurous can trek down to nearby villages, the Hatgadh Fort or the legendary Pandava Caves. The hill station does not require any local transport and is best covered on foot. Some of its highlights are:

1.2.1 The Ropeway

A ten-minute ride straddles the valley to the Sunset Point. The comfortable coupe is safe and ideal for a family. The view from the halt midway is breathtaking, unforgettable on a moonlit night. Refreshments are also available at Sunset Point and at the Vaity restaurant.

1.2.2 Boating

Right in the heart of the valley is the extremely calm Saputara Lake. Row and paddleboats are available for hire.

1.2.3 Valley View Point

A bird's eye view of the valley can be had from the view point after a somewhat adventurous climb (1-1.5 km)

1.2.4 Sunset Point

It provides a picturesque view of the sunset over the entire valley. Visitors can climb or use the ropeway to approach the point.

1.2.5 Artist Village

Visitors can pick up fine pieces of pottery, jewelry, vases, paintings, pen stands, key chains, all made from bamboo chips and other locally found material. Children can learn to make simple items in the workshop organised by the craftsmen.

1.2.6 Museum

There is a small museum with a tribal theme displaying the lifestyle, ornaments and musical instruments of the tribes of Dangs. There is also a workshop making some of the traditional displays.

1.2.7 Gardens

The Lake garden, Step Garden and the Rose Garden offer scenic places for the tourist to laze in, while walking around Saputara.

1.2.8 Waghai

49 km from Saputara begins the town of Waghai around which many delightful tourist spots are situated. The drive itself is *scenic* and the air pure and refreshing. Highlights of this circuit are:

1.2.9 Gira Falls

A km. off the Saputara-Waghai Road leads to a vast clearing where the picturesque Gira Falls emerging from the Kapri tributary can be viewed. An absolute must from June to November. Visitors can get refreshments from a small tea and snack stall. Picnic Huts make it an ideal spot for relaxing and picnicking.



1.2.10 Botanical Garden

It is a large (24-hectare) garden with 1,400 varieties of plants from all over India. The amateur nature lover can marvel at different varieties of bamboo like the Chinese Bamboo, Golden Bamboo, Beer Bottle Bamboo etc. and enjoy strolling along the beautiful walkways each lined with different species of tree. Visitors can also pick up cactus plants and enjoy a picnic at the picnic spot in the garden. Permission is required to enter. Drinking water and toilet facilities are available.

1.2.11 Shopping

A small private outlet sells locally crafted items fashioned out of Bamboo roots and chips. Unique items like the big sized bamboo lamps, kangaroos, deer are available only here and not elsewhere in the region.

1.2.12 Unnai Mata temple and Hot Springs

A drive of about 19 kms from Waghai brings one to the Unnai Mata temple. Visitors can bathe in the hot spring attached to this famous temple of considerable historical significance.



1.2.13 Vanil Udyog

It is a sprawling sawmill cum woodworking unit, which also sells furniture (the tourist can book and get furniture delivered by paying an advance). The visitor can enjoy a guided tour and watch the transformation of logs of wood *into* tasteful furniture. Permission is required to enter. Vanil Udyog provides employees to assist as tour guides. Drinking water facilities are available.

- Vandsa National Park

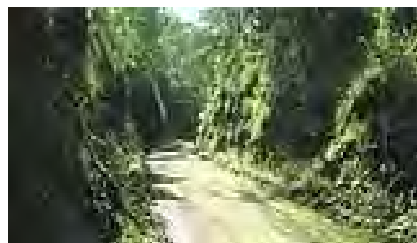
It is a rich and old forest predominantly covered by very tall teak trees, mango groves and gigantic creepers. The forest is extremely dense and some parts are dark even during normal daytime. The forest is a habitat of Monkeys, Deer, a few Leopards and a wide species of birds. Permission is required to enter the Park.

1.2.14 Ambapada

It is a *typical* Dangi Village located about 1 km off the Saputara-Waghai Road, near the Gira Falls. The route to it is somewhat tricky but very scenic as it is surrounded on all sides by lush and tall bamboo. The tourist can take a walk in and around the village and also see some tribals engaged in the making of toys and lamps out of bamboo roots.

1.2.15 Mahal

The Mahal Region situated 60 km away from Saputara is dominated by the Purna Sanctuary. The longish drive passes through the most beautiful parts of Dangs with high wooded slopes of bamboo. It is endowed with rivers & bamboo glades and is a must for picnic walks and treks.



1.2.16 Purna Sanctuary

It is a vast and rich forest laced with the Purna and Gira rivers. The hilly region with its cool interiors would tempt any tourist to explore. One need a pair of sturdy shoes and packed lunch to best explore the cool interior of this hilly *forest*. Less strenuous and easy walks are pleasurable. Picnic huts are also available for use. Permission is required to enter the forest.

1.2.17 Girmal Falls

Easily the most marvelous sight during monsoons, the Girmal Falls is a little off the Mahal-Singana Road. The approach leads via a tribal village to a steep fall on the Gira River. The facing hillside is rich with rare flora and is worth exploring by the more adventurous trekkers. Provision for light refreshments are available. Picnic huts are available for use.

1.2.18 Cultural Show at Ahwa

As the tourist heads back to Saputara, a halt at Ahwa to enjoy the fast paced and acrobatic Dangi Dance would be the best way to say goodbye to Dangs. The dance has been performed at the Festival of India in Paris and is one of the most entertaining dances of this region. Held at the open-air theatre Rangupvan, it's worth giving a visit.

1.3 Fairs and Festivals

1.3.1 Dangs Darbar

One of the most delightful districts of Gujarat is the area know as The Dangs. Located high in the Saputara hills, adjoining the borders of Maharashtra State, Dangs is the home of *adivasis* who have lived in the forests and highlands of the Dangs region from time immemorial.



The Dangs Darbar is the name of the annual fair held in Ahwa every year, a few days before Holi. The name 'Darbar' dates back to the time of the British, when a Darbar of Rajas and Naiks of neighboring areas used to assemble there. Today it is also called the Jamabandi Darbar, and the District Collector officiates it. Thousands of tribal people flock to Ahwa from all over the district gaily dressed in lively colours, sounding the *shehnai* and beating their drums. The Darbar also attracts merchants from as far away as Nasik, Surat and West Khandesh. Folk dances enliven the fair during the few days it lasts. The Education Department organises folk dances, ras and garba programs, songs and dramas.



The tribal people make up three-fourth of the population. The men wear a loincloth, a waistcoat and a colourful cloth wrapped around the head. Women wear a sari and a blouse, embellished with numerous silver ornaments of which they are very fond. The resident *adivasis* derive their livelihood from the forests, which are rich in timber, honey, wax and lac. Many wild animals live in the forests including tigers, chital, bears, pigs, and deer. There are numerous snakes in the district, including cobras and pythons.



1.4 Climate

Summer: Max: 32 degree C Min: 27 degree C

Winter: Max: 22 degree C Min: 17 degree C

As it can be seen from the above data, Saputara has a pleasant climate and has therefore becomes a preferred destination for most of the tourists.

1.5 Tourist inflow

Total Tourists : ~ 2.5 to 2.75 lakh per annum

Overnight Staying Tourist : ~ 2 to 2.25 lakh per annum

About 50,000 tourists do not stay overnight. These are mainly students from surrounding area. They mainly visit during summer vacation. Limited budget is one of the constraints for them.

Museum ticket booking : ~ 1.6 lakh per annum

Boating ticket booking : ~ 2.5 lakh per annum

Source: Hotel Toran, Hotel Vaity, Saputara Museum, Toran & Private Boating Centre.

1.5.1 Origin of Tourist

From Gujarat: 40 %

From Other States: 60 %

1.5.2 Seasonality of Tourist

Origin of Tourist	Visit Period	Mode of Transport
West Bengal	Navratri to Diwali	Train, Bus and taxi
UP & Bihar	Dec to Jan	Bus
Rajasthan	March (Holi)	Bus
Gujarat and Maharastra	Sep to Feb, May	Bus, Train, Taxi, Private Vehicles

1.5.3 Level of interest by Foreign Tourists

This destination is not a preferred destination for foreigners.

1.5.4 Spending Pattern of tourist

Type	% of Tourist	Accommodation	Food	Travelling	Misc
Domestic	40 %	750-1500	250-500	600-800	200
	40%	400-700	100-250	400-600	100
	20%	300-400	50-100	50-100	50

Note: High spending class tourists are growing at a steady pace. This is with the advent of the destination becoming popular in Mumbai and Nasik.

1.5.5 Nature of Tourist

	Business	Leisure/heritage	Pilgrimage
Nature of Tourist	5 %	90 %	5%

1.5.6 Size of Groups

	Business tourist	Leisure/pilgrimage tourist
Size of Groups	1-2 people	2-4 persons

1.5.7 Average stay in number of days

	Business tourist	Leisure/pilgrimage tourist
Average stay in number of days	1 - 2 Days	2-3 Day

1.5.8 Seasonal flow details; As per Type of Tourist

	Business tourist	Leisure/pilgrimage tourist
Seasonal flow details	No specific season	May to July and October to February

1.5.9 Profile of Tourist

Age group	Business tourist	Leisure/pilgrimage tourist
% 3-24 years	5	5
% 25-34 years	45	25
% 34-44 years	35	35
% 45-54 years	10	20
% > 54 years	5	15
Sex		
% Male	95	60
% Female	5	40

1.6 Infrastructure details

1.6.1 Accommodation

There are 3 Class B and 11 Class C hotels in Saputara, totalling to 13 hotels. Following list gives the details of prominent hotels.

Hotel	Rooms	Class	Tariff Range (Rs.)
Vaity Ropeway Resort	40	B	900-1490/-
Hotel Anando	22	B	750-1300/-
Hotel Patang	38	B	800-1200/-
Hotel Toran	68	C	600-800/-
Hotel Purohit	20	C	400-600/-
Hotel Royal	40	C	400-600
Hotel Savshakti	39	C	600-800/-
Hotel Chitrakoot	46	C	600-800/-
Hotel Shilpi	12	C	400-600/-
Hotel Gokul	11	C	400-600/-
Hotel Vaishali	28	C	400-600/-
Hotel Lake View	30	C	400-600/-
Hotel Hill Top	23	C	400-600/-
Hotel Hare Krishna	14	C	400-600/-

Category definition A = 4 & 5 star hotel, B = 2 & 3 star hotel, C = 1 star or deluxe hotel, D = guest house, E = Dharamsala, H = Heritage hotel

1.6.2 Total Rooms Available

Category	No. Of Hotels	Total Rooms
A	0	0
B	3	100
C	11	400
D	0	0
E	0	0
H	0	0
Total(around)	13	500

1.6.3 Other entertainment facility

No major entertainment facility is available in and around Saputara.

1.6.4 Communication

Telephone facility has to be upgraded on priority basis.

STD/ISD, Internet and post office facility is available and there is lot of scope for the improvement of the quality of the service providers.

1.6.5 Civic Amenities

Reasonably good facilities are available in the city of Saputara. However there is some scope for improvement basically for street lighting, signage boards, sanitation etc. Roads within Saputara are in bad shape and need refurbishment.

1.7 Mode of Transportation

1.7.1 Road

The connectivity of Saputara to other parts of the state like Ahmedabad, Rajkot, Baroda, Surat etc needs lot of improvement. There are only local state transport buses, which come to Saputara. Overall there are 14 buses, which come to Saputara every day. The buses are mainly the buses connecting Nasik from Gujarat. There are no luxury buses.

1.7.2 Railways

The nearest railway station is 49 km from Saputara. One can get trains for Bilimora, Nasik, Valsad, Waghai (narrow gauge) from here.

1.7.3 Air

Nearest Airports are Surat and Bombay

1.8 Availability of Utilities

1.8.1 Water

Water is one of the major problems in Saputara. The storage tank which supplies water to Saputara does not have enough reservoir capacity.

1.8.2 Power

There is sufficient power available for domestic and commercial needs in Saputara. However with the increase in projects on tourism, the power scenario of the city has to be re looked at

1.8.3 Sanitation

Sanitation is sufficient for the city requirement. However there is scope for improvement in this sector.

1.8.4 Eating Joints (Restaurants, Bars, Food Joints)

Multicuisine food is available in Saputara. Bar permit is not available in Saputara

1.9 Other Services details

- **Medical:** There are no satisfactory medical facilities available in Saputara.

-
- **Travel Agents** There are no satisfactory Travel agents available in Saputara
 - **Taxi Operator** – Sufficient unmetered auto rickshaws and taxis are available.
 - **Daily necessities** – satisfactorily met
 - **Forex** – Not. Available
 - **ATM** – Not. Available
 - **Religious** – There are numerous temples of religious and historical importance within and around Saputara city.

1.10 Environmental status, Policy & regulations

Saputara has no specific environmental status as of now. Vansda national park and Purna sanctuary fall in this district. The environmental policy and regulations enforced by the Ministry of Environment and Forest (MoEF) and Gujarat Pollution Control Board (GPCB) applies to the city.

1.11 Other undeveloped site

Some of the hill points are not developed and can be developed

1.12 Employment – Opportunities and Avenues

Development of tourism in this area will generate following opportunities for employment

- Hotels operators
- Cooks
- Taxi operators
- Tour operators
- Tour Guides
- Small retailers (shops and food joints)

Development of tourism will move more tourists to Saputara and the same will also help in promoting art and culture. This will also lead to more tourist visiting Saputara and other nearby places. Once the tourist inflow increases, the following avenues can be developed in Saputara.

- Multiplex
- Entertainment Centers
- Shopping mall

1.13 Bottle neck/constraints

Availability of Land.

1.13.1 General condition of the attraction

The general condition of the attractions in and around Saputara are fair but there is scope for improvement.

1.14 Strength and weakness analysis of the destination

(i) Strengths

Strong historical background, wild life, only hill station in Gujarat.

(ii) Weakness

Lack of entertainment facilities, Poor Rail and Air connectivity to rest of India, poor marketing of the destination.

1.15 Infrastructure Status at Destination:

Name of the Destination: Saputara

District: Saputara

Characteristics	Status	Requirement
Accessibility		
External Roads	Fair	Needs Resurfacing on the chikli-saputara section
Internal Roads	Poor	Resurfacing Required
Internal Transport	poor (three wheelers and Taxis are available)	
Bus Connection	Poor (ordinary state transport busses are available from Vadodara, Ahmedabad and Surat.	Urgent requirement of Luxury buses from Ahmedabad, Vadodara and Surat.
Rail	Not Available	
Air Connectivity	Poor	There is a need for better connectivity with rest of India
Port	Nearest port is Hazira port which is around 200 Kilometres from Saputara	
Communication		
Information Centres/ Availability of Guides	Missing	Trained Tourist Guides are required
Post Offices	Good	
Telecommunication	Poor	Only 15 lines are provided for Saputara by the Department of telecommunication
Entertainment		
Shopping Centres	Poor	
Emporiums/Gift Shops	Poor	
Parks/Gardens	Fair	
Theme Parks	Missing	

Characteristics	Status	Requirement
Others		
Eating Joints		
Restaurants/Eateries	Ok	
Utilities		
Water Availability	Fair	
Drinking water Facilities	Fair	
Sanitation Facilities	Ok	
Other Services		
Medical	Poor	
Banking/Credit Facilities	Poor	
Sign Boards	Missing	
Street Lights	Fair	
Vehicle Parking	Fair	
Police and Security	Available	
Spot Improvement	-	
Intermediaries		
Travel Agents	Not Available	
Taxi Operators	Not Available	
Potters	Not Available	
Advertising Agencies	Not Available	
Artists/Performers	Available	
Facilities for Elderly/Disabled/Families with Young Children	Not Available	

Accommodation	No.	Room	Condition
Upper Segment (Three Star plus)	3	100	Good
Mid Segment	11	400	Good
Guest Houses	0	0	Na
Dharma Shalas	0	0	Na
Lodge	0	0	Na
Health Farm	0	0	Na
Heritage Hotel	0	0	Na
Motel	0	0	Na
Resort	0	0	Na

1.16 Projects

1.16.1 Project identified and proposed by Dalal Consultants and Engineers Limited

- Petrol pump in Saputara.
- Visitor/Tourist information cum facilitation center.
- Pre Paid Taxi Booth.
- “A” and “B” Class Hotel accommodation.
- Entertainment Centres like Multiplex/Amusement Park

- (f) Garden & Health Club.
- (g) Convocation Centers and Conference Halls.
- (h) Saputara Darshan Tours.
- (i) Luxury Deluxe buses connecting Saputara from Surat, Vadodara and Ahmedabad.
- (j) Providing of Air-conditioned rooms in TCGL hotel.
- (k) Providing of Dustbins at important points.
- (l) Promotion of Village tourism
- (m) Adventure sports.
- (n) Trekking or horse safari.
- (o) Monsoon festival.
- (p) Restarting of the summer Festival.
- (q) Water Conservation projects like check dam etc.

2.3 Major attractions

2.3.1 Shamlaji

The ancient Hindu temple of Shamlaji, built during the Solanki Rajput period, is a splendid work of architecture with fine carvings and an aura of devotion. Some of the shrines here date from the 1st century BC or even earlier. The main aarti attracts numerous pilgrims. During the Kartik Purnima period, Shamlaji is the site for a massive fair. Shamlaji is believed to have been an important site for Buddhism in Gujarat before the Solanki rule. This famous Vaishnava Shrine is situated at 126 km from Ahmedabad



2.3.2 Poshina

Poshina, a large but still fairly authentic village, rich in handicrafts is famous for the darbargarh palace. The rulers of Poshina are descendants of the Chalukyas, who ruled much of Central India and the whole of Gujarat in the 12th century. They conquered Poshina from the Rathore Rajputs in medieval times. The jagir was much sought after by princely states of North Gujarat including Idar. The fortifications of Darbargadh were built prior to the conquest, and the principal haveli in the 1640s.

The village of Poshina is home to a number of native artisans-the tribal arrow crafters, silver, potters, blacksmiths and the bazaar is famous for silver tribal jewelry, ornate sheathed daggers and terra cotta horses. The 1240s Jain temple, the intricately carved medieval Shiva temple and the royal chattries (cenotaphs) of the rulers of Poshina are worth seeing. Songadham, a spectacularly located lake of Poshina which is surrounded by deep valleys, high peaks and rock formations. Tribal boat trips and folk concerts by the lakefront are possible.

2.3.3 Idar

Idar is a classic example of a naturally protected hill fort, located at the southern edge of the Aravali ranges. It was the capital of Idar state under the rule of the Rathore rajputs in the Mahi Kantha agency. Idar is at 107 kms from Ahmedabad and 27 kms from Khedbhrahma, the nearest railway station.

Places to see in Idar are Town gate, old palace at Aravali foothills, Swaminarayan temple (19th century), Vallabhacharya temple(19th century), Khokhanath Mahadev, dolat niwas castle, ancient water tank etc. About 3 kms from Idar is Shrimad Rajchandra Vihar, the memorial of guru of Gandhiji, Shrimad Rajchandra.

2.4 Fairs and Festivals

2.4.1 Shamlaji Melo

The Shamlaji Melo, also called the Kartik Purnima fair is held in the month of November every year and lasts for about two weeks. It is attended by almost two hundred thousand people from adjoining districts and even from Rajasthan.

Devotees belonging to various castes and communities including the Garasias and Bhils through this festival. These pilgrims come in groups, singing devotional songs and carry religious banners to have a darshan (worship) of the deity at the Shamlaji Temple.

The Shamlaji Temple is a renowned Vaishnav Shrine and the deity housed here is known by various names included Gadadhar (bearer of the mace) and Shaksi Gopal. The fair is also popular with the tribal people of the area, particularly the Bhils, who revere Shamlaji, the deity they refer to as 'Kalio Bavji', the dark divinity. The temple is of great archaeological significance as it was built in the 11th century. Apart from a darshan of the deity in the temple, the pilgrims consider a bath in the river Meshwo essential.

2.4.2 Chitra Vichitra Mela

The Chitra Vichitra tribal fair attracts tens of thousand of tribals for one of the major folk celebrations of this region which is at the confluence of 3 rivers. The fair begins on the eve of Amavas (a moonless night), attended by 60,000 to 70,000 Bhils and Garasia tribals from various villages of Gujarat and Rajasthan visiting the river to mourn their kith and kin. The fair is a blaze of colour, which one can associate with the tribals anywhere in Gujarat sporting their most colourful attires and artistic ornaments. The Garasias are particularly spectacular in their vivid blue, green & red sarees, chunky earrings, attractive necklaces & tinkling anklets.

On the foothills of Aravalis, at the border of Gujarat & Rajasthan the site of the fair is within the limits of the village Gumbhakhari in the border area of Sabarkantha, 32 Kms away from the nearby railway station of Khedbrahma

The fair also acts as a venue for betrothals, as the tribals use this opportunity to find their future spouses.



2.5 Climate

Summer: Max: 44 degree C Min: 28 degree C

Winter: Max: 29 degree C Min: 8 degree C

As it can be seen from the above data's that Sabarkantha is having extreme climate.

2.6 Tourist inflow

2.6.1 Shamlaji

About 2 lac people visit Shamlaji during the shamlaji fair, mostly the tribals from nearby villages.

2.6.2 Chitra Vichitra Fair

About 50000-60000 people visit Poshina during Chitra Vichitra fair, mostly tribal and villagers from nearby villages

2.6.3 Origin of Tourist

From Gujarat : ~ 90 % From Other States : ~ 10 %

2.6.4 Seasonality of Tourist

Origin of Tourist	Visit Period	Mode of Transport
All tourists	March April (Chitra Vichitra fair), November (Shamlaji fair)	Bus/train

2.6.5 Level of interest by Foreign Tourists

A large number of NRG's visit Shamlaji. But Foreign tourist are negligible

2.6.6 Spending Pattern of tourist (Rs)

Type	% of Tourist	Accommodation	Food	Travelling	Misc.
Domestic	1 %	800-1000	100-200	400-600	100
	99%	200-300	50-100	50-100	50

2.6.7 Nature of Tourist

	Business	Leisure/heritage	Pilgrimage
Nature of Tourist	0%	5%	95%

2.6.8 Size of Groups

	Business tourist	Leisure/pilgrimage tourist	NRG family
Size of Groups	1 person	2-4 persons	2 persons

2.6.9 Average stay in number of days

	Business tourist	Leisure/pilgrimage tourist	NRG family
Average stay in number of days	NA	1 night	1 night

2.6.10 Seasonal flow details; As per Type of Tourist

Type of Tourist	Business tourist	Leisure/pilgrimage tourist	NRG family
Seasonal flow details	NA	No specific season; high tourist inflow during shamlaji fair & Krishna Janmastmi	Sept to Feb

2.6.11 Profile of Tourist

Age group	Leisure/pilgrimage tourist	NRG family
% 3-24 years	5	5
% 25-34 years	10	10
% 34-44 years	35	35
% 45-54 years	25	25
% > 54 years	25	25
Sex		
% Male	50	50
% Female	50	50

2.7 Infrastructure details

2.7.1 Accommodation

There is only one heritage hotel in Poshina. However, one can get number of guesthouses and dharamshalas at Idar and Shamlaji.

Hotel	Rooms	Class	Tariff Range (Rs.)
Darbargarh Palace (Poshina)	10	H	2400-3200/-

Category definition A = 4 & 5 star hotel, B = 2 & 3 star hotel, C = 1 star or deluxe hotel, D = guest house, E = Dharamsala, H = Heritage hotel

2.7.2 Total Rooms Available

Category	No. Of Hotels	Total Rooms
A	0	0
B	0	0
C	0	0
D*	7	140
E*	9	270
H	1	10
Total	17	420

* approximate values

2.8 Other entertainment facility

No other entertainment facility is available.

2.9 Communication

Telephone, STD/ISD and post office facility is available in Himmatnagar, Shamlaji and Idar.

2.9.1 Civic Amenities

There is scope for improvement basically for roads, street lighting, signage boards, sanitation etc. Specially, at the time of big gatherings, a lot has to be done.

2.10 Mode of Transportation

2.10.1 Road

The connectivity of Himmatnagar and Khedbrahma to other parts of the state is good. Himmatnagar, the district headquarter is at a distance of 65 kms from Ahmedabad. Himmatnagar is connected with Ahmedabad and Gandhinagar by National Highway No 8. The road condition is very good. However the internal roads connecting various places and internal roads of towns and cities are bad.

2.10.2 Rail

Himmatnagar is a junction on Ahmedabad-Udaipur railway line. Couple of long distance express trains and short distance passenger trains connect Himmatnagar and Khedbrahma with rest of India and state.

2.10.3 Air

Ahmedabad is the nearest airport. Ahmedabad is well connected with rest of India. Ahmedabad also has an International airport having limited flights gulf, USA and Europe.

2.11 Availability of Utilities (Power, Water Drainage)

Himmatnagar is facing water scarcity mainly because of drought in complete north Gujarat. However, with the Narmada canal water reaching some parts of north Gujarat, the water scarcity problems is likely to reduce. Still, even today the power Scenario at both the destinations is Good.

2.11.1 Eating Joints (Restaurants, Bars, Food Joints)

Local food is available in Himmatnagar, Idar, Shamlaji and Khedbrahma.

2.12 Other Services details

- **Medical** - Good
- **Travel Agents** – Few travel agents are running services between Shamlaji-Himmatnagar-Idar-Ahmedabad.
- **Taxi Operator**- unmetered rickshaws and jeeps/taxis are available.
- **Daily necessities**- Good
- **Forex** – available in Himmatnagar

- **Religious** – Number of ancient temples in Idar, Khedbrhama (only temple of Brahma) Shamlaji etc in the district.

2.13 Environmental status, Policy & regulations

Sabarkantha district has no specific environmental status as of now. The environmental policy and regulations enforced by the Ministry of Environment and Forest (MoEF) and Gujarat Pollution Control Board (GPCB) apply to the district.

2.14 Other undeveloped site

2.14.1 The following sites are undeveloped in Sabarkantha

Tourism in Sabarkantha as a whole is in undeveloped situation. Except at, Shamlaji fair, there are very few tourist coming from other parts of state or India. Chitra Vichitra fair does attract visitors but they are mostly from nearby tribal villages. All the attractions indicated above need to be developed as major tourist spots. Development of these attractions will need good infrastructure, accommodation and eateries at these places.

2.15 Employment – opportunities and Avenues

Promotion of these attractions will generate following opportunities for employment

- Hotels operators
- Cooks
- Taxi operators
- Tour operators
- Tour Guides
- Specific wildlife guides
- Small retailers (shops and food joints)

2.16 Bottle neck/constraints

Major constraint will be the lack of infrastructure in the district and summer temperatures.

2.17 General condition of the attraction

Shamlaji temple trust looks after the day-to-day activities and the maintenance of the temple. The attraction is in good condition.

2.18 Strength and weakness analysis of the destination

(i) Strengths

Strong historic and pilgrimage importance. A circuit can be developed covering pilgrimage (Ambaji), wildlife (Jessore), Heritage (Balaram), and leisure (Mt Abu, Rajasthan). Well connected by rail and road to rest of Gujarat and India.

(ii) Weakness

Lack of awareness, Lack of infrastructure, Lack of marketing, extreme summer temperatures

2.19 Infrastructure Status at Destinations:

Name of the Destination: Shamlaji

District: Sabarkantha

Characteristics	Status	Requirement
Accessibility		
External Roads	Good	--
Internal Roads	Poor	--
Internal Transport	Fair- unmetered Three Wheelers and Taxis/jeeps available.	--
Bus Connection	Good (GSRTC and Private buses available from all over Gujarat)	--
Rail	Good	--
Air Connectivity	Nearest airport is Ahmedabad	--
Port	NA	--
Communication		
Information Centres/Availability of Guides	Missing	Requirement of information centre for nearby attractions
Post Offices	Available	--
Telecommunication	Available	--
Entertainment		
Shopping Centres	Missing	
Emporiums/Gift Shops	Missing	
Parks/Gardens	Not Available	
Theme Parks	Not Available	
Others		
Eating Joints		
Restaurants/Eateries	Local food is available	
Utilities		
Water Availability	Available	
Drinking water Facilities	Available	
Sanitation Facilities	Available	
Other Services		
Medical	Fair.	

Characteristics	Status	Requirement
Banking/Credit Facilities	Banking available.	
Sign Boards	Missing	
Street Lights	Available	
Vehicle Parking	Available	
Police and Security	Available	
Spot Improvement	-	
Intermediaries		
Travel Agents	Available	
Taxi Operators	Available	
Potters	Not Available	
Advertising Agencies	Not Available	
Artists/Performers	Not Available	
Facilities of Elderly/Disabled/Families with Young Children	Not Available	

There are a few guest house and dharamshalas available in Shamlaji

Accommodation	No.	Room	Condition
Upper Segment (Three Star plus)	0	0	NA
Mid Segment	0	0	NA
Guest Houses*	5	100	Fair
Dharma Shalas*	6	180	Fair
Lodge	0	0	NA
Health Farm	0	0	NA
Heritage Hotel	0	0	NA
Motel	0	0	NA
Resort	0	0	NA

* approximate values

2.20 Projects

2.20.1 Projects Under implementation:

- (r) Udaipur – Ratanpur- Chiloda (Ratanpur-Himmatnagar)highway project - National Highway Authority of India
- (s) Udaipur-Ratanpur-Chiloda (Himmatnagar-Chiloda) highway project - National Highway Authority of India

2.20.2 Projects Announced/Proposed by Government:Nil

(i) Project identified and proposed by Dalal Consultants and Engineers Limited

- (t) Proper seating arrangements for the pilgrims around the temples.

- (u) Rest rooms for elderly pilgrims and tourists.
- (v) Basic Facilities like clean drinking water and clean toilets should be provided near the Temples.
- (w) Organised Shopping Center
- (x) A flower garden to be located in the vicinity of the temple.
- (y) A Library which could serve as a nodal centre for dissemination of information related to history and pilgrimage importance of the temples and structures.
- (z) Visitor management System.
- (aa) Sound and light show

2.21 Infrastructure Status at Destinations:

Name of the Destination: Idar

trict: Sabarkantha

Characteristics	Status	Requirement
Accessibility		
External Roads	Good	--
Internal Roads	Poor	--
Internal Transport	Fair- unmetered Three Wheelers and Taxis/jeeps available.	--
Bus Connection	Good (GSRTC and Private buses available from all over Gujarat)	--
Rail	Good	--
Air Connectivity	Nearest airport is Ahmedabad	--
Port	NA	--
Communication		
Information Centres/Availability of Guides	Missing	Requirement of information centre for nearby attractions
Post Offices	Available	--
Telecommunication	Available	--
Entertainment		
Shopping Centres	Missing	
Emporiums/Gift Shops	Missing	
Parks/Gardens	Not Available	
Theme Parks	Not Available	
Others		
Eating Joints		
Restaurants/Eateries	Local food is available	
Utilities		
Water Availability	Available	
Drinking water Facilities	Available	
Sanitation Facilities	Available	
Other Services		
Medical	Fair.	

Characteristics	Status	Requirement
Banking/Credit Facilities	Banking available.	
Sign Boards	Missing	
Street Lights	Available	
Vehicle Parking	Available	
Police and Security	Available	
Spot Improvement	-	
Intermediaries		
Travel Agents	Available	
Taxi Operators	Available	
Potters	Not Available	
Advertising Agencies	Not Available	
Artists/Performers	Not Available	
Facilities of Elderly/Disabled/Families with Young Children	Not Available	

There are few guest house and dharamshalas available in Idar

Accommodation	No.	Room	Condition
Upper Segment (Three Star plus)	0	0	NA
Mid Segment	0	0	NA
Guest Houses*	2	40	Fair
Dharma Shalas*	3	90	Fair
Lodge	0	0	NA
Health Farm	0	0	NA
Heritage Hotel	0	0	NA
Motel	0	0	NA
Resort	0	0	NA

* approximate values

2.22 Projects

2.22.1 Projects Under implementation: Nil

2.22.2 Projects Announced: Nil

2.22.3 Project identified and proposed by Dalal Consultants and Engineers Limited

- Proper seating arrangements for the pilgrims/tourists around the temples/tourist spots.
- Rest rooms for elderly pilgrims and tourists.
- Basic Facilities like clean drinking water and clean toilets should be provided near the Temples/tourist spots.
- Organised Shopping Center
- A flower garden to be located in the vicinity of the city.

- (f) A Library which could serve as a nodal centre for dissemination of information related to historical and pilgrimage importance of the temples and structures.
- (g) Visitor management System.
- (h) Sound and light show at historically important sites

2.23 Infrastructure Status at Destinations:

Name of the Destination: Poshina

istrict: Sabarkantha

Characteristics	Status	Requirement
Accessibility		
External Roads	Good	--
Internal Roads	Poor	--
Internal Transport	Fair- Three Wheelers and Taxis/Jeeps available.	--
Bus Connection	Fair (GSRTC buses available from nearby towns)	--
Rail	Nearest railway station is Khedbrahma	--
Air Connectivity	Nearest airport is Ahmedabad	--
Port	NA	--
Communication		
Information Centres/Availability of Guides	Missing	Requirement of information centre and trained guides
Post Offices	Available	--
Telecommunication	Available	--
Entertainment		
Shopping Centres	Missing	
Emporiums/Gift Shops	Unorganised shops around temple during festival	
Parks/Gardens	Not Available	
Theme Parks	Not Available	
Others		
Eating Joints		
Restaurants/Eateries	Local food available	
Utilities		
Water Availability	Available	
Drinking water Facilities	Available	
Sanitation Facilities	Available	
Other Services		
Medical	Fair.	
Banking/Credit Facilities	Not Available.	
Sign Boards	Missing	
Street Lights	Available	
Vehicle Parking	Available	
Police and Security	Available	
Spot Improvement	-	

Characteristics	Status	Requirement	
Intermediaries			
Travel Agents	Available		
Taxi Operators	Available		
Potters	Not available		
Advertising Agencies	Not Available		
Artists/Performers	Not Available		
Facilities of Elderly/Disabled/ Families with Young Children	Not Available		
Accommodation	No.	Room	Condition
Upper Segment (Three Star plus)	0	0	NA
Mid Segment	0	0	NA
Guest Houses	0	0	NA
Dharma Shalas (included in above)	0	0	NA
Lodge	0	0	NA
Health Farm	0	0	NA
Heritage Hotel	1	10	Good
Motel	0	0	NA
Resort	0	0	NA

2.24 Projects

2.24.1 Projects Under implementation: Nil

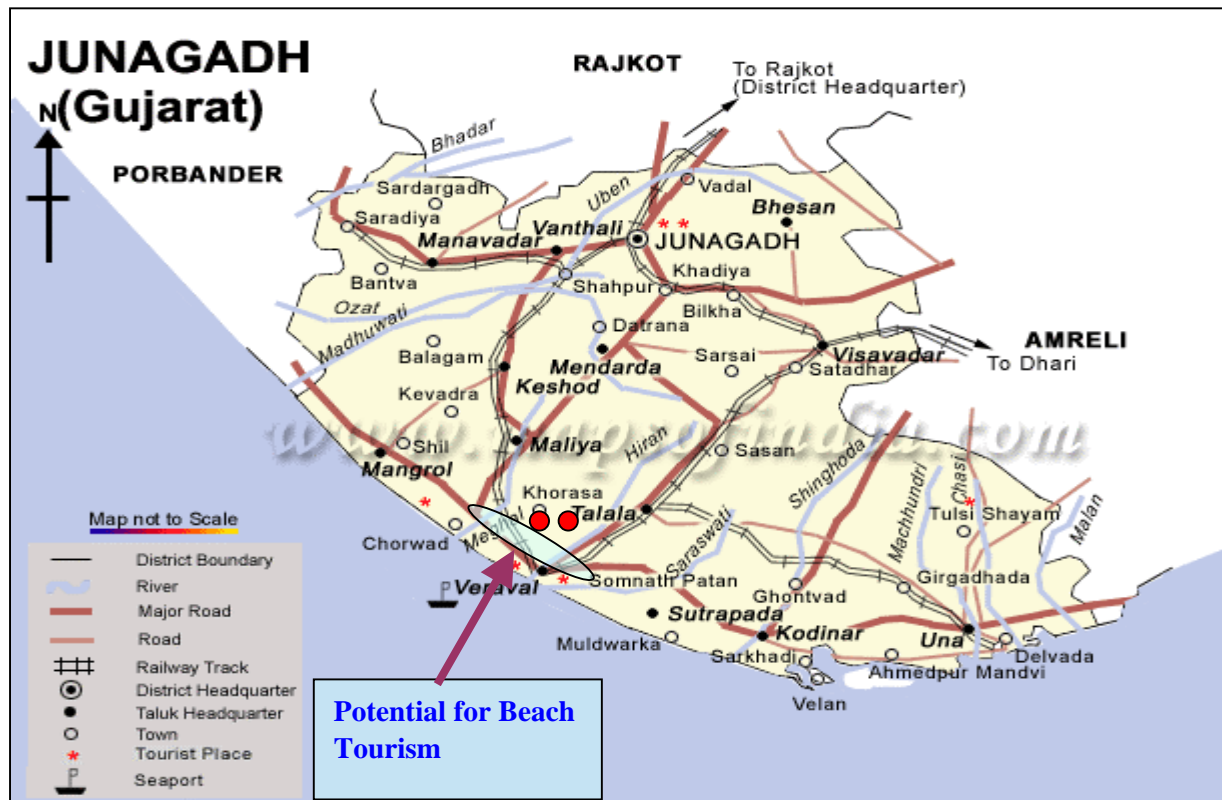
2.24.2 Projects Announced/Proposed by Government:Nil

2.24.3 Project identified and proposed by Dalal Consultants and Engineers Limited

- Proper seating arrangements for the pilgrims around the tourist spots.
- Rest rooms for elderly pilgrims and tourists.
- Basic Facilities like clean drinking water and clean toilets should be provided near the tourist spots especially during the Chitra Vichitra fair.
- Organised Shopping Center
- A Library that could serve as serve as a nodal centre for dissemination of information related to history and importance of the area and structures.
- Visitor management System.
- Forest tourism including camping, trekking and adventure sports.

3 VERAVAL/SOMNATH

A large coastal industrial centre, Veraval is known for its picturesque dockyard, fisheries and as the gateway to Somnath, one of the twelve most sacred Shiva shrines in India.



Veraval was the major seaport for Mecca pilgrims before the rise of Surat. Today, it is an important fishing port from which as many as a thousand boats of all sizes are launched. The beach at Veraval is a good place to experience the sunset.

3.1 Accessibility

3.1.1 Air

Keshod (47 kms) is the nearest Airport but it is non functional now. The nearest airport now is Porbander

3.1.2 Rail

Veraval is the last station on Ahmedabad Veraval line. Somnath is just 6 kms from Veraval. Veraval is connected by meter gauge rail line to Ahmedabad. There are two long distance trains connecting Veraval to Ahmedabad.

3.1.3 Road

Veraval and Somnath are well connected by roads to other parts of the state. The State transport buses and private luxury coaches connect Veraval with various centers of Gujarat.

3.2 Major attractions

3.2.1 Somnath temple

The shore temple of Somnath is believed to have been built in 4 phases-in gold by Lord Soma, in silver by Ravi, in wood by lord Krishna and in stone by Bhimadeva. Tales of its' riches brought in a series of invasions, but each time the temple was raided, whether by Muhammad Ghazni who took back the silver doors and treasures or by Aurangzeb in a fanatical vein, it was restored by zealous Hindu worshippers to its original glory.



3.2.2 Veraval Port

The most spectacular sight of Veraval is the fishing port, where thousands of trawlers, country crafts and dhows can be seen unloading their catch. Dhows are built in this region by master artisans who use simple tools to turn piles of rafters and timber into perfectly proportioned, symmetrical sea going vessels (the most modern instrument used is a measuring tape).

3.3 Fairs and Festivals

Somnath fair held in November is dedicated to Lord Somnath. Folk dances and music are the major attractions of this fair.

3.4 Climate

Summer: Max: 40 degree C Min: 28 degree C

Winter: Max: 29 degree C Min: 13 degree C

As it can be seen from the above data, Veraval/Somnath has an extreme climate.

3.5 Tourist inflow

Total Tourist : ~ 9 lakh to 10 lakh per annum

Overnight Staying Tourists : ~ 4 lakh to 5 lakh per annum

About 4-5 lakh tourists visit during 5 days of Kartik Purima Fair (*November*) and 1 day of Shiv Ratri (*February*). There is also peak tourist inflow on all Mondays of Shravan (*August*) month.

3.5.1 Origin of Tourist

From Gujarat : ~ 70 %

From Other States : ~ 30 %

Tourists from other States are mainly from West Bengal, Uttar Pradesh, Bihar, and Rajasthan.

3.5.2 Seasonality of Tourist

Origin of Tourist	Visit Period	Mode of Transport
Gujarat	October- Dec, May – June	Bus/Train
Other states	February, May- June	Train

Summer and Diwali vacations. Kartik Purnima fair (November) and Shivratri (February).

3.5.3 Level of interest by Foreign Tourists

About 2000-2500 foreign tourists visit annually, out of which about 1500-2000 are interested mainly in the temple. About 500 foreign tourists visit Veraval-Somnath for business purpose, which is mainly fish and marine exports from this location.

3.5.4 Spending Pattern of tourist (Rs)

Type	% of Tourist	Accommodation	Food	Travelling	Misc.
Domestic	5 %	800-1000	150-200	400-500	200
	10%	500-600	75-150	100-200	100
	85%	150-200	50-75	30-50	50

3.5.5 Nature of Tourist

	Business	Leisure/heritage	Pilgrimage
Nature of Tourist	5%	2%	93%

3.5.6 Size of Groups

	Business tourist	Leisure/pilgrimage tourist	NRG family
Size of Groups	1 person	2-4 persons	4-5 persons

3.5.7 Average stay in number of days

	Business tourist	Leisure/pilgrimage tourist	NRG family
Average stay in number of days	1night	1 night	1 night

3.5.8 Seasonal flow details; As per Type of Tourist

Type of Tourist	Business tourist	Leisure/pilgrimage tourist	NRG family
Seasonal flow details	No specific season	Around Diwali, Shivratri (February), Somnath fair (November), Summer vacation (May-June)	October to February

3.5.9 Profile of Tourist

Age group	Business tourist	Leisure/pilgrimage tourist	NRG family	Foreigners
% 3-24 years	5	5	5	5
% 25-34 years	45	15	15	5
% 34-44 years	35	35	35	10
% 45-54 years	10	20	20	40
% > 54 years	5	25	25	40
Sex				
% Male	100	60	60	70
% Female	0	40	40	30

3.6 Infrastructure details

3.6.1 Accommodation

There are no star category hotels in Veraval. In all, there are about 15 hotels, 15 guesthouses, and 30 dharamshalas. Major hotels in Veraval are listed as below.

Hotel	Rooms	Class	Tariff Range (Rs.)
Toran	34	C	350-700/-
Hotel Park	44	B	650-2100/-
Hotel Utsav	12	C	250-600/-
Hotel Madhuram	24	C	400-600/-
Somnath Guest House	250	D	90-300/-

Category definition A = 4 & 5 star hotel, B = 2 & 3 star hotel, C = 1 star or deluxe hotel, D = guest house, E = Dharamsala, H = Heritage hotel

3.6.2 Total Rooms Available

Category	No. Of Hotels	Total Rooms
A	0	0
B	1	44
C	5	100
D	1	250
E	30	900
H	0	0
Total	37	1294

3.6.3 Other entertainment facility

No other entertainment facility is available

3.6.4 Communication

Telephone, STD/ISD and post office facility is available all over Veraval/Somnath.

3.6.5 Civic Amenities

There is scope for improvement basically for roads, street lighting, signage boards, sanitation etc.

3.7 Mode of Transportation

3.7.1 Road

The connectivity of Veraval to other parts of the state like Ahmedabad, Jamnagar, Rajkot, Baroda, Surat etc is very good. Somnath is only 6 kms from Veraval and the link road is in good condition.

3.7.2 Rail

There are two trains daily that connect Veraval with Ahmedabad and rest of the country. The railway track is meter gauge and needs to be converted to broad gauge for faster and comfortable travel.

3.7.3 Air

Porbander is the nearest Airport. Porbander airport has flights from Mumbai only. Air Connectivity of Veraval with rest of India has to be improved.

3.7.4 Port

Veraval has a port

3.8 Availability of Utilities (Power, Water Drainage)

3.8.1 Water

Veraval is facing water scarcity for the last 2 years mainly because of drought in complete Saurashtra.

3.8.2 Power

The power Scenario at the destination is Good.

3.8.3 Eating Joints (Restaurants, Bars, Food Joints)

Multicuisine food is easily available at Veraval. However, Somnath being pilgrimage place, non-vegetarian food is not permitted. Veraval is famous for the quality and variety of sea food.

3.9 Other Services details

- **Medical** - Good
- **Travel Agents** – Few travel agents are running services between Somnath and Porbander, Dwarka, Rajkot, Diu etc. Some of the roads are in bad condition specially Dwarka –Veraval and Veraval – Diu and hence travel agents are reluctant to run good buses on this route.
- **Taxi Operator**- unmetered rickshaws and taxis are available.
- **Daily necessities**- Good
- **Forex** –available
- **Religious** – Somnath is one of the important pilgrimage places of India.

3.10 Environmental status, Policy & regulations

Veraval/Somnath has no specific environmental status as of now. It is an important fishing area for local fisherman. The environmental policy and regulations enforced by the Ministry of Environment and Forest (MoEF) and Gujarat Pollution Control Board (GPCB) apply to the city.

3.11 Other undeveloped site

The following sites are undeveloped in Veraval

- Beach at Veraval
- Sea cruise at Veraval

3.12 Employment – opportunities and Avenues

Development of beach tourism in this area will generate following opportunities for employment

- Hotels operators
- Cooks
- Taxi operators
- Tour operators
- Ferry operators
- Water sports operators
- Tour Guides
- Specific marine ecology guides
- Small retailers (shops and food joints)

3.13 Bottle neck/constraints

Major constraint will be take permission from central government as the area is covered under CRZ. Opposition from local fisherman is expected on any development on beach of Veraval.

3.14 General condition of the attraction

The Somnath trust is the regulating body that looks after the day-to-day activities of the temple and the maintenance of the temple. The attractions are generally in a good condition.

3.15 Strength and weakness analysis of the destination

(i) Strengths

Strong pilgrimage importance, Very important commercial fishing and fish drying ground, well-developed port

(ii) Weakness

Lack of awareness, Lack of infrastructure, Lack of marketing, extreme summer temperatures

3.16 Infrastructure Status at Destinations:

Name of the Destination: Veraval

District: Junagadh

Characteristics	Status	Requirement
Accessibility		
External Roads	Poor	Resurfacing and four laning of the road to Veraval
Internal Roads	Poor	Resurfacing required
Internal Transport	Fair- Three Wheelers and Taxis available.	--
Bus Connection	Good (GSRTC and Private buses available from all over Gujarat)	
Rail	Fair- Two trains reaches and leaves Veraval in a day.	Gauge conversion of Rajkot – Veraval line is required
Air Connectivity	Nearest airport is Porbander	Porbander has air connectivity only with Mumbai. Air connectivity to other parts of India should be developed.
Port	Veraval has a port	Ro-Ro facility can be developed for reaching Somnath. This will reduce the time taken to reach Somnath from places like Mumbai, Surat and Bhavnagar and also reducing load on the existing infrastructure.
Communication		
Information Centres/Availability of Guides	Missing	Requirement of information centre and trained guides in Somnath
Post Offices	Available	Available

Characteristics	Status	Requirement
Telecommunication	Available	
Entertainment		
Shopping Centres	Informal religious shops around the temple	
Emporiums/Gift Shops	Temporary during festivals	
Parks/Gardens	Not Available	
Theme Parks	Not Available	
Others		
Eating Joints		
Restaurants/Eateries	Fair - Multi cuisine food is available in Veraval	
Utilities		
Water Availability	Available	
Drinking water Facilities	Available	
Sanitation Facilities	Available	
Other Services		
Medical	Fair.	
Banking/Credit Facilities	Available.	
Sign Boards	Missing	
Street Lights	Available	
Vehicle Parking	Available	
Police and Security	Available	
Spot Improvement	-	
Intermediaries		
Travel Agents	Available	
Taxi Operators	Available	
Potters	Available	
Advertising Agencies	Not Available	
Artists/Performers	Not Available	
Facilities of Elderly/Disabled/Families with Young Children	Not Available	

Accommodation	No.	Room	Condition
Upper Segment (Three Star plus)	1	44	Good
Mid Segment	2	46	Good
Guest Houses	1	250	Fair
Dharam Shalas (included in above)	--	-	NA
Lodge	Nil	Nil	Na
Health Farm	Nil	Nil	Na
Heritage Hotel	Nil	Nil	Na
Motel	Nil	Nil	Na
Resort	Nil	Nil	Na

3.17 Projects

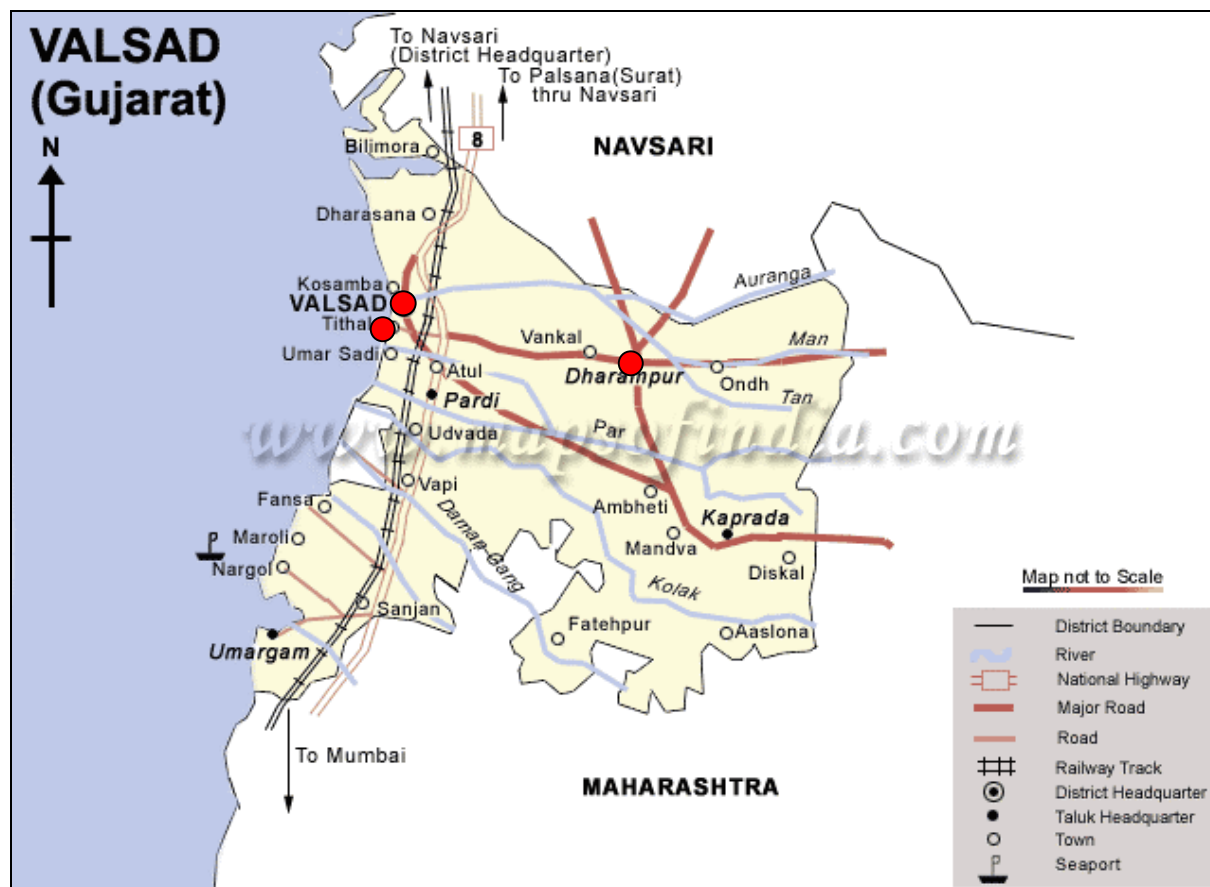
3.17.1 Projects Under implementation:

Rajkot - Veraval gauge conversion project - Western Railways

3.17.2 Project identified and proposed by Dalal Consultants and Engineers Limited

- (a) Development of beach at Somnath
- (b) Basic Facilities like clean drinking water and clean toilets should be provided near the Temples, which can be used during closure of temple.
- (c) Basic Facilities for Pilgrims during closure of temples should be developed.
- (d) Three Star Category Hotel.
- (e) Organised Shopping Center
- (f) A flower garden to be located in the vicinity of the temple.
- (g) Somnath temple Library. The library shall serve as a nodal authority for dissemination of information related to history of Somnath temple.
- (h) Visitor management System.

4 TITHAL(VALSAD)



It is going to be 145 years or more since Valsad municipality was established. Before 145 years Valsad municipality was spread over an area of 1sq km, which has now spread over an area of 5 sq km. At the time of establishment of Valsad municipality the population was 7000, which has now increased to 1 lakh. Unlike the British period, now 99 % of the roads are made up of coal tar and metal & the roads in the slum are made up of P.C.C. Around 92kms of the road are made of metals. During the olden days there were saw mills, different industries such as factories making jaggery, small industries making furniture, bricks and iron, and few cottage industries etc. Nowadays all the old cottage and jaggery industries have been replaced by various other industries such as casting work, plastic, cloth shops, whole sale / retail merchants, construction, transport etc. The railway loco shed that was established in the year 1886 (where steam engines were repaired) has been converted into electric loco shed. The 4th biggest establishment of Asia i.e. Atul Products Ltd., Cynamide India Ltd and Ciba-Atul is situated just 10 kms from Valsad. G.I.D.C where lot of small-scale industries are flourishing has been established in Valsad at Gundlav. The sugar factory, which is managed by Sahkari Mandali, is situated to the north of Valsad. The main source of income of the people of Valsad is from service or business in the surrounding area. Most of the valuable real estate spreading from river Aurranga to river Vanki is located near Valsad railway line. Western railway sub divisional office is based in Valsad, The first



water works was started in 1907. Taking in to consideration the increasing population of Valsad a dam was constructed on river Auranga in 1927. The performance of water works is quite satisfactory and it successfully supplies water to 100% population, at an average of 40 gallons of water per individual.

4.1 Accessibility

4.1.1 Road

The accessibility by road from Maharashtra and from within the State is good.

4.1.2 Rail

Valsad is the nearest railway station

4.1.3 Air

Vadodara is the nearest airport (flights from Mumbai & Delhi only)

4.1.4 Sea

Nearest port is Daman

4.2 Major attractions

Tithal Beach, Jain Temple, Swaminarayan Temple, and Sai Baba Temple.

4.3 Fairs and Festivals

On Ramnavami, about 15-17,000 devotees visit the Sai Baba Temple located in Tithal.

4.4 Climate

Summer:	Max: 32 degree C	Min: 25 degree C
Winter:	Max: 27 degree C	Min: 12 degree C

Tithal is having a moderate climate.

4.5 Tourist inflow

Total Tourists : ~ 75,000 per annum

Overnight Staying Tourist at Tithal : ~ 35,000 per annum

Tourists Staying at Adina Palace, Valsad : ~ 6,000 per annum (for Tithal only)

Source: Toran Hotel, Adina Palace (Valsad)

4.6 Origin of Tourist

From Gujarat:	60 %	From Other States:	40 %
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4.6.1 Seasonality of Tourist

Origin of Tourist	Visit Period	Mode of Transport
West Bengal	Navratri to Diwali	Train
UP & Bihar	Dec to Jan	Bus
Rajasthan	March (Holi)	Bus
Gujarat and Maharastra	Sep to Feb, May	Bus, Train, Taxi, Private Vehicles

4.6.2 Level of interest by Foreign Tourists

Nil

4.6.3 Spending Pattern of tourist

Type	% of Tourist	Accommodation	Food	Travelling	Misc.
Domestic	10 %	500-700	100-200	600-800	200
	90%	200-500	50-100	50-150	100

4.6.4 Nature of Tourist

	Business	Leisure/heritage	Pilgrimage
Nature of Tourist	20 %	75%	5%

4.6.5 Size of Groups

	Business tourist	Leisure/pilgrimage tourist
Size of Groups	1-2 people	2-4 persons

Note: Students/Nature camps visiting Tithal come in a batch of about 10-15 students

4.6.6 Average stay in number of days

	Business tourist	Leisure/pilgrimage tourist
Average stay in number of days	1 Day	1 Day

4.6.7 Seasonal flow details; As per Type of Tourist

	Business tourist	Leisure/pilgrimage tourist
Seasonal flow details	No specific season	May to July and October to February

4.6.8 Profile of Tourist

Age group	Business tourist	Leisure/pilgrimage tourist
% 3-24 years	5	5
% 25-34 years	45	25
% 34-44 years	35	35
% 45-54 years	10	20
% > 54 years	5	15
Sex		
% Male	95	60
% Female	5	40

4.7 Infrastructure details

4.7.1 Accommodation

There is about 5-6 hotel/resort accommodation in Tithal. Hotel Toran is located on the beach front. Apart from this, there are 3 guesthouses and 2 Jain Dharamshalas in Tithal.

Hotel	Rooms	Class	Tariff Range (Rs.)
Hotel Toran	33	C	200-700/-
Hotel Tithal	20	C	200-700

Category definition A = 4 & 5 star hotel, B = 2 & 3 star hotel, C = 1 star or deluxe hotel, D = guest house, E = Dharamsala, H = Heritage hotel

Apart from beach resort, Tithal is also a pilgrim centre for Jains. Majority of the pilgrims visiting Tithal, also go to the beach.

Valsad is located very near (~ 10 km) to Tithal. Many tourists prefer to stay at Hotel Adina Palace (36 rooms) in Valsad, as good hotels are not available in Tithal. Adina Palace gets business tourists as well as leisure tourists.

Category	No. Of Hotels	Total Rooms
A	0	0
B	0	0
C	1	33
D	3	100
E	2	50
H	0	0

4.7.2 Other entertainment facility

No major entertainment facility is available in and around Tithal (Valsad).

4.7.3 Communication

Telephone, STD/ISD, Internet and post office facility is available and overall found to be good in Tithal (Valsad).

4.7.4 Civic Amenities

Reasonably good facilities are available in the city of Tithal (Valsad). However there is some scope for improvement basically for street lighting, signage boards, sanitation etc. Roads within Tithal (Valsad) are in bad shape and need refurbishment.

4.8 Mode of Transportation

4.8.1 Road

The connectivity of Tithal (Valsad) to other parts of the state like Ahmedabad, Rajkot, Baroda, Surat etc is very good.

4.8.2 Rail

Valsad is an important junction on the Delhi-Mumbai route. It is very well connected to the rest of the country by rail

4.8.3 Air

Nearest airport from Tithal (Valsad) is Vadodara. Vadodara has flights from Mumbai and Delhi. Connectivity to rest of India has to be made available

4.8.4 Port

Nearest port is Daman.

4.9 Availability of Utilities

4.9.1 Water

There is sufficient water available for domestic and commercial needs of Tithal.

4.9.2 Power

There is sufficient power available for domestic and commercial needs in Tithal (Valsad). However with the increase in projects on tourism, the power scenario of the city has to be re looked at

4.9.3 Sanitation

Sanitation is sufficient for the city requirement. However there is scope for improvement in this sector.

4.9.4 Eating Joints (Restaurants, Bars, Restaurants)

Multicuisine food is available in Valsad. Better restaurants have to be developed at Tithal. Bar permit is not available in Tithal (Valsad)

4.10 Other Services details

- **Medical:** Satisfactory medical facilities are available
- **Travel Agents** – couple of good quality travel agents are available who can offer tailor made tours on request.
- **Taxi Operator** – Sufficient unmetered auto rickshaws and taxis are available.
- **Daily necessities** – satisfactorily met

-
- **Forex** - Available
 - **ATM** – available
 - **Religious** – Tithal (Valsad) can also be called as the Places of temples. There are numerous temples of religious and historical importance within and around Tithal (Valsad) city

4.11 Environmental status, Policy & regulations

Tithal(Valsad) has no specific environmental status as of now. The environmental policy and regulations enforced by the Ministry of Environment and Forests (MoEF) and Gujarat Pollution Control Board (GPCB) apply to the city.

4.12 Other undeveloped site

Dharampur: Dharampur is around 70 kilometers from Valsad and can be developed as a leisure centre because of its forests and greenery. Dharampur is also known for collection of ancient musical instruments. These ancient musical instruments should be properly displayed and used for tourist attraction.

4.13 Employment – Opportunities and Avenues

Development of tourism in this area will generate following opportunities for employment.

- Hotels operators
- Cooks
- Taxi operators
- Tour operators
- Tour Guides
- Small retailers (shops and food joints)
- Local musicians

Development of tourism will move more tourists to Tithal. This will also lead to more tourist visiting Valsad and other nearby places. Once the tourist inflow increases, the following avenues can be developed in Tithal (Valsad)

- Multiplex
- Resort in Tithal
- Entertainment Centers
- Shopping mall

4.14 Bottle neck/constraints

Major constraint will be to take permission from central government as the area (Tithal beach) is covered under CRZ.

4.15 General condition of the attraction

The general condition of the attractions in and around Tithal (Valsad) are fair but there is scope for improvement.

4.16 Strength and weakness analysis of the destination

(i) Strengths

Good infrastructure, very well connected by railways, good beach, dense forest cover.

(ii) Weakness

Lack of entertainment facilities, Prohibition.

4.17 Infrastructure Status at Destination:

Name of the Destination: Tithal (Valsad)

District: (Valsad)

Characteristics	Status	Requirement
Accessibility		
External Roads	Good	
Internal Roads	Poor	Resurfacing Required
Internal Transport	Fair (three wheelers and Taxis are available)	
Bus Connection	Good (GSRTC and Private Buses available from all over Gujarat)	
Rail	Good	
Air Connectivity	Fair – nearest airport is Vadodara.	There is a need for better connectivity with rest of India
Port	Good- Nearest port is Daman	Possibility of connecting Tithal (Valsad) with other costal cities like Jamnagar, Surat, Dwarka, Veraval, Porbandar & Mumbai
Communication		
Information Centres/ Availability of Guides	Missing	Trained Tourist Guide are required
Post Offices	Good	
Telecommunication	Good	
Entertainment		
Shopping Centres	Good	
Emporiums/Gift Shops	Good	
Parks/Gardens	Fair	
Theme Parks	Missing	
Others		
Eating Joints		
Restaurants/Eateries	Good	
Utilities		
Water Availability	Good	
Drinking water Facilities	Good	

Characteristics	Status	Requirement
Sanitation Facilities	Ok	
Other Services		
Medical	Good	
Banking/Credit Facilities	Good	
Sign Boards	Missing	
Street Lights	Fair	
Vehicle Parking	Missing	
Police and Security	Available	
Spot Improvement	-	
Intermediaries		
Travel Agents	Available	
Taxi Operators	Available	
Potters	Available	
Advertising Agencies	Available	
Artists/Performers	Available	
Facilities for Elderly/Disabled /Families with Young Children	Available	

Accommodation	No.	Room	Condition
Upper Segment (Three Star plus)	0	0	NA
Mid Segment	0	0	NA
Guest Houses	0	0	NA
Dharma Shalas	0	0	NA
Lodge	0	0	NA
Health Farm	0	0	NA
Heritage Hotel	0	0	NA
Motel	0	0	NA
Resort	1	33	fair

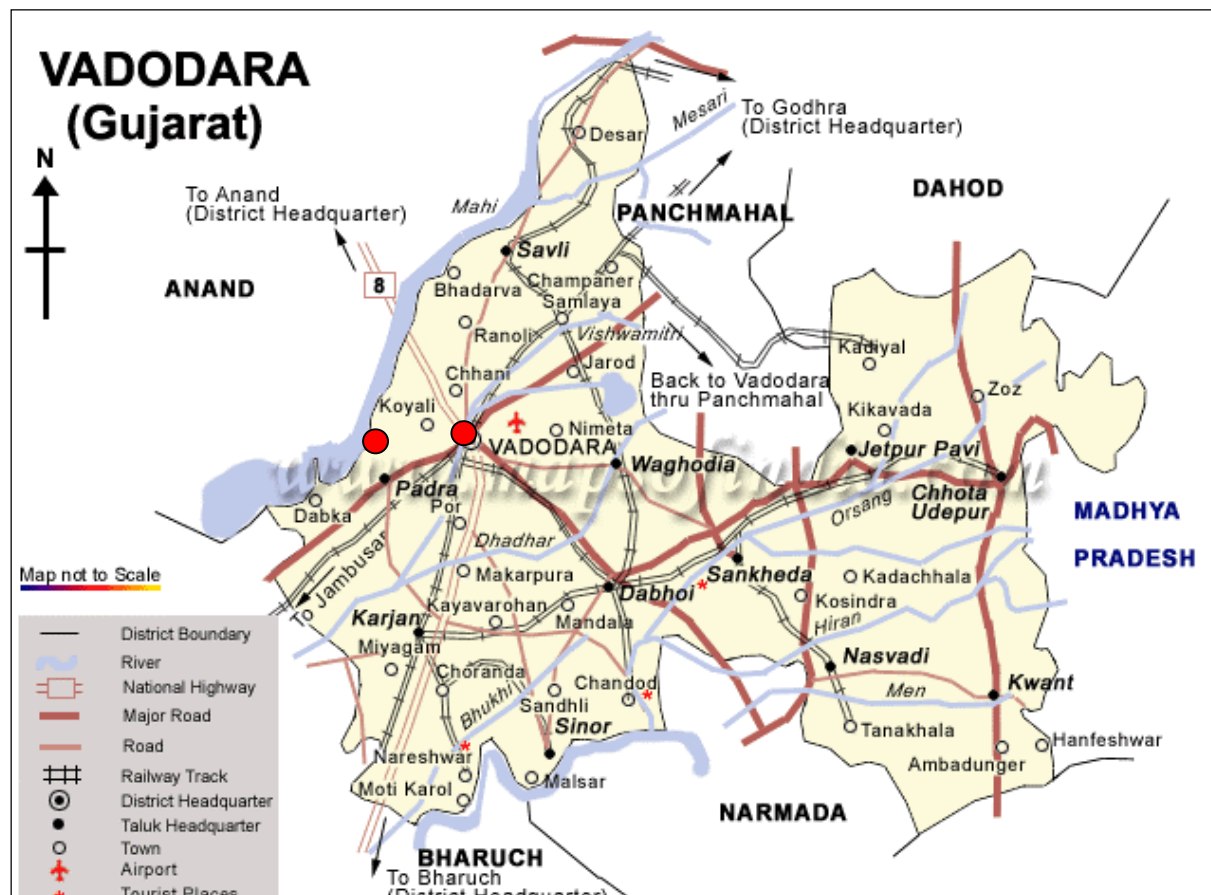
4.18 Project identified and proposed by Dalal Consultants and Engineers Limited

- Beach Resort at Tithal.
- Shopping Centre at Tithal.
- Visitor/Tourist information cum facilitation center.
- Pre Paid Taxi Booth.
- “A” and “B” Class Hotel accommodation.
- Entertainment Center’s like Multiplex/Amusement Park
- Garden & Health Club.
- Convocation Centers and Conference Halls.
- Tithal (Valsad) Darshan Tours.
- Ro-Ro Facility connecting Tithal (Valsad) to Coastal Cities like Jamnagar, Dwarka, Porbandar, Surat and Mumbai.

- Adequate public transport facility.
- Basic facilities like bathing, toilets and drinking water.
- Good restaurants at the beach.
- Water sport activities at the beach.
- Revamping of Hotel Toran.

Development of evening activity or entertainment for the tourists.

5 VADODARA



Two thousand years back, there was a small town known as “Ankottak “ (present day Akota) on the western bank of river Vishvamitri. In 600 AD severe flood in Vishvamitri forced the inhabitants to move to the eastern side of the river where a village known as “Vatpatrak” (leaf of Banayan tree) was located which has developed into today’s Vadodara. Documentary evidences found from here shows that a king, Karksuvarnvarsh gifted this Vatpatrak village to a Brahmin Bhanu.. The development of this small village started during the Guptas rule and it gained political importance during the rule of Sultans. Muzzafarshah, son of Mohammad Begda built the fort around the village and developed it. For a short period, the great Akbar also ruled his empire from here and made Mughals stronger.



After Mughals, Gaekwads made Vadodara their capital. Gaekwads and particularly Sir Sayajirao Gaekwad III played major role in development of Vadodara and its surroundings. Sayajirao Gaekwad III became the Maharaja of Vadodara at the age of thirteen. The boy from a peasant upbringing, whom the British had assiduously brought up to play the role of an obedient Prince, instead, showed himself to be doggedly independent and as the Head of State, he made the welfare of his people his foremost concern at a time when such concepts were new, even in the western world. He introduced reforms

after reforms – political, social, administrative and educational- such reforms, which were not seen in other parts of India.

5.1 Accessibility

5.1.1 Air

Vadodara has an Airport. Indian airlines and Jet Airways operate daily flights connecting Vadodara to Mumbai and Delhi. Air connectivity to other parts of India is not available.

5.1.2 Rail

Vadodara is an important junction on the Western Railway between Mumbai and Delhi.

5.1.3 Road

Vadodara has very good road connectivity to other parts of the state. The State transport buses and private luxury coaches connect Vadodara with various centers of Gujarat.

5.2 Major attractions

Fatehsingh Museum, Kamatibaug Museum & Zoo, Ajwa Nimeta Garden, Ajwa Fun World and Water Park.

5.3 Fairs and Festivals

Kite Flying (14/15th Jan) and Navaratri (October) festivals increase the tourist inflow marginally.



5.4 Climate

Summer: Max: 42 degree C Min: 25 degree C

Winter: Max: 27 degree C Min: 12 degree C

As it can be seen from the above data, Vadodara has an extreme climate. More over, most of the year, the temperatures are on the higher side. This is a major hindrance for the development of tourism in the city.

5.5 Tourist inflow

Overnight Staying Tourists : ~ 9 lakh per annum.

Source: Hoteliers, Tour Operators, Ajwa Fun World, Tourists Information Bureau

5.5.1 Origin of Tourist

From Gujarat : ~ 75 %

From Other States : ~ 25 % (*mainly from Maharashtra, Rajasthan, W. Bengal, & M.P.*)

5.5.2 Seasonality of Tourist

Origin of Tourist	Visit Period	Mode of Transport
West Bengal	Navratri to Diwali	Train
Rajasthan	March (Holi)	Bus
Gujarat and Maharastra	Sep to Feb, May	Bus, Train, Taxi, Private Vehicles

5.5.3 Level of interest by Foreign Tourists

Negligible

5.5.4 Spending Pattern of tourist (Rs)

Type	% of Tourist	Accommodation	Food	Travelling	Misc.
Domestic	10 %	1800-3000	500-600	600-800	200
	40%	600-1500	200-300	600-800	100
	50%	300-400	100-200	50-100	50

Note: High spending class tourists are growing at a steady pace. This is with the advent of increase in business tourists into Vadodara.

5.5.5 Nature of Tourist

	Business	Leisure/heritage	Pilgrimage
Nature of Tourist	65 %	25 %	10%

Note: There is lot of Potential for business tourism in the near future with the development of new Industrial estate in Halol.

5.5.6 Size of Groups

	Business tourist	Leisure/pilgrimage tourist
Size of Groups	1-2 people	2-4 persons

Note: Students/Nature camps visiting Ajwa/Nimeta come in a batch of about 30-35 students

5.5.7 Average stay in number of days

	Business tourist	Leisure/pilgrimage tourist
Average stay in number of days	2-3 Days	1-2 Day

5.5.8 Seasonal flow details; As per Type of Tourist

	Business tourist	Leisure/pilgrimage tourist
Seasonal flow details	No specific season	May to July and October to February

5.5.9 Profile of Tourist

Age group	Business tourist	Leisure/pilgrimage tourist
% 3-24 years	5	5
% 25-34 years	45	25
% 34-44 years	35	35
% 45-54 years	10	20
% > 54 years	5	15
Sex		
% Male	95	60
% Female	5	40

5.6 Infrastructure details

There are about 41 hotels and 50 guesthouses in Vadodara. Of all hotels, 11 hotels are of star-category and 30 hotels are non-star category. Following table gives the details of major accommodation.

Hotel	Rooms	Class	Tariff Range (Rs.)
Hotel Express	100	A	1500-2700/-
Hotel Welcome Group	150	A	1900-9500/-
Hotel Surya Palace	126	A	1500-3000/-
Hotel Yuvraj	46	B	850-1650/-
Hotel Surya	75	B	700-1800/-
Hotel Alpha	25	B	550-1300/-
Hotel Siddharth Palace	25	B	700-1700/-
Hotel Royal	20	C	460-625/-
Baroda Pravasi Gruh	32	D	250-290/-

Category definition A = 4 & 5 star hotel, B = 2 & 3 star hotel, C = 1 star or deluxe hotel, D = guest house, E = Dharamsala, H = Heritage hotel

5.6.1 Total Rooms Available

Category	No. Of Hotels	Total Rooms
A	6	530
B	5	250
C	30	1000
D	50	1500
E	0	0
H	0	0
Total(around)	150	3280

5.7 Other entertainment facility

Planetarium in Vadodara.

The Brindavan Garden at Ajwa Nimeta attracts 3.5 to 4 lakh visitors annually. Ticket rates are nominally charged at Rs. 5/- for adult and Rs. 3/- for children. Ajwa Fun World and Water Park attracts about 5 lakh visitors annually, out of which around 90,000 to 1 lakh are children and students, mainly through package tours from Saurashtra and Kuchchh.

Tickets for the Ajwa Fun World / Water Park are priced as follows;

Rs. 140/- Adult & Rs. 130/- Child - for Water park

Rs. 130/- Adult & Rs. 120/- Child - for Funworld

Rs. 240/- Adult & Rs. 220/- Child - for both

Of late, a multiplex has opened in Vadodara.

5.8 Communication

Telephone, STD/ISD, Internet and post office facility is available and overall found to be good in Vadodara.

5.8.1 Civic Amenities

Reasonably good facilities are available in the city of Vadodara. However, there is some scope for improvement basically for street lighting, signage boards, sanitation etc. Roads within Vadodara are in bad shape and need refurbishment.

5.9 Mode of Transportation

5.9.1 Road

The connectivity of Vadodara to other parts of the state like Ahmedabad, Rajkot, Bhavnagar, Surat etc is very good. There are private operators who ply deluxe busses from Vadodara to other parts of Gujarat, Maharashtra, Madhya pradesh and Rajasthan.

5.9.2 Rail

Vadodara is an important railway junction on the Delhi-Mumbai route. Vadodara is very well connected to rest of the country by railways.

5.9.3 Air

Vadodara airport has two flights from Mumbai only in a day. Connectivity to rest of India has to be made available.

5.10 Availability of Utilities

5.10.1 Water

Water scarcity is one of the major problems in Vadodara. However, with water supposed to reach Vadodara through Mahi Canal and the Narmada Canal, the water scarcity problem can be solved to a large extent.

5.10.2 Power

There is sufficient power available for domestic and commercial needs in Vadodara. However, with the increase in projects on tourism, the power scenario of the city has to be re looked at.

5.10.3 Sanitation

Sanitation is sufficient for the city requirement. However, there is scope for improvement in this sector.

5.10.4 Eating Joints (Restaurants, Bars, Food Joints)

Multicuisine food is available in Vadodara. Bar permit is not available in Vadodara

5.11 Other Services details

- **Medical:** Satisfactory medical facilities are available
- **Travel Agents** – There are a couple of good quality travel agents available who can offer tailor made tours on request.
- **Taxi Operator** – Sufficient unmetered auto rickshaws and taxis are available.
- **Daily necessities** – satisfactorily met
- **Forex** - Available
- **ATM** – available
- **Religious** –There are numerous temples of religious and historical importance within and around Vadodara city

5.12 Environmental status, Policy & regulations

Vadodara has no specific environmental status as of now. The environmental policy and regulations enforced by the Ministry of Environment and Forests (MoEF) and Gujarat Pollution Control Board (GPCB) apply to the city.

5.13 Bottle neck/constraints

Availability of land for tourism projects

5.14 General condition of the attraction

The general condition of the attractions in and around Vadodara are fair but there is scope for improvement.

5.15 Strength and weakness analysis of the destination

(i) Strengths

Strong historical background, Strong heritage, Infrastructure already in place, gateway city with all India rail and air connections.

(ii) Weakness

Extreme summer Temperatures and water scarcity.

5.16 Infrastructure Status at Destination:

Name of the Destination: Vadodara

District: Vadodara

Characteristics	Status	Requirement
Accessibility		
External Roads	Good	
Internal Roads	Poor	Resurfacing Required
Internal Transport	Fair (three wheelers and Taxis are available)	
Bus Connection	Good (GSRTC and Private Buses available from all over Gujarat)	
Rail	Good	
Air Connectivity	Fair – only flight from Mumbai and Delhi.	There is a need for better connectivity with rest of India
Communication		
Information Centres/Availability of Guides	Missing	Trained Tourist Guide are required
Post Offices	Good	
Telecommunication	Good	
Entertainment		
Shopping Centres	Good	
Emporiums/Gift Shops	Good	
Parks/Gardens	Good	
Theme Parks	Good	
Others		
Eating Joints		
Restaurants/Eateries	Good	
Utilities		
Water Availability	Fair	

Characteristics	Status	Requirement
Drinking water Facilities	Fair	
Sanitation Facilities	Ok	
Other Services		
Medical	Good	
Banking/Credit Facilities	Good	
Sign Boards	Missing	
Street Lights	Fair	
Vehicle Parking	Fair	
Police and Security	Available	
Spot Improvement	-	
Intermediaries		
Travel Agents	Available	
Taxi Operators	Available	
Potters	Available	
Advertising Agencies	Available	
Artists/Performers	Available	
Facilities for Elderly/Disabled /Families with Young Children	Available	

Accommodation	No.	Room	Condition
Upper Segment (Three Star plus)	6	530	Good
Mid Segment	35	1250	Good
Guest Houses	50	1500	Fair
Dharam Shalas	0	0	NA
Lodge	0	0	NA
Health Farm	0	0	NA
Heritage Hotel	0	0	NA
Motel	0	0	NA
Resort	0	0	NA

5.17 Projects

5.17.1 Project Under implementation

- Borsad-Padra-Jambusar Road project -Gujarat Infrastructure Dev Board
- Padra Karjan Road project - Gujarat Infrastructure development Board
- Ring Road project- Vadodara Municipal corporation
- Wadi-Secunderabad R-O-B project -South central railways
- Hotel project - Gujarat Hotels ltd.
- Vadodara hotel project -ITC Hotels ltd.

5.17.2 Projects announced/proposed

Chiloda-Naroda sec., Ahmedabad bypass & Ahmedabad Baroda sect. Upgradation project - National Highway Authority of India

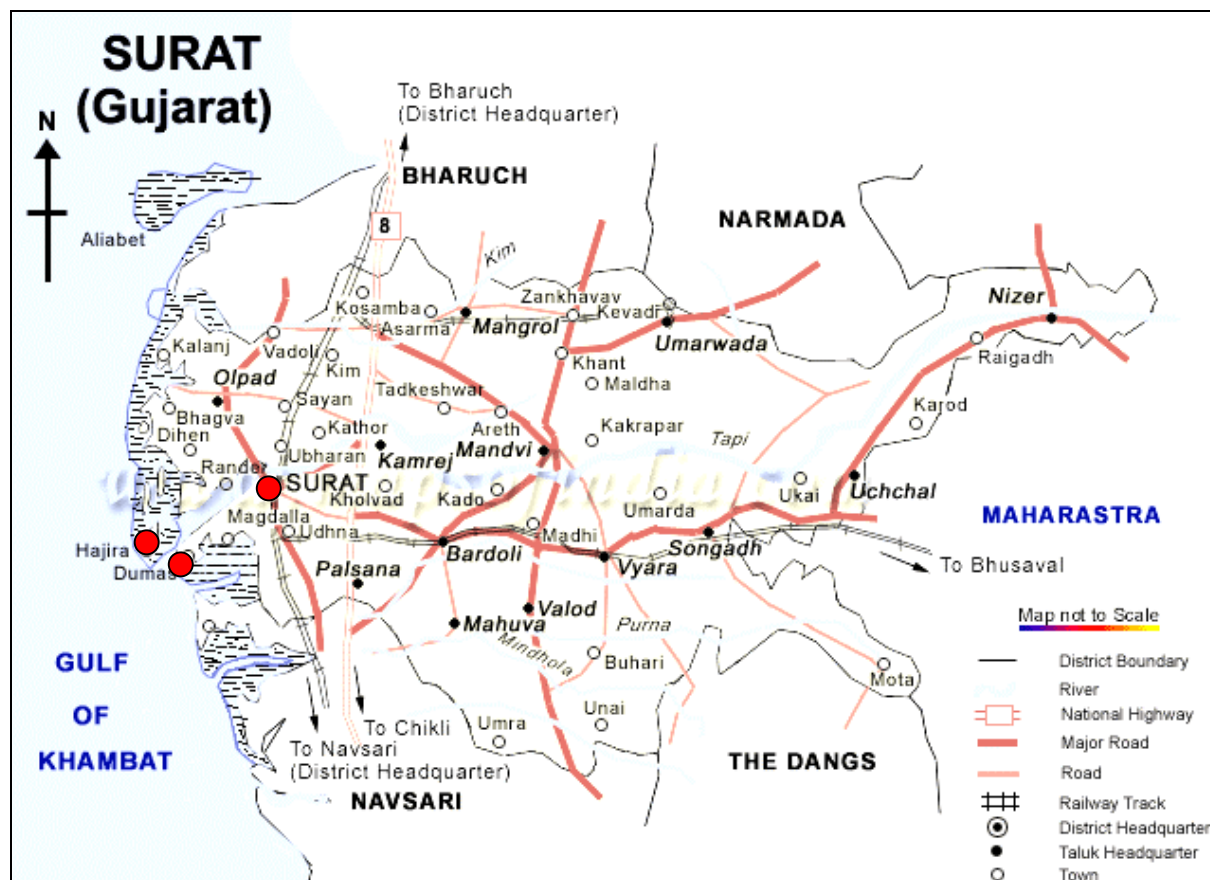
5.17.3 Project identified and proposed by Dalal Consultants and Engineers Limited

1. Visitor/Tourist information cum facilitation center.
2. Pre Paid Taxi Booth.
3. Garden & Health Club.
4. Convocation Centers and Conference Halls.
5. Vadodara Darshan Tours.
6. Sound and Light Show at Historical Monuments.
7. Public transport for Ajwa is not available. Totally, there are only 3 GSRTC buses during the whole day. Travelling between Ajwa and Nimeta is also a problem as no local conveyance is available. There is facility to reach the Ajwa Nimeta garden and Funworld.
8. Road leading to this area does not have any kind of lighting.
9. Garden's star attraction, the musical fountain, is operational only 3 days in a week. This forces tourist like school children, and group tourist to restrict their visit only on these days. It also creates lot of inconvenience and disappointment for the tourists.
10. Lack of good tourist information bureau.

5.18 Remarks

1. Circuits covering Vadodara - Pavagadh - Ajwa and Vadodara - Dakore- Rajpipla - Kevadia Colony can be developed. Another circuit covering the Sloth Bear forest in PanchMahals can also be developed.
2. Vadodara Municipal Corporation is planning to develop Ajwa as a major recreational centre outside Vadodara. They are also shifting the local Zoo to Ajwa. One of the reasons for this is space constraint in Vadodara. A unique Fire Garden is also planned at Ajwa. The Fire Garden will have simulated fire, fire works, volcanoes, etc.

6 SURAT



The existence of Surat city dates back to the years of Mahabharat i.e. about year 3,000 B.C. It is said that Lord Krishna stopped with his cows on his transition from Mathura to Dwarka city and the images of the cow's footprints are still visible to the devotees at a place popularly called "Gai Pagli" (Foot steps of cows). Another story about naming of the town reveals that the Tapi River at Surat was used as one of the major ports for exports and also for Muslim pilgrimage (Haj) to Mecca. In Farsi/Persian language, this was recognised as "Bunder-e-Khubsurat", meaning a beautiful port. The word "SURAT" seems to have derived from this popular phraseology. Long before Surat came into prominence, Rander was the principal commercial centre, south of Broach. It was an ancient town where Arabs and Kafa came and settled in 11th/12th century. They over powered Jain population and became rulers. Trading was carried out with Malacca, China, Sumatra, etc., in spices, silk, musk and porcelain. As prosperity of Rander declined in 16th century, on account of raids by Portuguese, Surat began to assume importance. The port of Surat enjoyed great prosperity in 16th, 17th and 18th centuries. With rise of Bombay, it ceased to be a port of importance. During first half of 17th century (1608 to 1658), principal cargo of export from Surat was cloth, both silk and cotton. All people from Cape of Good Hope to China used the cloth. The municipality of Surat was established as long ago as 1852 and since then civic amenities like hospitals, public gardens, etc. have gradually been growing. In the field of Textiles, first major steps were taken by Zafarali Mills which started operations in 1861. In 1873, Shree Pestonji Bejanji and Shree Gokuldas Sheth commissioned first Gin press. By 1891, Surat had one weaving mill, one spinning mill, four gin presses, one Iron factory and one paper mill. In 1877 was constructed a bridge across the Tapi at a cost of Rs.8, 13,000. It is known as Hope Bridge and it has facilitated communication between Bharuch and Surat.

6.1 Accessibility

6.1.1 Road

Surat is well connected by road with all parts of Gujarat and Maharashtra

6.1.2 Rail

Surat is well connected by rail with major destinations all over India

6.1.3 Air

The nearest airport is Vadodara (flights from Mumbai & Delhi only)

6.1.4 Sea

The nearest port is Hazira

6.2 Major attractions

6.2.1 Dumas

This is a beach at a distance of 16 Kms from Surat. It is best to visit the beach on tidal days.

6.2.2 Ubharat

Situated at about 42 Kms. from Surat, Ubharat has a beautiful sandy beach with a backdrop of shady palmgroves. One can swim here but going in deep water of Ubharat is strictly prohibited.

6.2.3 Aquacity

It is situated 23 Kms from Surat Railway station and is behind Kamrej Sugar Factory. The beautiful water park has extra ordinary thrilling rides, a beautiful garden and restaurant.

6.2.4 Joy n Joy

It is situated 28 Kms. from railway station near Gai Pagla mandir road. There are many heart stopping rides and lots of rides for children too.

6.2.5 BJS World

BJS world is another amusement park, situated 42 Kms from Surat

6.3 Fairs and Festivals

The Vohra community gathers during the last 2 days of Ramazan. Tourists from overseas also visit Surat during this period. Hotels remains packed for 4-5 days.

6.4 Climate

Summer: Max: 40 degree C Min: 25 degree C

Winter: Max: 27 degree C Min: 12 degree C

Surat has an extreme climate but as it is an important business centre, the climate has marginal effect on the tourist flow.

6.5 Tourist inflow

Overnight Staying Tourist : ~ 5 lakh per annum

Source: Hoteliers, Tourists Information Bureau, and Tour Operators

6.5.1 Origin of Tourist

From Gujarat : ~ 25 % (mainly from Ahmedabad & Vadodara)

From Other States : ~ 75 % (mainly from Maharashtra, Delhi, & Tamil Nadu)

6.5.2 Seasonality of Tourist

Origin of Tourist	Visit Period	Mode of Transport
West Bengal	Navratri to Diwali	Train
UP & Bihar	Dec to Jan	Bus
Rajasthan	March (Holi)	Bus
Gujarat and Maharastra	Sep to Feb, May	Bus, Train, Taxi, Private Vehicles

6.5.3 Level of interest by Foreign Tourists

Negligible. There are a sizeable number of NRGs visiting Surat.

6.5.4 Spending Pattern of tourist (Rs)

Type	% of Tourist	Accommodation	Food	Travelling	Misc.
Domestic	15 %	1000-10000	500-600	600-800	200
	25%	450-700	200-300	600-800	100
	60 %	150-600	100-200	50-100	50

6.5.5 Nature of Tourist

	Business	Leisure/heritage	Pilgrimage
Nature of Tourist	90 %	5 %	5 %

6.5.6 Size of Groups

	Business tourist	Leisure/pilgrimage tourist
Size of Groups	1-2 people	2-4 persons

6.5.7 Average stay in number of days

	Business tourist	Leisure/pilgrimage tourist
Average stay in number of days	1 - 2 Days	1-2 Days

6.5.8 Seasonal flow details; As per Type of Tourist

	Business tourist	Leisure/pilgrimage tourist
Seasonal flow details	No specific season	May to July and October to February

6.5.9 Profile of Tourist

Age group	Business tourist	Leisure/pilgrimage tourist	NRG family	Foreigners
% 3-24 years	5	5	5	5
% 25-34 years	45	25	25	5
% 34-44 years	35	35	35	10
% 45-54 years	10	20	20	40
% > 54 years	5	15	15	40
Sex				
% Male	95	60	60	70
% Female	5	40	40	30

6.6 Infrastructure details

There are about 40 hotels and 35-40 guesthouses in Surat. Of all hotels, 5 hotels are of star-category and 35 hotels are non-star category. Following table gives the details of major accommodation.

Hotel	Rooms	Class	Tariff Range (Rs.)
Holiday Inn	140	A	3500-9375/-
Hotel Embassy	60	A	990-2200/-
Hotel Yuvraj	55	A	1150-1800/-
Hotel Bellevue	24	B	450-700/-
Hotel Pusparaj	17	B	600/-
Simla Guest House	49	D	120-340/-

6.6.1 Total Rooms Available

5 Hotels (3 star & above)	:	350 rooms
35 Hotels	:	~ 500 rooms
35-40 Guesthouses	:	~ 1200 rooms
Total	:	~ 2000 rooms

6.7 Other entertainment facility

Chowpati Beach. Recently, Dumas Resort has started. It has entertainment facilities like Bowling Alley, Discotheque, and Video Games. About 2-3 lakh locals from Surat visit Dumas every year.

6.7.1 Communication

Telephone, STD/ISD and post office facility is available and overall found to be good in Surat.

6.7.2 Civic Amenities

The civic facilities available in the city of Surat are found to be ok, but there is lot of scope for improvement basically for street lighting, signage boards, sanitation etc. Roads within Surat are in bad shape and need refurbishment.

6.8 Mode of Transportation

6.8.1 Road

The connectivity of Surat to other parts of the state like Ahmedabad, Rajkot, Baroda, Surat etc is very good.

6.8.2 Rail

Surat is a important junction on the Mumbai Delhi route and Ahmedabad – Southern India Route.

6.8.3 Air

Nearest air port from Surat is Vadodara. Vadodara has flights from Mumbai and Delhi. Connectivity to rest of India has to be made available

6.9 Availability of Utilities

6.9.1 Water

There is sufficient water available for domestic and commercial needs of Surat.

6.9.2 Power

There is sufficient power available for domestic and commercial needs in Surat. However with the increase in projects on tourism, the power scenario of the city has to be re looked at

6.9.3 Sanitation

Sanitation needs improvement in the city.

6.9.4 Eating Joints (Restaurants, Bars, Food Joints)

Multicuisine food is available in Surat. Lot many fast food joints have come up in Surat.

6.10 Other Services details

- **Medical:** Satisfactory medical facilities are available
- **Travel Agents** – couple of good quality travel agents are available who offer tailor made tours on request.
- **Taxi Operator** – Sufficient unmetered auto rickshaws and taxis are available.
- **Daily necessities** – satisfactorily met
- **Forex** – Available
- **ATM** – Available
- **Religious** – Surat can also be called as the Places of temples. There are numerous temples of religious and historical importance within and around Surat city

6.11 Environmental status, Policy & regulations

Surat has no specific environmental status as of now. The environmental policy and regulations enforced by the Ministry of Environment and Forest (MoEF) and Gujarat Pollution Control Board (GPCB) apply to the city.

6.12 Other undeveloped site

Surat is already saturated and hence further development that increases the tourist traffic will have a negative impact on the environment.

6.13 Employment – Opportunities and Avenues

Surat is already saturated and hence further development that increases the tourist traffic will have a negative impact on the environment. However traffic coming to Surat can be informed and diverted to other southern Gujarat destinations like Saputara, Dangs, Tithal etc. Thus, Surat can become a gateway for Southern Gujarat.

6.14 Bottle neck/constraints

Availability of land, Prohibition of liquor and very high cost of living.

6.15 General condition of the attraction

The general condition of the attractions in and around Surat are fair but there is scope for improvement.

6.16 Strength and weakness analysis of the destination

(i) Strengths

Infrastructure in place, important business town, entrepreneur ready to invest in tourism projects.

(ii) Weakness

Prohibition of Liquor.

6.17 Infrastructure Status at Destination:

Name of the Destination: Surat

District: Surat

Characteristics	Status	Requirement
Accessibility		
External Roads	Good	
Internal Roads	Poor	Resurfacing Required
Internal Transport	Fair (three wheelers and Taxis are available)	
Bus Connection	Good (GSRTC and Private Buses available from all over Gujarat)	
Rail	Good	
Air Connectivity	Fair – nearest airport is Vadodara.	There is a need for better connectivity with rest of India
Communication		
Information Centres/Availability of Guides	Missing	Information centre is required
Post Offices	Good	
Telecommunication	Good	
Entertainment		
Shopping Centres	Good	
Emporiums/Gift Shops	Good	
Parks/Gardens	Fair	
Theme Parks	Available	
Others		
Eating Joints		
Restaurants/Eateries	Multi Cuisine food restaurants are available	
Utilities		
Water Availability	Good	

Characteristics	Status	Requirement
Drinking water Facilities	Good	
Sanitation Facilities	Fair	Needs Improvement
Other Services		
Medical	Good	
Banking/Credit Facilities	Good	
Sign Boards	Missing	Proper sign boards at important monuments are required
Street Lights	Fair	
Vehicle Parking	Missing	Proper vehicle parking at public places and important attractions is immediately required
Police and Security	Available	There is a need for Tourist Police to stop harassments of Tourists.
Spot Improvement	-	
Intermediaries		
Travel Agents	Available	
Taxi Operators	Available	
Potters	Available	
Advertising Agencies	Available	
Artists/Performers	Available	
Facilities of Elderly/Disabled/Families with Young Children	Available	

Accommodation	No.	Room	Condition
Upper Segment (Three Star plus)	5	350	Good
Mid Segment	35	500	Fair
Guest Houses	30-40	1200	Fair
Dharma Shalas	0	0	Fair
Lodge	0	0	Fair
Health Farm	0	0	Na
Heritage Hotel	0	0	Na
Motel	0	0	Na
Resort	0	0	Na

6.18 Projects

6.18.1 Under implementation

1. Surat Manor highway project -National Highway Authority of India

6.18.2 Projects announced

2. Surat Airport expansion project -Gujarat Infrastructure Dev Board

3. Vadodara Surat highway upgradation project -National Highway Authority of India
4. Air strip project at Surat - Gujarat Infrastructure Dev Board

6.18.3 Project identified and proposed by Dalal Consultants and Engineers Limited

Surat lacks entertainment and amusement facilities. Majority of the tourists avoid spending weekends in Surat.

6.19 Remarks

Local hoteliers feel that prohibition affects the business tourists and often results in loss of business. This is mainly because a majority of the tourists are from out of the State.

6.19.1 Infrastructure Status at Destination:

Name of the Destination: Ubhrat		District: Surat
Characteristics	Status	Requirement
Accessibility		
External Roads	Bad	
Internal Roads	Poor	Resurfacing Required
Internal Transport	Fair (three wheelers and Taxis are available)	
Bus Connection	Bad (frequency of state transport buses to Ubharat from other cities is very less.	Additional buses to Ubharat from Surat, Vadodara, Valsad and Saputara.
Rail	Good	
Air Connectivity	Fair – nearest airport is Vadodara.	There is a need for better connectivity with rest of India
Communication		
Information Centres/Availability of Guides	Missing	Trained Tourist Guides are required
Post Offices	Missing	Not required at this stage
Telecommunication	Good	
Entertainment		
Shopping Centres	Missing	Not very important at this stage
Emporiums/Gift Shops	Missing	Not very important at this stage
Parks/Gardens	Missing	Entertainment /relaxing parks required
Theme Parks	Missing	Theme parks required in near future
Others	No specific	
Eating Joints		
Restaurants/Eateries	Multi Cuisine food restaurants are not available	Requirement of a multi Cuisine food restaurant.
Utilities		
Water Availability	Fair	
Drinking water Facilities	Fair	

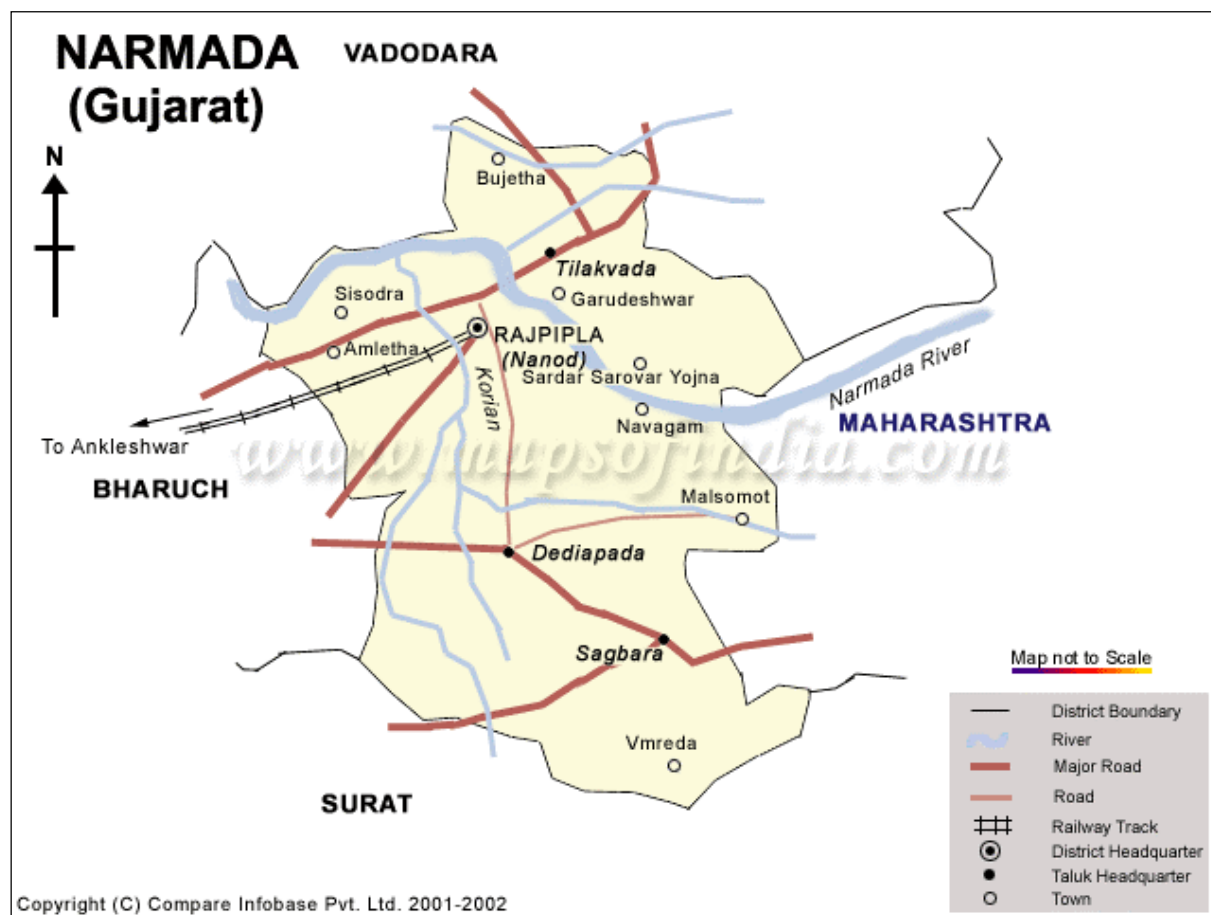
Characteristics	Status	Requirement
Sanitation Facilities	Fair	Needs Improvement
Other Services		
Medical	Missing	Required
Banking/Credit Facilities	Missing	Required
Sign Boards	Missing	Required
Street Lights	Fair	Required
Vehicle Parking	Missing	Required
Police and Security	Available	There is a need for Tourist Police to stop harassments of Tourists.
Spot Improvement	-	
Intermediaries		
Travel Agents	Missing	
Taxi Operators	Missing	
Potters	Missing	
Advertising Agencies	Missing	
Artists/Performers	Missing	
Facilities of Elderly/Disabled/Families with Young Children	Missing	

Accommodation	No.	Room	Condition
Upper Segment (Three Star plus)	0	0	NA
Mid Segment	0	0	NA
Guest Houses	0	0	NA
Dharma Shalas	0	0	NA
Lodge	0	0	NA
Health Farm	0	0	NA
Heritage Hotel	0	0	NA
Motel	0	0	NA
Resort	1	25	Good

6.20 Project identified and proposed by Dalal Consultants and Engineers Limited

- Basic infrastructure.
- Beach is unsafe. Developments on the beach like beach sports, beach activities, cafeteria etc.
- Water sport activity.
- Good restaurants and hotels/resorts.
- Better connectivity from Surat in terms of public transport system
- Resurfacing of connecting roads.

7 RAJPIPLA



Rajpipla is situated in the hills of satpura range, and falls between the two important rivers of western India i.e. the Narmada and the Tapi. Spanning an area of over 1600 sq miles, of which 600 were forests and the rest fertile agricultural plains and river valleys, it grew to be one of the most prosperous princely states in Gujarat, second only to Baroda in south eastern Gujarat, with a salute of 13 guns. The golden period of Rajpipla began when His highness Chatra Sinhji came to the throne and began the progressive trend of Rajpipla in the late-19th century. But the builder of modern and affluent Rajpipla was his son, Vijay Sinhji, who came to the throne in 1915 AD, and proved to be a great administrator. He introduced free Primary education, nominal high school fees, scholarships, a hospital, 5 dispensaries and a veterinary hospital in the state, good public works, a criminal-and-civil court, good motorable roads, a 40 mile railway line connecting Rajpipla to Ankleshwar, a junction on the Delhi-Ahmedabad-Bombay line, a 19 mile steam rail-road & tramway connecting the towns along the river Narmada with villages in the interior and a power house supplying water and electricity to the town.



7.1 Accessibility

7.1.1 Air

Nearest Airport is Vadodara which has connectivity to Mumbai and Delhi. The air connectivity to other parts of India is not available.

7.1.2 Rail

Nearest important railway station is Bharuch which lies on the main rail route connecting Mumbai and Delhi.

7.1.3 Road

Rajpipla has road connectivity to other parts of the state. The State transport buses connect Rajpipla with various centres of Gujarat. There is scope for improvement in the frequency of buses and also quality of the buses.

7.2 Major attractions

7.2.1 Indrajeet Padmini Mahal – Vadia Palace

The finest palace of Rajpipla is the Indrajeet Padmini mahal, better known as Vadia palace as the entire village of Vadia was re-located and demolished to build the palace in the 1930s. The palace was set in a 151 acre estate, with well laid out formal gardens and mango-and-lime orchards, and the building itself covered almost an acre-4320 sq yards. It was financed by Maharajah Vijay Sinhji's winnings at the Epsom Derby and cost around Rs.40 lakhs (Rs 4 million). The building was designed by Shapoorji Curimbouy & co in a predominantly Indo-Saracenic style, with a few western features. The inside, however, retains much of the European character one would expect from a palace erected during the 1930s and '40s. Much of the flooring is in Italian marble of different colours arranged in various geometric patterns, such that no two rooms or galleries are floored alike. At the rear is a marble fountain with intricate patterns matching the flooring of the gallery in which it is situated. Over 1000 doors and wooden windows of the palace were made from Burma teak. The palace was centrally airconditioned, with ducts still visible on the walls. It had 11 bedrooms-9 distributed in the 2 storeys of the palace, a sub-terrenean chamber and a suite facing the terrace-all with baths attached. The ballroom had a Burma teak flooring, the sitting room was done up in wall paintings of dancing girls, the bar room muralled with drunk monkeys, the drawing room had beautiful paintings of events from lord Krishna's lifetime, the prayer room has a series of wall and ceiling frescoes of Hindu deities, the reception behind the portico is painted with floral and faunal subjects. As at the Natvar niwas, the painting was done by Italian artist Wali, yet the quality of Indian devotional paintings and



other local themes is flawless. The drawing room was illuminated with lights concealed in marble globes, which were filled also with exotic perfumes. A water circulation system revolved the marble globes such that the scent of the perfumes spread in the hall. An elevator took the royal family and their guests up to the first floor. The kitchen was in an out-house, partially submerged so that it did not spoil the view from the galleries or the view of the intricate rear facade of the palace. A 30 yard long passage, insulated, took food in trolleys to the pantry in the main building. The palace is now the FOREST RANGER'S COLLEGE, THE DISTRICT COLLECTORATE AND AN AYURVEDIC (PHARMACY) COLLEGE Other palaces of Rajpipla are now educational and government institutions.

MUSEUMS

Rajpipla has a part of the palace as a museum displaying ancestral personal collection of richly embroidered royal attires, some of them bearing the original crest of Rajpipla, crockery, glass and crystalware, paintings, portraits and stuffed animals. Hunting trophies from the palace have been moved to the museum in keeping with the trend for conservation. A tribal museum and Cultural centre are being commissioned for an insight into the culture of Rajpipla. The Vadia palace has a forest department museum.



7.2.2 THE RESERVOIRS

One of the largest dam projects in South Asia, the Sardar Sarovar on river Narmada is around 50 Kilometers from Rajpipla. Another scenic reservoir is Karjan dam, a few kms from Rajpipla.

7.2.3 RELIGIOUS PLACES

Those staying in Rajpipla can visit the holy sites on river Narmada at Garudeshwar, Chandod, Shuklatirth, and Nareshwar etc. The Jain temples of Jagadiya are an important complex for Jain pilgrims. There are many temples, ashrams and bathing ghats near Rajpipla.

7.2.4 SHOOLPANESHWAR SANCTUARY

A fine hilly forest area in the valleys of the river Narmada, Shoolpaneshwar is home to sloth bear, panther, deer, antelope and other wildlife. Crocodiles and otters have been sighted along the river. The sanctuary is well known for its bird life. Several species of eagles and other birds of prey nest in the forests.

7.2.5 MALSAMOT

The waterfalls and hills of Malsamot offer a splendid picnic and nature trip from Rajpipla.

7.2.6 DABHOI

The historic town of Dabhoi, is well known for its 12th-13th century Solanki Rajput fort, one of the finest in western India, with 4 massive gateways. The Hira gate, with its fabulous sculpture, is a fine example of military architecture of the period. Dabhoi has been an important center of pilgrimage with impressive Hindu and Jain temples. The finest are the Kali temple and the Adinatha temple.

7.3 Fairs and Festivals

There is an annual festival that takes place at the Harshad Mata temple in the navratri time. On an average, around 1.5-2 lakhs people come to worship during this time.

7.4 Climate

Summer: Max: 42 degree C Min: 25 degree C

Winter: Max: 27 degree C Min: 12 degree C

As it can be seen from the above data, Rajpipla has an extreme climate. More over, most of the year, the temperatures are on the higher side. This is a major hindrance for the development of tourism in the city.

7.5 Tourist inflow

Overnight Staying Tourists: ~ 1500-2000 per annum

Single day visitors to Narmada Yojna: 20-25000 per annum

Pilgrimage tourists visiting Harshad mata temple during navratri : 1-1.5 lakhs

There are a very large number of business tourists staying overnight in guesthouses of Narmada Yojna at Navagam and Kevadia Colony. A majority of them utilize single occupancy rooms.

There are no private bus operators to Rajpipla. GSRTC (Gujarat State Road Transport Corporation) has bus services from major cities of Gujarat. There is an urgent need for deluxe buses to Rajpipla.

7.5.1 Origin of Tourist

From Gujarat: 60 % From Other States: 40 %

7.5.2 Seasonality of Tourist

Origin of Tourist	Visit Period	Mode of Transport
West Bengal	Navratri to Diwali	Train
UP & Bihar	Dec to Jan	Bus
Rajasthan	March (Holi)	Bus
Gujarat and Maharastra	Sep to Feb, May	Bus, Train, Taxi, Private Vehicles

7.5.3 Level of interest by Foreign Tourists

Negligible

7.5.4 Spending Pattern of tourist (Rs)

Type	% Of Tourist	Accommodation	Food	Traveling	Misc
Domestic	10 %	1800-2000	500-600	600-800	200
	40%	600-1000	200-300	600-800	100
	50%	300-400	100-200	50-100	50

Note: High spending class tourists are growing at a steady pace. This is with the advent of tourists coming to Rajpipla heritage hotels on weekends.

7.5.5 Nature of Tourist

	Business	Leisure/heritage	Pilgrimage
Nature of Tourist	10	40	50

Note: There is lot of Potential for college and school tours in near future with the development of Gujarat Narmada project.

7.5.6 Size of Groups

	Business tourist	Leisure/pilgrimage tourist
Size of Groups	1-2 people	2-4 persons

Note: Students/Nature camps visiting Rajpipla come in a batch of about 10-15 students

7.5.7 Average stay in number of days

	Business tourist	Leisure/pilgrimage tourist
Average stay in number of days	1 - 2 Days	1 Day

7.5.8 Seasonal flow details; As per Type of Tourist

	Business tourist	Leisure/pilgrimage tourist
Seasonal flow details	No specific season	May to July and October to February

7.5.9 Profile of Tourist

Age group	Business tourist	Leisure/pilgrimage tourist
% 3-24 years	5	5
% 25-34 years	45	25
% 34-44 years	35	35
% 45-54 years	10	20
% > 54 years	5	15
Sex		
% Male	95	60
% Female	5	40

7.6 Infrastructure details

7.6.1 Accommodation

There is 1 good heritage hotel and about 10-15 guesthouses in Rajpipla.

Hotel	Rooms	Class	Tariff Range (Rs.)
Hotel Vijay/Rajwant Palace Hotel	40	H	800-2200

Category definition A = 4 & 5 star hotel, B = 2 & 3 star hotel, C = 1 star or deluxe hotel, D = guest house, E = Dharamshala, H = Heritage hotel

7.6.2 Total Rooms Available

Category	No. Of Hotels	Total Rooms
A	0	0
B	0	0
C	0	0
D	10-15	100-150
E	0	0
H	1	40
Total(around)	10-15	150-200

Also, there are guesthouses of Forest department and Narmada Sarovar Yojna at Navagam and Kevadia Colony.

7.6.3 Other entertainment facility

No major entertainment facility is available in and around Rajpipla.

7.6.4 Communication

Telephone, STD/ISD, Internet and post office facility is available and overall found to be good in Rajpipla.

7.6.5 Civic Amenities

Reasonably ok facilities are available in the city of Rajpipla. However, there is lot of scope for improvement, basically for street lighting, signage boards, sanitation etc. Roads within Rajpipla are in bad shape and need refurbishment.

7.7 Mode of Transportation

7.7.1 Road

Rajpipla is well connected by road with rest of the state.

7.7.2 Rail

Rajpipla is connected by passenger trains with Bharuch, the nearest major railway station

7.7.3 Air

Nearest airport is Vadodara

7.8 Availability of Utilities

7.8.1 Water

There is no water scarcity in Rajpipla specially after the Narmada canal construction.

7.8.2 Power

There is sufficient power available for domestic and commercial needs in Rajpipla. However, with the increase in projects on tourism, the power scenario of the city has to be re looked at

7.8.3 Sanitation

Sanitation is sufficient for the city requirement. However there is scope for improvement in this sector.

7.8.4 Eating Joints (Restaurants, Bars, Food Joints)

Multi cuisine food is not available in Rajpipla. Bar permit is not available in Rajpipla.

7.9 Other Services details

- **Medical** - Satisfactory medical facilities are available
- **Travel Agents** - Not Available
- **Taxi Operator** - Sufficient unmetered auto rickshaws and taxis are available.
- **Daily necessities** - Satisfactorily met
- **Forex** - Not Available
- **ATM** - Not Available
- **Religious** -Rajpipla can also be called as the Places of temples. There are numerous temples of religious and historical importance within and around Rajpipla city.

7.10 Environmental status, Policy & regulations

Rajpipla has no specific environmental status as of now. The environmental policy and regulations enforced by the Ministry of Environment and Forest (MoEF) and Gujarat Pollution Control Board (GPCB) apply to the city.

7.11 Other undeveloped site

- (a) Sardar Sarovar.
- (b) Village tourism in villages around Rajpipla.
- (c) Karjan Dam
- (d) Artificial forest around Sardar Sarovar yojana

7.12 Employment – Opportunities and Avenues

Development of tourism in this area will generate following opportunities for employment

- Hotels operators
- Cooks
- Taxi operators
- Tour Guides
- Small retailers (shops and food joints)
- Adventure Sports operators/instructors

Development of tourism will move more tourists to Rajpipla and the same will also help in promoting strong heritage of Rajpipla. This will also lead to more tourist visiting Rajpipla and other nearby places. Once the tourist inflow increases, the following avenues can be developed at Rajpipla

- Multiplex
- Resort near Sardar Sarovar
- Entertainment Centers
- Shopping mall

7.13 Bottle neck/constraints

Approval from forest department will be required for adventure sports or treks. Also, developing Sardar Sarovar as a tourism spot will involve coordination with the Sardar Sarovar development corporation.

7.14 General condition of the attraction

The general condition of the attraction in and around Rajpipla is poor. The heritage properties being used as government offices are in very bad shape and need restoration on urgent basis.

7.15 Strength and weakness analysis of the destination

(i) Strengths

Strong historical background, Strong heritage, unique wild life, Unique project i.e Narmada Yojna, the biggest dam in Asia that can be developed as a tourism spot

(ii) Weakness

Lack of entertainment facilities, Poor Rail and Air connectivity to rest of India and Extreme summer Temperatures.

7.16 Infrastructure Status at Destination:

Name of the Destination: Rajpipla

District: Rajpipla

Characteristics	Status	Requirement
Accessibility		
External Roads	Bad	
Internal Roads	Poor	Resurfacing Required
Internal Transport	Fair (three wheelers and Taxis are available)	
Bus Connection	Bad	Need for more luxury and deluxe buses from Vadodara and Bharuch.
Rail	Fair- connectivity through Vadodara and Bharuch	Connectivity through Bharuch and Vadodara.
Air Connectivity	Fair – nearest airport is Vadodara having flight only from Mumbai.	There is a need for better connectivity with rest of India
Communication		
Information Centres/Availability of Guides	Missing	Trained Tourist Guide are required specially for marine and bird sanctuary
Post Offices	Good	
Telecommunication	Good	
Entertainment		
Shopping Centers	Fair	Need for shopping centres which sell the local handicrafts and textiles
Emporiums/Gift Shops	Fair	
Parks/Gardens	Poor	Can be created along canal
Theme Parks	Missing	Can be created near Sardar Sarovar
Others		
Eating Joints		
Restaurants/Eateries	Fair	Multi Cuisine restaurants are required
Utilities		
Water Availability	Good	
Drinking water	Good	

Characteristics	Status	Requirement
Facilities		
Sanitation Facilities	Ok	
Other Services		
Medical	Good	
Banking/Credit Facilities	Good	
Sign Boards	Missing	
Street Lights	Fair	
Vehicle Parking	Missing	Proper vehicle parking at public places
Police and Security	Available	
Spot Improvement	-	
Intermediaries		
Travel Agents	Missing	
Taxi Operators	Available	
Potters	Missing	
Advertising Agencies	Missing	
Artists/Performers	Missing	
Facilities of Elderly/ Disabled/ Families with Young Children	Missing	

Accommodation	No.	Room	Condition
Upper Segment (Three Star plus)	0	0	NA
Mid Segment	0	0	NA
Guest Houses	10-15	100-150	Fair
Dharma Shalas	0	0	NA
Lodge	0	0	NA
Health Farm	0	0	NA
Heritage Hotel	1	40	Good
Motel	0	0	NA
Resort	0	0	NA

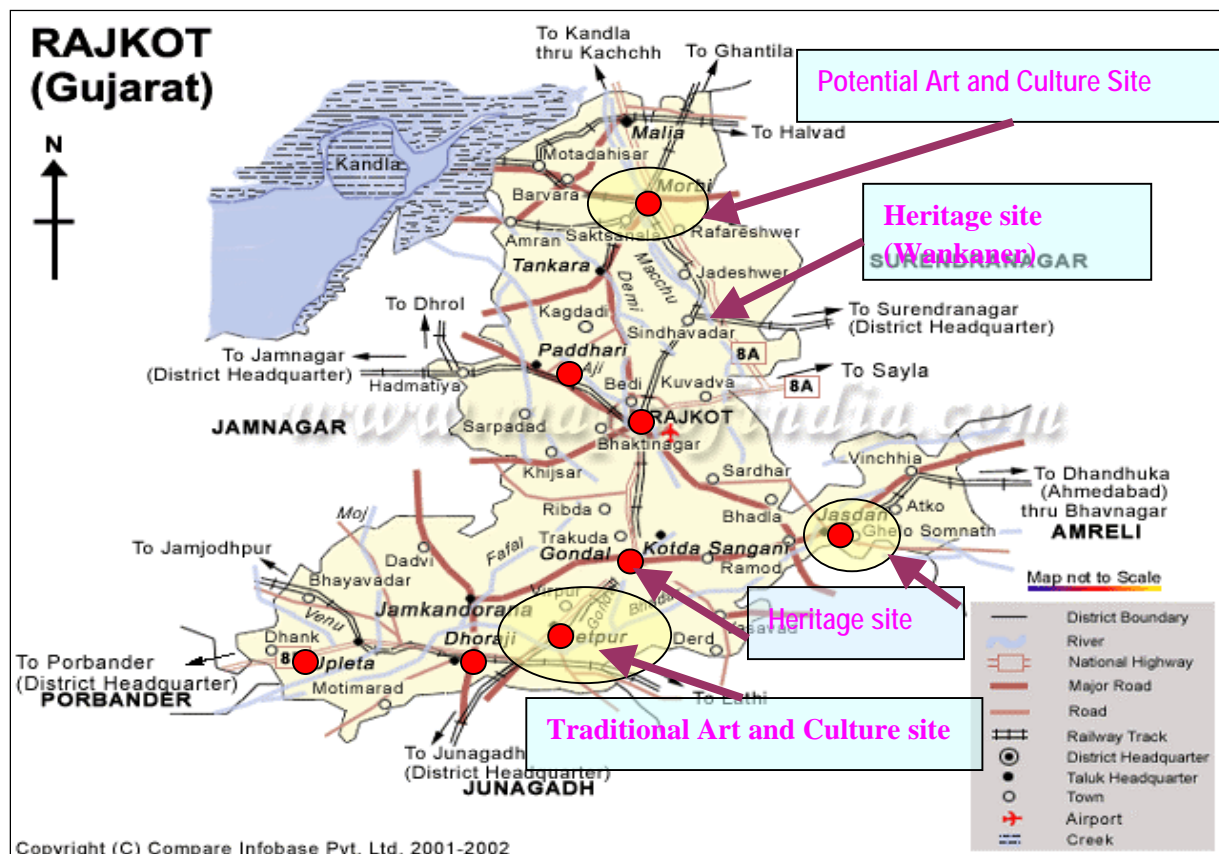
7.17 Project identified and proposed by Dalal Consultants and Engineers Limited

- Wild life Tourism Development in and around Rajpipla.
- Visitor/Tourist information cum facilitation center.
- Pre Paid Taxi Booth.
- “A” and “B” Class Hotel accommodation.
- Entertainment Center’s like Multiplex/Amusement Park
- Garden
- Convocation Centers and Conference Halls.
- Rajpipla Darshan Tours.
- Conversion of Heritage properties into Heritage Hotels.

- Sound and Light Show at Historical Monuments.
- Boating at Karjan Dam/Sardar Sarovar dam.
- Adventure sport and trekking in hills of Rajpipla.
- Monsoon tourism development in Rajpipla.
- Ropeway around Sardar Sarovar yojana.

8 RAJKOT

Rajkot, the former Capital of the princely state of Saurashtra was founded by the Rajput Chief Kunwar Vibhuji in the 16th century. Today, it is best known as the town where Mahatma Gandhi spent the early years of his life when his father was a Diwan or Prime Minister to the king of Saurashtra. Rajkot is also famous for its Bandhani Sarees, mirror-work, patchwork, beadwork and silk embroidery



8.1 Accessibility

8.1.1 Air

Rajkot has an Airport Indian airlines and Jet Airways operate daily flights connecting Rajkot to Mumbai. Jet operates three flights from Mumbai to Rajkot and back. There is one flight that connects Rajkot with Vadodara. Indian Airlines operates one flight from Mumbai to Rajkot and back. The air connectivity to other parts of India is not available.

8.1.2 Rail

Rajkot is a junction on the Western Railway. Rajkot is connected to the rest of India by way of broad gauge and by meter gauge. There are trains connecting Rajkot to major destinations in India. However the frequency of these trains are less. Connectivity of Rajkot to many other places in Saurashtra is by way of meter gauge. The frequency of trains on these routes is very less.

8.1.3 Road

Rajkot has very good road connectivity to other parts of the state. The State transport buses and private luxury coaches connect Rajkot with various centers of Gujarat. With the advent of air-conditioned buses, the traveling in this region by roads has increased.

8.2 Major attractions

8.2.1 Kaba Gandhi No Delo

This refers to Gandhiji's ancestral home, in which he stayed along with his family while his father was the Diwan of the state. This house is now converted into the Gandhi Smriti, a permanent exhibition of Gandhiji's valuable possessions.

8.2.2 Shyama Prasad Art Gallery

It is located within Racecourse. This gallery hosts many exhibitions of well-known artists, painters, and fashion designers of Rajkot and also of those who belong to big cities and towns. The infrastructure of the gallery is perfectly laid to enable the spectators and art-lovers to enjoy the displays.



8.2.3 The Rajkumar College:

As early as in 1870, the state had become known for its Rajkumar College, built for the education of the princes of the erstwhile Indian states.

8.2.4 Watson Museum and Library

The Watson Museum & Library in the Jubilee Gardens commemorates Colonel John Watson, Political Agent during 1886-89. Two imperial lions flank the entrance and among the exhibits are copies of artifacts from Mohenjodaro, 13th century carvings, silverware, natural history exhibits and textiles of local Tribal costumes and housing styles. Perhaps the most startling piece is a huge marble statue of Queen Victoria seated on a throne, decidedly not amused.



8.2.5 Lal Pari and Randerda

It is located behind the marketing yard, which is a picturesque picnic spot, 5 kms from Rajkot. It has a scenic park called Pradhyuman Park located on a hill.

8.2.6 Aji Dam

It is situated 8 kms, from Rajkot and supplies the city's water. There is a well maintained Zoo, Fish Aquarium and Garden spread over a very wide area.

8.2.7 Funworld

It is located at Race Course. It is an amusement park with various small and big fun-filled rides for kids and elders.



8.2.8 Race Course Garden

It is a garden on Race Course. It has a lovely park, which is maintained well and also has pleasure rides for children.

8.2.9 Race Course Zoo

It is also located on Race Course. In the zoo, one can see many different species of monkeys, peacocks, birds, turtles etc.

8.2.10 Swaminarayan Temple:

The swaminarayan temple lies on Kalawad Road. It is for the first time in India that such a temple has been built with the help of modern machinery and tools. It is made of pink bhilwara stones. It has 5 shikhars and is spreaded out on an area of 27,270 sq. foot and stands 78 ft. tall. It has 108 beautiful carved pillars, a podium and a 'sant Ashram' for the saints to stay. Any one who visits Rajkot makes it a point to visit this temple to see its beautiful architecture and pay his homage to Lord Swaminarayan.



8.2.11 Ramkrishna Ashram:

The temple Belongs to Ram Krishna Mission. It is a beautiful and huge monument on the Yagnik Road made of pink stones. The monument was completed in the year 1979. It has a very big campus with a beautiful garden, a library, the main Mandir, a dispensary and a lecture hall. One feels great peace of mind on spending some time within the Ashram premises.

8.2.12 Rashtriya Shala:

Mahatma Gandhi founded it during the period of Non-Violent Movement. On February 21, 1921 Rashtriya Shala made its modest beginning and formally started functioning in rental premises in Rajkot. Shri Lakhajiraj, the Ruler of the state of Rajkot, who was a great admirer of Mahatma Gandhi, gave 66 thousand sq. yards land at a nominal cost to Rashtriya Shala. It is on this land that the main building of the institution was first constructed, and since 1924, Rashtriya Shala started its various activities in this building.

8.2.13 Other places near Rajkot are

(i) Gondal

Gondal has one of the oldest and most beautiful of royal palaces. The Navlakha palace complex (17th century) is situated about 30 m above the riverbed. Other two palaces, the riverside palace and the orchid palace have been converted into heritage hotels. Other places to visit in Gondal are Swaminarayan temple, Ayurvedic pharmacy and the stud farms of Kathiyawadi horses. Gondal is about 40 kms from Rajkot.

(ii) Jasdan

Jasdan, about 47 kms from Gondal (52 kms from Rajkot) has Darbargarh, a beautiful example combining plaster decoration with intricate wrought iron work. The royal palace on hilltop is now converted to a heritage hotel. Hingolghadh nature education sanctuary near Jasdan is the only sanctuary where nature education camps are organized to create awareness about wildlife and environment. The Hingolghadh sanctuary is also known for its Chinkara, Nilgai and birdlife.

(iii) Wankaner

Wankaner town which reflects the rich heritage of Jhala Rajput clan was fortified in the late 18th century. The royal palace of Wankaner named Ranjeet vilas palace is a building synthesizing various architectural styles. It has memorable collections of swords, shields and daggers, stuffed animals, dueling pistols, silver linen chests, silver-plated howdahs, thrones, painting and portraits. The royal palace has now been converted to a heritage hotel. Wankaner has also a step well. Wankaner is about 60 kms from Rajkot.

(iv) Jetpur

Jetpur, famous for its textile printing expertise, is about 72 kms from Rajkot (32 kms from Gondal).

8.3 Fairs and Festivals

8.3.1 Janmashthami or Satam-Atham Fair:

This fair is one of the major attractions of the Janmashthami festival in Rajkot. The fair is held at the Shastri maidan which is spread over a wide area. Many villagers and tribals from places nearby Rajkot come to participate in the fair. One can see a large variety of traditional and ethnic stuff in clothes, jewelry, mattress, crockery, toys etc. The number of spectators visiting this fair is always increasing. There are various game shows like The Death Well, Riding a bicycle on a rope, passing through a burning ring etc.



(i) TARNETAR FAIR

The Trinetreswer Mahadev Fair at Tarnetar, near the industrial town of Thangadh, aurashtra, is one such fair. It is believed that the fair has been held on the ancient site since antiquity. The fair is linked with the story of the Draupadi's swayamvar and it is said that it was at this place that the great archer Arjuna performed the difficult task that won him the bride. Over 300 stalls are set up on the fair site, selling numerous objects and offering various types of food and refreshments. There are exhibitions of embroidery, a cattle show, and competitive sports. The famous ras, garba and hudo are features of the fair.



Modern embellishments include merry-go-rounds and photographer's stall all of which attract happy customers. This is a true folk fair, however, its spirit remains unchanged. The folk music and folk dances are the principal attractions of the fair. Tribal folk dressed in their most colorful embroidered garments and dashing headgear, give themselves unto merrymaking. There are also enormous circular dances, in which a hundred to two hundred women dance to the beat of four drums backed by jodia paya or double flutes. Folk music in some form or the other pervades the fair site. For most of the visitors, the fair is an essential part of their lives and one which they would not dream of missing. They renew old friendships and make new ones there. The fair is held for three days in September.

8.4 Climate

Summer: Max: 42 degree C Min: 25 degree C

Winter: Max: 27 degree C Min: 12 degree C

As it can be seen from the above data, Rajkot has an extreme climate. More over, most of the year, the temperatures are on the higher side. This is a major hindrance for the development of tourism in the city.

8.5 Tourist inflow

Overnight Staying Tourists: ~ 2.75 lakh to 3 lakh per annum

There are a very large number of business tourists staying overnight. A majority of them utilize single occupancy rooms.

There are about 4-5 major private bus operators in Rajkot apart from GSRTC (Gujarat State Road Transport Corporation). Each of these operators handle about 3000 passengers per day, in and out of Rajkot. Thus, these operators (excluding GSRTC) bring in about 10-11 lakh visitors to Rajkot annually.

Tarnetar festival which is organized in the month of August / September attracts around 2 lakh people. However, most of the persons visiting Rajkot during that time don't stay overnight.

8.5.1 Origin of Tourist

From Gujarat: 60 %

Other States: 40 %

8.5.2 Seasonality of Tourist

Origin of Tourist	Visit Period	Mode of Transport
West Bengal	Navratri to Diwali	Train
UP & Bihar	Dec to Jan	Bus
Rajasthan	March (Holi)	Bus
Gujarat	Sep to Feb, May	Bus, Train, Taxi, Private Vehicles

8.5.3 Level of interest by Foreign Tourists

About 1000-1100 foreign tourists visit Rajkot annually. Out of the 1000 foreign tourists, about 200-300 visit (per month) during the peak season i.e. from December to February. The foreigners prefer visiting the orchid palace and riverside palace (Heritage hotel in Gondal). Rajkot is also used as a transit for foreign tourists going to Sasan and Junagadh. The average number of foreigners who use Rajkot as a transit is around 100-200 per year. However, overall foreign tourist arrivals in Rajkot are declining. One of the reasons for this is the reduced foreign tourist inflow at Sasan Gir. The major foreign tourist traffic is from France. About 12 foreigners have visited Rajkot this year by way of the Royal Orient Express.

There is a sizeable NRG traffic in Rajkot. It is very difficult to assess their inflow, as most of them do not use hotels and prefer to stay with their relatives. However, this NRG group has tremendous buying power and as per the industrial estimate, the NRGs spend on an average around Rs. 70000-150000 per trip. The average trip is of around 2-3 weeks. The major share of the above spending goes for shopping.

8.5.4 Spending Pattern of tourist (Rs)

Type	% of Tourist	Accommodation	Food	Travelling	Misc
Domestic	5 %	2000-2200	500-600	600-800	200
	40%	600-1200	200-300	600-800	100
	55%	400-600	100-200	50-100	50
Foreigner	Tourists	1500-1800	300-400	600-800	500-600
	NRG's	0	0.7-1.5 Lakhs/Visit (3-4 Weeks)		

8.5.5 Nature of Tourist

	Business	Leisure/heritage	Pilgrimage
Nature of Tourist	80 %	10 %	10%

Note: There is lot of Potential for business tourist in near future with the development of Rajkot as an important Industrial Town.

8.5.6 Size of Groups

	Business tourist	Leisure/pilgrimage tourist	NRG family	Foreigners
Size of Groups	1-2 people	2-4 persons	4-5 persons	2 persons

Note: Students/Nature camps visiting Hingolghadh come in a batch of about 10-15 students

8.5.7 Average stay in number of days

	Business tourist	Leisure/pilgrimage tourist	NRG family	Foreigners
Average stay in number of days	1 - 2 Days	1 Day	10-15 days	2-3 days

8.5.8 Seasonal flow details; As per Type of Tourist

	Business tourist	Leisure/pilgrimage tourist	NRG family	Foreigners
Average stay in number of days	1 - 2 Days	1 Day	10-15 days	

8.5.9 Profile of Tourist

Age group	Business tourist	Leisure/pilgrimage tourist	NRG family	Foreigners
% 3-24 years	5	5	5	5
% 25-34 years	45	25	25	5
% 34-44 years	35	35	35	10
% 45-54 years	10	20	20	40
% > 54 years	5	15	15	40
Sex				
% Male	95	60	60	50
% Female	5	40	40	50

8.6 Infrastructural Details

8.6.1 Accommodation

There are about 50 hotels, 5 heritage hotels and 15 guesthouses in Rajkot. Some of the prominent hotels are listed as below.

Hotel	Rooms	Class	Tariff Range (Rs.)
Hotel Galaxy	40	B	660-2640/-
Hotel Kaveri	39	B	850-1750/-
Hotel Silver Palace	26	C	1550-1850/-
Hotel JMC group	23	C	850 – 1600/-
Orchid Palace (Gondal)	8	H	2200/-
Riverside palace (Gondal)	11	H	2200/-
Royal Oasis (Wakaner)	12	H	1850/-
Royal Residency (Wakaner)	12	H	2200/-
Hingolgadh Palace (Jasdan)	16	H	2200/-

Category definition A = 4 & 5 star hotel, B = 2 & 3 star hotel, C = 1 star or deluxe hotel, D = guest house, E = Dharamsala, H = Heritage hotel

8.6.2 Total Rooms Available

	No. Of Hotels	Total Rooms
A	0	0
B	2	79
C	50	1200
D	15	200
E	0	0
H	4	58
Total	71	1537

8.6.3 Other entertainment facility

There are two water parks (Krishna Water Park & Garden Water Park) located near Rajkot. However, they are not functional right now because of scarcity of water in Rajkot. However, with the advent of water from the Narmada canal reaching Rajkot, chances are there that the water parks will again get operational. This is however subject to the water being made available for water parks.

8.6.4 Communication

Telephone, STD/ISD, Internet and post office facility is available and overall found to be good in Rajkot.

8.6.5 Civic Amenities

Reasonably good facilities are available in the city of Rajkot. However, there is some scope for improvement basically for street lighting, signage boards, sanitation etc.

8.7 Mode of Transportation (Road, Rail, Airport)

8.7.1 Road

The connectivity of Rajkot to other parts of the state like Ahmedabad, Baroda, Surat etc is very good. Air Conditioned buses being available with most of the bus operators, the traveling to Rajkot from other parts of the state has become comfortable.

8.7.2 Rail

Frequency of trains has to improve. Conversion of Broad Gauge from Rajkot to other places like Junagadh, Veraval has to be speeded up.

8.7.3 Air

Rajkot airport (flights from Mumbai only) Connectivity from Northern India has to be made available

8.7.4 Port

Nearest port is Jamnagar

8.8 Availability of Utilities

8.8.1 Water

Water scarcity is the one of the major problems in Rajkot. With the advent of Narmada water coming to Rajkot, the water problem for the city of Rajkot will be solved.

8.8.2 Power

There is sufficient power available for domestic and commercial needs in Rajkot. However with the increase in projects on tourism, the power scenario of the city has to be re looked at.

8.8.3 Sanitation

Sanitation is sufficient for the city requirement. However there is scope for improvement in this sector.

8.8.4 Eating Joints

Multicuisine food is available in Rajkot.

8.9 Other Services details

- (a) **Medical** - satisfactory medical facilities are available
- (b) **Travel Agents** – couple of good quality travel agents are available who can offer tailor made tours on request.
- (c) **Operator** – Sufficient unmetered auto rickshaws and taxis are available.
- (d) **Daily necessities** – satisfactorily met
- (e) **Forex** - Available
- (f) **ATM** - available

8.10 Environmental status, Policy & regulations

Rajkot has no specific environmental status as of now. The environmental policy and regulations enforced by the Ministry of Environment and Forest (MoEF) and Gujarat Pollution Control Board (GPCB) apply to the city.

8.11 Other undeveloped site

No specific site is undeveloped in Rajkot district. The need of the hour is to popularise the existing locations like Gondal, Wankanaer, Jasdan and Jetpur which have a lot to offer in terms of culture and heritage. Krishna water park and Garden water park are facing water scarcity problem but with Narmada water reaching Saurashtra, the problem may get solved.

8.12 Employment – Opportunities and Avenues at the new location

Development of above in this area will generate following opportunities for employment

- Hotels operators
- Hotel management personnel
- Taxi operators
- Small retailers
- Water sports operators
- Water sports coaches
- Forest camps/trekking camps Management personnel
- Tour Guides
- Tour operators

8.13 Bottle neck/constraints

- Financial crunch faced by heritage owners of Gondal, Jasdan and Wankaner.
- Prohibition policy of the state of Gujarat.

8.14 General condition of the attraction

Overall, the condition of the attraction is satisfactory but there is still scope for Improvement.

8.15 Strength and weakness analysis of the destination

(i) Strength

Strong historical background, Strong heritage, Gujarat's only nature education sanctuary, Airport & Entry point to Saurashtra

(ii) Weakness

No good roads connecting Rajkot to Gondal, Wankaner, Jasdan and Jetpur, Lack of entertainment facilities, Poor Rail and Air connectivity to rest of India, Water Scarcity and Extreme summer Temperatures.

8.16 Infrastructure Status at Destination:

Name of the Destination: Rajkot

District: Rajkot

Characteristics	Status	Requirement
Accessibility		
External Roads	Good	
Internal Roads	Poor	Resurfacing Required
Internal Transport	Fair (three wheelers and Taxis are available)	
Bus Connection	Good (GSRTC and Private Buses available from all over Gujarat)	
Rail	Good	
Air Connectivity	Fair – only flight from Mumbai.	There is a need for better connectivity with rest of India
Communication		
Information Centres/Availability of Guides	Missing	Trained Tourist Guide are required specially for marine and bird sanctuary
Post Offices	Good	
Telecommunication	Good	
Entertainment		
Shopping Centres	Good	
Emporiums/Gift Shops	Good	
Parks/Gardens	Fair	
Theme Parks	Missing	Immediate requirement of theme park in/near Rajkot
Others		
Eating Joints		
Restaurants/Eateries	Good	
Utilities		
Water Availability	Fair	
Drinking water Facilities	Fair	
Sanitation Facilities	Ok	
Other Services		
Medical	Good	
Banking/Credit Facilities	Good	
Sign Boards	Missing	Proper signboards at important monuments
Street Lights	Fair	
Vehicle Parking	Missing	Proper vehicle parking at public places
Police and Security	Available	
Spot Improvement	-	
Intermediaries		
Travel Agents	Available	
Taxi Operators	Available	
Potters	Available	
Advertising Agencies	Available	

Characteristics	Status	Requirement
Artists/Performers	Available	
Facilities of Elderly/Disabled/Families with Young Children	Available	

Accommodation	No.	Room	Condition
Upper Segment (Three Star plus)	0	0	NA
Mid Segment	52	1300	Good
Guest Houses	15	200	Fair
Dharam Shalas	0	0	NA
Lodge	0	0	Na
Health Farm	0	0	Na
Heritage Hotel	4	58	Good
Motel	0	0	Na
Resort	0	0	Na

8.17 Projects

8.17.1 Projects Under implementation:

- Government of India (Ahmedabad – Rajkot Project) – project cost Rs. 1350 Crores
- Western Railways (Rajkot-Veraval Gauge Conversion Project) – Project cost Rs. 291.61 Crores.

8.17.2 Projects Announced:

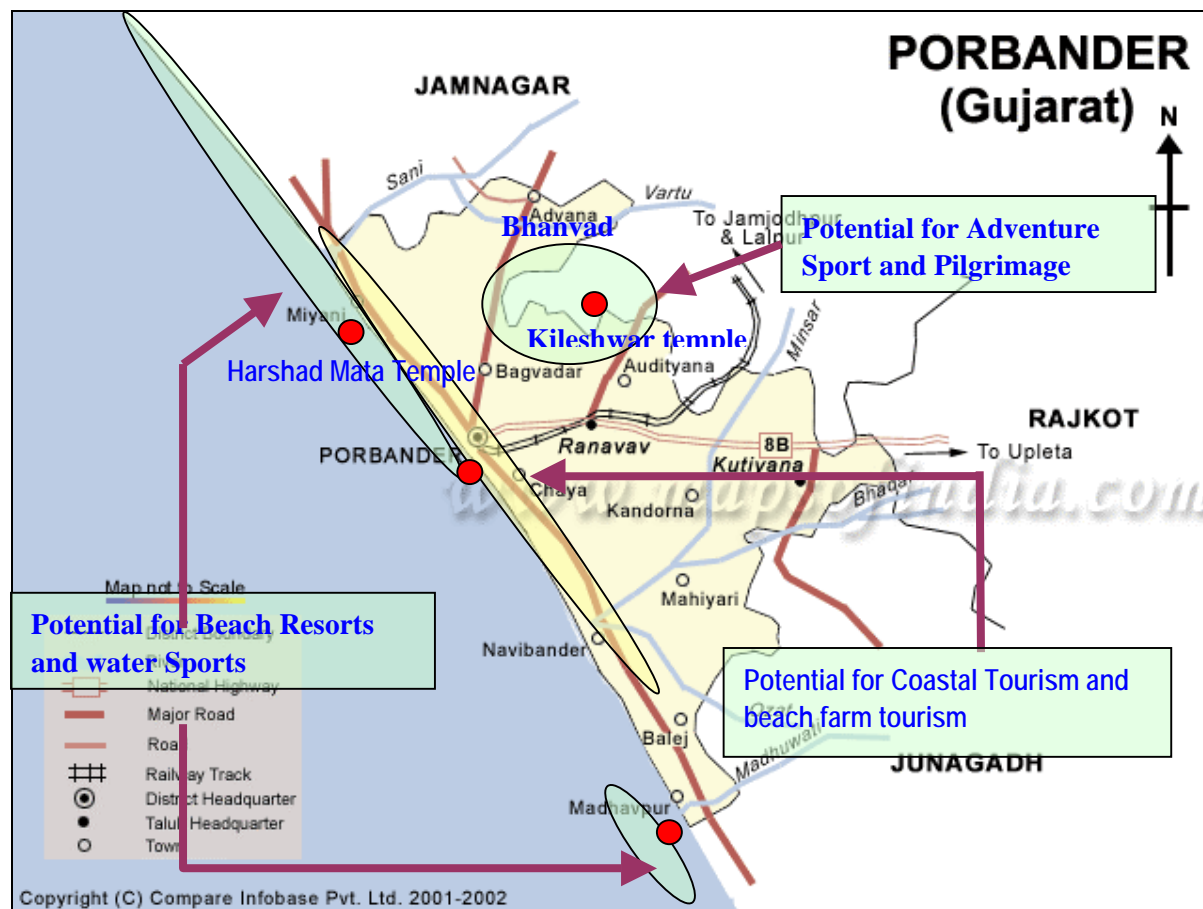
- Saurashtra Cricket Association (Cricket Stadium Project) – Project Cost Rs. 7 Crores.
- Fortune Park Hotels Limited (Rajkot Hotel Project) – Project cost Rs. 6.00 Crores.

8.17.3 Project identified and proposed by Dalal Consultants and Engineers Limited

- Wild life Tourism Development in Hingolghadh
- Pre Paid Taxi Booth.
- “A” and “B” Class Hotel accommodation.
- Entertainment Centres like Multiplex/Amusement Park
- Garden & Health Club.
- Convocation Centers and Conference Halls.
- Rajkot Darshan Tours.

- Conversion of Heritage properties into Heritage Hotels.
- Sound and Light Show at Historical Monuments.
- Tourist information center at Airport and railway station

9 PORBANDER



Porbander, situated on the west coast to the south of Dwarka is the birthplace of Mahatma Gandhi. This beautiful old port houses the Kirti Mandir Memorial, which contains a library, a spinning hall, a nursery school and a prayer hall.

9.1 Accessibility

9.1.1 Air

Porbander has an Airport. Jet Airways operate daily flights (except Saturday) to Mumbai. The accessibility to other parts of India is not available.

9.1.2 Rail

Porbander is a terminal junction on the Western Railway. Porbander is connected to the rest of India by way of broad gauge and by meter gauge. There are trains connecting Porbander to major destinations in India through Ahmedabad. However the frequency of these trains are very less.

9.1.3 Road

Porbander has very road connectivity to other parts of the state. The State transport buses and private luxury coaches connect Porbander with various centers of Gujarat.

9.2 Major attractions

9.2.1 Kirti Mandir

The Father of the Nation was born in Porbandar, on October 2, 1869. The house where he was born is situated at the back of the Haveli of Shrinathju, near Manek Chowk in Porbandar, the Taluka headquarters of Junagadh district, in Gujarat. This house was purchased from members of the Gandhi family, who were staying there in 1947, to convert it into a monument - Kirti Mandir.



The Mahatma was 79 years old when construction of the Mandir began; so the height of the temple is 79 feet. Seventy-nine designs of lamp bowls have also been included. Life-sized paintings of the Mahatma and Kasturba are placed under the dome. Two ideals, "Truth" and 'Non-violence," have been inscribed in the stands.

9.2.2 Sudama Mandir

The Sudama temple is a monument dedicated to the memory of Sudama, the childhood friend of Shri Krishna. It is believed that pilgrims can shed their sins by passing through the maze inside the temple.



9.2.3 Porbander bird sanctuary

Located in the heart of Porbandar city, this small bird sanctuary approx. 1sq. km. is home to a variety of wildfowl, teals, ibis, curlews, and a sizeable number of migratory birds.

9.2.4 Chaupati

Porbandar also has a beach called chaupati with villas and a coastal road, a perfect place to spend your evening.

9.3 Further the places worth seeing around Porbander are:

9.3.1 Harshad Mata temple

36 kms from Porbander towards Dwarka, this is a sacred place with Harshad mata temple on a hillock right at sea coast. Beautiful beaches surround the temple.

9.3.2 Madhavpur Beach

60 kms from Porbander lies the beautiful beach of Madhavpur. The beach is a delightful birding place, flush with flamingos, rosy pelicans and other magnificent birds.

9.3.3 Kileshwar temple

This is a sacred temple of Lord Shiva, 55 kilometers from Porbander (Although in Jamnagar district, it is better accessed from Porbander). Pandavas are said to have stayed here during their “agyatvass” period. The temple attracts pilgrimage during “Shravana” (monsoon) season, especially for Shiv pooja. GSRTC operates buses every Sunday and Monday in the month of Shravana. The temple is covered by huge forest which is worth seeing in monsoon and immediate winter. Trekking camps are also organised by Forest department in winter.

9.3.4 Barda wild life sanctuary

A 30-minute drive from Porbandar takes one to Barda Hills covered with forests where one can find the Khambala Dam with its intricate, decorated kiosks.

9.4 Fairs and Festivals

9.4.1 Gandhi Jayanti (2nd October) and Gandhi Nirvana day (30th January)

There is marginal increase in visitors during these two days.

9.5 Climate

Summer: Max: 42 degree C Min: 25 degree C

Winter: Max: 25 degree C Min: 10 degree C

As it can be seen from the above data, Porbandar has an extreme climate. More over, for most of the year, the temperatures are on the higher side. This is a major hindrance for the development of tourism in the city.

9.6 Tourist inflow

Total tourists : ~ 1.5 lakh to 1.75 lakh per annum

Overnight Staying Tourists : ~ 1.0 lakh to 1.2 lakh per annum

As per Kirti Mandir data bank, about 10,000 tourists per month are visiting on an average and 15,000 tourists per month are visiting during peak season.

9.6.1 Origin of Tourist

From Gujarat : ~ 50 % Other States : ~ 50 %

Cultural tourists from other states are mainly from West Bengal, Maharashtra, and Rajasthan. Business tourists from other states are mainly from Mumbai and Delhi.

9.6.2 Seasonality of Tourist

Origin of Tourist	Visit Period	Mode of Transport
West Bengal	Navratri to Diwali	Train
UP & Bihar	Dec to Jan	Bus
Rajasthan	March (Holi)	Bus
Gujarat	Sep to Feb, May	Bus, Train, Taxi, Private Vehicles

9.6.3 Level of interest by Foreign Tourists

About 1300 foreign tourists come by flight, mainly during November to February. Many foreign business tourists from Asian countries are visiting Porbandar for sourcing fish and other marine products. Majority of the foreign tourists are interested in Kirti Mandir and places related to Mahatma Gandhi.

Majority of NRGs visit this place mainly during winter (Nov to Feb) but most of them stay with their relatives. Very few stay in Hotel Kuber or Indraprastha.

Foreign Tourists : ~ 2000 per annum

NRGs : ~ 8000-10000 per annum

9.6.4 Spending Pattern of tourist (Rs)

Type	% of Tourist	Accommodation	Food	Traveling	Misc.
Domestic	5 %	1500-1800	300-500	600-800	200
	40%	900-1500	150-300	600-800	100
	55%	300-900	50-150	50-100	50
Foreigner	Tourists	1500-1800	200-400	600-800	500-600
	NRG's	0	0.7-1.5 Lakhs/Visit (3-4 Weeks)		

9.6.5 Nature of Tourist

	Business	Leisure/heritage	Pilgrimage
Nature of Tourist	40 %	55 %	5%

9.6.6 Size of Groups

Category	Business tourist	Leisure/pilgrimage tourist	NRG family	Foreigners
Size of Groups	1-2 person	2-4 persons	1-4 persons	1-2 persons

9.6.7 Average stay in number of days

Category	Business tourist	Leisure/pilgrimage tourist	NRG family	Foreigners
Average stay in number of days	1 - 2 Days	1 Day	2-3 weeks	4-5 days

9.6.8 Seasonal flow details – As per type of Tourist

Category	Business tourist	Leisure/pilgrimage tourist	NRG family	Foreigners
Seasonal flow details	No specific season	May to July and December-January, October	October to February	

9.6.9 Profile of Tourist

Age group	Business tourist	Leisure/pilgrimage tourist	NRG family	Foreigners
% 3-24 years	5	5	5	5
% 25-34 years	45	25	25	15
% 34-44 years	35	35	35	30
% 45-54 years	10	20	20	40
% > 54 years	5	15	15	10
Sex				
% Male	95	60	60	70
% Female	5	40	40	30

9.7 Infrastructure details

9.7.1 Accommodation

There are about 9 hotels and 12 guest houses in Porbander. Hotel Kuber and Indraprastha are preferred by NRGs visiting Porbander, as these two are the only 2 good hotels. Some of the prominent hotels are listed below

Hotel	Rooms	Class	Tariff Range (Rs.)
Toran Hotel	24	C	150-400/-
Hotel Kuber	40	C	450-1600/-
Indraprastha	40	C	450-1600/-
Hotel Oceanic	13	C	300-770/-

Category definition A = 4 & 5 star hotel, B = 2 & 3 star hotel, C = 1 star or deluxe hotel, D = guest house, E = Dharamsala, H = Heritage hotel

9.7.2 Total Rooms Available

Category	No. Of Hotels	Total Rooms
A	0	0
B	0	0
C	6	150
D	12	300
E	0	0
H	0	0
Total	18	450

9.8 Other entertainment facility

Chowpatty - seaside front, which attracts tourists in the evening.

9.8.1 Communication

Sufficient telephone, STD/ISD, Internet and post office facility is available in Porbander.

9.9 Civic Amenities

The NRGs do a lot of shopping (about Rs. 30000-50000 per family) in Porbandar. Currently, there are no proper shopping facilities or any reputed shops. This potential can be tapped further by constructing a shopping mall, where tourists can shop in a relaxed atmosphere. There are no signboards in the city to guide the tourist.

9.10 Mode of Transportation (Road, Rail, Airport)

9.10.1 Road

The connectivity of Porbander to other parts of the state like Ahmedabad, Rajkot, Baroda, Surat etc is very good. Air Conditioned buses being available with most of the bus operators, the traveling to Rajkot from other parts of the state has become comfortable.

9.10.2 Rail

Porbander is a junction on Ahmedabad-Porbandar railway line. The Frequency of trains has to improve.

9.10.3 Air

Porbander has an airport (flights from Mumbai only). Connectivity from Northern India has to be made available.

9.10.4 Port

Porbander has a port.

9.11 Availability of Utilities

9.11.1 Water

Soft Water scarcity is the one of the major problems in Porbandar. Even good hotels supply very salty and hard water for all utilities except drinking.

9.11.2 Power

There is sufficient power available for domestic and commercial needs in Porbander. However with the increase in projects on tourism, the power scenario of the city has to be re looked at.

9.11.3 Sanitation

There is much scope for improvement in this sector.

9.11.4 Eating Joints (Restaurants, Bars, Food Joints)

Visitors have to depend on Vegetarian Cuisines only. Non-vegetarian food is scarcely available in the town.

9.12 Other Services details

- (a) **Medical** – Satisfactory medical facilities are available
- (b) **Travel Agents** – 2-3 good quality travel agents are operating who can even help in getting chartered plane.
- (c) **Taxi Operator** – unmetered autorickshaws and taxis are available. Only few taxis are in good condition
- (d) **Daily necessities** – Almost all daily necessities are met
- (e) **Forex** - Available
- (f) **ATM**- available
- (g) **Religious** – Sudama temple and couple of other temples of religious importance are located in and around Porbander.

9.13 Environmental status, Policy & regulations

Porbander has no specific environmental status as of now. The environmental policy and regulations enforced by the Ministry of Environment and Forest (MoEF) and Gujarat Pollution Control Board (GPCB) apply to the city.

9.14 Other undeveloped site

1. Beach near Harshad Mataji temple (30 kms from Porbander)
2. Forest tourism at Kineshwar (50 Kms from Porbander)
3. Lake in Porbander city for watching migratory birds
4. Wind farm tourism clubbed with coastal highway tourism all along the coastal belt from Dwarka to Porbander

9.15 Employment – opportunities and Avenues

Development of above in this area will generate following opportunities for employment

- Hotels operators

-
- Taxi operators
 - Tour operators
 - Water sports operators
 - Water sports coaches
 - Forest camps/traeking camps management personnel
 - Tour Guides
 - Small retailers

Development of tourism will move more tourists to Porbandar and the same will also help in promoting strong tourist potential of Porbandar. This will also lead to more tourist visiting Dwarka and other nearby places. Once the tourist inflow increases, the following avenues can be developed in Porbander

- Multiplex
- Beach Resort
- Entertainment Centers
- Shopping mall

9.16 Bottle neck/constraints

Major constraint will be

1. Taking permission from central government as the coastal area is covered under CRZ.
2. Road to Kineshwar is kaccha road. No small vehicles like cars, two wheelers, Three Wheelers can access the place. Only big vehicles like jeeps and buses can operate on this road. Permission from Forest department to start forest tourism activities.
3. Development and improvement of coastal highways near to the wind farms.

9.17 General condition of the attraction

ASI looks after the maintenance of Kirtimandir, birthplace of Mahatma Gandhi. The overall general condition at the attractions is found to be good. Other attractions in and near Porbander need more focused approach.

9.18 Strength and weakness analysis of the destination

(i) Strengths

Birth place of Mahatma Gandhi – Father of the nation, Strong historic background, Well developed port, availability of airport, availability of beach and dense forest nearby, well developed wind farms all along the coast from Dwarka to Porbander.

(ii) Weakness

Lack of awareness, infrastructure and marketing, underdevelopment of forest areas for Eco tourism, underdevelopment of beaches.

9.19 Infrastructure Status at Destination:

Name of the Destination: Porbandar

District: Porbandar

Characteristics	Status	Requirement
Accessibility		
External Roads	Good	
Internal Roads	Poor	Resurfacing Required
Internal Transport	Fair (three wheelers and Taxis are available)	
Bus Connection	Good (GSRTC and Private Buses available from all over Gujarat)	
Rail	Good	
Air Connectivity	Fair – only flight from Mumbai.	There is a need for better connectivity with rest of India
Port	Good- well developed Port at Porbandar	Possibility of connecting Porbandar with other costal cities like Mumbai, Surat, Bhavnagar,, , Veraval, Dwarka ,Jamnagar and Mandvi
Communication		
Information	Missing	Trained Tourist Guide are required specially for marine and bird sanctuary
Centres/Availability of Guides		
Post Offices	Good	
Telecommunication	Good	
Entertainment		
Shopping Centers	Good	
Emporiums/Gift Shops	Good	
Parks/Gardens	Fair	
Theme Parks	Missing	
Others		
Eating Joints		
Restaurants/Eateries	Good	
Utilities		
Water Availability	Fair	
Drinking water Facilities	Fair	
Sanitation Facilities	Ok	
Other Services		
Medical	Good	
Banking/Credit Facilities	Good	
Sign Boards	Missing	
Street Lights	Fair	
Vehicle Parking	Missing	
Police and Security	Available	

Characteristics	Status	Requirement
Spot Improvement	-	
Intermediaries		
Travel Agents	Available	
Taxi Operators	Available	
Potters	Available	
Advertising Agencies	Available	
Artists/Performers	Available	
Facilities of Elderly/Disabled/ Families with Young Children	Available	

Accommodation	No.	Room	Condition
Upper Segment (Three Star plus)	0	0	NA
Mid Segment	3	100	Good
Guest Houses	--	400	Fair
Dharma Shalas	0	0	NA
Louge	0	0	NA
Health Farm	0	0	NA
Heritage Hotel	0	0	NA
Motel	0	0	NA
Resort	0	0	NA

9.20 Projects

9.20.1 Projects Under implementation:

Porbander port project - Gujarat Maritime Board

9.20.2 Projects Announced:

Gujdal Porbander NH 8B project - Gujarat Infrastructure Development Board

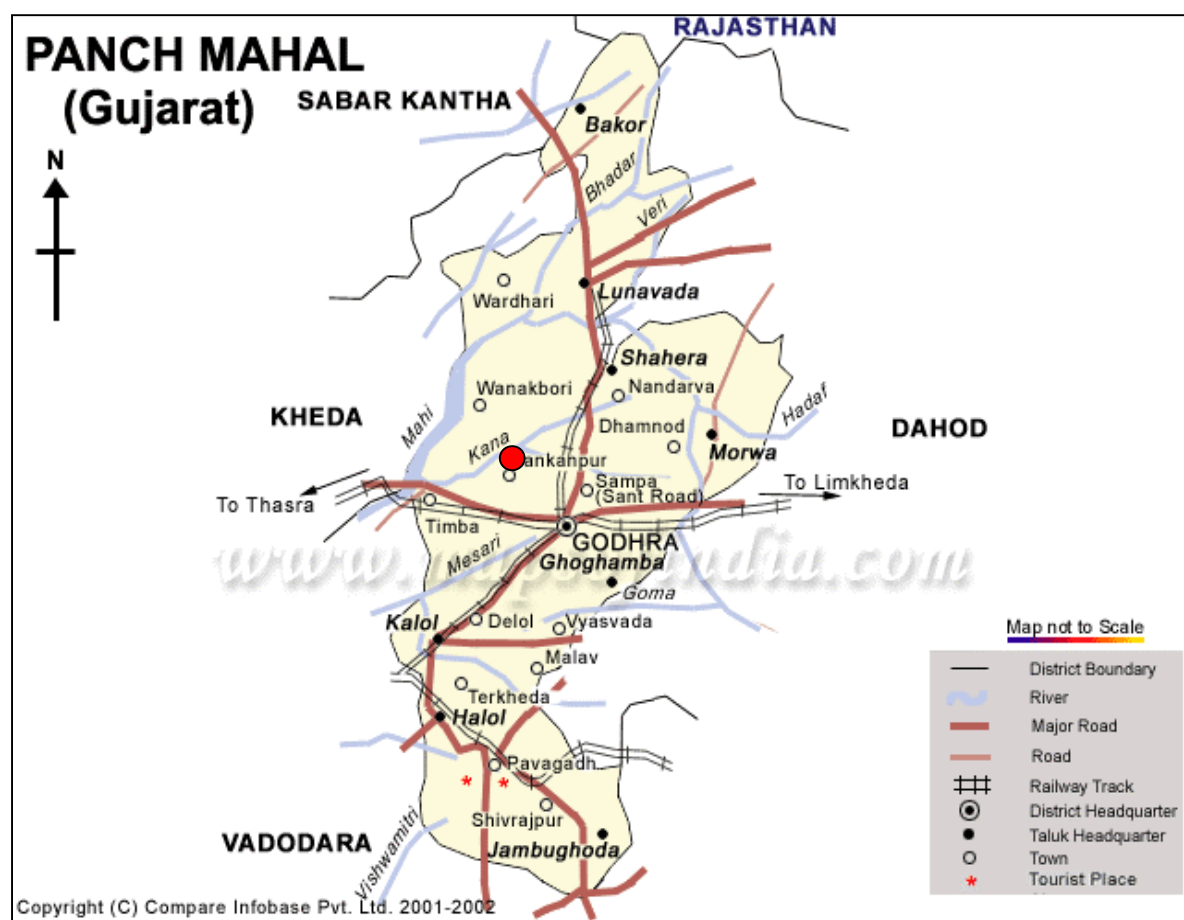
9.20.3 Project identified and proposed by Dalal Consultants and Engineers Limited

- Leisure tourist facility at Porbandar.
- Beach Resort at Madhavpur.
- Visitor/Tourist information cum facilitation center.
- Pre Paid Taxi Booth.
- “A” and “B” Class Hotel accommodation.
- Entertainment Centers like Multiplex/Amusement Park
- Garden & Health Club.
- Convocation Centers and Conference Halls.
- Porbandar Darshan Tours.

-
- Sound and Light Show at Historical Monuments.
 - Ro-Ro Facility connecting Porbandar to Coastal Cities like Bhavnagar, Jamnagar, Dwarka, Surat and Mumbai.
 - Development of Beach near Harshad Mataji temple
 - Forest tourism at Kineshwar
 - Development of Lake in Porbander city for watching migratory birds
 - Wind farm tourism clubbed with coastal highway tourism all along the coastal belt from Dwarka to Porbander
 - Motels on the coastal highway from Dwarka to Porbandar.

10 PAVAGADH

Pavagadh is a mountain about 46 kilometers away from Vadodara. This sacred place belongs to the times of Lord Ram, the king of Ayodhya. The history of this religious and historic mountain is linked with Patai Raval. It is said that the king Vanaraj Chavada established Champaner at the foot of Pavagadh in fond memory of his wise minister Champa. The Patai Raval family ruled it and took care of the boundaries. Later on, on the thirteenth day of the bright half of the month of magh of the year 1937 of Vikram era, this temple was formally installed under the auspices of the Digambar Bhattarak Kanakairti Maharaj. However, folk tales say that the Goddess Mahakali joined the Garba (The traditional Gujarati group dance) assuming the form of a woman during the Navaratra festival.



Hence, the Mahakali seat at the top of the hill of Pavagadh. The last Patai, Jaisinh saw the beautiful lady and threw nasty looks at her. As a result of which she cursed him and as a result of that curse, the emperor of Gujarat, Muhammad Begda assaulted Pavagadh in 1540. After a bitter battle won over the hill on the boundaries, Patai was defeated and assassinated. Muhammad Begda shifted his capital from Ahmedabad to Champaner for some time. He developed the town and constructed some fine monuments such as the fort of Champaner, Uohra mosque, Mandavi, Kirtistambh, the temple of Shalkh, Jama Masjid, Nagina Mosque and Kevda Mosque .The remains of the Palace of Begda are still found near Vad Talav (Banyan Pond) two kilometers away from Champaner.

The great music maestro of 16th century and Tansen's contemporary rival Baiju Bawra belonged to Champaner. Pavagadh has a height of about 800 meters. It is one of the important pilgrimages of Kali. The bus service has been extended up to Machi. The remains of Raval Palace still exist at Machi.

There are rest houses, holiday homes and small hotels at Machi. Then comes Teliya Talav and Dudhia Talav. The temple of Kali is at the height of 550 metres.

Now-a-days, a rope-way facility has been made available to tourists to reach the temple. About 250 really steep steps have to be climbed from there. A little above the Kali Temple, there is Sadanshah Pir Dargah. There are numerous tales, songs and dramas knitting the story of Patai Raval. The scholars and historians may accept it or not, but the people believe it as part of the history. Pavagadh is the gateway to Panchmahals. It is the area of the tribals and the backward people. The Greek geographer Tolemi, who journeyed to India in the year 140 A. D. regarded this temple as an ancient and holy place.



There was a time when this temple was regarded as holy as the Shetrunjaya temple. On the thirteenth day of the bright half of the month of Magh every year, a fair is held here and a flag is hoisted on this Digambar temple. There is a reference that Luv and Kush, the sons of Lord Ram, the king of Ayodhya and a number of monks also practised penance here and attained salvation. This place is, therefore, known as Siddhikshetra..

10.1 Accessibility

10.1.1 Air

Nearest airport is Vadodara which is around 46 kms from Pavagadh. Jet Airways and Indian Airlines operate daily flights to Delhi and Mumbai.

10.1.2 Rail

Champaner Road is a railway station on Vadodara-Godhara railway line

10.1.3 Road

Pavagadh is very well connected with Vadodara and Ahmedabad. There is an express highway connecting Vadodara to Halol thus making the journey quite comfortable.

10.2 Major attractions

10.2.1 Champaner

It is an ancient fort located at the foothills of Pavagadh; the town derives its name from the Champa tree or from Champaraj founder of the town, a contemporary of King Vanraj Chavda of Anhilwada. The famous Muslim king of Gujarat, Muhammad Begada captured the fort in late 15th century after a long siege against the Khichi Chauhan Rajputs. Muhammad Begada decided to establish the new capital of Gujarat at this place in 1484 AD and changed the name of the town to Muhammadabad. It took 23 years to build the town and had a meteoric rise and attained glory as a great town of western

India. Many edifices were constructed during these years, which included bazaars, town squares, Royal Gardens and water structures and mosques. It also became a major trading centre producing fine silk, woven and dyed textile and swords.

The entire landscape for miles around is scattered with remains of fort walls, ruined tombs, gardens, arches, pillars and wells. Champaner reminds the visitor of other such great deserted towns of India - Mandu, Hampi, Orchha and Fatehpur Sikri. At Champaner, one can see three fortifications - the base (Champaner), the top (Pavagadh) and the area connecting both of them (Marchi).

10.2.2 Citadel Royal enclosure.

The lower fortification is the Citadel Royal enclosure- of Muhammad Begada, a perfect rectangle enclosed by massive walls with huge bastions and entrance gates. A huge lake (Vada Talav) and the ruins of Sultan's Palace are worth visiting.

10.2.3 Air Manzil

It is an excavated site showing a residential area, gardens, houses, water channels, customhouse and three Gates Halol gate, Delhi gate and Godhra gate.

10.2.4 Mosques

The major mosques in this area are Shehar ki Masjid, Jami Masjid, Kewada Masjid and Nagina Masjid. Jami Masjid is one of the finest examples of Sultanate architecture of Gujarat. It is an imposing structure on a high plinth with two tall minarets of 30-meter height, 172 pillars and seven mihrabs. The central dome, the placement of balconies and carved entrance gates with fine stone jalis and rich decoration make the visit a delightful aesthetic experience.

10.2.5 Khapra Zaveri Palace:

The ruins of Khapra Zaveri Palace are located on the way from the base to Machi. From its terrace, one can have a fabulous view of the origin of Vishwamitri River.

10.2.6 Atak gate

It is one of the nine gates that lead to the hilltop. It has two catapult stands for hurling stones at the enemies.

10.2.7 Makai Kothar

It is a granary with the fort

10.2.8 Kalika Temple

Kalika Mata Temple (10th-11th century) is situated on the highest peak of Pavagadh hill and is one of the most sacred centres of Hindu pilgrimages for devotees of Goddess Kali. Every year, about a million people visit the temple. Lakulish Temple (10th century) at Chhashia Talav has some beautiful sculptures depicting various forms of Shiva-Dakshinamurti, Ardhanarishvara and Kalyanasundaramurti.

10.2.9 Jambu Ghoda

Jambu Ghoda is a wild life sanctuary around 25 kms from Pavagadh.

10.3 Fairs and Festivals

Asso/Ashwin and Chaitra Navratri are the major festivals at Pavagadh. The jains also visit Pavagadh during their festival of flag changing, which is observed once every year. This corresponds to April and October.

10.4 Climate

Summer: Max: 42 degree C Min: 25 degree C
Winter: Max: 27 degree C Min: 12 degree C

As it can be seen from the above data, Pavagadh has an extreme climate. More over, for most of the year, the temperatures are on the higher side. This is a major hindrance for the development of tourism in the city.

10.5 Tourist inflow

Overnight Staying Tourists: ~ 4 lakh to 5 lakh per annum

Single day tourist: Around 40 lakhs/annum

During the Asso/kartik Navratri festival, large number of pilgrims come to Pavagadh. It is estimated that on an average, around 50000 people come to Pavagadh during each navratri day and it goes as high as 1.5 lakhs on the last date of navratri i.e atham.

10.5.1 Origin of Tourist

From Gujarat: 60 % From Other States: 40 %

10.5.2 Seasonality of Tourist

Origin of Tourist	Visit Period	Mode of Transport
West Bengal	Navratri to Diwali	Train
UP & Bihar	Dec to Jan	Bus
Rajasthan	March (Holi)	Bus
Gujarat and Maharastra	Sep to Feb, May, Navratri to Diwali	Bus, Train, Taxi, Private Vehicles

10.5.3 Level of interest by Foreign Tourists

Negligible

10.5.4 Spending Pattern of tourist (Rs)

Type	% of Tourist	Accommodation	Food	Travelling	Misc
Domestic	10 %	400-500	500-600	600-800	200
	90%	150-400	100-200	50-100	100

10.5.5 Nature of Tourist

	Business	Leisure/heritage	Pilgrimage
Nature of Tourist	5 %	0 %	95%

10.5.6 Size of Groups

	Business tourist	Leisure/pilgrimage tourist
Size of Groups	1-2 people	2-4 persons

10.5.7 Average stay in number of days

	Business tourist	Leisure/pilgrimage tourist
Average stay in number of days	1 - 2 Days	1 night

10.5.8 Seasonal flow details; As per Type of Tourist

	Business tourist	Leisure/pilgrimage tourist
Seasonal flow details	No specific season	May to July and October to February, and during Navratri

10.5.9 Profile of Tourist

Age group	Business tourist	Leisure/pilgrimage tourist
% 3-24 years	5	5
% 25-34 years	45	25
% 34-44 years	35	35
% 45-54 years	10	20
% > 54 years	5	15
Sex		
% Male	95	60
% Female	5	40

10.6 Infrastructure details

10.6.1 Accommodation

There are about 10-12 hotels and about 10-15 guesthouses in Pavagadh. Also there is the pathik ashram and the panchayat dharamshala in Pavagadh. Prominent hotels are listed as below.

Hotel	Rooms	Class	Tariff Range (Rs.)
Hotel Toran	41	C	400-600

Category definition A = 4 & 5 star hotel, B = 2 & 3 star hotel, C = 1 star or deluxe hotel, D = guest house, E = Dharamsala, H = Heritage hotel

10.7 Total Rooms Available

Category	No. Of Hotels	Total Rooms
A	0	0
B	0	0
C	1	40
D	5	100
E	20	200
H	0	0
Total(around)	26	340

During the peak season i.e. Navratri, most of the houseowners in Pavagadh rent their houses to pilgrims.

10.8 Other entertainment facility

No major entertainment facility is available in and around Pavagadh.

10.9 Communication

Telephone, STD/ISD, Internet and post office facility is available and overall found to be good in Pavagadh.

10.10 Civic Amenities

Reasonably good facilities are available in the city of Pavagadh. However there is some scope for improvement basically for street lighting, signage boards, sanitation etc. Roads within Pavagadh are in bad shape and need refurbishment.

10.11 Mode of Transportation

10.11.1 Road

The connectivity of Pavagadh to other parts of the state like Ahmedabad, Rajkot, Baroda, Surat etc is very good.

10.11.2 Rail

The nearest railway station is Vadodara which is connected by broad gauge line on Delhi – Mumbai track. Vadodara is very well connected with rest of the state and country.

10.11.3 Air

Nearest airport is Vadodara which is connected to Delhi and Mumbai. Connectivity to Vadodara from other cities has to be developed.

10.12 Availability of Utilities

10.12.1 Water

There is Water scarcity during the Navratri time when around 50000-75000 persons visit Pavagadh. For rest of the year, water availability is reported to be ok.

10.12.2 Power

There is sufficient power available for domestic and commercial needs in Pavagadh. However, with the increase in projects on tourism, the power scenario of the city has to be re looked at.

10.12.3 Sanitation

Sanitation is sufficient for the city requirement. However, there is scope for improvement in this sector especially during high gatherings.

10.12.4 Eating Joints (Restaurants, Bars, Food Joints)

Multicuisine food is not available in Pavagadh. Sufficient hotels are there which serve gujarati thali. The level of hygiene and cleanliness at the hotels need to be improved.

10.13 Other Services details

- (h) **Medical:** No medical facility is available in Pavagadh. Government of Gujarat organises medical camps during the Navratri time.
- (i) **Travel Agents** – Not Available
- (j) **Taxi Operator** – Sufficient unmetered auto rickshaws and taxis are available.
- (k) **Daily necessities** – satisfactorily met
- (l) **Forex** – Not Available
- (m) **ATM** – Not available

-
- (n) **Religious** – Pavagadh can also be called as the Place of temples. There are numerous temples of religious and historical importance within and around Pavagadh city

10.14 Environmental status, Policy & regulations

Pavagadh has no specific environmental status as of now. The environmental policy and regulations enforced by the Ministry of Environment and Forest (MoEF) and Gujarat Pollution Control Board (GPCB) applies to the city.

10.15 Other undeveloped site

- Heritage spots in and around Pavagadh.
- Fort in Champaner
- Eco tourism in Jumbugodha sanctuary

10.16 Employment – Opportunities and Avenues

Development of tourism in this area will generate following opportunities for employment

- Heritage hotels operators
- Cooks
- Taxi operators
- Tour operators
- Tour Guides
- Small retailers (shops and food joints)

Development of tourism will move more tourists to Pavagadh and the same will also help in promoting strong heritage of Pavagadh. This will also lead to more tourist visiting Pavagadh and other nearby places. Once the tourist inflow increases, the following avenues can be developed in Pavagadh

- Multiplex
- Resort near Pavagadh
- Entertainment Centers
- Shopping mall

10.17 Bottle neck/constraints

Availability of Land, Permissions from ASI and Forest Department.

10.18 General condition of the attraction

The general condition of the attractions in and around Pavagadh are fair but there is scope for improvement. The fort at Champaner needs more attention

10.19 Strength and weakness analysis of the destination

(i) Strengths

Strong historical background, Strong heritage, Important pilgrimage center and rope Way.

(ii) Weakness

Lack of entertainment facilities, Poor Air connectivity to rest of India and Extreme summer Temperatures.

10.20 Infrastructure Status at Destination:

Name of the Destination: Pavagadh

District: Pavagadh

Characteristics	Status	Requirement
Accessibility		
External Roads	Good	
Internal Roads	Poor	Resurfacing Required
Internal Transport	Fair (three wheelers and Taxis are available)	
Bus Connection	Good (GSRTC and Private Buses available from all over Gujarat)	
Rail	Good	
Air Connectivity	Fair	There is a need for better connectivity with rest of India
Communication	Good	Internet facility is not available
Information Centres	Missing	Trained Tourist Guide are required specially for Archaeological monuments and wildlife sanctuary
Post Offices	Good	
Telecommunication	Good	
Entertainment		
Shopping Centers	Ok	Organised Shopping Centre is to be developed
Emporiums/Gift Shops	OK	Organised shopping centre is to be developed
Parks/Gardens	Missing	Gardens are to be developed
Theme Parks	Missing	
Others		
Eating Joints	Bad	Good hygienic eating places are to be made available to Tourists.
Restaurants/Eateries	Bad	Good hygienic eating Joints is to be made available to Tourists.
Utilities		
Water Availability	Fair	
Drinking water Facilities	Ok	
Sanitation Facilities	Ok	
Other Services		
Medical	Not Available	A medical facility has to be provided on a permanent basis for Visitors.
Banking/Credit Facilities	Bad	Credit card facility has to be provided

Characteristics	Status	Requirement
Sign Boards	Missing	Proper sign boards are to be installed to explain the heritage importance of all the sites in Pavagadh
Street Lights	Fair	
Vehicle Parking	Ok	Pay and Park facility is available; however, there is a requirement of more parking space during navratri and week ends.
Police and Security	Available	
Spot Improvement	-	
Intermediaries		
Travel Agents	Missing	
Taxi Operators	Missing	
Potters	Missing	
Advertising Agencies	Missing	
Artists/Performers	Missing	
Facilities of Elderly/Disabled /Family and Young Children's	Missing	

Accommodation	No.	Room	Condition
Upper Segment (Three Star plus)	0	0	
Mid Segment	1	40	Good
Guest Houses	5	100	Fair
Dharma Shalas	20	200	Fair
Louge	0	0	Na
Health Farm	0	0	Na
Heritage Hotel	0	0	NA
Motel	0	0	Na
Resort	0	0	Na

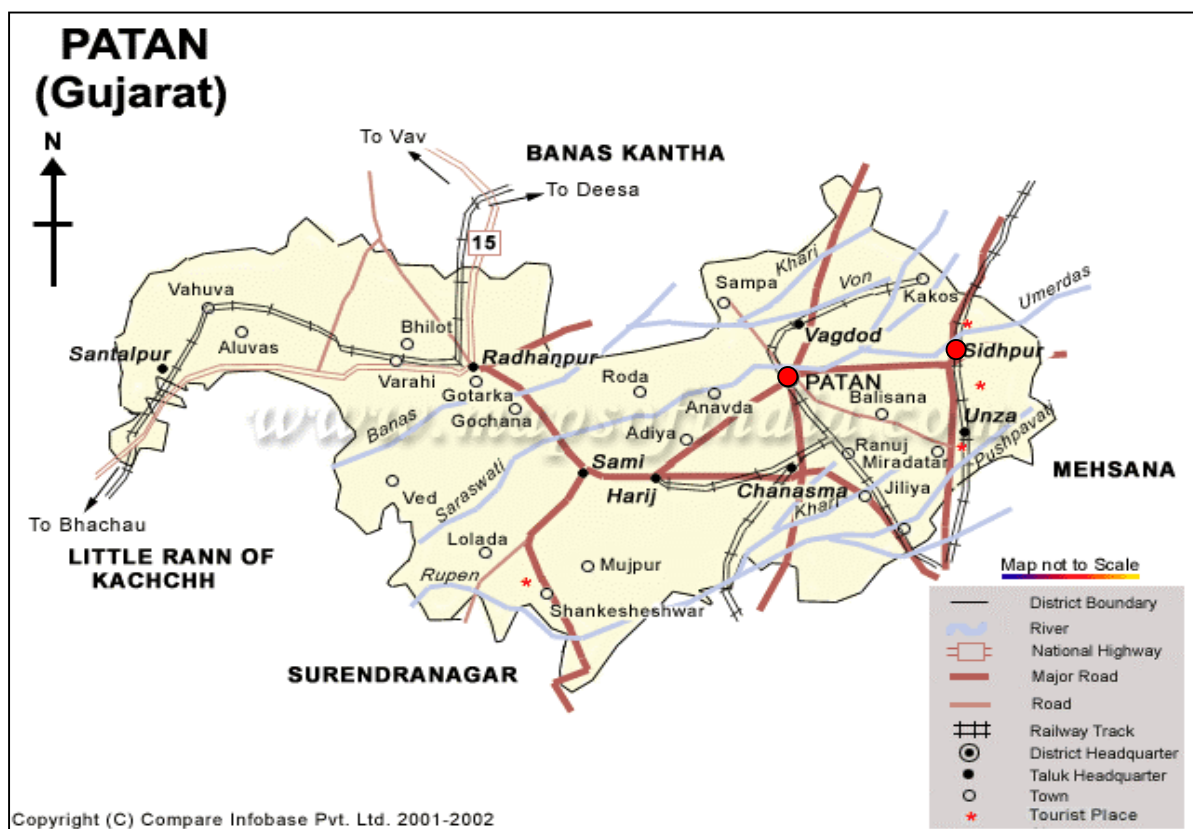
10.21 Projects

10.21.1 Project identified and proposed by Dalal Consultants and Engineers Limited

1. Provision of dustbins.
2. Events like Champaner festival can be organized preferably during monsoon when the mountains are lush green.
3. Organised Shopping Centre on the way to Machi
4. Visitor/Tourist information cum facilitation center.
5. Pre Paid Taxi Booth.
6. "A" and "B" Class Hotel accommodation.
7. Entertainment Centers like Multiplex/Amusement Park
8. Garden in the town and around temple

9. Convocation Centers and Conference Halls.
10. Pavagadh Darshan Tours.
11. Conversion of Heritage properties into Heritage Hotels.
12. Sound and Light Show at Historical Monuments.
13. Tourist huts at various places.
14. Signage boards at important monuments
15. Wild life tourism at Jambughoda sanctuary.
16. Adventure sports, camping and trekking.
17. Pay and Use toilets.

11 PATAN



Home of the famous patola silk saris, Patan is a beautiful old town with Jain temples and carved wooden houses. Ranakivav (step-well) and Sahastraling lake are also interesting places to visit in Patan. The greatest reminder of the golden period of Gujarat under the Solanki kings can be seen at Patan.

11.1 Accessibility

11.1.1 Air

Ahmedabad (130 kms) is the nearest Airport.

11.1.2 Rail

Patan is a junction on Ahmedabad - Delhi railway line. There are number of long distance trains which connect Patan with other parts of India. Also, there are various trains, which connect Patan with other parts of Gujarat.

11.1.3 Road

Patan is well connected by roads to other parts of the state. The State transport buses and private luxury coaches connect Patan with various centers of Gujarat.

11.2 Major attractions

11.2.1 Rani ki Vav

Raniki Vav is believed to have been constructed by Udayamati, the queen of Bhimdeva I (1022-63 AD) and the mother of Karnadeva. The Queen's step-well, is the most magnificent step-well in Gujarat. It has a deep octagonal shaft, wide flights of steps, and exquisite figures and foliate designs etched into dark gray stone wall and pillars. The well shaft has been decorated by a bevy of voluptuous and shapely maidens. Several sun motifs adorn the well shaft, dating from the era of pre-Hindu sun worship, but these are far outnumbered by sculptures of Vishnu and his various avatars, or incarnations. Interesting images include the elephant-headed Ganesh and richly carved sculptures of the mother-goddess.



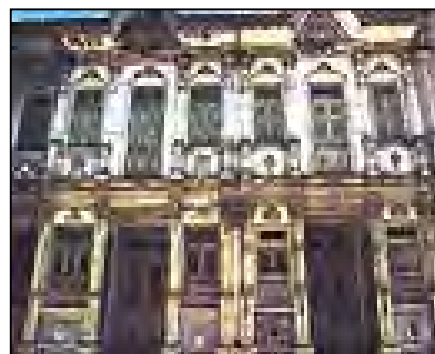
11.2.2 The Sahastralinga Talav

The Sahastralinga Talav (lake) occupies the northwestern part of the historical city of Patan. It is on the left bank of river Saraswati. The 'talav' is reputed to have been built by Siddharaja Jaisinh, the Chalukyan ruler of Gujarat. An inscription found in the Shiva Temple in Vyala Kua Street of Patan indicates that the lake was part of a much larger work. The total area of the 'talav' is about 17 hectares. At its fullest, the lake would have contained about 4,206,500 cubic metres of water.



11.2.3 Siddhpur

The Rudramalaya of Siddhpur, dated from the 12th century, was one of the most magnificent temples in Gujarat, like the Modhera Sun temple. Today, the beautiful torana gateway and the carvings are reminders of its great architecture. It is said that when Raja Siddhraj wanted to build a temple here, the priest threw a javelin at the spot and said, 'Shesh Naag rested'. As the king pulled out the javelin, refusing to believe the priest, blood began to flow and the temple was cursed that it would not remain extant for very long.



11.2.4 Modhera

The remains of an ancient Sun Temple at **Modhera** draws hundreds of tourists, to this village 30 km south of Patan and 100 km from Ahmedabad. There are only two sun Temples in India. The first one is at Konark and the other one is at Modhera.



11.3 Fairs and Festivals

Modhera is now the site of several dance and cultural festivals. The sun temple and the ambience here provides a majestic backdrop for the exhibition of performing arts. The programmes are co-organised by Gujarat tourism, West Zone culture center and various cultural organisations annually in January. The festival features some really fine classical dancers and celebrities in the field of music and classical dance in the country. The temple is beautifully illuminated for the occasion, with effective lighting and sound systems. The classicism of the sculpture and the elegance of the architecture, highlighted by subtle lighting, provide the perfect backdrop for the classical dances. Package tours and tented arrangements are often provided by Gujarat tourism during the festival.

11.4 Climate

Summer: Max: 44 degree C Min: 28 degree C

Winter: Max: 29 degree C Min: 8 degree C

As it can be seen from the above data, Patan has an extreme climate.

11.5 Tourist inflow

(i) Patan

Total Tourists: ~ 80,000 per annum

Overnight Staying Tourist: ~ 20,000 per annum (mainly business tourists)

Tourists visiting Ranki-Vav: ~ 60,000 per annum

Source: ASI office-Ranki Vav, Toran Restaurant.

(ii) Sidhpur

Total Tourists: ~ 1 lakh per annum

Overnight Staying Tourist: Negligible

Source: Mr. Shastri Ramanlal Bachukbhai (Agnihotri)-Temple Trustee, and Siddhpur City BJP Chairman

(iii) Modhera

Total Tourists: ~ 2 lakh per annum

Source: Archaeological Survey of India, Modhera, and Toran Restaurant

11.5.1 Origin of Tourist

(i) Patan

From Gujarat: ~ 70 % From Other States: ~ 30 %

(ii) Siddhpur

From Gujarat: ~ 60 % From Other States: ~ 40 %

(iii) Modhera

From Gujarat: ~ 75 % From Other States: ~ 25 %

11.5.2 Seasonality of Tourist

(i) Patan

Origin of Tourist	Visit Period	Mode of Transport
All tourists	Vacation and weekends	Bus/train

(ii) Siddhpur

Origin of Tourist	Visit Period	Mode of Transport
All tourists	April – Nov, Dec - February	Bus/train

(iii) Modhera

Origin of Tourist	Visit Period	Mode of Transport
All tourists	Vacation and weekends, Dance festivals in December	Bus/train

11.5.3 Level of interest by Foreign Tourists

Foreign tourists are mostly interested in Modhera Sun Temple and Patan Rani ki Vav up to a certain extent. About 1200 foreign tourists visit Modhera Sun temple annually. These are mainly Royal Orient Train tourists. Major inflow is during winter only. About 200-300 foreign tourists visit every month during 3 months of winter. They stay in Ahmedabad only and make a day trip to the sun temple.

About 180 foreign tourists visited Patan Rani ki vav in 2000 as per ASI.

11.5.4 Spending Pattern of tourist (Rs)

Type	% Of Tourist	Accommodation	Food	Travelling	Misc
Domestic	20 %	200	100-200	400-600	100
	80%	100-200	50-100	50-100	50

11.5.5 Nature of Tourist

(i) Patan

	Business	Leisure/heritage	Pilgrimage
Nature of Tourist	25%	60%	15%

(ii) Sidhpur

	Business	Leisure/heritage	Pilgrimage
Nature of Tourist	5%	10%	85%

(iii) Modhera

	Business	Leisure/heritage	Pilgrimage
Nature of Tourist	5%	0	95%

11.5.6 Size of Groups

	Business tourist	Leisure/pilgrimage tourist	NRG family
Size of Groups	1 person	2-4 persons	NA

11.5.7 Average stay in number of days

	Business tourist	Leisure/pilgrimage tourist	NRG family
Average stay in number of days	1 night	Half day	NA

11.5.8 Seasonal flow details; As per Type of Tourist

Type of Tourist	Business tourist	Leisure/pilgrimage tourist	NRG family
Seasonal flow details	No specific season	April- Nov and Dec – Feb (Siddhpur) Vacations and weekends (Patan and Modhera) Modhera dance festivals (December)	NA

11.5.9 Profile of Tourist

Age group	Business tourist	Leisure/pilgrimage tourist	NRG family	Foreigners
% 3-24 years	5	5	5	5
% 25-34 years	45	10	15	15
% 34-44 years	35	35	35	35
% 45-54 years	10	25	40	40
% > 54 years	5	25	5	5
Sex				
% Male	100	50	70	70
% Female	0	50	30	30

11.6 Infrastructure details

11.6.1 Accommodation

Only Patan has some hotels and guesthouses. Major are as below

Hotel	Rooms	Class	Tariff Range (Rs.)
Toran Hotel	2	C	200/-
Hotel Nirav	18	C	100-400/-

Category definition A = 4 & 5 star hotel, B = 2 & 3 star hotel, C = 1 star or deluxe hotel, D = guest house, E = Dharamsala, H = Heritage hotel

11.6.2 Total Rooms Available

Category	No. Of Hotels	Total Rooms
A	0	0
B	0	0
C	2	20
D	0	0
E	13	130
H	0	0
Total	15	150

11.6.3 Other entertainment facility

No other entertainment facility is available

11.6.4 Communication

Telephone, STD/ISD and post office facility is available all over Patan and Sidhpur.

11.6.5 Civic Amenities

There is scope for improvement basically for roads, street lighting, signage boards, sanitation etc.

11.7 Mode of Transportation

11.7.1 Road

The connectivity of Patan, Sidhpur and Modhera and other parts of the state is good. Patan, the district headquarter is at a distance of 130 kms from Ahmedabad and 65 kms from Mehsana. Patan is connected with Ahmedabad and Gandhinagar by state highway. The road condition is good.

11.7.2 Rail

Patan is a junction on Ahmedabad-Delhi railway line. Number of long distance express trains and short distance passenger trains connect Patan with rest of India and state.

11.7.3 Air

Ahmedabad is the nearest airport. Ahmedabad is well connected with rest of India. Ahmedabad also has an International airport with limited flights to gulf, USA and Europe.

11.8 Availability of Utilities (Power, Water Drainage)

Patan is facing water scarcity mainly because of drought in complete north Gujarat. However, with the Narmada canal water reaching north Gujarat, the water scarcity problem is likely to reduce. Still, even today, the power Scenario at the destination is Good.

11.8.1 Eating Joints (Restaurants, Bars, Food Joints)

Local food is available in Patan and Siddhpur. Modhera sun temple has only Toran restaurant nearby.

11.9 Other Services details

- **Medical** - Good
- **Travel Agents** – Few travel agents are running services between Patan-Ahmedabad.
- **Taxi Operator**- unmetered rickshaws and taxis are available.
- **Daily necessities**- Good
- **Forex** –available in Patan and Siddhpur
- **Religious** – Siddhpur has some historical temples like Rudramahalaya.

11.10 Environmental status, Policy & regulations

Patan district has no specific environmental status as of now. The environmental policy and regulations enforced by the Ministry of Environment and Forest (MoEF) and Gujarat Pollution Control Board (GPCB) apply to the district.

11.11 Other undeveloped site

There are no new potential locations in Patan district. The existing destinations need to be strengthened in terms of facilities and overall attractions.

11.12 Employment – opportunities and Avenues

Development of the existing sites will generate following opportunities for employment

- Hotel operators
- Cooks
- Taxi operators
- Tour operators
- Tour Guides
- Specific archeological guides
- Small retailers (shops and food joints)

11.12.1 Bottle neck / constraints

Major constraint will be the summer temperatures.

11.12.2 General condition of the attraction

ASI who looks after the day-to-day activities and the maintenance of the sites maintains the archaeological sites of Patan, Sidhpur and Modhera. The attractions are not in good condition and need more attention and care.

11.12.3 Strength and weakness analysis of the destination

(i) Strengths

Strong historic and archeological importance, Very near to other attractions like Sun temple of Modhera, Jain temples at Mahudi, Step well at Adalaj, historic town Vadnagar, Mahudi, Galteshwar, etc. (potential for a good circuit development), near to well developed airport at Ahmedabad, well connected by trains to rest of India

(ii) Weakness

Lack of awareness, Lack of infrastructure, Lack of marketing, extreme summer temperatures

11.12.4 Infrastructure Status at Destinations:

Name of the Destination: Patan

District: Patan

Characteristics	Status	Requirement
Accessibility		
External Roads	Good	--
Internal Roads	Good	--
Internal Transport	Fair- Three Wheelers and Taxis available.	--
Bus Connection	Good (GSRTC and Private buses available from all over Gujarat)	--
Rail	Good	--
Air Connectivity	Nearest airport is Ahmedabad	--
Port	NA	--
Communication		
Information Centres/Availability of Guides	Missing	Requirement of information centre and trained guides in archaeological sites
Post Offices	Available	--
Telecommunication	Available	--
Entertainment		

Characteristics	Status	Requirement
Shopping Centres	Shops for famous Patola silk	
Emporiums/Gift Shops		
Parks/Gardens	Not Available	Immediate requirement of gardens
Theme Parks	Not Available	Required in near future
Others		
Eating Joints		
Restaurants/Eateries	Fair - Multi cuisine food is available in Patan	
Utilities		
Water Availability	Available	
Drinking water Facilities	Available	
Sanitation Facilities	Available	
Other Services		
Medical	Fair.	
Banking/Credit Facilities	Available.	
Sign Boards	Missing	Proper signboards at archaeological sites
Street Lights	Available	
Vehicle Parking	Available	
Police and Security	Available	
Spot Improvement	-	
Intermediaries		
Travel Agents	Available	
Taxi Operators	Available	
Potters	Available	
Advertising Agencies	Not Available	
Artists/Performers	Not Available	
Facilities for Elderly/Disabled/Families with Young Children	Not Available	

Accommodation	No.	Room	Condition
Upper Segment (Three Star plus)	0	0	NA
Mid Segment	2	20	Good
Guest Houses	13	130	Fair
Dharma Shalas (included in above)	Nil	0	NA
Lodge	Nil	Nil	Na
Health Farm	Nil	Nil	Na
Heritage Hotel	Nil	Nil	Na
Motel	Nil	Nil	Na
Resort	Nil	Nil	Na

11.13 Projects

11.13.1 Projects Announced:

1. Radhanpur-Gandhinagar Highway project -National Highway Authority of India.

11.13.2 Project identified and proposed by Dalal Consultants and Engineers Limited

- (a) Proper seating arrangements for the pilgrims around the archaeological sites.
- (b) Rest rooms for tourists.
- (c) Basic Facilities like clean drinking water and clean toilets should be provided near the Temples, which can be used during closure of temple.
- (d) A flower garden to be located in the vicinity of the temple.
- (e) Archaeological Library. The library shall serve as a nodal center for dissemination of information related to history of Patan.
- (f) Visitor management System.

Name of the Destination: Sidhpur

District: Patan

Characteristics	Status	Requirement
Accessibility		
External Roads	Good	--
Internal Roads	Good	--
Internal Transport	Fair- Three Wheelers and Taxis available.	--
Bus Connection	Good (GSRTC and Private buses available from all over Gujarat)	--
Rail	Good	--
Air Connectivity	Nearest airport is Ahmedabad	--
Port	NA	--
Communication		
Information Centres/Availability of Guides	Missing	Requirement of information centre and trained guides
Post Offices	Available	--
Telecommunication	Available	--
Entertainment		
Shopping Centres	Missing	
Emporiums/Gift Shops	Missing	
Parks/Gardens	Not Available	
Theme Parks	Not Available	
Others		
Eating Joints		
Restaurants/Eateries	Fair - Multi cuisine food is available	
Utilities		

Characteristics	Status	Requirement
Water Availability	Available	
Drinking water Facilities	Available	
Sanitation Facilities	Available	
Other Services		
Medical	Fair.	
Banking/Credit Facilities	Available.	
Sign Boards	Missing	
Street Lights	Available	
Vehicle Parking	Available	
Police and Security	Available	
Spot Improvement	-	
Intermediaries		
Travel Agents	Available	
Taxi Operators	Available	
Potters	Available	
Advertising Agencies	Not Available	
Artists/Performers	Not Available	
Facilities for Elderly/Disabled/Families with Young Children	Not Available	

Accommodation is not available in Sidhpur except some Dharamshalas run by temple trusts.

11.14 Projects

11.14.1 Projects Announced/Proposed by Government

1. Ratanpur-Gandhinagar Highway project -National Highway Authority of India.

11.14.2 Project identified and proposed by Dalal Consultants and Engineers Limited

- (a) Proper seating arrangements for the pilgrims around the temples and archaeological sites.
- (b) Rest rooms for elderly pilgrims and tourists.
- (c) Basic Facilities like clean drinking water and clean toilets should be provided near the Temples.
- (d) Organized Shopping Center
- (e) A flower garden to be located in the vicinity of the temple.
- (f) A Library, which could serve, as serve as a nodal center for dissemination of information related to history and pilgrimage importance of these ancient temples and structures.
- (g) Visitor management System.
- (h) Sound and light show at important historical and pilgrimage structures

11.15 Infrastructure Status at Destinations:

Name of the Destination: Modhera

District: Patan

Characteristics	Status	Requirement
Accessibility		
External Roads	Good	--
Internal Roads	Good	--
Internal Transport	Fair- Three Wheelers and Taxis available.	--
Bus Connection	Good (GSRTC and Private buses available from all over Gujarat)	--
Rail	Good	--
Air Connectivity	Nearest airport is Ahmedabad	--
Port	NA	--
Communication		
Information Centres/Availability of Guides	Missing	Requirement of information centre and trained guides
Post Offices	Available	--
Telecommunication	Available	--
Entertainment		
Shopping Centres	Not available	
Emporiums/Gift Shops	Temporary during festivals	
Parks/Gardens	Not Available	
Theme Parks	Not Available	
Others		
Eating Joints		
Restaurants/Eateries	Fair - Multi cuisine food is available	
Utilities		
Water Availability	Available	
Drinking water Facilities	Available	
Sanitation Facilities	Available	
Other Services		
Medical	Fair	
Banking/Credit Facilities	Available	
Sign Boards	Missing	
Street Lights	Available	
Vehicle Parking	Available	
Police and Security	Available	
Spot Improvement	-	
Intermediaries		
Travel Agents	Available	
Taxi Operators	Available	
Potters	Available	
Advertising Agencies	Not Available	
Artists/Performers	Not Available	
Facilities of Elderly/ Disabled/Families with Young Children	Not Available	

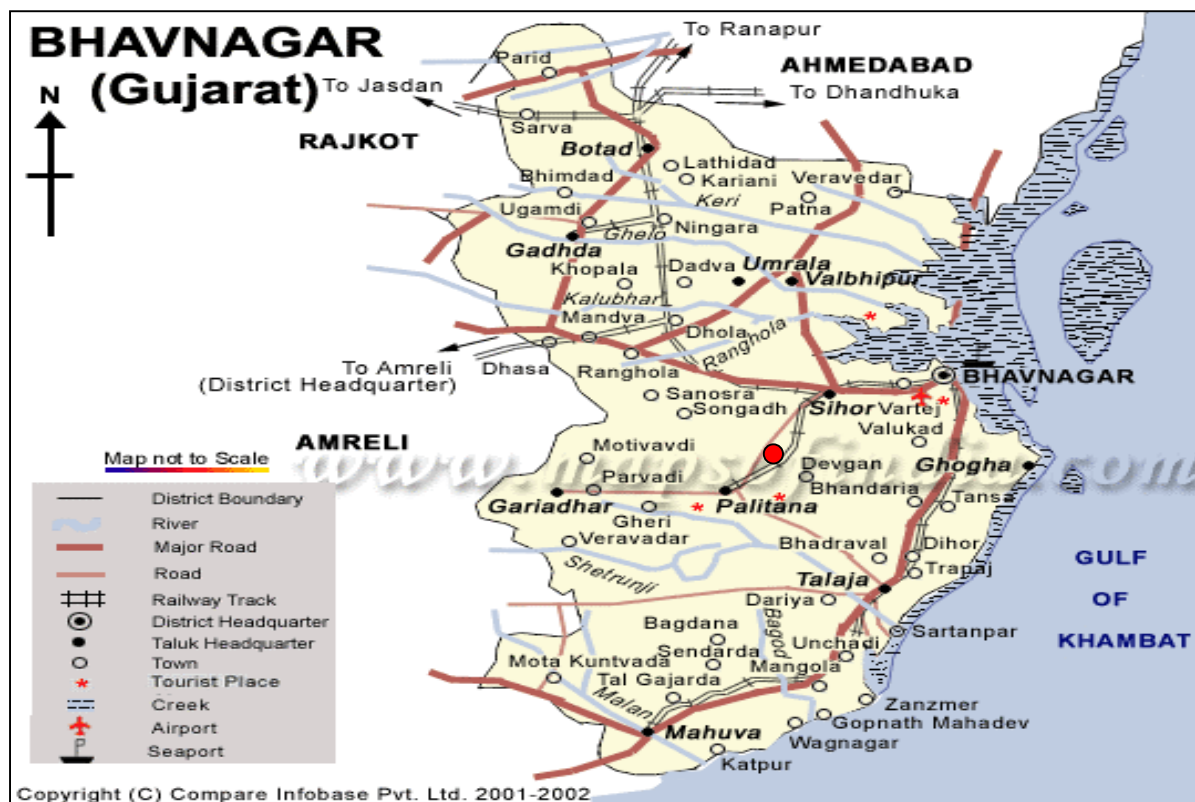
11.16 Projects

11.16.1 Project identified and proposed by Dalal Consultants and Engineers Limited

- (a) Proper seating arrangements for the visitors of sun temple.
- (b) Rest rooms for elderly tourists.
- (c) Basic Facilities like clean drinking water and clean toilets should be provided near the Temples, which can be used during closure of temple.
- (d) Organised Shopping Center
- (e) A flower garden to be located in the vicinity of the temple.
- (f) Sun temple Library. The library shall serve as a nodal center for dissemination of information related to history and salient features of the temple.
- (g) Visitor management System.
- (h) Sound and light show.

12 PALITANA

There are great Jain pilgrimage temples at PALITANA in GUJARAT, India built on the mountains of Shatrunjaya. All are made of white marble.



The pilgrimage at PALITANA begins at the bottom of the mountain and then a climb by foot, which takes around 2 to 3 hours. At the top of the Shatrunjaya hills, one can go to the older complex of Adinatha (first Tirthankara or Jina), or to the newer complex.

Palitana is the largest temple city in India; and Kumarapala built its main temple complex of Adinatha in 1213. Clustered along the twin summits of Mount Satrunjaya are numerous temples. Adinatha's site has sixty-five temples, three hundred small shrines and a total of four thousand eight hundred images. The Golden Age for Indian temple architecture is the centuries from around 1000 until 1300 and the small Jain community contributed largely in building luxuriously elegant temple cities like Mount Abu and Palitana.

12.1 Accessibility

12.1.1 Air

Nearest airport at [Bhavnagar](#), is 62 kms away.

12.1.2 Rail

Palitana is on the Western Railway metre gauge line and is well connected to Ahmedabad, 277 kms. by rail and 215 kms. by road.

12.1.3 Road

Roads to other parts of the state are very well connected to Palitana. The State transport buses and private luxury coaches connect Palitana with various centres of Gujarat.

12.2 Major attractions

12.2.1 Shri Adishwara Temple

It is dedicated to Rishabhdev, stands on the apex of the northern ridge. Rebuilt by the minister Vagbhatta in AD 1157, it is one of the most magnificent temples and the most sacred on Shatrunjaya. The temple is ornately carved with a frieze of dragons along the walls of its prayer halls.



12.2.2 Chaumukh Temple

Chaumukh temple, or four- faced shrine, the highest of the shrines is visible from a distance of 40 km. Erected in the early 17th century, it houses a quadruple image of the apostle Adinath, who gazes in the four directions. Other notable temples are Kumarpal, Vimalsha, and Shahastrakuta bearing the distinctive aura of the Jain temples.

Another important temple is that of the first Teerthankara, though, in its overall plan it is simpler than the Choumukh. Other notable temples are those of **Kumarpal, Vimal Shah and Sampti Raja**. Kumarpal Solanki, a great Jain patron, probably built the earliest temple. The temple has a fabulous collection of jewels, which can be seen with special permission.

Adjacent to the Shri Adishwara Temple is the Muslim shrine of **Angar Peer** where childless women make votive offerings of miniature cradles to the saint to bless them with children.

The Temple town of Palitana has some interesting handicrafts and 2 museums of Jain art - the **Stapiya Kala Sangrah** and the **Shri Vishal Jain Kala Sansthan**.

12.3 Fairs and Festivals

Diwali, Weekends, Holidays, Kartik Purnima (Nov), Akha Teej (May), & maximum on Fagun Sood Teras (March).

The 4 months (July to Oct) of Chomasu (monsoon) are one of the important periods for Jains to observe penance. About 4000-5000 pilgrims stay in Palitana for 4 months during this period.

12.4 Climate

Summer: Max: 40 degree C Min: 28 degree C

Winter: Max: 29 degree C Min: 13 degree C

As it can be seen from the above data, Palitana has an extreme climate.

12.5 Tourist inflow

Total Tourists: ~ 3 lakh per annum

Overnight Staying Tourists: ~ 2.5 lakh per annum

On Fagun Sood Teras (March): ~ 75,000 tourists

On Kartik Purnima (November): ~ 20,000 tourists

Most of the tourists visiting Palitana on Fagun sood Teras and Kartik Purnima do not stay overnight.

Source: Hotel Sumeru, Kalyanji Anandji Trust, Kalyanji Anandji Information Centre, Palitana Museum.

12.5.1 Origin of Tourist

From Gujarat : ~ 60 %

From Other States : ~ 40 % (mainly from Mumbai, Rajasthan, Calcutta, M.P.)

12.5.2 Seasonality of Tourist

Origin of Tourist	Visit Period	Mode of Transport
Gujarat	October- Dec, May – June	Bus/Train
Other states	February, May- June	Train

Palitana remains closed for 2 months during monsoon.

12.5.3 Level of interest by Foreign Tourists

About 2500 foreign tourists visit Palitana per annum this includes tourists from The Royal Orient.

12.5.4 Spending Pattern of tourist (Rs)

Type	% of Tourist	Accommodation	Food	Travelling	Misc
Domestic	5 %	800-1000	150-200	400-500	200
	10%	500-600	75-150	100-200	100
	85%	150-200	50-75	30-50	50

12.5.5 Nature of Tourist

	Business	Leisure/heritage	Pilgrimage
Nature of Tourist	5%	2%	93%

12.5.6 Size of Groups

	Business tourist	Leisure/pilgrimage tourist	NRG family
Size of Groups	1 person	2-4 persons	4-5 persons

12.5.7 Average stay in number of days

	Business tourist	Leisure/pilgrimage tourist	NRG family
Average stay in number of days	1night	1-2 night	1-2 night

12.5.8 Seasonal flow details; As per Type of Tourist

Type of Tourist	Business tourist	Leisure/pilgrimage tourist	NRG family
Seasonal flow details	No specific season	On Fagun Sood Teras (March) tourists & on Kartik Purnima (November):	October to February

12.5.9 Profile of Tourist

Age group	Business tourist	Leisure/pilgrimage tourist	NRG family	Foreigners
% 3-24 years	5	5	5	5
% 25-34 years	45	15	15	5
% 34-44 years	35	35	35	10
% 45-54 years	10	20	20	40
% > 54 years	5	25	25	40
Sex				
% Male	100	60	60	70
% Female	0	40	40	30

12.6 Infrastructure details

12.6.1 Accommodation

Palitana is a major Jain pilgrim centre. There is only one hotel (Sumeru) managed by Gujarat Tourism. There are about 110 Dharamshalas, and couple of guesthouses and lodges.

Hotel / Dharamshala	Rooms	Class	Tariff Range (Rs.)
Hotel Sumeru	18	C	500-750/-
Kalyanji Anandji Trust Dharamshala	68	-	50-200/-

Category definition A = 4 & 5 star hotel, B = 2 & 3 star hotel, C = 1 star or deluxe hotel, D = guest house, E = Dharamsala, H = Heritage hotel

Palitana has very well maintained dharamshalas. Few even have air-conditioned rooms, and many have self equipped rooms with full-fledged kitchen and a toilet. Such rooms are designed for a longer stay. All Dharamshala are managed by Jain charitable trusts, and are not dependent on revenues from pilgrims. There is no fixed tariff in most cases. Pilgrims are free to donate any amount. Few are charging maximum up to Rs. 200/- per room. Dharamshala managed by Kalyanji Anandji Trust is a major one.

12.6.2 Total Rooms Availability

1 Hotel	:	18 rooms
110 Dharamshalas	:	1800-2000 rooms
Total	:	1800-2000 rooms

All dharamshalas have number of rooms in the range of 10 to 30. There are few larger ones having up to 60 rooms. Average number of rooms are ~ 15-17 in dharamshalas.

12.6.3 Total Rooms Available

Category	No. Of Hotels	Total Rooms
A	0	0
B	0	0
C	1	18
D	5-6	50-60
E	110	1800-2000
H	0	0
Total	111	1900-2100

12.6.4 Other entertainment facility

No other entertainment facility is available

12.6.5 Communication

Telephone, STD/ISD and post office facility is available all over Palitana.

12.6.6 Civic Amenities

There is scope for improvement basically for roads, street lighting, signage boards, sanitation etc.

12.7 Mode of Transportation

12.7.1 Road

The connectivity of Palitana to other parts of the state like Ahmedabad, Jamnagar, Rajkot, Baroda, Surat etc is very good. Palitana is around 70 kms from Bhavnagar and the link road needs resurfacing.

12.7.2 Rail

There are two trains daily connecting Palitana with Ahmedabad and rest of the country. The railway track is meter gauge and needs to be converted to broad gauge for faster and comfortable travel.

12.7.3 Air

Bhavnagar is the nearest Airport. Bhavnagar airport has flights from Mumbai only. Air Connectivity of Palitana with rest of India has to be improved.

12.7.4 Port

Nearest port is Bhavnagar.

12.8 Availability of Utilities (Power, Water Drainage)

12.8.1 Water

Palitana is facing water scarcity in last 2 years mainly because of drought in complete Saurashtra.

12.8.2 Power

The power Scenario at the destination is Good.

12.8.3 Eating Joints (Restaurants, Bars, Food Joints)

Multi cuisine food is not available in Palitana. However, Palitana being a pilgrimage place, non-vegetarian food is not permitted. There are sufficient eating joints in Palitana where Gujarati thali is served.

12.9 Other Services details

- **Medical** - Good
- **Travel Agents** – Few travel agents are running services between Palitana and Porbander, Dwarka, Rajkot, Diu, etc. Some of the roads are in bad condition especially Palitana-Bhavnagar.
- **Taxi Operator**- unmetered rickshaws and taxis are available.
- **Daily necessities**- Good
- **Forex** –available
- **Religious** – Palitana is one of the important jain pilgrimage places of India.

12.10 Environmental status, Policy & regulations

Palitana has no specific environmental status as of now. The environmental policy and regulations enforced by the Ministry of Environment and Forest (MoEF) and Gujarat Pollution Control Board (GPCB) apply to the city.

12.11 Other undeveloped site

Palitana is exploited to the fullest and there is no further scope for improvement of tourism. Any increase in tourism will have an adverse effect on the environment and thus is not advisable.

12.12 Employment – opportunities and Avenues

Development of tourism in this area will generate following opportunities for employment

- Hotels operators
- Cooks
- Taxi operators
- Tour operators
- Tour Guides
- Small retailers (shops and food joints)

12.13 Bottle neck/constraints

Over exploitation of the destination has stressed the environment

12.14 General condition of the attraction

The Kalyanji Anandji trust is the regulating body that looks after the day-to-day activities of the temple and the maintenance of the temple. The attractions are generally in a good condition.

12.15 Strength and weakness analysis of the destination

12.15.1 Strengths

Strong jain pilgrimage importance.

12.15.2 Weakness

Over exploitation of the environment, extreme summer temperatures and unwillingness of the trust to pump money (received by way of donation) for infrastructure upgradation purposes.

12.16 Infrastructure Status at Destinations:

Name of the Destination: Palitana

District: Bhavnagar

Characteristics	Status	Requirement
Accessibility		
External Roads	Poor	Resurfacing and four laning of the road to Palitana
Internal Roads	Poor	Resurfacing required
Internal Transport	Fair- Three Wheelers and Taxis available.	--
Bus Connection	Good (GSRTC and Private buses available from all over Gujarat)	
Rail	Fair- Two trains reach and leave Palitana in a day.	Gauge conversion of Rajkot – Palitana line is required
Air Connectivity	Nearest airport is Bhavnagar	Bhavnagar has air connectivity only with Mumbai. Air connectivity to other parts of India should be developed.
Port	Nearest Port is Bhavnagar	Ro-Ro facility can be developed for reaching Bhavnagar. This will reduce the time taken to reach Palitana from places like Mumbai, Surat and Porbandar and also reducing load on the existing infrastructure.
Communication		
Information Centres/Availability of Guides	Missing	Requirement of temple library/museum and trained guides at Palitana
Post Offices	Available	Available
Telecommunication	Available	Available
Entertainment		
Shopping Centres	Informal religious shops around the temple	
Emporiums/Gift Shops	Temporary during festivals	
Parks/Gardens	Not Available	
Theme Parks	Not Available	
Others		
Eating Joints		
Restaurants/Eateries	Fair - Multi cuisine food is available in Palitana	
Utilities		
Water Availability	Available	
Drinking water Facilities	Available	
Sanitation Facilities	Available	
Other Services		
Medical	Fair.	
Banking/Credit Facilities	Available.	
Sign Boards	Missing	
Street Lights	Available	
Vehicle Parking	Available	

Characteristics	Status	Requirement
Police and Security	Available	
Spot Improvement	-	
Intermediaries		
Travel Agents	Available	
Taxi Operators	Available	
Potters	Available	
Advertising Agencies	Not Available	
Artists/Performers	Not Available	
Facilities of Elderly/Disabled/Fam ilies with Young Children	Not Available	

Accommodation	No.	Room	Condition
Upper Segment (Three Star plus)	0	0	Na
Mid Segment	1	18	Good
Guest Houses	4-5	50-60	Fair
Dharma Shalas (included in above)	110	1800-2000	Good
Lodge	0	0	Na
Health Farm	0	0	Na
Heritage Hotel	0	0	Na
Motel	0	0	Na
Resort	0	0	Na

12.17 Projects

12.17.1 Projects Under implementation:

Rajkot - Palitana Gauge conversion project (Western Railways).

12.17.2 Projects Announced: Nil

12.17.3 Project identified and proposed by Dalal Consultants and Engineers Limited

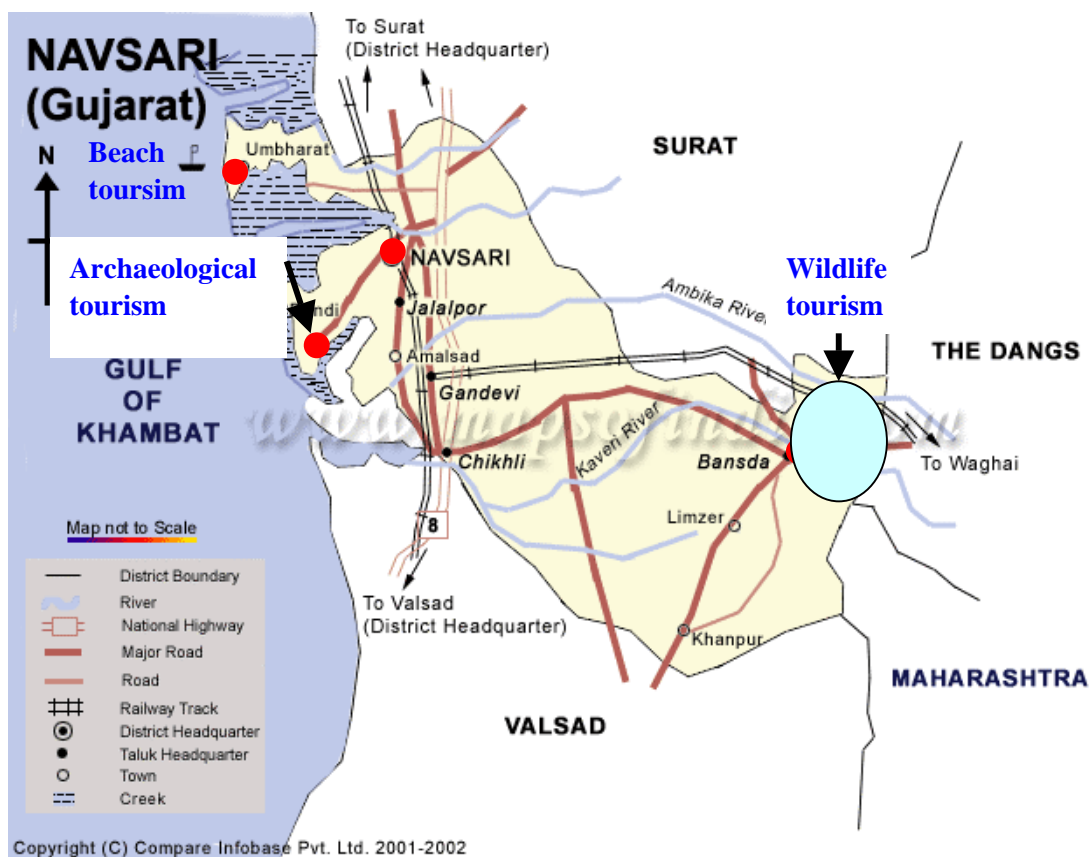
- Roads to be improved. Bagodra-Bhavnagar ~ 80 km patch is in bad shape.
- Broad gauge railway connectivity from Ahmedabad.
- Power supply is a chronic problem. Voltage fluctuation is high.
- No good restaurants are available for non-Jain and foreign tourists.
- Lack of trained guide for the tourists.
- There is no evening activity. This forces the tourists to leave early.
- Shetrunjay Dam site can be developed as a picnic spot.
- Possibility for a Ropeway project can be explored.

-
- (i) Doli is used to carry the pilgrims to the top of the mountain. Doliwalas often command exorbitant price for the trip during the peak season. This needs to be managed properly.

12.18 Remarks

A ropeway project has been contemplated for Palitana. But, it has been stalled mainly due to religious sentiments. The Jain sect has opposed the project.

13 NAVSARI



The town of Navsari is approximately about 2000 years old. According to writings of Greece history, the famous Egyptian geographer Tolemy had mentioned about Navsari's port in his book written in 150 A.D. The name of this city kept on changing from Nagavparn, then Navsareh, then Nag Mandar, then Nagsarika and lastly as Navsari.

In short, it can be said that Navsari was under the administration of different dynasties of Hindu kings in the 13th and 14th centuries AD. The 14th century marked the beginning of Muslim rule in Gujarat and thus Navsari also came under their rule. Finally, towards the end of the 18th century, Navsari came under the King Gaikwad's region.

The true prosperity for Navsari or the Golden period for Navsari came during Gaikwad's rule as he laid down the strong foundation pillars of today's modern Navsari. An important event that marked Navsari's history was the arrival of the Parsi community in the 12th century.

13.1 Accessibility

13.1.1 Air

The nearest local airport is Baroda which is at about 180 kms. Nearest international airport is Mumbai (260 kms)

13.1.2 Rail

Navsari is a junction on the Delhi – Mumbai Railway line. Navsari is connected to the rest of Gujarat by way of broadgauge. There are number of long and short distance trains connecting Navsari with other cities of the state and the country.

13.1.3 Road

Navsari has very good road connectivity to other parts of the state. The State transport buses and private luxury coaches connect Navsari with various centers of Gujarat. With the advent of air-conditioned buses, the travelling in this region by roads has increased.

13.2 Major attractions

Navsari town has not much to offer. The nearby attractions are Ubharat and Dandi.

13.3 Fairs and Festivals

None

13.4 Climate

Summer: Max: 40 degree C Min: 30 degree C
Winter: Max: 27 degree C Min: 18 degree C

The weather is pleasant almost all the year around, Sunny from September to May, rainy between June to August.

13.5 Tourist inflow

Navsari does not have significant tourist inflow. The preferred tourist attraction is Ubharat. The tourist inflow at Ubharat is as below

Total Tourists : ~ 40,000 per annum
Overnight Staying Tourist : ~ 4,000 per annum

Ubharat is mainly a picnic spot.

Source: White Water Resort

13.5.1 Origin of Tourist

From Gujarat: 100 %

13.5.2 Seasonality of Tourist

Origin of Tourist	Visit Period	Mode of Transport
All tourist	Weekends and holidays, diwali and summer vacations	Bus/private vehilces

13.5.3 Level of interest by Foreign Tourists

None

13.5.4 Spending Pattern of tourist (Rs)

Type	% of Tourist	Accommodation	Food	Traveling	Misc
Domestic	100 %	500	100-200	50-100	100

13.5.5 Nature of Tourist

	Business	Leisure/heritage	Pilgrimage
Nature of Tourist	5 %	95 %	0%

13.5.6 Size of Groups

	Business tourist	Leisure/pilgrimage tourist	NRG family	Foreigners
Size of Groups	NA	2-4 persons	NA	NA

13.5.7 Average stay in number of days

	Business tourist	Leisure/pilgrimage tourist	NRG family	Foreigners
Average stay in number of days	1 Day	1 Day	NA	NA

13.5.8 Seasonal flow details; As per Type of Tourist

	Business tourist	Leisure/pilgrimage tourist	NRG family	Foreigners
Seasonal flow details	No specific season	Weekends, summer and diwali vacations		NA

13.5.9 Profile of Tourist

Age group	Business tourist	Leisure/pilgrimage tourist	NRG family	Foreigners
% 3-24 years	15	15	NA	NA
% 25-34 years	35	25	NA	NA
% 34-44 years	35	35	NA	NA
% 45-54 years	10	20	NA	NA
% > 54 years	5	5	NA	NA
Sex			NA	NA
% Male	100	60	NA	NA
% Female	0	40	NA	NA

13.6 Infrastructure details

13.6.1 Accommodation

There are a few good hotels at Navsari but people prefer to stay at Ubharat. Ubharat has only one hotel which offers room on Package (twin sharing): includes 1 night stay, all meals, and water park rides.

Hotel	Rooms	Class	Tariff Range (Rs.)
White Water Leisure	25	B	500/-

Category definition A = 4 & 5 star hotel, B = 2 & 3 star hotel, C = 1 star or deluxe hotel, D = guest house, E = Dharamshala, H = Heritage hotel

13.6.2 Total Rooms Available

Category	No. Of Hotels	Total Rooms
A	0	0
B	1	25
C	6	120
D	0	0
E	0	0
H	0	0
Total(around)	7	145

13.6.3 Other entertainment facility

Water park.

13.6.4 Communication

Telephone, STD/ISD, Internet and post office facility is available and overall found to be good in Navsari.

13.6.5 Civic Amenities

Reasonably good facilities are available in the city of Navsari. However, there is some scope for improvement basically for street lighting, signage boards, sanitation etc.

13.7 Mode of Transportation

13.7.1 Road

The connectivity of Navsari to other parts of the state like Ahmedabad, Rajkot, Baroda, Surat etc is very good. The road from Surat to Ubharat is not good.

13.7.2 Rail

The Connectivity of Navsari is by way of broad Gauge trains to Ahmedabad, Delhi and Mumbai. There are a number of express trains, which connect Navsari with rest of India.

13.7.3 Air

Nearest local airport is Baroda (180 kms) and nearest international airport is Mumbai (260 kms)

13.7.4 Port

Hazira is the nearest port

13.8 Availability of Utilities

13.8.1 Water

Water scarcity is not found in Navsari.

13.8.2 Power

There is sufficient power available for domestic and commercial needs in Navsari. However with the increase in projects on tourism, the power scenario of the city has to be re looked at

13.8.3 Sanitation

Sanitation is sufficient for the city requirement. However there is scope for improvement in this sector.

13.8.4 Eating Joints (Restaurants, Bars, Food Joints)

Multicuisine food is available in Navsari. Bar permit is not available in Navsari

(i) Other Services details

- **Medical:** Satisfactory medical facilities are available
- **Travel Agents** – couple of good quality travel agents are available who can offer tailor made tours on request.
- **Taxi Operator** – Sufficient unmetered auto rickshaws and taxis are available.
- **Daily necessities** – satisfactorily met
- **Forex** - Available
- **ATM** – available
- **Religious** – Navsari has some important religious places for Parsi community

13.9 Environmental status, Policy & regulations

Navsari has no specific environmental status as of now. The environmental policy and regulations enforced by the Ministry of Environment and Forest (MoEF) and Gujarat Pollution Control Board (GPCB) apply to the city.

13.10 Other undeveloped site

Dandi: The historical Dandi March of Mahatma Gandhi was completed at this place.

Bansda sanctuary can be developed for eco tourism

13.11 Employment – Opportunities and Avenues

Development of tourism in this area will generate following opportunities for employment

- Hotel operators
- Cooks
- Taxi operators
- Tour operators
- Tour Guides
- Small retailers (shops and food joints)
- Wildlife guides

13.12 Bottle neck/constraints

Lack of infrastructure to reach Ubharat and Dandi. The coastal areas fall under CRZ.

13.13 General condition of the attraction

The general condition of the attractions in and around Navsari are fair but there is scope for improvement.

13.14 Strength and weakness analysis of the destination

(i) Strengths

Strong historical background, sea coast, good rail and road connectivity, pleasant climate

(ii) Weakness

Lack of entertainment facilities, lack of awareness and marketing

13.15 Infrastructure Status at Destination:

Name of the Destination: Ubhrat

District: Navsari

Characteristics	Status	Requirement
Accessibility		
External Roads	Good	
Internal Roads	Poor	Resurfacing Required
Internal Transport	Poor	
Bus Connection	Good (GSRTC Buses available from Valsad, Surat and Navsari)	
Rail	Good-nearest station is Navsari	
Air Connectivity	Nearest airport is Baroda (80 kms) and Mumbai (260 kms)	
Port	Good	Possibility of connecting Navsari with other coastal cities like Surat, Bhavnagar, Diu, Jamnagar, Dwarka, Veraval, Porbandar and Mumbai
Communication		
Information Centres/Availability of Guides	Missing	Trained Tourist Guide are required specially for marine and bird sanctuary
Post Offices	Good	
Telecommunication	Good	
Entertainment		
Shopping Centers	Good	
Emporiums/Gift Shops	Good	
Parks/Gardens	Fair	
Theme Parks	Fair	
Others		
Eating Joints		
Restaurants/Eateries	Fair	
Utilities		
Water Availability	Fair	
Drinking water Facilities	Fair	
Sanitation Facilities	Ok	
Other Services		
Medical	Good	
Banking/Credit Facilities	Good	
Sign Boards	Missing	
Street Lights	Fair	
Vehicle Parking	Missing	
Police and Security	Available	
Spot Improvement	-	
Intermediaries		
Travel Agents	Not Available	
Taxi Operators	Not Available	

Characteristics	Status	Requirement
Potters	Not Available	
Advertising Agencies	Not Available	
Artists/Performers	Not Available	
Facilities for Elderly/Disabled/ Families with Young Children	Not Available	

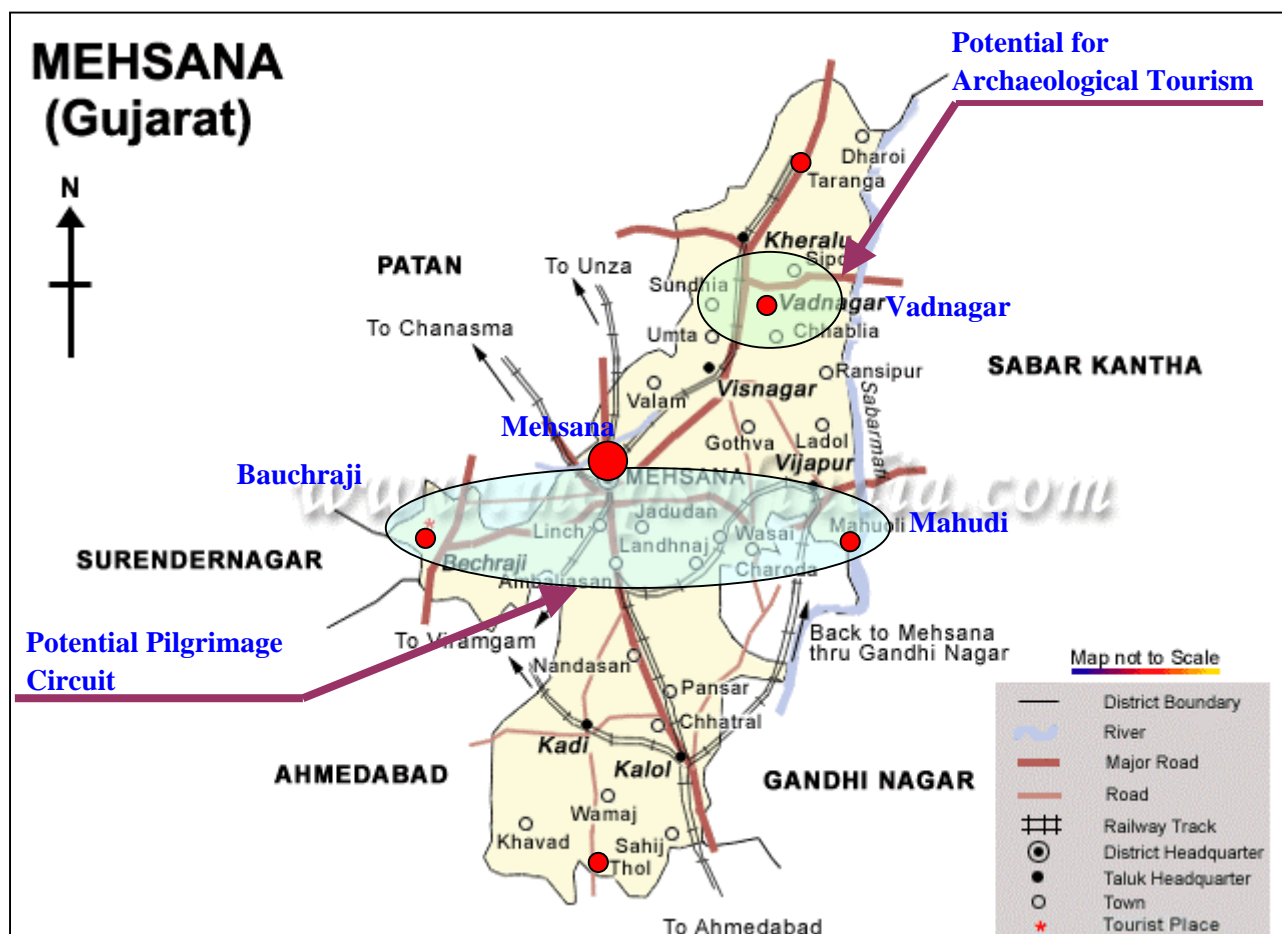
Accommodation	No.	Room	Condition
Upper Segment (Three Star plus)	0	0	NA
Mid Segment	1	25	Good
Guest Houses	0	0	NA
Dharma Shalas	0	0	NA
Louge	0	0	NA
Health Farm	0	0	NA
Heritage Hotel	0	0	NA
Motel	0	0	NA
Resort	0	0	NA

13.16 Projects

13.16.1 Project identified and proposed by Dalal Consultants and Engineers Limited

- Beach activities at Ubhrat.
- Garden & Health Club.
- Convocation Centers and Conference Halls.
- Ro-Ro Facility connecting Navsari to Coastal Cities like Jamnagar, Dwarka, Porbandar, Surat and Mumbai.
- Development of Eco tourism in Bansda Sanctuary.

14 MEHSANA



14.1 Introduction to Mehsana

Mehsana situated at about 65 kms north of Ahmedabad, was the abode of the early man in Gujarat. Robert Bruce Foote discovered the first traces of prehistoric culture in Gujarat in this district in 1893 A.D.

There are two legends connected with Mehsana. According to one, the town is believed to have been founded in the Vikram Samvat 1375 (1319 AD) by one Mesaji Chavdan. According to other legend, it was founded on Bhadrapad Sud 10 of the Vikram Samvat 1414 (1358 AD) Mehsana seems to have been named after its founder Mesaji, a ruler in the Chavda dynasty.

14.2 Accessibility

14.2.1 Air

Ahmedabad (65 kms) is the nearest Airport.

14.2.2 Rail

Mehsana is a junction on Ahmedabad-Delhi railway line. There are number of long distance trains which connect Mehsana with other parts of India. Also, there are various trains, which connect Mehsana with other parts of Gujarat.

14.2.3 Road

Mehsana is well connected by roads to other parts of the state. The State transport buses and private luxury coaches connect Mehsana with various centers of Gujarat.

14.3 Major attractions

Mehsana is one of the important commercial towns of Gujarat. Mehsana as a city has not much to offer to tourists. However, there are various other locations around Mehsana, which do attract tourists.

14.3.1 Shanku Water Park

Shanku Water Park, India's first water park makes for an entertaining day out with the family and children. It has a giant speed slide, Spiral ride, Wave Pool, Kiddies Korner and a Lazy river. Shanku Water Park is located 55 kms north of Ahmedabad at Amipur on the Ahmedabad-Mehsana highway.



14.3.2 Thol Wildlife Sanctuary

The sanctuary is in the Mehsana district around 40kms from Ahmedabad. The sanctuary occupies an area of approximately 7sq. kms. It is home to a rich variety of wildfowl, flamingos, grey pelicans, black ibis and other wetland birds.



14.3.3 Taranga

Situated 56 kms from Mehsana, nestled in the hills of Taranga, is the temple dedicated to Ajitnath, the 22nd Tirthankara of Jains. One of the most beautiful locations, the temple is a "must visit" on a Gujarat traveller's circuit. Though the hills are not high, only 365 metres (1200 ft), they offer a marked change from the surrounding region, due to their climate and panoramic views. The 12th century Ajitnath Temple, believed to be built by King Kumarpal, humbles the visitor by its grandeur. It consists of a Garbhagriha, ambulatory and three balconied windows filled with fine grills. The highlight of the temple is its massive pillars, softened by the beautiful carvings over them. In the centre is the octagonal nave topped by a beautifully decorated carved ceiling, 11mts in diameter. The porches on the sides are large and spacious with equally impressive columns. The temple, which has retained its original form and design, has a storied arrangement both inside and outside. The upper storey is concealed from the view and is accessible only by a very uncomfortable ladder. It is therefore considered a secret storey. Wooden bars are used to support widely separated walls.

14.3.4 Bahucharaji

Famous for the temple of Goddess Bahucharaji, the town is 35kms. from Mehsana. There are three temples of the Goddess, of which two are termed Adyasthan (the original site), and the middle temple as a Madhyasthan. The first of these encloses a Varkhadi tree from where the Goddess is believed to have appeared. Maratha Fadnis built the principal place of worship and the tiny temple. The outer temple was built by Manajirao Gaekwad in 1781A.D. The



Adyasthan contains the Spathik Bala Yantra with gold cover. On every full moon day, the temple of the Goddess is visited by a large number of devotees and tonsorial ceremonies are performed.

14.3.5 Langhanaj

The Langhanaj locality of Mehsana is particularly interesting as 14 fossilized skeletons and microlithes were unearthed here. The early man of Langhanaj bore close affinity with the East African. During the early period, Mehsana was the home of the aboriginal.

14.3.6 Vadnagar

The Vadnagar is a city of considerable importance in Gujarati history. It is the centre of the Naggar Brahmin community that has provided Gujarat with some of her best administrators, poets, writers and musicians. When Akbar's court poet and singer, Tansen was affected by the burns of the Deepak raag, he came to Vadnagar, and was cured by the Raag Maldaar sung by Tana and Riri. When Akbar asked the two girls to sing in his court, something they could not do as Brahmins, they committed suicide rather than refuse. Their joint shrine can be seen at Vadnagar.

The highlight of Vadnagar is the Kirti mandir, with its fabulous 12th century Torana gateways. Beautifully carved 12th century gates mark the entrance to the town. The 17th century Hatkeshwar temple in Vadnagar is a major pilgrimage for believers in Lord Shiva.

14.3.7 Mahudi

Mahudi is an important Jain and Hindu pilgrimage centre. The Jain temple is dedicated to Vir Ghantakarna and is known for the long penance of Muni Buddhisagarji. The Sun temple is important for the business community, and has idols believed to date back to the 5th century.

14.4 Fairs and Festivals

There is a big gathering of pilgrims at Bahucharaji on full moon days, large number of jain pilgrims visit mahudi during the kalichodas which fall in the month of October and November.

14.5 Climate

Summer: Max: 44 degree C Min: 28 degree C

Winter: Max: 29 degree C Min: 8 degree C

As it can be seen from the above data, Mehsana has an extreme climate.

14.6 Tourist inflow

(i) Bahucharaji

Total Tourists: ~ 18-20 lakh per annum

Overnight Staying Tourist: ~ 3-3.5 lakh per annum

(ii) Mahudi

Total Tourists: ~ 10-12 lakh per annum

Overnight Staying Tourist: ~ 3-3.5 lakh per annum

14.6.2 Origin of Tourist

Bahucharaji All over India

Vadnagar From Gujarat: 90 % From Other States: 10 %

Mahudi From Gujarat: 60 % From Other States: 40 % (Major From Rajasthan, Maharastra and west Bengal)

14.6.3 Seasonality of Tourist

(i) Bahucharaji and Vadnagar

Origin of Tourist	Visit Period	Mode of Transport
All tourists	All over the year, specially on full moon days	Bus/train

(ii) Mahudi

Origin of Tourist	Visit Period	Mode of Transport
All tourists	All over the year, specially on Kali Chodas	Bus/train

14.6.4 Level of interest by Foreign Tourists

Mehsana does not have much to offer for foreign tourists. Things may change with the excavation of a big ancient temple in Vadnagar. Due to this, there will be an increase in interest of foreign tourist.

14.6.5 Spending Pattern of tourist (Rs)

(i) Bahucharaji, Vadnagar and Mahudi

Type	% of Tourist	Accommodation	Food	Travelling	Misc
Domestic	100 %	100-150	25-50	25-50	50

14.6.6 Nature of Tourist

(i) Mehsana

	Business	Leisure/heritage	Pilgrimage
Nature of Tourist	90%	5%	5 %

(ii) Bahucharaji and Mahudi

	Business	Leisure/heritage	Pilgrimage
Nature of Tourist	5%	Nil	95%

(iii) Vadnagar

	Business	Leisure/heritage	Pilgrimage
Nature of Tourist	5%	80%	15%

14.6.7 Size of Groups

	Business tourist	Leisure/pilgrimage tourist	NRG family
Size of Groups	1 person	2-4 persons	NA

14.6.8 Average stay in number of days

	Business tourist	Leisure/pilgrimage tourist	NRG family
Average stay in number of days	Half day	Half day	NA

14.6.9 Seasonal flow details; As per Type of Tourist

Type of Tourist	Business tourist	Leisure/pilgrimage tourist	NRG family
Seasonal flow details	No specific season	On all full moon days (poornimas) Big gathering on chaitra purnima	NA

14.6.10 Profile of Tourist

Age group	Business tourist	Leisure/pilgrimage tourist
% 3-24 years	5	5
% 25-34 years	45	10
% 34-44 years	35	35
% 45-54 years	10	25
% > 54 years	5	25
Sex		
% Male	100	50
% Female	0	50

14.7 Infrastructure details

14.7.1 Accommodation

There are no star or deluxe category hotels in Mehsana. The only good accommodation is at shankus water park. There are about 50 odd Dharamshala's in bauchraji. Mahudi also has around the same number of dharamshalas.

Hotel	Rooms	Class	Tariff Range (Rs.)
Shanku's Water Resorts	53	C	700-1200/-

Category definition A = 4 & 5 star hotel, B = 2 & 3 star hotel, C = 1 star or deluxe hotel, D = guest house, E = Dharamsala, H = Heritage hotel

14.7.2 Total Rooms Available

Category	No. Of Hotels	Total Rooms
A	0	0
B	0	0
C	2	63
D	4	220
E	0	0
H	0	0
Total	6	283

14.7.3 Other entertainment facility

Except for the water park at shankus' there is no other entertainment facility available in mehsana. R world, a multiplex with 3 screens and various other entertainment facilities is near Adalaj (50 kms from Mehsana).

14.7.4 Communication

Telephone, STD/ISD and post office facility is available all over Mehsana, Bahucharaji, Vadnagar and Mahudi.

14.7.5 Civic Amenities

There is scope for improvement basically for roads, street lighting, signage boards, sanitation etc.

14.8 Mode of Transportation

14.8.1 Road

The connectivity of Bahucharaji and Vadnagar to Mehsana and other parts is good. Bahucharaji and Vadnagar are at around 50 kilometers from Mehsana, which is connected with Ahmedabad and Gandhinagar by state highway. The road condition is very good.

14.8.2 Rail

Mehsana is a junction on Ahmedabad-Delhi railway line. Number of long distance express trains and short distance passenger trains connect Mehsana with rest of the country.

14.8.3 Air

Ahmedabad is the nearest airport. Ahmedabad is well connected with rest of India. Ahmedabad also has an International airport with limited flights to gulf, USA and Europe.

14.9 Availability of Utilities (Power, Water Drainage)

Mehsana is facing water scarcity mainly because of drought in complete north Gujarat. However, with the Narmada canal water reaching Mehsana, the water scarcity problem is likely to reduce. Overall, the power Scenario in the district is Good.

14.9.1 Eating Joints (Restaurants, Bars, Food Joints)

Multi cuisine food is easily available in Mehsana city. However, there is not much choice at Bahucharaji, Vadnagar and Mahudi and one has to depend on local food.

14.10 Other Services details

- **Medical** - Good
- **Travel Agents** – Few travel agents are running services between Bahucharaji-Vadnagar-Mehsana-Ahmedabad.
- **Taxi Operator**- unmetered rickshaws and taxis are available.
- **Daily necessities**- Good
- **Forex** –Available in Mehsana
- **Religious** – Bahucharaji and Mahudi have high religious importance.

14.11 Environmental status, Policy & regulations

Mehsana district has no specific environmental status as of now. High Fluoride in ground water is one major problem at some places in Mehsana district. The environmental policy and regulations enforced by the Ministry of Environment and Forest (MoEF) and Gujarat Pollution Control Board (GPCB) apply to the district.

14.12 Other undeveloped site

No new potential site is observed to be developed. The existing sites should be developed, maintained and marketed well for achieving the higher tourist inflow.

14.12.1 Employment – opportunities and Avenues

Development of existing destinations in this area will generate following opportunities for employment

- Hotels operators
- Taxi operators
- Tour operators
- Tour Guides
- Small retailers (shops and food joints)

14.13 Bottle neck/constraints

Major constraint are the high summer temperatures, lack of good hotels and good restaurants.

14.14 General condition of the attraction

The temple trust is the regulating body that looks after the day-to-day activities and the maintenance of the temple at Bauchraji and Mahudi. The attractions are generally in a good condition.

14.15 Strength and weakness analysis of the destination

(i) Strengths

Strong pilgrimage importance, Very near to other attractions like Sun temple of Modhera, Jain temples at Mahudi, Step well at Adalaj, Rani ki vav at Patan, Vadnagar, Galteshwar, etc.(potential for a good circuit development), near to well developed airport at Ahmedabad, well connected by trains to rest of India

(ii) Weakness

Lack of awareness, Lack of infrastructure, Lack of marketing, extreme summer temperatures, Water Shortage, and lack of good hotels.

14.16 Infrastructure Status at Destinations:

Name of the Destination: Bahucharaji

District: Mehsana

Characteristics	Status	Requirement
Accessibility		
External Roads	Good	--
Internal Roads	Good	--
Internal Transport	Fair- Three Wheelers and Taxis available.	--
Bus Connection	Good (GSRTC and Private buses available from all over Gujarat)	--
Rail	Good	--
Air Connectivity	Nearest airport is Ahmedabad	--
Port	NA	--
Communication		
Information Centres/ Availability of Guides	Missing	Requirement of information centre and trained guides in Baucharaji
Post Offices	Available	--
Telecommunication	Available	--
Entertainment		
Shopping Centres	Informal religious shops around the temple	
Emporiums/Gift Shops	Temporary during festivals	
Parks/Gardens	Not Available	
Theme Parks	Not Available	
Others		
Eating Joints		
Restaurants/Eateries	Poor	Only local food is available
Utilities		
Water Availability	Available	
Drinking water Facilities	Available	
Sanitation Facilities	Available	
Other Services		
Medical	Fair.	
Banking/Credit Facilities	Available.	
Sign Boards	Missing	
Street Lights	Available	
Vehicle Parking	Available	
Police and Security	Available	
Spot Improvement	-	
Intermediaries		
Travel Agents	Available	
Taxi Operators	Available	
Potters	Available	
Advertising Agencies	Not Available	
Artists/Performers	Not Available	
Facilities for Elderly/ Disabled /Families with Young Children	Not Available	

Accommodation	No.	Room	Condition
Upper Segment (Three Star plus)	0	0	NA
Mid Segment	0	0	NA
Guest Houses	0	0	NA
Dharma Shalas (included in above)	50	750	fair
Lodge	Nil	Nil	Na
Health Farm	Nil	Nil	Na
Heritage Hotel	Nil	Nil	Na
Motel	Nil	Nil	Na
Resort	Nil	Nil	Na

14.17 Projects

14.17.1 Project identified and proposed by Dalal Consultants and Engineers Limited

- Proper seating arrangements for the pilgrims around the temple.
- Rest rooms for elderly pilgrims and tourists.
- Basic Facilities like clean drinking water and clean toilets should be provided near the Temples, which can be used during closure of temple.
- Basic Facilities for Pilgrims during closure of temples should be developed.
- Organised Shopping Centre.
- A flower garden to be located in the vicinity of the temple.
- Bahucharaji temple Library. The library shall serve as a nodal authority for dissemination of information related to history of Bahucharaji temple.
- Visitor management System.

Name of the Destination: Vadnagar

District: Mehsana

Characteristics	Status	Requirement
Accessibility		
External Roads	Good	--
Internal Roads	Good	--
Internal Transport	Fair- Three Wheelers and Taxis available.	--
Bus Connection	Good (GSRTC and Private buses available from all over Gujarat)	--
Rail	Good	--
Air Connectivity	Nearest airport is Ahmedabad	--
Port	NA	--
Communication		
Information Centers/ Availability of Guides	Missing	Requirement of information centre & trained guides in Vadnagar
Post Offices	Available	--
Telecommunication	Available	--
Entertainment		
Shopping Centers	Informal religious shops around the temple	
Emporiums/Gift Shops	Temporary during festivals	
Parks/Gardens	Not Available	
Theme Parks	Not Available	

Characteristics		Status	Requirement
Others			
Eating Joints			
Restaurants/Eateries	Poor		Only Gujarati Thali is available
Utilities			
Water Availability	Available		
Drinking water Facilities	Available		
Sanitation Facilities	Available		
Other Services			
Medical	Fair.		
Banking/Credit Facilities	Available.		
Sign Boards	Missing		
Street Lights	Available		
Vehicle Parking	Available		
Police and Security	Available		
Spot Improvement	-		
Intermediaries			
Travel Agents	Available		
Taxi Operators	Available		
Potters	Available		
Advertising Agencies	Not Available		
Artists/Performers	Not Available		
Facilities of Elderly/ Disabled/Families with Young Children	Not Available		

Accommodation	No.	Room	Condition
Upper Segment (Three Star plus)	0	0	NA
Mid Segment	0	0	NA
Guest Houses	0	0	NA
Dharma Shalas (included in above)	0	0	NA
Lodge	0	0	NA
Health Farm	0	0	NA
Heritage Hotel	0	0	NA
Motel	0	0	NA
Resort	0	0	NA

14.18 Projects

14.18.1 Projects Under implementation:

1. Mehsana-Palanpur highway project - Government of Gujarat

14.18.2 Projects Announced/Proposed by Government

1. Ratanpur-Gandhinagar Highway project -National Highway Authority of India
2. Viramgam – Mehsana Conversion project -Western Railways
3. Gandhinagar Kalol Railway project -Western Railways
4. Air strip project at Mehsana -Gujarat Infrastructure Dev Board

14.18.3 Project identified and proposed by Dalal Consultants and Engineers Limited

1. Proper seating arrangements for the pilgrims around the temples/historical monuments.

2. Rest rooms for elderly pilgrims and tourists.
3. Basic Facilities like clean drinking water and clean toilets should be provided near the Temples.
4. Basic Facilities for Pilgrims during closure of temples should be developed.
5. Organised Shopping Center
6. A flower garden to be located in the vicinity of the temple.
7. Kirtimandir and Hatkeshwar temple Library. The library shall serve as a nodal centre for dissemination of information related to history and pilgrimage importance of these ancient temples of 12th and 17th century respectively.
8. Visitor management System.
9. Sound and light show

14.19 Infrastructure Status at Destinations:

Name of the Destination: Mahudi

District: Mehsana

Characteristics	Status	Requirement
Accessibility		
External Roads	Good	--
Internal Roads	Good	--
Internal Transport	Fair- Three Wheelers and Taxis available.	--
Bus Connection	Good (GSRTC and Private buses available from all over Gujarat)	--
Rail	Good- nearest station is Mehsana	--
Air Connectivity	Nearest airport is Ahmedabad	--
Port	NA	--
Communication		
Information Centers/ Availability of Guides	Missing	Requirement of temple library in Mahudi
Post Offices	Available	--
Telecommunication	Available	--
Entertainment		
Shopping Centers	Informal religious shops around the temple	
Emporiums/Gift Shops	Temporary during festivals	
Parks/Gardens	Not Available	
Theme Parks	Not Available	
Others		
Eating Joints		
Restaurants/Eateries	Poor	Only local food is available
Utilities		
Water Availability	Available	
Drinking water Facilities	Available	
Sanitation Facilities	Available	
Other Services		
Medical	Fair.	
Banking/Credit Facilities	Available.	
Sign Boards	Missing	
Street Lights	Available	
Vehicle Parking	Available	
Police and Security	Available	
Spot Improvement	-	
Intermediaries		
Travel Agents	Available	

Characteristics	Status	Requirement
Taxi Operators	Available	
Potters	Available	
Advertising Agencies	Not Available	
Artists/Performers	Not Available	
Facilities of Elderly/ Disabled/ Families with Young Children	Not Available	

Accommodation	No.	Room	Condition
Upper Segment (Three Star plus)	Nil	Nil	NA
Mid Segment	Nil	Nil	NA
Guest Houses	Nil	Nil	NA
Dharma Shalas	50	750	fair
Lodge	Nil	Nil	NA
Health Farm	Nil	Nil	NA
Heritage Hotel	Nil	Nil	NA
Motel	Nil	Nil	NA
Resort	Nil	Nil	NA

14.20 Projects

14.20.1 Project identified and proposed by Dalal Consultants and Engineers Limited

- Proper seating arrangements for the pilgrims around the temple.
- Rest rooms for elderly pilgrims and tourists.
- Basic Facilities like clean drinking water and clean toilets should be provided near the Temples, which can be used during closure of temple.
- Basic Facilities for Pilgrims during closure of temples should be developed.
- Multicuisine restaurant with a portion airconditioned.
- Organised Shopping Center
- A flower garden to be located in the vicinity of the temple.
- Mahudi jain temple Library. The library shall serve as a nodal authority for dissemination of information related to history of the temple.
- Visitor management System.

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Ministry of Tourism & Culture
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Study Report on Preparation of 20 Years Perspective Plan for Development of Sustainable Tourism in Gujarat

June 2002

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Study Report on Preparation of 20 Years Perspective Plan for Development of Sustainable Tourism in Gujarat

Issue and Revision Record

Rev	Date	Originator	Checker	Approver	Description
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15 AHMEDABAD



Ahmedabad, named after a Sultan who founded it in 1411, is the state capital. It is the city which houses Gandhiji's humble Ashram, Sabarmati Ashram. Also known as the 'Manchester of India' the city is a very busy textile and commercial centre. The city stands amongst the most prosperous in the country. It is also the sixth largest in India. But Ahmedabad has a lot more to offer visitors. It is also home to several interesting museums. Many of Ahmedabad's buildings bear the signatures of world-renowned architects like Le Corbusier, Louis Khan, Doshi and Correa.

15.1 Accessibility

15.1.1 Air

Ahmedabad has an Airport where Indian airlines and Jet airways operate daily flights connecting Ahmedabad with Bombay, Delhi, Bangalore, Madras, Jaipur, and Calcutta. Limited international flights to Middle East, USA and UK are also available from the international airport of Ahmedabad.

15.1.2 Rail

Ahmedabad is a major junction on western railway map. Ahmedabad is connected with virtually whole of India through broad gauge and meter gauge lines.

15.1.3 Road

Ahmedabad has very good road connectivity to other parts of the state and major cities of neighbouring states. It is also connected to Delhi and Mumbai through National Highways. The State

transport buses and private luxury coaches connect Ahmedabad with other cities and towns of the state and major cities of Rajasthan, Madhya Pradesh and Maharashtra.

15.2 Major attractions

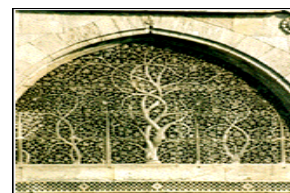
15.2.1 Gandhi Ashram

Situated on peaceful stretch of the River Sabarmati, Gandhiji set up a simple retreat in 1918. Laying down the Objectives of the ashram, Gandhiji wrote " to take training for the National service which is not contrary to universal well being and Constantly endeavouring for such national service, is the aim of this Ashram. " Gandhiji first stayed in vanatshala a place where handlooms were Installed, but later on moved to ' hridaykunj ' the pulse of the ashram. This spartan accommodation was to witness gandhiji's evolution from Mohandas To Mahatma, who rose to be the ' father of the nation ' . The first struggle that Gandhiji spearheaded from sabarmati ashram was that of textile mill workers. Soon after, there was a kheda satyagraha. Directed by his inner Voice, Bapu gave a call to break the salt law and embarked on a 385 km march with his 79 followers. On 12th march 1930, Bapu commenced on this trail, setting the nation blaze with the spirit of defiance.



15.2.2 Siddi Sayyad Mosque

One part of the wall in the old citadel of the mosque built by Ahmed Shah's slave, Sidi Sayyad, is celebrated the world over for its exquisite stone window tracery - a superb and peerless example of delicate carving that transforms stone into filigree.



15.2.3 Teen Darwaja

The triple-arched gateway was built by Sultan Ahmed Shah to serve as the royal entrance to the Maidan Shahi or the Royal Square. It is an imposing monument of perfect proportions and highly ornate buttresses.



15.2.4 Shahalam Roza

The tomb and mosque of Saint Shah Alam are said to have been built by the brother of the Empress Noorjehan. The brass doors are set in carved marble frames and the floor tiled in black and white marble.



15.2.5 Kankaria Lake

It is a circular lake almost a mile in circumference which was constructed in 1451 by Sultan Qutb-ud-Din. In the center of the lake is an island-garden with a summer place known as Nagina Wadi.



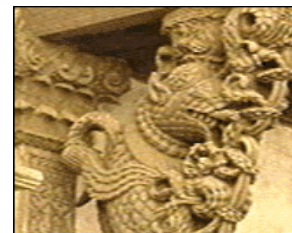
15.2.6 Hatheesingh Jain Temples

Built outside Delhi Gate in 1850 by a rich Jain merchant, the Hatheesingh Temple is the best known of Ahmedabad's many ornate Jain temples. Built of pure white marble and profusely decorated with rich carvin, the Hatheesingh Temple is dedicated to Dharmnath, the 15th Jina or Jain Apostle.



15.2.7 Pols of Ahmedabad

The Pols, integral parts of old Ahmedabad are residential units dating back to 1714 with intricately carved facades, which line the streets. It nurtures within its folds, pages of history, a breath of harmony and a showcase of exquisite architecture. Notable in the present day Pols are Mhurat Pol, Mandvi-ni-Pol, and Lakha Patel-ni-Pol.



15.2.8 The Jumma Masjid

Described by some as one of the most beautiful mosques in India, this Friday or Congregational Mosque, was built by the city's founder, Sultan Ahmed Shah in 1423. It stands on 260 pillars supporting 15 domes at varying elevations. The mosque is located in the center of the old city



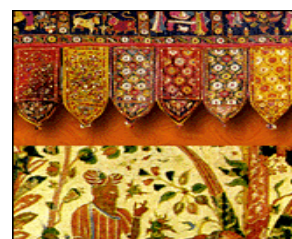
15.2.9 The shaking Minarates

The shaking minarets of Sidi Bashir's Mosque are unique in its own way, when one minaret is shaken the other minaret vibrates too.



15.2.10 Calico Textile Museum

Appropriately for a city that owes its prosperity to three threads - cotton, silk and gold - Ahmedabad has one of the finest textile museums in the world. Housed in one of the Gujarat's famous carved-wooden havelis, the museum displays a magnificent collection of rare textiles that date back to the 17th Century. There is also an excellent reference library on textiles.



15.2.11 The Kite Museum

The museum houses a wonderful variety of kites that depict their colourful history and regional flavours.



15.2.12 Sarkhej Roza

Sarkhej comprises of one of the most elegant architecture complexes of Ahmedabad. The buildings are remarkable for the complete absence of arches and the use of pierced stone trellises.

15.3 In addition to the above, there are various other museums like

- Shreyas Folk Art Museum.
- L.D. Institute of Indology, Navarangpura.
- National Institute of Design.
- Tribal Research & training Museum, Ashram Rd.
- N.C. Mehta Art Gallery, Sanskar Kendra, Paldi.
- Veechar Utensil Museum, Vasna Tolnaka.
- Natural History Museum, Kankaria

In addition to the above, Ahmedabad is entry point to Gujarat and also can be used as hub to visit some of the most popular destinations of Gujarat which are at motoring distances from Ahmedabad. Ahmedabad has very good accommodation facilities and hence people like to come back to Ahmedabad for night stay. Around Ahmedabad, the major attraction are

15.3.1 Akshardham

Akshardham is a temple in Gandhinagar, built in the memory of Lord Swami Narayan. Built of pink sandstone, Akshardham is a unique and majestic cultural complex, housing exhibitions and multimedia shows. Gandhinagar is about 30 kms from Ahmedabad.

15.3.2 The Nal Sarovar

The Nal Sarovar is a delightful bird sanctuary of Gujarat that nestles around the Nal Lake. The lake extends over a vast, low-lying stretch, which serves as a catchment area for the monsoon rains and provides a perfect habitat for resident birds as well as a huge number of species that migrate here starting from November to February. Nalsarovar is at 71 kms from Ahmedabad

15.3.3 Modhera Sun temple

Modhera is one of the very few temples dedicated to the Sun (the others are :- Martand temple in Kashmir, Katarmal in Almora, Osia in Rajasthan, Konark in Orissa). This temple is situated at a distance of 30 km from Mehsana and 125 km from Ahmedabad on the banks of the river, Pushpavati.

15.3.4 Lothal

Lothal is essentially a single culture site 80 kms from Ahmedabad. The 4000 years old Harappan culture in all its variant forms is well represented here.

15.3.5 Adalaj step-well

Adalaj is a village 18 km. to the north of Ahmedabad. The Vav (step-well) at Adalaj was built in the 15th or 16th century A.D. The Vav is laid out in the north-south direction, the well in the north and in the south, with a total length of 75.3 metres. It is the only major monument of its kind, which has three entrance stairs leading to the stepped corridor.

15.4 Fairs and Festivals

15.4.1 Kite Festival

Kite flying is a special event in Ahmedabad held on Makarsakranti day, 14th January, the beginning of northern journey of the sun (Uttarayan). The sky is full of colourful kites flying high in the air. After dusk, the kites carry oil lamps, lighting the city in the ethereal splendour. This festival has become so popular that now it has turned into an international kite festival wherein people from all over the world come to fly exotic kites of various designs & shapes.

15.4.2 Navratri

In more than one sense, this is one of the most well known festivals of Gujarat. For nine days, ending on Dusshera day, there is fun and frolic all over Gujarat. The festival is dedicated to goddess Amba. Girls wear ethnic Chania Choli and boys wear Dhoti-Kurta and enjoy Garba and Dandiya Ras (dance forms) the whole Night.

15.4.3 Vautha Fair

The fair is held during Kartika Purnima, the full moon night of the month of Kartik, corresponding to November. The site is about 50 kms from Ahmedabad and 26 kms from Dholka (the nearest railway station). Also known as Saptasangam, the site is at the confluence of seven rivers (sapta meaning seven and sangam meaning confluence). In actual fact, the great Saptarishis or Seven Rishis stayed here for a while. These and other tales, lend the site an air of sanctity, which is enhanced by the fact that there are some famous temples there as well. The most important temple is the Shiva temple of Siddhanath.

The pilgrims who visit Vautha during the Fair represent a cross section of society ranging from farmers, labourers and people belonging to several castes. Although essentially a fair frequented by Hindus, even Muslims visit it in fairly large numbers. It lasts for 2 or 3 days. In the new temporary township at the fair site, visitors have a choice of several pastimes to indulge in. However, what is significant is, that this is the only major animal trading fair in Gujarat, and certainly on a par with the famous camel fair at Pushkar in Rajasthan. Here, however, unlike camels in Pushkar, donkeys are the highlight. About 4000 donkeys are brought every year for sale usually, by Vanjara traders.

The donkeys are gaily painted to attract buyers. Several thousand donkeys and a few hundred camels are sold during the fairs. Here one can see colourful headdresses of the locals who come here with their livestock. Bazaars, ferris wheels and sugarcane juice vendors can be seen at the Vautha fair ground.

15.5 Climate

Summer: Max: 45 degree C Min: 28 degree C
Winter: Max: 25 degree C Min: 6 degree C

As can be seen from the above data, Ahmedabad has an extreme climate. Moreover, the temperature is on the higher side at most times of the year. This is a major hindrance for the development of tourism in the city.

15.6 Tourist inflow

Overnight Staying Tourist : 15 to 17 lakh per annum

Source: Local Hoteliers

15.6.1 Origin of Tourist

From Gujarat : ~ 50 %

From Other States : ~ 50 % (mainly from Mumbai, Delhi, and neighbouring States of Maharashtra, Rajasthan, and M.P.)

15.6.2 Seasonality of Tourist

Seasonality is not very distinct, but the tourist inflow is higher during October to February.

15.6.3 Level of interest by Foreign Tourists

~ 10-12,000 foreign tourist per annum

Annually, about 4000 foreign tourists visit Vishalla restaurant (with an ethnic setting on the outskirts of Ahmedabad) . This also includes the Royal Orient Train Tourists.

Source: Local Hoteliers and Airlines Estimate

15.6.4 Spending Pattern of tourist (Rs)

Type	% of Tourist	Accommodation	Food	Travelling	Misc
Domestic	5 %	3000-5000	500-600	600-1200	200
	10%	1000-2500	200-250	600-800	100
	40%	400-750	100-200	50-100	50
	45%	150-300	50-100	25-50	50
Foreign	Tourists	3000-5000	500-600	600-1200	500-600

15.6.5 Nature of Tourist

	Business	Leisure/heritage	Pilgrimage
Nature of Tourist	85 %	12 %	3%

15.6.6 Size of Groups

	Business tourist	Leisure/pilgrimage tourist	Foreigners
Size of Groups	1-2 people	2-4 persons	1-2 persons

15.6.7 Average stay in number of days

	Business tourist	Leisure/pilgrimage tourist	Foreigners
Average stay in number of days	2 nights	1 night	3 nights

15.6.8 Seasonal flow details; As per Type of Tourist

	Business tourist	Leisure/pilgrimage tourist	Foreigners
Seasonal flow details	No specific season	October to February	October to February

15.6.9 Profile of Tourist

Age group	Business tourist	Leisure/pilgrimage tourist	NRG family	Foreigners
% 3-24 years	5	5	5	5
% 25-34 years	45	25	15	5
% 34-44 years	35	35	35	10
% 45-54 years	10	20	30	40
% > 54 years	5	15	15	40
Sex				
% Male	90	60	60	60
% Female	10	40	40	40

15.7 Infrastructure details

15.7.1 Accommodation

There are about 90 hotels in Ahmedabad, which includes 14 hotels in 3-star and above category. Apart from hotels, there are about 75 guesthouses and dharamshalas. Following list gives the details of major hotels in Ahmedabad.

Hotel	Rooms	Class	Tariff Range (Rs.)
Taj Residency Umed	85	A	4950-11500/-
Holiday Inn	60	A	4100-9000/-
Cama Park Plaza	48	A	3300-5400/-
Inder Residency	79	A	3400-5300/-
Fortune Landmark	64	A	2000-5000/-
Rock Regency	38	B	1800-3200/-
Hotel President	58	B	1900-3000/-
Hotel Klassic Gold	30	B	2100-2800/-
Hotel Kanak	31	B	1500-1900/-

Hotel	Rooms	Class	Tariff Range (Rs.)
Hotel Westend	25	B	1750-2800/-
Hotel Nalanda	30	B	1500-2400/-
Signor Hotels	40	B	1000-2400/-
Hotel Nest	25	B	1450-2800/-
Silver Oak Resort	19	B	950-2500/-
Green Woods Lake resort	40	B	700-1800/-
Hotel Panshikura	20	C	700-800/-

Category definition A = 4 & 5 star hotel, B = 2 & 3 star hotel, C = 1 star or deluxe hotel, D = guest house, E = Dharamsala, H = Heritage hotel

15.7.2 Total Rooms Available

Category	No. Of Hotels	Total Rooms
A	5	336
B	9	514
C	75	1900
D	75	2250
E	0	0
H	0	0
Total(around)	164	5000

15.8 Other entertainment facility

Kankaria Lake, Multiplexes, Akshardham, Go Karting, Bowling Alley, Pool Tables, Game Parlours, Amusement and Water Parks around Ahmedabad.

15.9 Communication

Telephone, STD/ISD, Internet and post office facility is available and overall found to be very good in Ahmedabad.

15.10 Civic Amenities

Reasonably good facilities are available in the city of Ahmedabad. However there is some scope for improvement basically for sanitation in old Ahmedabad. Roads within the city are mostly in good shape.

15.11 Mode of Transportation

15.11.1 Road

The connectivity of Ahmedabad to other parts of the state like Rajkot, Baroda, Surat etc is very good. With the advent of Air Conditioned buses being available with most of the bus operators, the traveling from Ahmedabad to other parts of the state has become comfortable.

15.11.2 Rail

The Connectivity of Ahmedabad is by way of broad gauge and meter gauge trains to other parts of the state. Ahmedabad is well connected to rest of the India by way of broad gauge rail lines. In addition to number of express trains, Ahmedabad is connected by Shatabdi and Rajdhani trains with Mumbai and Delhi respectively.

15.11.3 Air

Ahmedabad airport has various flights connecting to Mumbai, Delhi, Bangalore, Chennai, Kolkatta, Jaipur etc. Ahmedabad also has an International airport from where limited flights to gulf, UK and USA are also available.

15.12 Availability of Utilities

15.12.1 Water

Water scarcity used to be one of the major problems in Ahmedabad. However with water reaching Ahmedabad through Mahi canal and the Narmada canal, the water scarcity problem has been solved to a large extent.

15.12.2 Power

There is sufficient power available for domestic and commercial needs in Ahmedabad. However, with the increase in projects on tourism, the power scenario of the city has to be re looked at.

15.12.3 Sanitation

Sanitation is sufficient for the city requirement. However there is scope for improvement in this sector especially in older Ahmedabad where most of the historical monuments are located.

15.12.4 Eating Joints (Restaurants, Bars, Food Joints)

Multi-cuisine food is available in Ahmedabad. Bar permit is not available here

15.13 Other Services details

- **Medical** - Satisfactory medical facilities are available
- **Travel Agents** - Number of good international travel agents are available who offer packaged as well as tailor made tours on request.
- **Taxi Operator** - Sufficient metered and unmetered auto rickshaws and taxis are available.
- **Daily necessities** - satisfactorily met
- **Forex** - Available

-
- **ATM** – Available
 - **Religious** - Ahmedabad has number of temples and mosques of religious and historical importance.

15.14 Environmental status, Policy & regulations

Ahmedabad has no specific environmental status as of now. As per the National Ambient Air Quality Monitoring (NAAQM) run by Central Pollution Control Board (CPCB) the concentration of air pollutants like Nitrogen Oxide (NO₂) and Suspended Particulate Material (SPM) was high in residential areas of Ahmedabad. This is largely because of very high number of vehicles on roads of Ahmedabad. The environmental policy and regulations enforced by the Ministry of Environment and Forest (MoEF) and Gujarat Pollution Control Board (GPCB) apply to the city.

15.15 Other undeveloped site

Thol lake near Ahmedabad needs more attention. Although the same has been declared as bird sanctuary, more attention towards infrastructure, awareness and development of the site is required. The lake becomes home for large number of migratory and indigenous birds during winter. Occupying an area of approximately 7sq.kms. it is home to a rich variety of wildfowl, flamingos, gray pelicans, black ibis and other wetland birds.

15.16 Employment – Opportunities and Avenues

Development of tourism in this area will generate following opportunities for employment

- Hotels operators
- Taxi operators
- Tour operators
- Tour Guides
- Small retailers (shops and food joints)
- Specific archaeological guides

Since Ahmedabad is entry point for Gujarat, development of tourism in Ahmedabad will result in moving more tourists to Gujarat.

15.17 Bottle neck/constraints

Extreme summer temperature is the major bottleneck. Some hoteliers and tour operators feel that prohibition is another bottleneck for tourist inflow from other states.

15.18 General condition of the attraction

Ahmedabad Municipal Corporation maintains the archaeological sites of Ahmedabad. The general condition of the attractions need improvement and better publicity.

15.19 Strength and weakness analysis of the destination

(i) Strengths

Strong historical background, business centre of Gujarat, entry point of Gujarat, Unique Industry that can be developed as a tourist spot (textile)

(ii) Weakness

Extreme summer Temperatures, lack of marketing and publicity.

15.20 Infrastructure Status at Destination:

Name of the Destination: Ahmedabad

District: Ahmedabad

Characteristics	Status	Requirement
Accessibility		
External Roads	Good	
Internal Roads	Good	
Internal Transport	Good (metered/unmetered three wheelers and Taxis are available)	
Bus Connection	Good (GSRTC and Private Buses available from all over Gujarat)	
Rail	Good	
Air Connectivity	Good	
Port	NA	NA
Communication		
Information Centres/Availability of Guides	Missing	Tourist information centres at Railway Station, Bus station and airports are required. Trained Tourist Guide are required specially for archaeological sites
Post Offices	Good	
Telecommunication	Good	
Entertainment		
Shopping Centers	Good	
Emporiums/Gift Shops	Good	
Parks/Gardens	Fair	
Theme Parks	Missing in the city but available at motoring distances	
Others		
Eating Joints		
Restaurants/Eateries	Good	
Utilities		
Water Availability	Good	
Drinking water Facilities	Fair	
Sanitation Facilities	Fair	

Characteristics	Status	Requirement
Other Services		
Medical	Good	
Banking/Credit Facilities	Good	
Sign Boards	Fair	
Street Lights	Good	
Vehicle Parking	Fair	
Police and Security	Available	
Spot Improvement	-	
Intermediaries		
Travel Agents	Available	
Taxi Operators	Available	
Potters	Available	
Advertising Agencies	Available	
Artists/Performers	Available	
Facilities for Elderly/ Disabled/Families with Young Children	Available	

Accommodation	No.	Room	Condition
Upper Segment (Three Star plus)	14	850	Good
Mid Segment	75	1900	Good
Guest Houses	75	2250	Fair
Dharma Shalas	0	0	NA
Lodge	0	0	NA
Health Farm	0	0	NA
Heritage Hotel	0	0	NA
Motel	0	0	NA
Resort	0	0	NA
Total	164	5000	

15.21 Projects

15.21.1 Projects Under implementation:

- Ahmedabad- Rajkot Highway project- Government of Gujarat
- Ahmedabad –Vadodara express highway
- Ahmedabad-Shamlaji highway project - Government of Gujarat
- Abad – Mehsana road project - Abad – Mehsana toll road co.
- Viramgam – Jodhpur GC project - Northern Railways
- Bhildi – viramgam conversion project - Western Railways
- Ahmedabad airport project - Airport authority of India

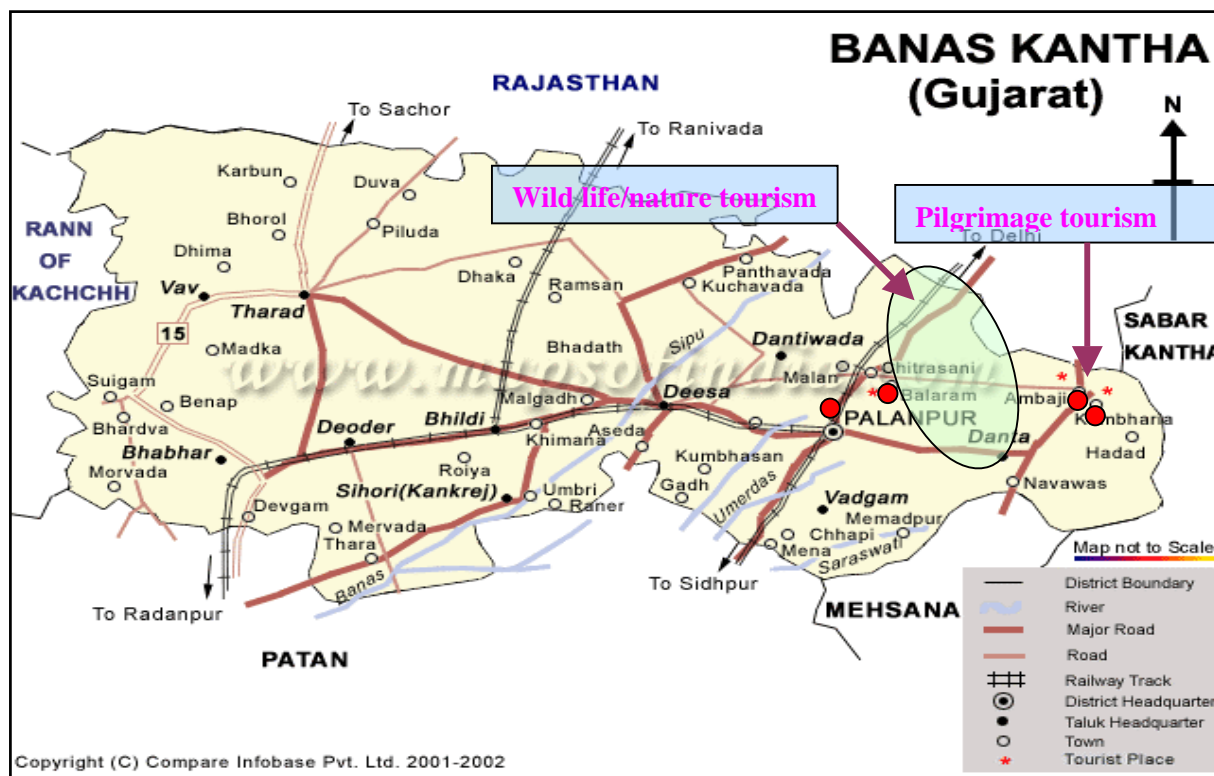
15.21.2 Projects Announced:

1. Virar- Ahmedabad third line project - Western railways
2. Textile haat project - Govt of India, Ministry of textiles
3. Hotel project - Suman resorts (Gujarat) ltd.
4. Sky bus project - Western railways
5. Ahmedabad apartment hotel project - Cama Hotels Ltd.

15.21.3 Project identified and proposed by Dalal Consultants and Engineers Limited

- (a) Proper maintenance and publicity of major archaeological monuments
- (b) Proper signage boards all over Ahmedabad.
- (c) Airport infrastructure needs to be improved.
- (d) GSRTC bus-stand is to be maintained clean and aesthetic.
- (e) Tourist information centres at railway station, bus-stands and airport.
- (f) Auto rickshaws are overcharging the tourists. Pre-paid auto and taxis should be available from railways and bus-stand.
- (g) Parking at Nalsarovar.
- (h) Pay and use toilets at Nalsarovar.
- (i) Good quality eatery at Nalsarovar.
- (j) Good deluxe hotel with a combination of room, cottages and dormitories at Nalsarovar.
- (k) Apartment hotel at Ahmedabad.
- (l) Tourist guides training institute

16 BANASKANTHA



16.1 Introduction to Banaskantha

A former princely state ruled by the Nawabs, the sacred temple of Balaram Mahadev is situated here, about 12 kilometres from Palanpur in the Banaskantha district.

16.2 Accessibility

16.2.1 Air

Palanpur, the district headquarter is at a distance of 144 km from Ahmedabad, the nearest Airport.

16.2.2 Rail

Palanpur is a junction on Ahmedabad - Delhi railway line. There are a number of long distance trains which connect Palanpur with other parts of India. Also, there are various trains, which connect Palanpur with other parts of Gujarat.

16.2.3 Road

Palanpur is well connected by roads to other parts of the state. The State transport buses and private luxury coaches connect Palanpur with various centers of Gujarat.

16.3 Major attractions

Palanpur city has not much to offer to tourists. However it can be used as hub to visit the nearby places. Nearby places to Palanpur are

16.3.1 Ambaji

Situated on the Arasur hill near Mount Abu, Ambaji is one of the most important places of pilgrimage in Gujarat because of the famous temple of goddess Ambaji.

It is the principal shrine of the goddess in Gujarat and its actual origins are still unknown. The fact that this temple does not have an idol is indicative of its antiquity, since the worship of images of deities became popular much later.



Built of the finest quality of marble, the temple of Ambaji is recognised as one of the original Shakti Pithas where, according to the ancient Scriptures, the heart of the goddess Ambaji fell to earth when her body was dismembered. The deity in the temple is represented not by an idol but by a triangular Vishwa Yantra, inscribed with figures and the syllable 'Shree' in the centre.

During the holy month of Bhadrapad, devotees trek hundreds of miles on foot to reach the temple by Bhadrapad Poonam.

In the vicinity is the well-known Temples of Gabbar, a steep hill whose peak bears the footprints of the goddess.

16.3.2 Jessore Sloth bear Sanctuary

Jessore sloth bear sanctuary is located at 45 km. from Palanpur. The sanctuary is spread over an area of approx 180 sq.km. The wildlife found in this sanctuary includes Sloth bear, leopard, sambar, blue bull, wildboar, porcupine and variety of birds.



16.3.3 Balaram Palace

Constructed in the late 1920s, Balaram Palace was the weekend retreat and hunting resort of the Lohanis who ruled from Jalore in southwestern Rajasthan. The palace is a gracious work of neo-classical architecture, with 13 acres of private woodlands and formally landscaped gardens with Mexican lawns, exotic flowerbeds, modern fountains and a well-concealed music system.



16.3.4 Jain Temples of Kumbharia

Kumbhariya, although a small village, is famous because it holds five, 11th and 12th century Jain temples dedicated to different Jain Tirthankaras. Koteswar, three miles away is famous because the hill near the temple of Koteswar Mahadev, is the source of the Saraswati River. Pilgrims usually bathe in the kund into which water from the Saraswati flows.



16.3.5 Danta

Danta, located in the Banaskanta district of north Gujarat, which borders Rajasthan, is a great place to get into the mood for a horseback adventure. Danta town is situated at the foothills of Aravalli hill range. The landscape of forest and hills, with huge boulders, make a perfect setting for this town. The entire region is populated by the Bhil tribe and has forests with diverse flora and fauna. There are some picturesque Bhil and Garasia tribal hamlets around Danta.



Handicrafts like terra cotta horses, pottery, and tribal ornaments can be seen and purchased in this region. Two places, Old Royal palace and Bhavani villa palace are two major attractions of Danta. Part of Bhavani Villa palace is now residence of royal family and part of it is a heritage hotel.

16.4 Fairs and Festivals

On full moon days, there is a virtual festival at Ambaji, but the full moon of Bhadrapad (September) is one of the four most important festival days of the year. The agriculturists go to the temple along with members of the general public. There is a large fair on this occasion, while in the evening, performances of Bhavai are held, and garba programmes are organised. The devout attend readings of the Saptashati, the seven hundred verses in praise of the goddess, and visit the temple for an auspicious darshan.

16.5 Climate

Summer: Max: 44 degree C Min: 28 degree C

Winter: Max: 29 degree C Min: 8 degree C

As it can be seen from the above data, Palanpur has an extreme climate.

16.6 Tourist inflow

16.6.1 Palanpur

Overnight staying tourist : approx 60,000-75,000 per annum

16.6.2 Ambaji

Total Tourists	:	~ 70 lakh per annum
Overnight Staying Tourist	:	~ 6-7 lakh per annum
During the whole year	:	~ 36 lakh visitors
On 2-3 days of Bhadarvi Purnima (~ Sept):		~ 18-20 lakh visitors
On Poshhi Purnima (~ January)	:	~ 2 lakh visitors
On all Purnimas every month	:	~ 1 lakh visitors
On weekdays (average)	:	~ 10,000 visitors
On weekends (average)	:	~ 25,000 visitors

When rooms are not available in peak season, tourists often move to places like Abu or Palanpur.

Source: Ambaji TempleTrust, Usha Breco, Local Hoteliers, Local Tour Operators.

The ropeway operated by Usha Breco, attracts about 3 lakh visitors per annum.

16.6.3 Origin of Tourist

From Gujarat	:	~ 90 %	From Other States	:	~ 10 %
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16.6.4 Seasonality of Tourist

Origin of Tourist	Visit Period	Mode of Transport
All tourists	All full moon days and Bhadarav poonam (sept) at Ambaji	Bus/train

16.6.5 Level of interest by Foreign Tourists

A large number of NRG's visit Ambaji. But Foreign tourists are negligible

16.6.6 Spending Pattern of tourist

Type	% of Tourist	Accommodation	Food	Travelling	Misc
Domestic	1 %	800-1600	100-200	400-600	100
	99%	200-300	50-100	50-100	50

16.6.7 Nature of Tourist

	Business	Leisure/heritage	Pilgrimage
Nature of Tourist	1%	4%	95%

Business tourists are mostly restricted to Palanpur. Business tourists are mainly destined for projects like GAIL, L&T (Banas Dairy), National Highway Project, Gujarat Government Water Distribution Project, HPCL pipeline with Reliance.

16.6.8 Size of Groups

	Business tourist	Leisure/pilgrimage tourist	NRG family
Size of Groups	1-2 persons	2-4 persons	2-4 persons

16.6.9 Average stay in number of days

	Business tourist	Leisure/pilgrimage tourist	NRG family
Average stay in number of days	1 night	1 night	1 night

16.6.10 Seasonal flow details; As per Type of Tourist

Type of Tourist	Business tourist	Leisure/pilgrimage tourist	NRG family
Seasonal flow details	No specific season	All full moon days specially on Bahadarav poonam (Sept)	Sept to Feb

16.6.11 Profile of Tourist

Age group	Business tourist	Leisure/pilgrimage tourist	NRG family	Foreigners
% 3-24 years	5	5	5	NA
% 25-34 years	35	10	10	NA
% 34-44 years	30	35	35	NA
% 45-54 years	20	25	25	NA
% > 54 years	10	25	25	NA
Sex				
% Male	95	50	50	NA
% Female	5	50	50	NA

16.7 Infrastructure details

16.7.1 Accommodation

Hotel	Rooms	Class	Tariff Range (Rs.)
Hotel Cappal (Palanpur)	27	B	600-1600/-
Hotel Lajvanti (Palanpur)	30	B	700-1500/-
Hotel Asopalav (Ambaji)	23	C	500-1200/-
Balaram Palace (Balaram)	17	H	2400-3200/-
Bhavani villa palace (Danta)	4	H	1200-1500/-

A new hotel, Ambaji International is under construction

16.7.2 Total Rooms Available

Category	No. Of Hotels	Total Rooms
A	0	0
B	2	57
C	1	23
D	123	1900
E	0	0
H	1	17
Total	127	1997

Category definition A = 4 & 5 star hotel, B = 2 & 3 star hotel, C = 1 star or deluxe hotel, D = guest house, E = Dharamsala, H = Heritage hotel

16.7.3 Other entertainment facility

No other entertainment facility is available.

16.7.4 Communication

Telephone, STD/ISD and post office facility is available in Palanpur and Ambaji .

16.7.5 Civic Amenities

There is scope for improvement basically for roads, street lighting, signage boards, sanitation etc. Especially at the time of big gatherings, a lot has to be done.

16.8 Mode of Transportation

16.8.1 Road

The connectivity of Palanpur and Ambaji to other parts of the state is good. Palanpur, the district headquarter is at a distance of 144 kms from Ahmedabad. Palanpur is connected with Ahmedabad and Gandhinagar by state highway. The road condition is good.

16.8.2 Rail

Palanpur is a junction on Ahmedabad-Delhi railway line. Number of long distance express trains and short distance passenger trains connect Palanpur with rest of India and state.

16.8.3 Air

Ahmedabad is the nearest airport. Ahmedabad is well connected with rest of India. Ahmedabad also has an International airport with limited flights to the gulf, USA and Europe.

16.9 Availability of Utilities (Power, Water Drainage)

Palanpur is facing water scarcity mainly because of drought in complete north Gujarat. However, with the Narmada canal water reaching some parts of north Gujarat, the water scarcity problem is likely to reduce. Still, even today, the power Scenario at both the destinations is Good.

16.10 Eating Joints (Restaurants, Bars, Food Joints)

Multi cuisine food is available in Palanpur. However in Ambaji one has to rely on local food.

16.11 Other Services details

- **Medical** - Good
- **Travel Agents** – Few travel agents are running services between Palanpur-Ambaji-Ahmedabad.
- **Taxi Operator**- unmetered rickshaws and taxis are available.

-
- **Daily necessities-** Good
 - **Forex** –available in Palanpur
 - **Religious** – Ambaji, Koteswar mahadev and Khumbaria are important religious places.

16.12 Environmental status, Policy & regulations

Palanpur district has no specific environmental status as of now. From environment point of view, Jessore sloth bear sanctuary is important. The environmental policy and regulations enforced by the Ministry of Environment and Forest (MoEF) and Gujarat Pollution Control Board (GPCB) applies to the district.

16.13 Other undeveloped site

16.13.1 The following sites are undeveloped in Palanpur

Jessore sloth bear sancturay located at 45 km. from Palanpur needs more attention to be promoted as tourist spot for wildlife lovers. The sanctuary is spread over an area of approx 180 sq.km. The wildlife found in this sactuary includes Sloth bear, leopard, sambar, blue bull, wildboar, porcupine and variety of birds. With increasing load on Gir, which has already crossed its carrying capacity, other sanctuaries like Jessore need more attention and development.

16.14 Employment – opportunities and Avenues

Promotion of Jessore sanctuary will generate following opportunities for employment

- Hotels/guest house operators
- Taxi/Jeep operators
- Tour operators
- Tour Guides
- Specific wildlife guides
- Small retailers (shops and food joints)

16.15 Bottle neck/constraints

Major constraint will be the burning summer temperatures and lack of infrastructure, and accommodation in the wild life sanctuary.

16.16 General condition of the attraction

Ambaji temple trust looks after the day-to-day activities and the maintenance of the temple. The attractions are not in good condition. Forest department looks after the jessore sanctuary. The sanctuary is still in its virgin state.

16.17 Strength and weakness analysis of the destination

(i) Strengths

Strong historic and pilgrimage importance. A circuit can be developed covering pilgrimage (Ambaji), wildlife (Jessore), Heritage (Balaram), and leisure (Mt.Abu, Rajasthan). Well connected by rail and road to rest of Gujarat and India.

(ii) Weakness

Lack of awareness, Lack of infrastructure, Lack of marketing, extreme summer temperatures.

16.18 Infrastructure Status at Destinations:

Name of the Destination: Palanpur

District: Banaskantha

Characteristics	Status	Requirement
Accessibility		
External Roads	Good	--
Internal Roads	Good	--
Internal Transport	Fair- Three Wheelers and Taxis available.	--
Bus Connection	Good (GSRTC and Private buses available from all over Gujarat)	--
Rail	Good	--
Air Connectivity	Nearest airport is Ahmedabad	--
Port	NA	--
Communication		
Information Centres/Availability of Guides	Missing	Requirement of information centre for nearby attractions
Post Offices	Available	--
Telecommunication	Available	--
Entertainment		
Shopping Centres	Missing	
Emporiums/Gift Shops	Missing	
Parks/Gardens	Not Available	
Theme Parks	Not Available	
Others		
Eating Joints		
Restaurants/Eateries	Fair - Multi cuisine food is available in Palanpur	
Utilities		
Water Availability	Available	
Drinking water Facilities	Available	
Sanitation Facilities	Available	
Other Services		

Characteristics	Status	Requirement
Medical	Fair.	
Banking/Credit Facilities	Available.	
Sign Boards	Missing	
Street Lights	Available	
Vehicle Parking	Available	
Police and Security	Available	
Spot Improvement	-	
Intermediaries		
Travel Agents	Available	
Taxi Operators	Available	
Potters	Available	
Advertising Agencies	Not Available	
Artists/Performers	Not Available	
Facilities of Elderly/Disabled/ Families with Young Children	Not Available	

Accommodation	No.	Room	Condition
Upper Segment (Three Star plus)	0	0	NA
Mid Segment	2	57	Good
Guest Houses	13	240	Fair
Dharma Shalas (included in above)	-	--	Fair
Lodge	Nil	Nil	NA
Health Farm	Nil	Nil	NA
Heritage Hotel (at Balaram)	1	17	Good
Motel	Nil	Nil	NA
Resort	Nil	Nil	NA

16.19 Projects

16.19.1 Projects Under implementation:

- Palanpur-Deesa Highway project - National Highway Authority of India.
- Mehsana-Palanpur highway project - Government of Gujarat.

16.19.2 Projects Announced

- Gandhidham –Palanpur GC project - Western railways.

(i) Projects identified and proposed by Dalal Consultants and Engineers Limited

- A garden to be located in the vicinity of the city.
- A library that can serve as a nodal center for dissemination of information related to history of Palanpur and nearby places.
- Visitor management System.
- Forest information centre for tourist interested in visiting Jessore sanctuary.

Name of the Destination: Ambaji		District: Banaskantha	
Characteristics		Status	Requirement
Accessibility			
External Roads	Good	--	
Internal Roads	Good	--	
Internal Transport	Fair- Three Wheelers and Taxis/Jeeps available.	--	
Bus Connection	Good (GSRTC and Private buses available from all over Gujarat)	--	
Rail	Good	--	
Air Connectivity	Nearest airport is Ahmedabad	--	
Port	NA	--	
Communication			
Information Centres/Availability of Guides	Missing		Requirement of information centre and trained guides
Post Offices	Available	--	
Telecommunication	Available	--	
Entertainment			
Shopping Centres	Missing		
Emporiums/Gift Shops	Unorganised shops around temple during festival		
Parks/Gardens	Not Available		
Theme Parks	Not Available		
Others			
Eating Joints			
Restaurants/Eateries	Fair - Vegetarian food is available		
Utilities			
Water Availability	Available		
Drinking water Facilities	Available		
Sanitation Facilities	Available		
Other Services			
Medical	Fair.		
Banking/Credit Facilities	Available.		
Sign Boards	Missing		
Street Lights	Available		
Vehicle Parking	Available		
Police and Security	Available		
Spot Improvement	-		
Intermediaries			
Travel Agents	Available		
Taxi Operators	Available		
Potters	Not available		
Advertising Agencies	Not Available		
Artists/Performers	Not Available		
Facilities of Elderly/Disabled /Families with Young Children	Not Available		

Accommodation	No.	Room	Condition
Upper Segment (Three Star plus)	0	0	NA
Mid Segment	1	23	Good
Guest Houses	110	1650	Fair
Dharma Shalas (included in above)	--	--	Fair
Lodge	Nil	Nil	NA
Health Farm	Nil	Nil	NA
Heritage Hotel	Nil	Nil	NA
Motel	Nil	Nil	NA
Resort	Nil	Nil	NA

16.20 Projects

16.20.1 Projects Under implementation:

- Yattradham Vikas project- TCGL , Gujarat

16.20.2 Projects Announced/Proposed by Government: Nil

16.20.3 Project identified and proposed by Dalal Consultants and Engineers Limited

- Proper seating arrangements for the pilgrims around the temples.
- Rest rooms for elderly pilgrims and tourists.
- Basic Facilities like clean drinking water and clean toilets should be provided near the Temples.
- Organized Shopping Center.
- A flower garden to be located in the vicinity of the temple.
- A Library, which could serve, as a nodal centre for dissemination of information related to history and pilgrimage importance of these ancient temples and structures.
- Visitor management System.
- Sound and light show.

17 KACHCHH



In the north western tip of Gujarat lies Kachchh- the biggest district in India in terms of sheer area. Sprawling over 45,000 sq.km, this district could easily be mistaken for a state for its sheer vastness. What makes Kachchh so interesting is the great variety of land and water, plain and hill, desert and fertile land. All this has resulted in a variety of ecosystems close to each other.

The Rann of Kachchh is the most distinctive geological formation in Kachchh. The Rann of Kachchh, essentially saline mudflats that occupy Kachchh district and parts of Southern Pakistan, dissect Kachchh into the Great Rann of Kachchh, which lies to the North, and the Little Rann of Kachchh to the east. The Great Rann of Kachchh covers an area of about 18,000 sq.km and lies almost entirely in Kachchh district, along the border of Pakistan. The Little Rann of Kachchh on the other hand extends northeast from the Gulf of Kachchh and occupies about 5,100 sq. km in Gujarat State.

Kachchh propagates the most wonderful craft traditions in the country. Women folk set aside a few hours daily for embroidering the most vibrant, fine and varied collection of embroidery in the country.

17.1 Accessibility

17.1.1 Air

Bhuj, the district headquarter has an Airport. Bhuj has two flights daily from Mumbai by Jet airways and three flights per week by Indian airlines.

17.1.2 Rail

Bhuj and Gandhidham are two major junctions on this route. Bhuj and Gandhidham are connected by broad gauge line from Mumbai and Ahmedabad. There are two trains connecting Gandhidham with rest of India and one train connecting Bhuj to Ahmedabad.

17.1.3 Road

Kachchh has well connecting roads all over the district. The district headquarters Bhuj is connected with all major cities of Gujarat by road. Other major cities like Gandhidham, Anjar, Bhachau, Rapar etc are also connected by road. The State transport buses and private luxury coaches connect Bhuj and Gandhidham with various centers of Gujarat. Other smaller centres are connected with district headquarter Bhuj.

17.2 Major attractions

17.2.1 Aina Mahal: (Old Palace)

This is a beautiful museum, built in the 18th century as the palace of Maharao Lakhpattji. It has a Hall of Mirrors with white marble walls covered with mirrors and gilded ornaments; the floor is lined with tiles with a platform above it surrounded by a series of fountains. The room also has a chandelier of Venetian glass. It lies in the old part of the city, in a small, fortified courtyard and houses some very rare idols. However, the recent earthquake has destroyed most of this elegant palace.



17.2.2 Kachchh Museum

The oldest museum in Gujarat, it was established in 1877, originally known as the Fergusson Museum, named after its founder, Sir James Fergusson, a governor of Mumbai under the British rule. The exhibits on display are gold and silver ornaments, Kshatrapa inscriptions, textiles, weapons, archaeological finds, stuffed animals and musical instruments. Besides these, it is equipped with a picture gallery and sections for anthropology and shipping. The recent earthquake has destroyed a part of this museum.

17.2.3 Prag Mahal (New Palace)

Constructed in 1979, the Prag Mahal is a magnificent building made of ornate Italian marble and sandstone. Its Corinthian pillars and Jali work depicting European flora and fauna are worth observing.

17.2.4 Swaminarayan temple

It is a very colourful and richly decorated temple, situated next to the Aina Mahal.

17.2.5 Cenotaph Complex

A popular site is the cenotaphs complex at Chatteradi. These are built of red stones. Of all the tombs here, the largest and the finest is the one of Rao Lakha built in 1770 AD. It is polygonal in shape with balconies and an intricately carved roof. Other impressive cenotaphs are the ones of Rao Rayadhan, Rao Desai and Rao Pragmal. The recent earthquake has destroyed most of the chatteradi.

17.2.6 Lakhpat

Lakhpat is situated 135 km. from Bhuj on the Kori creek. It is named after Rao lakha but it could also have been named so because of the many Lakhpatis, millionaires residing there in the hey day of Lakhpat's glory. The Lakhpat fort houses many Temples, Dargahs, and a Gurudwara from which, as popular belief goes, Gurunanak made his sojourn to Mecca.

17.2.7 Koteswar and Narayan Sarovar

Famous for their lake temples sacred to Hindus, Koteswar is at a short distance from [Narayan Sarovar](#) & 215 Kms. from [Bhuj](#). It is an ancient place of [pilgrimage](#). The existing [temple](#) is situated on a high plinth overlooking the sea. It is a breathtaking sunset point.

17.2.8 Bhadreswar

It has a famous Jain temple dating back to the tenth century. It is located on the ruins of the ancient city of Bhadravati.

17.2.9 Anjar

Anjar is mainly known for the samadhi (tomb) of Jesal Toral, and the bungalow of James Mcmurdo, which is a veritable museum of Kachchhi Art. Places worth visiting are the Ajaypal Temple, the Holy Shrine of Pinjora Pir. Anjar is also famous for its block printing work, nutcrackers, scissors and penknives

17.2.10 Mandvi

Mandvi, (about 75 kms from Bhuj), founded in 1581 A.D. is an ancient seaport. It is well known for its production of handicraft items particularly its relief, filigree and enamel work and its virtually unspoilt sea beaches. The Rukmavati bridge (the longest stone bridge built in 1883 A.D.) and the Vijay Vilas palace are the major tourist spots at this destination.

17.2.11 Wild Ass Sanctuary

Gujarat is as famous for its large wild ass herds as it is for its lions. To protect these rare animals, a sanctuary covering an area of over 4,953 sq. kms was created to offer protection to more than 2,100 wild asses inhabiting this area.

17.2.12 Chinkara Sanctuary

A few kilometres away from the Narayan Sarovar is the Chinkara Sanctuary. It is about 210 kms. from Bhuj. This sanctuary is the home of the Chinkara or the Indian Gazelle.

17.2.13 Marshes of Kachchh

The marshes of Kachchh are the only known breeding ground for flamingoes in India. In a cycle of once in a decade, when conditions are favourable, flamingoes descend in thousands to breed on islands in the Great Rann. After a good monsoon rainfall, one can hope to sight these majestic birds in Dhanda, in Banni. Flamingo city, near Kala Dungur, (48 hours camel journey through slush and marshes), is a breath taking sight to watch thousands of flamingo's with their young ones.

17.3 Fairs and Festivals

17.3.1 Dhrang Fair

The fair is held every year during February - March in Dhrang, 40 kms from Bhuj at the Samadhi (tomb) of Menkan Dada who served the community with great dedication.

17.3.2 Ravechi no melo

Ravechi fair is held on every Bhadrapad end i.e August-September in Rav village at Ravechi Mata's temple.

17.3.3 Kachchh Mahotsav

The Tourism Corporation of Gujarat, Ltd. (TCGL), organised this unusual tour of Kachchh, in response to the request of many who wished to visit an area quite different from urban India. This tour was called a Mahotsava, or great festival, because of the great variety of sights and scenes that are offered to visitors. The Mahotsava consists of a six-day tour of Kachchh, in which all requirements of the visitors are taken care of. The Kachchh Utsav comprises six heady days of travel, entertainment and cultural exposure: virgin sea beaches, inscrutable desert lands, breathtaking landscape, thriving wildlife, bird sanctuaries featuring exalted species such as the flamingo, soul-stirring littoral tracts, historic monuments, forts and palaces, pilgrim centres.



17.3.4 Navratri Fair at Mata no Madh

Navratri fair is held twice a year at Mata no Madh (100 kms from Bhuj), during Chaitra (March-April) and Aso (Sept – Oct). The Aso Navratri fair is held for 9 days and attracts about 25000-30000 visitors daily.

17.3.5 Nakhatrana Fair

Three day fair at Nakhatrana in July is a major attraction marked with cultural highlights.

17.4 Climate

Summer: Max: 45 degree C Min: 25 degree C

Winter: Max: 26 degree C Min: 6 degree C

17.5 Tourist inflow

Total Tourist: ~ 1.6 to 1.7 lakh/year
Overnight Staying Tourists: ~ 1.3 to 1.4 lakh per annum
Tourists visiting Aina Mahal: ~ 1.25 lakh per annum
~ 300-350/ day during February to September
~ 400- 450/ per day during October to January
Tourists visiting Kachchh Museum: ~ 80,000 to 90,000 per annum
~ 250 per day during February to September
~ 300 per day during October to January

Source:Aina Mahal, Kachchh Museum, Tourist Information Bureau, & Hoteliers.

Due to earthquake Kachchh museum and Aina mahal also suffered severe damage. The sites are not available for tourists after the earthquake.

17.5.1 Origin of Tourist

From Gujarat: ~ 50 % From Other States: ~ 50 %

17.5.2 Seasonality of Tourist

Origin of Tourist	Visit Period	Mode of Transport
Gujarat	Sept to Jan	Bus/Train
Other states	Sept to Jan	Train

17.5.3 Level of interest by Foreign Tourists

About 10,000 foreign tourists visit every year.

Aina Mahal used to get about 60-70 foreign tourists per day from October to January; Figure 17.1: and about 5 to 6 foreign tourists per day during rest of the year. Kachchh Museum gets about 45-50 foreign tourists per day from October to January; and about 5 to 6 foreign tourists per day during rest of the year. These figures are before the earthquake. The tourist arrivals after the earthquake have decreased substantially.

17.5.4 Spending Pattern of tourist (Rs)

Type	% of Tourist	Accommodation	Food	Traveling	Misc
Domestic	5%	1700-1800	150-200	400-500	200
	40%	700-800	75-150	100-200	100
	55%	300-400	50-75	30-50	50

17.5.5 Nature of Tourist

	Business	Leisure/heritage	Pilgrimage
Nature of Tourist	25%	70 %	5%

17.5.6 Size of Groups

	Business tourist	Leisure/pilgrimage tourist	NRG family	Foreigners
Size of Groups	1 person	2-4 persons	4-5 persons	1-2 persons

17.5.7 Average stay in number of days

	Business tourist	Leisure/pilgrimage tourist	NRG family	Foreigners
Average stay in number of days	1night	2 nights	--	2-3 nights

Business tourists are mainly commuting to Mundra and Mandvi. They are using Bhuj as a base, as no good accommodation is available in these locations.

17.5.8 Seasonal flow details; As per Type of Tourist

Type of Tourist	Business tourist	Leisure/pilgrimage tourist	NRG family	Foreigners
Seasonal flow details	No specific season	Winter (Sept to February)	October to February	

17.5.9 Profile of Tourist

Age group	Business tourist	Leisure/pilgrimage tourist	NRG family	Foreigners
% 3-24 years	5	5	5	5
% 25-34 years	45	15	15	5
% 34-44 years	35	35	35	10
% 45-54 years	10	20	20	40
% > 54 years	5	25	25	40
Sex				
% Male	100	60	60	70
% Female	0	40	40	30

17.6 Infrastructure details

17.6.1 Accommodation

Major hotels in Kachchh district are

Hotel	Rooms	Class	Tariff Range (Rs.)
BHUJ			
Hotel Prince	60	B	800-3500/-
Hotel Anam	25	B	800-1200/-
Hotel Lakeview	25	C	380-900/-
GANDHIDHAM			
Hotel Arti	15	C	500-600/-
Hotel Chandan	37	C	1000-2000/-
Hotel Gurukrupa	20	C	300-600/-
Hotel Jaybharat	6	C	300-600/-
Hotel Kailash Inn	28	C	300-600/-
Hotel Natraj	40	C	300-600/-
Hotel National	15	C	300-600/-
Hotel Ojas	15	C	300-600/-
Hotel Satkar	40	C	300-600/-
Hotel Toral	17	C	300-600/-
Hotel Venus	36	C	300-600/-
Durha Guest House	8	D	300-600/-
Shrama Resorts	64	B	500-4000/-
MANDVI			
Toran Resort	10	C	100-800/-
Sahara Guesthouse	24	D	100-250-
DEVPUR			
Darbargarh Heritage Hotel	2	H	1800-2200

Category definition A = 4 & 5 star hotel, B = 2 & 3 star hotel, C = 1 star or deluxe hotel, D = guest house, E = Dharamsala, H = Heritage hotel

17.6.2 Total Rooms Available

Category	No. Of Hotels	Total Rooms
A	0	0
B	3	98
C	18	397
D	13	218
E	9	159
H	1	4
Total	44	876

The above shown availability of rooms is after the devastating earthquake and do not include those rooms destroyed in earthquake.

17.6.3 Other entertainment facility

No other entertainment facility is available.

17.6.4 Communication

Telephone, STD/ISD and post office facility is available all over Kachchh.

17.6.5 Civic Amenities

There is scope for improvement basically for roads, street lighting, signage boards, sanitation etc.

17.7 Mode of Transportation

17.7.1 Road

The connectivity of district headquarter Bhuj to other parts of the state like Ahmedabad, Jamnagar, Rajkot, Baroda, Surat etc is very good. Other cities like Gandhidham, Kandla, Mandvi, Anjar etc are connected with Bhuj.

17.7.2 Rail

There is one train connecting Bhuj to Ahmedabad and two trains connecting Gandhidham to Ahmedabad-Mumbai. Frequency of trains has to improve.

17.7.3 Air

Bhuj has an airport and operates daily flight to Mumbai. Bhuj has daily two flights from Mumbai by Jet airways and three flights per week by Indian airlines. Connectivity of Bhuj and other important destinations like Dholavira with rest of India has to be improved.

17.7.4 Port

Nearest ports are Kandla, Mundra and Mandvi.

17.8 Availability of Utilities

17.8.1 Water

Kachchh, being an arid area, has always faced water scarcity.

17.8.2 Power

The power Scenario at the destination is Good.

17.8.3 Eating Joints (Restaurants, Bars, Food Joints)

Multi cuisine food is easily available in major cities like Bhuj and Gandhidham. There are no way side amenities or eateries once we leave the above cities.

17.9 Other Services details

- **Medical** - Poor
- **Travel Agents** – Few travel agents are running services between Rajkot & Bhuj.
- **Taxi Operator**- Unmetered rickshaws and taxis are available.
- **Daily necessities**- Good
- **Forex** – Available
- **Religious** – very old and historic temples are located all over Kachchh, which gives Kachchh a religious importance.

17.10 Environmental status, Policy & regulations

Kachchh as a district is an important ecological zone in terms of various species like wild ass and reptiles found in Rann of Kachchh. Vast marshlands are paradise for migratory birds, which land over here in winter. The environmental policy and regulations enforced by the Ministry of Environment and Forest (MoEF) and Gujarat Pollution Control Board (GPCB) apply to the district.

17.11 Other undeveloped site

The following sites are undeveloped in Kachchh

- Mandvi beach.
- Desert safari in small and greater Rann of Kachchh.

17.12 Employment – opportunities and Avenues

Development of Mandvi beach and desert safaris and promotion of local handicrafts in this area will generate following opportunities for employment

- Hotels operators
- Cooks
- Taxi operators
- Tour operators
- Water sports operators
- Water sports coaches
- Tour Guides
- Specific desert/arid zone ecology guides

- Small retailers (shops and food joints)
- Local community

17.13 Bottle neck/constraints

Major constraint will be taking permission from central government as the area falls at the border to neighbouring Pakistan. Also the desert safaris should be developed in such a way that local ecosystem is not disturbed. Extreme summer climatic conditions are one of the major hindrances in developing the area for tourism. After the earthquake, it has been observed that the hotel owners and taxi operators in Bhuj and Gandhidham have hiked their prices very high making it costlier than other cities of Gujarat.

17.14 General condition of the attraction

The Archaeological Survey of India regulates the day-to-day activities, maintenance of the monuments and museums in Bhuj and other areas of Kachchh. The recent earthquake has affected some of the historical monuments which now need major repairs and refurbishment.

17.15 Strength and weakness analysis of the destination

(i) Strengths

Strong cultural heritage, very rich and diverse ecosystem, bird watchers paradise, Calm and sandy beaches, well-developed port, flat deserts, unique combination of sea and desert.

(ii) Weakness

Lack of awareness, Lack of infrastructure, Lack of marketing, long distances within the circuit, extreme summer temperatures, extensive damage to the heritage sites due to the earthquake, which still has not been repaired/refurbished.

17.16 Infrastructure Status at Destinations:

Name of the Destination: Kachchh		District: Kachchh
Characteristics	Status	Requirement
Accessibility		
External Roads	Good	--
Internal Roads	Poor	Resurfacing required
Internal Transport	Fair- Three Wheelers and Taxis available.	--
Bus Connection	Good (GSRTC and Private buses available from all over Gujarat)	
Rail	Fair- Two trains to Gandhidham and one train to Bhuj from Ahmedabad-Mumbai	Frequency of the train services has to increase.
Air Connectivity	Nearest Airport Bhuj-flights only from Mumbai	

Characteristics	Status	Requirement
Port	Nearest Kandla and Mandvi.	Ro-Ro facility can be developed for reaching Kandla/Mandvi. This will reduce the time taken to reach Kachchh from places like Mumbai, Surat, Kachchh, Jamnagar, and Rajkot and also reduce load on the existing infrastructure.
Communication		
Information Centres/Availability of Guides	Missing	Requirement of information centre at Airport and railway station. Availability of trained tour guides at information centres is must
Post Offices	Available	Available
Telecommunication	Available	Available
Entertainment		
Shopping Centres	Some good shopping facilities for ethnic embroidery work are available.	Shopping facility at the origin of Kachchhi handicraft (Banni villages) should be established.
Emporiums/Gift Shops	Available at few places, Temporary during festivals	
Parks/Gardens	Not Available	
Theme Parks	Not Available	
Others		
Eating Joints		
Restaurants/Eateries	Fair – Multi cuisine food is available	
Utilities		
Water Availability	Scarce	
Drinking water Facilities	Scarce	
Sanitation Facilities	Fair	
Other Services		
Medical	Fair.	
Banking/Credit Facilities	Available.	
Sign Boards	Missing	
Street Lights	Available	
Vehicle Parking	Available	
Police and Security	Available	
Spot Improvement	-	
Intermediaries		
Travel Agents	Available	
Taxi Operators	Available	
Potters	Available	
Advertising Agencies	Not Available.	
Artists/Performers	Not Available	
Facilities of Elderly/ Disabled/ Families with Young Children	Not Available	

Accommodation	No.	Room	Condition
Upper Segment (Three Star plus)	3	98	Good
Mid Segment	18	397	Good
Guest Houses	13	218	Good
Dharma Shalas	9	159	Good
Lodge	Nil	Nil	Na
Health Farm	Nil	Nil	Na
Heritage Hotel	1	4	Good
Motel	Nil	Nil	Na
Resort	Nil	Nil	Na

17.17 Projects

17.17.1 Projects Under implementation:

Gandhidham – Samakhiali (Package I&II) Highway project - National highways Authority of India.

Kandla Port Road project - National Highways Authority of India.

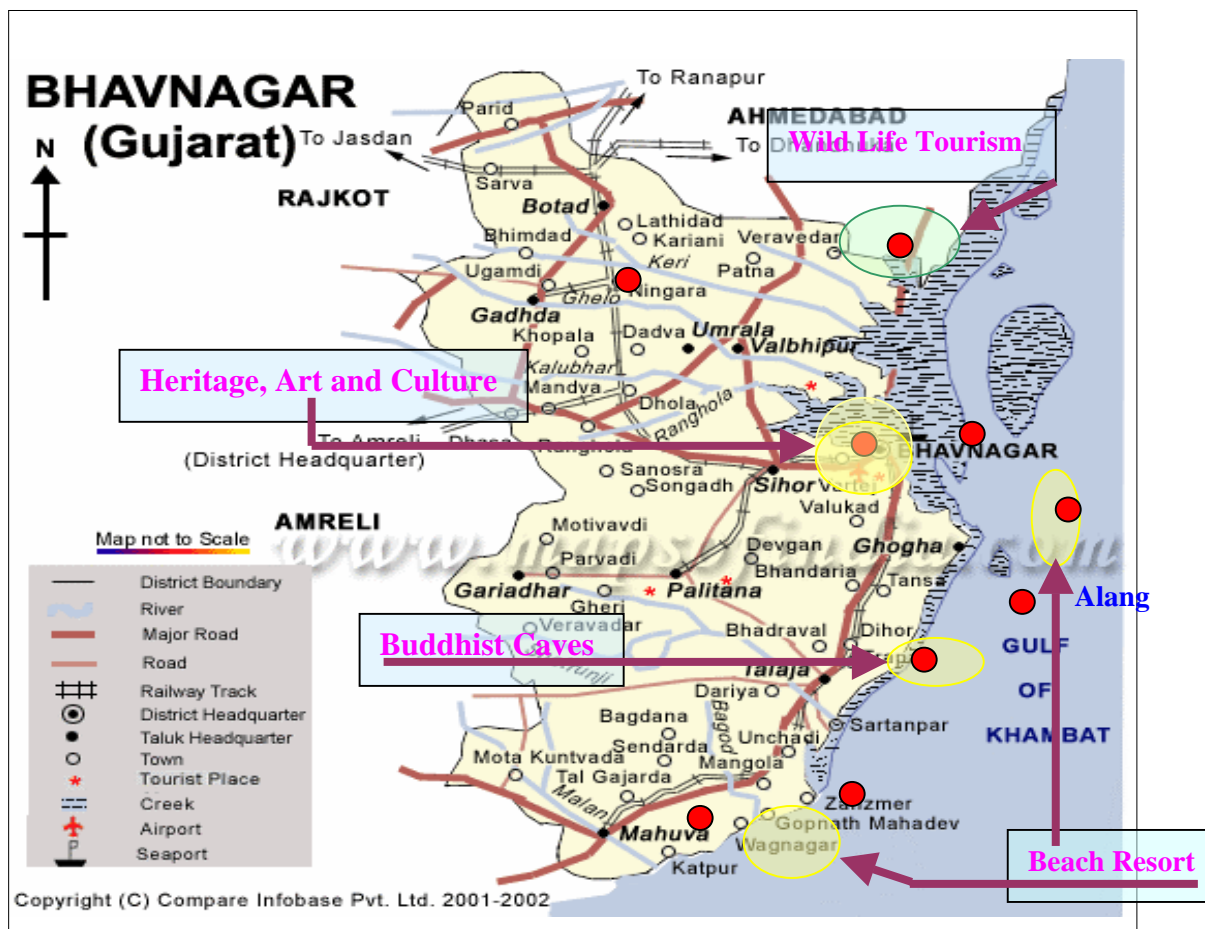
17.17.2 Projects Announced:

- Bhuj-Panandro SH Rd.-Govt. of Gujarat.
- Bhuj Airport upgradation project -Airport Authority of India.
- Mandvi air strip project -Govt. of Gujarat.
- Bhuj – Nagor – Lodai Rd project -Govt. of Gujarat.
- Kachchh Five star hotel project -E I H Ltd.

17.17.3 Project identified and proposed by Dalal Consultants and Engineers Limited

- One deluxe hotel in Bhuj.
- One budget hotel in Bhuj.
- Road connecting Banni villages area (Khavda) to Dholavira.
- Tourist information center at Gandhidham and Bhuj.
- Beach resort at Mandvi/Privatisation of TCGL property at Mandvi.
- Relaying of damaged road from Bhuj to Dholavira.
- Sound and light show at Dholavira.
- Restaurant at Dholavira.
- Accommodation at Dholavira.
- Wayside amenities at Mata no madh.
- Permanent Handicraft shops/haat at Khavda in line with Delhi Haat.

18 BHAVNAGAR



Bhavnagar was founded by Bhavsinhji Gohil (1703-64 AD) in 1723 AD near the Gulf of Khambhat. It was a carefully chosen, strategic location having potential for maritime trade. Till independence, Bhavnagar State was ruled by the Gohil Rajput clan. The Gohil Rajputs came to Gujarat from Marwar in 1260 AD and had 3 capitals- Sejakpur, Umrula and Sihor; before finally establishing Bhavnagar as their capital. The old town of Bhavnagar was a fortified town with gates leading to other important towns of the region. The Darbargadh (royal residence) was located at the centre of the town. The rulers of Bhavnagar subsequently shifted to Motibag and Nilambag Palace. Bhavnagar remained a major port, for almost two centuries, trading commodities with Africa, Mozambique, Zanzibar, Singapore and the Persian Gulf. This flourishing maritime trade resulted in the high rate of urbanization surplus wealth and cosmopolitan culture of the town. Present day Bhavnagar owes much to the vision of the past ruler Sir Takhtsinhji Gohil (1869-96 AD). The town planning schemes were designed and implemented under the guidance of progressive rulers of Bhavnagar. During the reign of Sir Takhtsinhji, the British State Engineer Proctor Sims supervised the construction of Barton Library, High Court, Alfred High School and Sir Takhtsinhji Hospital. Takhteshwar Temple (1893 AD) is located on a hill, on a high plinth, offering a commanding view of Bhavnagar. The high shikhara rising above the pillared rectangular mandapa makes it an important landmark. Barton Library (1895 AD) is a beautiful two-storied building, appropriately designed for a road junction. It has two wings and a central tower, constructed in ashlar stone masonry, with Gothic arch windows and a sloping roof with Mangalore tiles. It is one of the oldest libraries of Gujarat and also houses a museum. Gangajalia (1893 AD) is a temple dedicated to Gangadevi, with a chhatra, pavilion and bridge all in white marble.

It is located in the middle of a former tank. Sir John Griffith, principal of Sir J J School of Arts, Bombay, designed it. Nilambag Palace, now a heritage hotel, is a magnificent building set amidst a huge estate of 10 acres. A German architect, as a royal residence in 1859 AD, designed it. It combines elements of Indian architecture with a modern outlook. Town Hall (1932 AD) was formerly a Darbar Hall, where the coronation of Sir Krishnakumarsinhji took place. It is an imposing structure in the colonial style, set in a well laid out garden. Victoria Park covers an area of about 500 acres with diverse flora and fauna. This park is a paradise for bird watchers and nature lovers. Gandhi Smriti is a memorial, with a library of Gandhian books and photographs about the life of Mahatma Gandhi. It also has a fine collection of art objects representing the culture of the Saurashtra region. Bhavnagar has many good educational institutes with excellent architecture- Sir P P Science Institute, Shamaldas College (Mahatma Gandhi studied here in 1884 AD), Alfred High School and Central Salt Research Institute.

18.1 Accessibility

18.1.1 Air

Bhavnagar has an Airport where Indian airlines and Jet Airways operate daily flights connecting Bhavnagar to Mumbai. The accessibility to other parts of India is not available.

18.1.2 Rail

Bhavnagar is a junction on the Western Railway. Bhavnagar is connected to the rest of Gujarat by way of meter gauge. The frequency of these trains is very less. The work of conversion from meter gauge is going on and soon Bhavnagar will be connected to the rest of India via broad gauge.

18.1.3 Road

Bhavnagar has very good road connectivity to other parts of the state. The State transport buses and private luxury coaches connect Bhavnagar with various centers of Gujarat. With the advent of air-conditioned buses, the traveling in this region by roads has increased.

18.2 Major attractions

18.2.1 Lock Gate

The **Lock Gate** situated here, is the first of its kind in Gujarat. The seawater is impounded by the lock gates to keep ships afloat during the low tide.

18.2.2 Gandhi Smriti

This is a Complex, attached with a Clock Tower, in the heart of the city. The tower chimes with music hour upon hour on all four sides. At this complex, one can visit a fabulous photo exhibition on the life of the great Mahatma. Mahatma Gandhi's life journey is recorded in pictures right from his birth to his death. Or if one has time, one can browse through the library at leisure. This is also a first class, well

established and a well arranged running library, with a special study room, reading room, children section etc. To study Gandhian ways of life, it provides special section of books on Gandhiji. A small museum of ancient things and a big department store to promote khadi fabrics, are also there in the complex.

18.2.3 Takhteshwar Temple

Located atop a small hilltop, it provides a panoramic view of the whole city. It is a temple which was constructed by the royal family of Bhavnagar. Thousands of people pay their homage daily to this hilly place.



18.2.4 Gaurishankar Lake

It is a charming picnic spot. A beautifully laid out park and a children's planetarium are located near the lake. If one is academically inclined or just has a scientific bent of mind or are just plain curious, one can visit this institute.

18.2.5 Central Salt and Marine Chemicals Research Institute

The more-scientifically inclined may enjoy their visit to the Central Salt and Marine Research Institute. This institute is located on Waghavadi Road and enjoys immense popularity, (strangely enough, as one wouldn't associate a scientific institute with popularity) because of the good work being done by it in the region. Then, one can wander down to the Samaldas College, an academic institution about a 100 years old and feel the presence of a bygone era.

18.2.6 Samaldas College

Among its many attractions is Samaldas College, just over a hundred years old, a frontline institution that claims Mahatma Gandhi as one of its students. One can visit the Barton Library, again a place which age has not withered.

18.2.7 Gopnath

Gopnath is a beautiful hamlet on the coast of the Gulf of Khambhat (also known as the Gulf of Cambay) located at a distance of 10 kms from Talaja, the taluka headquarters of Bhavnagar district. Vying for eminence on the tourist circuit with development of a heritage hotel- Gopnath Bungalow, it was a pleasant seashore retreat of Gohil rulers of Bhavnagar. The bungalow built in a European colonial style with cottages and mansions surrounding the courtyard faces the sea and offers a beautiful view of the Gulf. It attracts marine life and bird watching enthusiasts to the rocky shores on the coast. It is also renowned for the temple of Gopnath Mahadev, where Narsinh Mehta is believed to have performed penance.

18.2.8 Sihor

The Gohil Rajputs came to Gujarat from Marwar in 1260 AD and had 3 capitals- Sejakpur, Umralla and Sihor; before finally establishing Bhavnagar as their capital. Sihor has a beautiful Darbargadh and is also famous for its fresco paintings and brass utensils. Sihor is around 25 kms from Bhavnagar.

18.2.9 Velavadar

Velavadar is a Blackbuck sanctuary around 37 kms from Bhavnagar.

18.2.10 Alang ship breaking yard

Alang has the Asia's largest ship breaking yard. It is around 50km from Bhavnagar.

18.2.11 Ranpur

Ranpur is around 163 Kms from Bhavnagar and has a 13th century fort.

18.2.12 Piram Islands

Piram Islands is one of India's largest turtle breeding grounds and is around 25 kms from Bhavnagar.

18.2.13 Taloja

Taloja is the birthplace of Narsinh Mehta and also houses a group of rock cut Buddhist caves. Taloja is around 54 kms from Bhavnagar.

18.3 Fairs and Festivals

Koliyak Fair is held 29 kilometres away from Bhavnagar in every August i.e. Hindu month of Shravan. For Swaminarayan Sect there is a fair every September held at Gadhda, which is around 82 Kms from Bhavnagar. There is a huge fair held every shivratri (February) and Janmashtami (August) at Takhteshwar temple in Bhavnagar.

18.4 Climate

Summer:	Max: 42 degree C	Min: 25 degree C
Winter:	Max: 27 degree C	Min: 12 degree C

As evident from the above data, Bhavnagar has an extreme climate. More over, most of the time in a year, the temperatures are on the higher side. This is a major hindrance for the development of tourism in the city.

18.5 Tourist inflow

Overnight Staying Tourists: ~0.5 lakh to 0.6 lakh per annum

There are a very large number of business tourists staying overnight. A majority of them utilize single occupancy rooms.

There are about 4-5 major private bus operators in Bhavnagar apart from GSRTC (Gujarat State Road Transport Corporation). Each of these operators handles about 500 passengers per day, in and out of Bhavnagar. Thus, these operators (excluding GSRTC) bring in about 1.75-2 lakh visitors to Bhavnagar annually.

18.5.1 Origin of Tourist

From Gujarat: 60 % From Other States: 40 %

18.5.2 Seasonality of Tourist

Origin of Tourist	Visit Period	Mode of Transport
West Bengal	Navratri to Diwali	Train
UP & Bihar	Dec to Jan	Bus
Rajasthan	March (Holi)	Bus
Gujarat	Sep to Feb, May	Bus, Train, Taxi, Private Vehicles

18.5.3 Level of interest by Foreign Tourists

About 5000-6000 foreign tourists visit Bhavnagar annually, most of them in the month of December to February. The foreigners prefer visiting the Black Buck Sanctuary and the Palitana temple.

There are lot many foreigners who come as crew along with the ship when it comes to Alang for Breaking. They stay in Bhavnagar for about three days to complete the formalities for the ship. They then leave for their respective country through Mumbai. On an average, around 50-60 crews come every year. The approximate crew size is around 20-30 Persons.

Bhavnagar is also used as a transit for foreign tourists going to Palitana. The average number of foreigners who use Bhavnagar as a transit point is around 1200-1500 per year.

There is a sizeable NRG (North resident Gujarati) traffic in Bhavnagar. It is very difficult to assess their inflow, as most of them do not use hotels and prefer to stay with their relatives. However, this NRG group has tremendous buying power and as per the industrial estimate, the NRGs spend on an average around Rs 1-1.5 lakh per trip. The average trip is of around 2-3 weeks. The major share of the above spending goes for shopping.

18.5.4 Spending Pattern of tourist

Type	% of Tourist	Accommodation	Food	Traveling	Misc
Domestic	10 %	1800-2000	500-600	600-800	200
	40%	600-1000	200-300	600-800	100
	50%	300-400	100-200	50-100	50
Foreigner	Tourists	1500-1800	300-400	600-800	500-600
	NRG's	0	1-1.5 Lakhs/Visit (3-4 Weeks)		

Note: High spending class tourists are growing at a steady pace. This is with the advent of the Ship Breaking Industry at Alang.

18.5.5 Nature of Tourist

	Business	Leisure/heritage	Pilgrimage
Nature of Tourist	80 %	10 %	10%

Note: There is lot of Potential for business tourist in near future with the development of Gujarat Pipavav Port Limited.

18.5.6 Size of Groups

	Business tourist	Leisure/pilgrimage tourist	NRG family	Foreigners
Size of Groups	1-2 people	2-4 persons	4-5 persons	1-2 persons

Note: Students/Nature camps visiting Velavadar come in a batch of about 10-15 students

18.5.7 Average stay in number of days

	Business tourist	Leisure/pilgrimage tourist	NRG family	Foreigners
Average stay in number of days	1 - 2 Days	1 Day	2-3 weeks	2-3 days

18.5.8 Seasonal flow details; As per Type of Tourist

	Business tourist	Leisure/pilgrimage tourist	NRG family	Foreigners
Seasonal flow details	No specific season	May to July and October to February	October to February	

18.5.9 Profile of Tourist

	Business tourist	Leisure/pilgrimage tourist	NRG family	Foreigners
Age group				
% 3-24 years	5	5	5	5
% 25-34 years	45	25	25	5
% 34-44 years	35	35	35	10
% 45-54 years	10	20	20	40
% > 54 years	5	15	15	40
Sex				
% Male	95	60	60	70
% Female	5	40	40	30

18.6 Infrastructure details

18.6.1 Accommodation

There are about 9 good hotels and about 10-15 guesthouses in Bhavnagar. Prominent hotels are listed as below.

Hotel	Rooms	Class	Tariff Range (Rs.)
Hotel Sun n Shine	93	B	800-2200
Hotel Neelambag Palace	28	H	800-2200
Hotel Blue Hill	48	B	800-2200
Hotel Jubilee hill	40	B	800-2200(burnt Down in the recent Riots)
Hotel Mousam	40	C	400-600
Hotel Royal	40	C	400-600
Hotel Swagat	20	C	400-600
Hotel Appollo	40	C	400-600(Burnt Down in the recent Riots)
Hotel white House	40	C	400-600(Burnt Down in the recent Riots)
Gopnath- Gopnath Bungalows Mahuva	8	H	500-2200
Hotel Heaven	27	C	300-700
Hotel Citizen	25	C	300-500
Hotel sunlight	14	C	300-500
Hotel Guru Krupa	14	C	300-700
Shradda Guest House	10	D	150-300
Total	487		

Category definition A = 4 & 5 star hotel, B = 2 & 3 star hotel, C = 1 star or deluxe hotel, D = guest house, E = Dharamsala, H = Heritage hotel

18.6.2 Total Rooms Available

Category	No. Of Hotels	Total Rooms
A	0	0
B	5	250
C	10	300
D	20	1200
E	10	150
H	2	40
Total(around)	50	2000

18.6.3 Other entertainment facility

No major entertainment facility is available in and around Bhavnagar. There is a multiplex, which is being developed near Alang and is scheduled to open by December 2002.

18.6.4 Communication

Telephone, STD/ISD, Internet and post office facility is available and overall found to be good in Bhavnagar.

18.6.5 Civic Amenities

Reasonably good facilities are available in the city of Bhavnagar. However, there is some scope for improvement, basically for street lighting, signage boards, sanitation etc. Roads within Bhavnagar are in bad shape and need refurbishment.

18.7 Mode of Transportation

18.7.1 Road

The connectivity of Bhavnagar to other parts of the state like Ahmedabad, Rajkot, Baroda, Surat etc is very good. With the advent of Air Conditioned buses being available with most of the bus operators, the traveling to Bhavnagar from other parts of the state has become comfortable.

18.7.2 Rail

The Connectivity of Bhavnagar is by way of meter Gauge trains to Ahmedabad. There are only two express trains, which connect Bhavnagar with Ahmedabad. The gauge conversion to Bhavnagar is to be taken on Priority.

18.7.3 Air

Bhavnagar airport has only two flights in a day from Mumbai. Connectivity to rest of India has to be made available.

18.7.4 Port

Bhavnagar is very well connected by sea and has around 5 ports in its vicinity. The same are Bhavnagar, Gogha, Pipavav, Mahuva and Talaja.

18.8 Availability of Utilities

18.8.1 Water

Water scarcity used to be one of the major problems in Bhavnagar. However with water reaching Bhavnagar through Mahi Canel and the Narmada Canal, the water scarcity problem has been solved to a large extent.

18.8.2 Power

There is sufficient power available for domestic and commercial needs in Bhavnagar. However, with the increase in projects on tourism, the power scenario of the city has to be re-looked at.

18.8.3 Sanitation

Sanitation is sufficient for the city requirement. However, there is scope for improvement in this sector.

18.9 Eating Joints (Restaurants, Bars, Food Joints)

Multi-cuisine food is available in Bhavnagar. Bar permit is not available in Bhavnagar.

18.10 Other Services details

- **Medical:** Satisfactory medical facilities are available.
- **Travel Agents** – There are a couple of good travel agents who offer tailor made tours on request.
- **Taxi Operator** – Sufficient unmetered auto rickshaws and taxis are available.
- **Daily necessities** – satisfactorily met.
- **Forex** – Available.
- **ATM** – available (Connectivity through Ahmedabad)
- **Religious** – Bhavnagar can also be called as the Places of temples. There are numerous temples of religious and historical importance within and around Bhavnagar city.

18.11 Environmental status, Policy & regulations

Bhavnagar has no specific environmental status as of now. The environmental policy and regulations enforced by the Ministry of Environment and Forest (MoEF) and Gujarat Pollution Control Board (GPCB) apply to the city.

Some of the respondents have complained of regular oil leakages from Ships, which come for breaking at Alang. This problem has to be addressed as it has a bad effect on the environment balance and marine life in the area.

18.12 Other undeveloped site

- Sihor: The darbargadh and the paintings can be further developed.
- Piram Islands: Breeding Spot for Turtles.
- Buddhist caves in talaja.
- Kuda Beach near Bhavnagar.
- Nicha Kokda beach – Mahuva.
- Bhavani Temple and Beach – Mahuva.

18.13 Employment – Opportunities and Avenues

Development of tourism in this area will generate following opportunities for employment

- Hotels operators
- Cooks
- Taxi operators
- Tour operators
- Ferry operators
- Tour Guides
- Small retailers (shops and food joints)
- Specific marine ecology guides

Development of tourism will move more tourists to Bhavnagar and the same will also help in promoting the strong heritage of Bhavnagar. This will also lead to more tourists visiting Dwarka and other nearby places. Once the tourist inflow increases, the following avenues can be developed in Bhavnagar

- Multiplex
- Resort near Alang
- Entertainment Centers
- Shopping mall

18.14 Bottle neck/constraints

Major constraint will be taking permission from central government, as the area is covered under CRZ (coastal regulation zone).

Developing Alang, the Asia's largest ship breaking industry will need lot of convincing of the stakeholders viz the Ship Breakers Association and the Gujarat Maritime Board.

18.15 General condition of the attraction

The general condition of the attractions in and around Bhavnagar is fair but there is scope for improvement.

18.16 Strength and weakness analysis of the destination

(i) Strengths

Strong historical background, Strong heritage, unique marine ecosystem, Unique Industry that can be developed as a tourist spot (Alang)

(ii) Weakness

Lack of entertainment facilities, Poor Rail and Air connectivity to rest of India and Extreme summer Temperatures.

18.17 Infrastructure Status at Destination:

Name of the Destination: Bhavnagar

District: Bhavnagar

Characteristics	Status	Requirement
Accessibility		
External Roads	Good	
Internal Roads	Poor	Resurfacing Required.
Internal Transport	Fair (three wheelers and Taxis are available).	
Bus Connection	Good (GSRTC and Private Buses available from all over Gujarat.)	
Rail	Good	
Air Connectivity	Fair – only flights from Mumbai.	There is a need for better connectivity with rest of India.
Port	Good- five Ports near Bhavnagar	Possibility of connecting Bhavnagar with other coastal cities like Jamnagar, Surat, Dwarka, Veraval, Porbandar and Mumbai.
Communication		
Information Centres/Availability of Guides	Missing	Trained Tourist Guides are required, especially for marine and bird sanctuary.
Post Offices	Good	
Telecommunication	Good	
Entertainment		
Shopping Centres	Good	
Emporiums/Gift Shops	Good	
Parks/Gardens	Fair	
Theme Parks	Missing	
Others		
Eating Joints		
Restaurants/Eateries	Good	
Utilities		
Water Availability	Fair	
Drinking water Facilities	Fair	
Sanitation Facilities	Ok	
Other Services		
Medical	Good	
Banking/Credit Facilities	Good	
Sign Boards	Missing	
Street Lights	Fair	

Characteristics	Status	Requirement
Vehicle Parking	Missing	
Police and Security	Available	
Spot Improvement	-	
Intermediaries		
Travel Agents	Available	
Taxi Operators	Available	
Potters	Available	
Advertising Agencies	Available	
Artists/Performers	Available	
Facilities for Elderly/Disabled /Families with Young Children	Available	

Accommodation	No.	Room	Condition
Upper Segment (Three Star plus)	5	250	Good
Mid Segment	10	300	Good
Guest Houses	20	1200	Fair
Dharma Shalas	10	150	Fair
Lodge	0	0	Na
Health Farm	0	0	Na
Heritage Hotel	2	40	Good
Motel	0	0	Na
Resort	0	0	Na

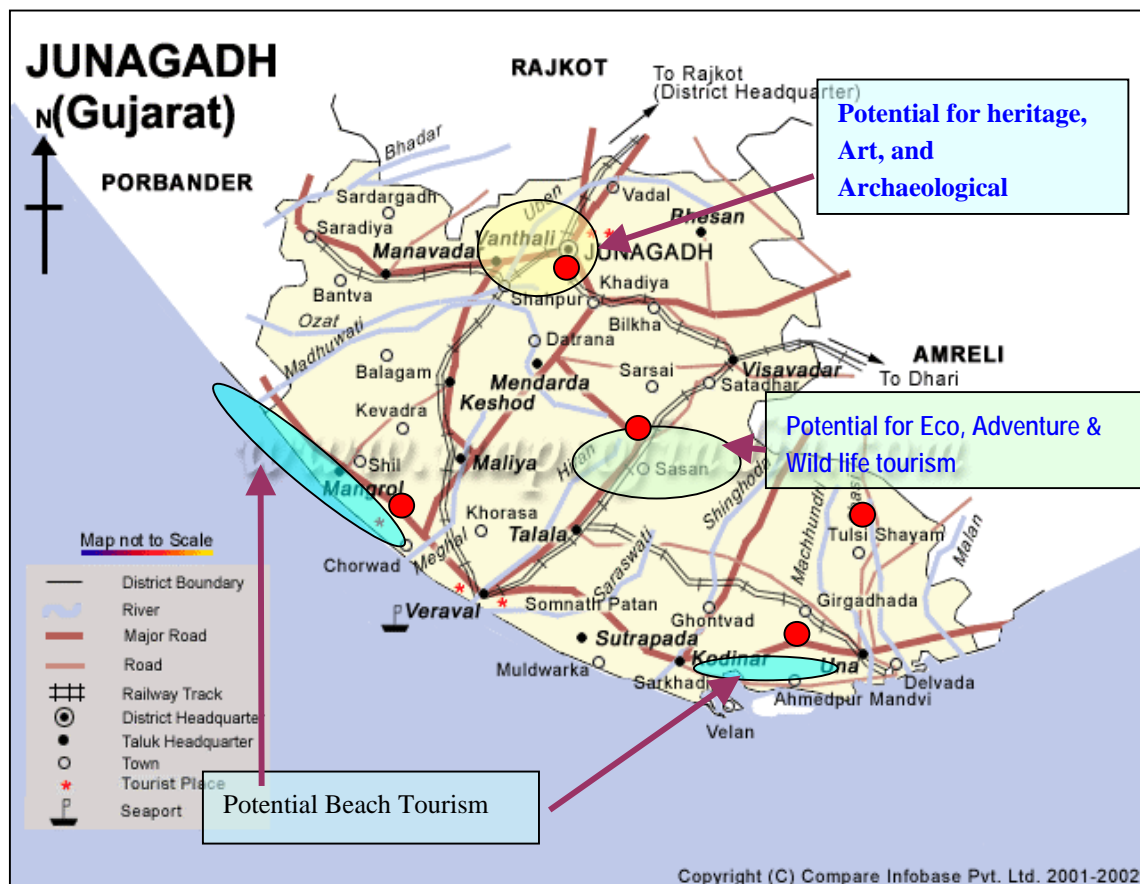
18.18 Projects

18.18.1 Project identified and proposed by Dalal Consultants and Engineers Limited

- Wild life Tourism Development in Velavadar Blackbuck sanctuary.
- Leisure tourist facility at Mahuva.
- Beach Resort at Kuda.
- Development of a Beach Resort at Katpar village.
- Shopping Centre at Alang Ship Breaking Yard.
- Visitor/Tourist information cum facilitation center.
- Pre Paid Taxi Booth.
- “A” and “B” Class Hotel accommodation.
- Entertainment Centres like Multiplex/Amusement Parks.
- Garden & Health Club.
- Convocation Centers and Conference Halls.

- Bhavnagar Darshan Tours.
- Conversion of Heritage properties into Heritage Hotels.
- Sound and Light Show at Historical Monuments.
- Ro-Ro Facility connecting Bhavnagar to Coastal Cities like Jamnagar, Dwarka, Porbandar, Surat and Mumbai.

19 JUNAGADH



Junagadh, an ancient fortified city rich in myth and legend is situated in erstwhile Saurashtra, at the foot of Mount Girnar on the northern fringes of the Gir forest. Through various phases of history, Junagadh has been described with equal importance and for many centuries, it was the capital of the western region ruled by several dynasties of rulers such as Mauryas, Greeks, Kshtrapas and Guptas.

Stippled with hills, the medieval city of Junagadh derives its name from an old fort called by the same name. Apart from being a place of [pilgrimage](#), it is a wonderful nature reserve for various flora and fauna.

It is also one of the few places where lions still roam free as, it is the abode of the majestic Asiatic Lion. The Gir wildlife sanctuary and national park, collectively referred to as the Gir Protected Area (PA), is located in the Saurashtra peninsula of Gujarat in western India. The Gir national park is a haven to about 300 Asiatic lions. The Lion, Panther Leo, inhabits the forest of Gir in the Saurashtra peninsula, attracting sixty thousand visitors to this sanctuary of Gujarat every year. Gir today is the only place in the world, outside Africa, where the lion can be seen in its natural habitat. The Asiatic lion is slightly smaller than its African cousin; nevertheless, a large male lion of the



Gir is quite a sight to behold. The best way to observe the big cats is, of course, in their natural surroundings, at dawn and dusk, when they are on the prowl. Wildlife viewing in the Gir is best done, by driving around the forest.



Gir exhibits great variation in topography, including flat, gently undulating to hilly tracts; and elevation ranges between 152m at Vasadhhol to 530m above the sea level at Nandivela hills.

The Gir forest area is extremely rugged and hilly. Slopes are generally moderate, hills are of volcanic origin and the soil varies from one area to another. While most of the soil is generally black, the other types one may come across will be red, yellowish, white clay and sandy. Each soil type supports a different kind of plant life and hence the wildlife too differs based on vegetation types.

Junagadh is a place of pilgrimage and has produced a number of saints in its long history. The most famous being the Gujarati saint-poet, Narsimha Mehta (famous for Gandhiji's favorite 'Vaishnava Janato Tene Kahiye').



Junagadh is a veritable treasure trove of ancient temples, museums, places and caves. Every monument will remind you of the grandeur of the Nawabs who once ruled Junagadh. The famous rock edicts of Ashoka and the Girnar Temples are popular attractions.

Mauryans, Kshatrapas, Guptas, Vallabhis, Chaudasamas, Sultans and Nawabs have ruled Junagadh at different time in history. Both political power and religious influences enriched the culture and created fantastic edifices leaving their mark on the architecture of Junagadh.

19.1 Accessibility

19.1.1 Air

Keshod is the nearest Airport (37 Kms). However the airport is non-functional right now. Another nearly airport is Rajkot (99 kms.) Rajkot airport has daily three flights from Mumbai by Jet airways and one flight daily by Indian Airlines

19.1.2 Rail

Junagadh is a junction on the Ahmedabad-Rajkot- Veraval line of western railway. Junagadh is connected to the rest of India by way of meter gauge railway line. There are two trains connecting Junagadh with Ahmedabad. Train connectivity of Junagadh to other places of Gujarat is through Rajkot only.

19.1.3 Road

Junagadh is well connected by roads to other parts of the state. The State transport buses and private luxury coaches connect Junagadh with various centers of Gujarat. With the advent of AC coaches on this route, the number of tourists using road transport has increased.

19.2 Major attractions

19.2.1 Nawabi Palaces

By the middle of the 19th century, peace reigned under the British umbrella, and the Nawabs moved down from Uparkot, and started to build the walled sections of Junagadh, which is still a picturesque city with monuments and gardens. The Nawabs depended for their state's development on assistance from the British colonial rulers, and in consequence, the preferred style of architecture was Venetian Gothic, as can be seen from the palaces and the public institutions-clock towers, schools, bazaars, hospitals, city gates, district court, prison and most of all, the imposing Bahauddin college. The buildings have thick walls, carvings, cornices and elegant columns outside, while the interiors had wall paintings and stucco or canvas false ceilings. The 160 sq foot hall of the Bahauddin college is noted for its wood carvings seen on the timber roof, the galleries and the carved brackets, the Sardar bagh palace for its stucco carvings and the Rang mahal palace for its fancy canvas ceiling.



19.2.2 Ashokan Rock Edicts

On the way to Girnar, there is a huge boulder, housed in a small roadside building, on which are fourteen Rock Edicts inscribed by Emperor Ashoka. The inscriptions are written in Brahmi script in Pali language and date back to 250 B.C. The fourteen edicts of Emperor Ashoka are actually moral lectures.

19.2.3 Uparkot Fort

The walled fortress of Uparkot, witnessed every change in the lifestyle of Junagadh from monastic Buddhism, Aryan Hinduism, pious Jainism, Islamic invasions, British colonisation, the Nawabi splendour and finally, the victory of democracy which forced the Nawab to vacate his throne after he was heavily out-voted in the elections. Like the acropolises of ancient Greek cities, the Uparkot is built on the defences of rocky hills and the entire modern city sprawls around it. It was an important city during Mauryan rule, became the capital of the Kshtrapas after the fall of the Mauryan Empire in the 2nd-4th century AD period, was rebuilt by the Chudasama Rajputs in the 9th century who finally fell to Sultan Muhammad Bhegada. In all, the fort is said to have been subjected to 16 sieges, including one, which lasted 12 years over a beautiful daughter of a potter.



The girl was coveted by a neighbouring prince, and came for refuge to the ruler of Junagadh, who promptly married her in the war that followed, the chivalrous prince of Junagadh was killed in 1094 AD, and the girl committed Sati on his funeral pyre.

19.2.4 Buddhist caves

The Buddhist Caves form an important rock-cut group of the caves of Junagadh. The caves, scooped in three tiers, are situated on the descent from the Jami Masjid. The central section of the lowest storey has a main hall that is open to the sky. The base, shaft and capital of the carved pillars carry unique designs.

19.2.5 Mahabat Maqbara

The older complex of maqbaras (mausoleums) of the Nawabs of Junagadh, located near Chitkana chowk offer some remarkable 18th century architecture with vertical columns, delicate carved arches, cornices and domes in a range of sizes, the whole accentuated by a wealth of brilliant stone carvings. The newer complex, near the town gates, is even more impressive and attractive, besides being better maintained. The naya Maqbara complex was started by Mahabat Khanji in 1878, completed in 1892 by his successor,



Bahadur Khanji, and enshrined also Rasul Khanji in 1911AD. The complex includes the mausoleum of Baha-ud-din, minister of Nawab Rasul Khanji, which has an almost fun fairish flamboyance-4 minarets with pirouetting spiral staircases, a facade rich in stone carvings, beautiful silver doors and large sized domes mark the architecture of this tomb of the great minister in the Nawabi court, titled Vazir-e-azam. Beside the maqbaras is the Jumma mosque, dated to 1886-97 which has geometric rows of coloured pillars leading to a cool marble minbar, and an Islamic religious school.

19.2.6 Darbarhall Museum

The museum displays weapons and armour from the days of the Nawabs and many other curios and artifacts. A quick foray into the museum will reveal silver chains, chandeliers, settees, thrones, palanquins, howdahs, cushions, gowns and a large carpet that was woven in the Junagadh jail.

19.2.7 Sakarbag Zoo

The zoo of Junagadh, the oldest zoo in Gujarat, is home to the famous Gir lions, tigers and leopards. This zoo was set up in 1863 AD by the Nawab, to save the Asiatic lion from extinction. Besides lions, there are also tigers, leopards, bears, jackals, wild ass, snakes and birds. An open zoo has also been developed over 500 acres of land. This zoo is also famous for breeding of Asiatic lions. More than 150 Asiatic lions are supplied all over the world from this zoo.

19.2.8 Mount Girnar

It is a steep-sided extinct volcano, 4 kms away from Nagadh at the height of over 1,100 m. It is a major pilgrimage centre for both Jains and Hindus and has been considered sacred since the 3rd century BC. Buses leave from Junagadh's local depot hourly, dropping passengers at the mountain base, from where five thousand irregular steps lead to the summit.

19.2.9 Sasan Gir

Sprawling in an area of 1424 sq. kms, Gir with its dry deciduous forest is a luxuriantly rich ecosystem-endowed with floral and faunal plenitude. Thirty species of mammals, twenty species of reptiles, several species of insects and birds are found here. The forest is the only place in the world, outside Africa, where the lion can be seen in its natural habitat. Gir, the last refuge of the king of the jungle, is one of the largest and most important wildlife sanctuaries in India.

19.3 Nearby places to Junagadh are

19.3.1 Chorwad

66 kilometres from Junagadh and 23 kilometres from the fishing centre of Veraval, Chorwad is a delightful resort on the sunny coast of Gujarat. Excellent roads connect to Junagadh, Girnar, the Gir Forest sanctuary and the famous temple of Somnath.

19.3.2 Somnath

Somnath holds one of the twelve most holy temples in India, the shrines being dedicated to Lord Shiva. It is situated at around 80 km from Junagadh.

19.4 Fairs and Festivals

19.4.1 Bhavnath fair

This fascinating fair or mela is held at the foothills of Mount Girnar. On the occasion of Mahashivaratri (Feb – March). The site attracts crowds of devotees and holy men from all over India. Hundreds of Naga bawas (naked sages) come to the site and demonstrate their feats. Bhajans, Kirtans, devotional music, garba and Bhavai folk theatre are some cultural aspects of this fair.

19.5 Climate

Summer:	Max: 43 degree C	Min: 28 degree C
Winter:	Max: 26 degree C	Min: 10 degree C

As it can be seen from the above data, Junagadh has extreme climate. More over, most of the time in a year, the temperatures are on the higher side. This is a major hindrance for the development of tourism in the city.

19.6 Tourist inflow

Total Tourists:	9 lakh/Year	Overnight Staying Tourists:	0.9 to 1 lakh/Year
Tourists visiting Junagadh Fort:	~ 5 lakh per annum		
Tourists visiting Junagadh Museum:	~ 2 lakh per annum		

About 4.5-5 lakh tourists/pilgrims arrive in Junagadh to visit the Girnar Shiva temple on Shivaratri (Feb/Mar) for about 2 days. Most of them stay overnight, but they do not use any accommodation facility. They take rest in tents while climbing the Girnar. Most of them do not even have to spend on food and shelter, as it is available free from various charitable organisations during this period.

19.6.1 Origin of Tourist

From Gujarat: ~ 60 % From Other States: ~ 40 %

Tourists from Maharashtra, and West Bengal visit mainly during Navratri to Diwali. Tourists from Uttar Pradesh arrive in January.

19.6.2 Seasonality of Tourist

Origin of Tourist	Visit Period	Mode of Transport
West Bengal, Maharashtra	Navratri to Diwali	Train
UP & Bihar	January	Train
Gujarat	Sep to March, May	Bus, Train, Taxi, Private Vehicles

From October 15th to December end, the tourist inflow is high. One of the reasons is that the Diwali vacation commences and the Gir forest also reopens. The climate is more conducive for moving around in such places. Another peak is during Shivaratri (*Feb/Mar*) and summer vacation (*mid-April to mid-June*).

19.6.3 Level of interest by Foreign Tourists

About 2500-3000 foreign tourists visit the place annually. About 300-350 foreign tourists arrive by sea cruise from Porbander.

19.6.4 Spending Pattern of tourist (Rs)

Type	% Of Tourist	Accommodation	Food	Travelling	Misc
Domestic	5 %	600-1500	150-200	400-700	200
	35%	400-500	75-150	100-200	100
	60%	150-200	50-75	30-50	50

19.6.5 Nature of Tourist

	Business	Leisure/heritage	Pilgrimage
Nature of Tourist	5%	50%	45%

19.6.6 Size of Groups

	Business tourist	Leisure/pilgrimage tourist	NRG family	Foreigners
Size of Groups	1 person	2-4 persons	4-5 persons	1-2 persons

19.6.7 Average stay in number of days

	Business tourist	Leisure/pilgrimage tourist	NRG family	Foreigners
Average stay in number of days	1night	1 night	--	1 night

19.6.8 Seasonal flow details; As per Type of Tourist

Type of Tourist	Business tourist	Leisure/pilgrimage tourist	Foreigners
Seasonal flow details	No specific season	Around Diwali vacation, October to March, May-June	October to February

19.6.9 Profile of Tourist

Age group	Business tourist	Leisure/pilgrimage tourist	Foreigners
% 3-24 years	5	5	5
% 25-34 years	45	15	5
% 34-44 years	35	35	40
% 45-54 years	10	20	40
% > 54 years	5	25	10
Sex			
% Male	100	60	70
% Female	0	40	30

19.7 Infrastructure details

19.7.1 Accommodation

There are no star category hotels in Junagadh. In all there are about 15 hotels, 15 guesthouses, and 30 dharamshalas. Major hotels in Junagadh are listed as below.

Hotel	Rooms	Class	Tariff Range (Rs.)
Hotel Anand	14	C	250-600/-
Hotel Girnar (Toran)	24	C	240-750/-
Hotel Paramount	15	C	300-600/-
Hotel President	20	C	300-600/-
Hotel Madhumati	12	C	300-600/-
Hotel Releif	10	C	300-600/-
Hotel National	20	C	300-600/-
Hotel Yatrik	10	C	300-600/-
Hotel Asiyana	15	C	300-600/-
Hotel Paradise	12	C	300-600/-
Hotel Vishala	10	C	300-600/-
Hotel Lion Resort	50	C	700-1500/-

Category definition A = 4 & 5 star hotel, B = 2 & 3 star hotel, C = 1 star or deluxe hotel, D = guest house, E = Dharamsala, H = Heritage hotel

19.7.2 Total Rooms Available

Category	No. Of Hotels	Total Rooms
A	0	0
B	0	0
C	12	213
D	10	170
E	10	90
H	0	0
Total	32	473

All religious sects have their dharamshalas in Junagadh. The main Shiva temple also has a Dharamshala. About 40-50 % tourist's stay in guesthouses and rest in dharamshalas. Tents are also set up by the temple trust for the tourists during the Shivaratri period.

19.7.3 Other entertainment facility

No other entertainment facility is available.

19.7.4 Communication

Telephone, STD/ISD and post office facility is available all over Junagadh.

19.7.5 Civic Amenities

There is scope for improvement basically for internal roads, street lighting, signage boards, sanitation etc.

19.8 Mode of Transportation

19.8.1 Road

The connectivity of Junagadh to other parts of the state like Ahmedabad, Jamnagar, Rajkot, Baroda, Surat etc is very good.

19.8.2 Rail

There are only two trains connecting Junagadh with Ahmedabad and rest of country. Frequency of trains has to improve. Junagadh presently has meter gauge railway connection with Ahmedabad. There are plans by the railway to convert the same into broad gauge for faster and comfortable rail travelling.

19.8.3 Air

Keshod was the nearest airport which is non functional. The other nearest airport is Rajkot (99 kms.), which has daily flights from Mumbai.

19.9 Availability of Utilities

19.9.1 Water

Junagadh is facing water scarcity due to prolonged drought conditions in entire Saurashtra.

19.9.2 Power

The power Scenario at the destination is Good.

19.9.3 Eating Joints (Restaurants, Bars, Food Joints)

Multi cuisine food is available in Junagadh but one has to search for it.

19.10 Other Services details

- **Medical** - Good
- **Travel Agents** – Few travel agents are running services between Junagadh and nearby cities.
- **Taxi Operator**- Unmetered three wheelers and taxis are available.
- **Daily necessities**- Good
- **Forex** –Available
- **Religious** – Girnar Hill is a big religious spot with many other temples of religious and historical importance in and around Junagadh. Junagadh is very near (about 100 kms) from the famous Somnath temple.

19.11 Environmental status, Policy & regulations

Junagadh city has no specific environmental status as of now. Junagadh district has the Gir forest, which is the last and only home for Asiatic lions in the world. Gir forest has very high environmental importance of maintaining the ecological balance for the diverse wildlife to sustain there. The environmental policy and regulations enforced by the Ministry of Environment and Forest (MoEF) and Gujarat Pollution Control Board (GPCB) apply to the city.

19.12 Other undeveloped site

The following sites are undeveloped in Junagadh

1. The Upperkot fort is a very popular archaeological site but a need of good eatery in the fort is highly felt by everybody who visits the fort. One has to cover a long distance on foot in the fort and not a single eatery or a place where tourist could sit and relax exists right now which makes the visit very tiring.
2. Beach resort at Chorward.
3. Coastal highway along the seacoast.
4. Khapara Kodia caves and Baba Pyara caves are still under low profile and need more attention to make it equivalent to Buddhist caves.

19.13 Employment – opportunities and Avenues

There are number of important sites available in Junagadh. Proper development and marketing of these places will generate following opportunities for employment.

- Restaurant operators
- Cooks
- Taxi operators
- Tour operators
- Tour Guides
- Specific archaeological guides
- Small retailers (shops and food joints)

19.14 Bottle neck/constraints

Violent sea at Chorwad at specific times (full moon and no moon days) makes the beach risky for tourists. Poor maintenance of government tourist resort at Chorwad has forced the govt. to close the resort. Poor infrastructure along the coast is also a major constraint in developing beach tourism in this area.

19.15 General condition of the attraction

The archaeological sites especially the upperkot fort is not very well maintained. There is no guide or written material which explains about the historic importance of buddhist caves and Upperkot fort. The Darbar museum has about 6000 items of Nawab of Junagadh to show but because of space constraint, only 2000 items can be displayed. Archeological department is responsible for the maintenance and day-to-day activity of the archaeological sites in Junagadh. The Sinh Sadan (guest house) run by Forest department at Sasan is well maintained.

19.16 Strength and weakness analysis of the destination

(i) Strengths

Strong heritage and cultural centre, worlds' only home for Asiatic lions and most complete forest ecosystem (GIR sanctuary) in nearby vicinity.

(ii) Weakness

Lack of awareness, lack of maintenance, Lack of infrastructure, Lack of marketing, extreme summer temperatures, Lack of good accommodation, and eateries in Junagadh.

19.17 Infrastructure Status at Destinations:

Name of the Destination:	Junagadh	District: Junagadh
Characteristics	Status	Requirement
Accessibility		
External Roads	Good	-

Characteristics	Status	Requirement
Internal Roads	Poor	Resurfacing of all internal required
Internal Transport	Fair- Three Wheelers and Taxis available.	-
Bus Connection	Good (GSRTC and Private buses available from all over Gujarat)	
Rail	Fair- Only meter gauge trains connect Junagadh with Ahmedabad.	Meter gauge lines to be converted to broad gauge for faster and comfortable travel
Air Connectivity	Nearest operating Airport at Rajkot 99 Km's	Flights from Mumbai only
Port	Veraval is the nearest port	--
Communication		
Information Centres/Availability of Guides	Missing in Junagadh. One information centre at Somnath is seen	Requirement of trained guides in Junagadh esp. at archaeological sites
Post Offices	Available	Available
Telecommunication	Available	Available
Entertainment		
Shopping Centres	No organised shopping centres	
Emporiums/Gift Shops	Temporary during festivals	
Parks/Gardens	Not Available	
Theme Parks	Not Available	
Others		
Eating Joints		
Restaurants/Eateries	Fair - Multi cuisine food is available but not easily	Good restaurant in city is required
Utilities		
Water Availability	Available	
Drinking water Facilities	Available	
Sanitation Facilities	Available	
Other Services		
Medical	Fair.	
Banking/Credit Facilities	Available.	
Sign Boards	Missing	
Street Lights	Available	
Vehicle Parking	Available	
Police and Security	Available	
Spot Improvement	-	
Intermediaries		
Travel Agents	Available	
Taxi Operators	Available	
Potters	Available	
Advertising Agencies	Available	
Artists/Performers	Not Available	
Facilities for Elderly/Disabled /Families with Young Children	Not Available	

Accommodation	No.	Room	Condition
Upper Segment (Three Star plus)	Nil	Nil	NA
Mid Segment	12	213	Good
Guest Houses	10	170	Good
Dharma Shalas	10	90	Fair
Lodge	Nil	Nil	Na
Health Farm	Nil	Nil	Na
Heritage Hotel	Nil	Nil	Na
Motel	Nil	Nil	Na
Resort	Nil	Nil	Na

19.18 Projects

19.18.1 Projects Under implementation:

1. Gauge conversion of Junagadh – Veraval railway line.

19.18.2 Projects Announced:

1. Gondal-Junagadh water pipeline project.

19.18.3 Project identified and proposed by Dalal Consultants and Engineers Limited

Junagadh lacks entertainment and amusement facilities. Majority of the tourists avoid spending weekends in Junagadh.

Tourist information centre at Railway station

Name of the Destination: Sasan Gir

District: Junagadh

Characteristics	Status	Requirement
Accessibility		
External Roads	Good	-
Internal Roads	Poor	Widening of road connecting Sasan and Devaliya required
Internal Transport	Poor	Internal transport in terms of forest department buses or private auto rickshwas should be allowed for transportation between Sasan and Devaliya
Bus Connection	Good (GSRTC available from Junagadh)	
Rail	Poor (Only passenger train from Jungadh and Una)	Forest department may not allow fast trains to pass in the forest
Air Connectivity	Nearest operating Airport at Rajkot 99 Km's	Flights from Mumbai only
Port	Veraval is the nearest port	--

Characteristics	Status	Requirement
Communication		
Information Centres/Availability of Guides	Good - Forest department has their own guides	
Post Offices	Not available	--
Telecommunication	Available	Available
Entertainment		
Shopping Centres	Missing	Forest department may not allow
Emporiums/Gift Shops	Missing	Forest department may not allow
Parks/Gardens	Not Available	Forest department may not allow
Theme Parks	Not Available	Forest department may not allow
Others		
Eating Joints		
Restaurants/Eateries	Fair – Only vegeterain food in Sinh Sadan	Good restaurant near sasan is required with permission from Forest department
Utilities		
Water Availability	Available	
Drinking water Facilities	Available	
Sanitation Facilities	Available	
Other Services		
Medical	Missing	
Banking/Credit Facilities	Missing	
Sign Boards	Missing	
Street Lights	Missing	
Vehicle Parking	Available	
Police and Security	Available	Forest department security available
Spot Improvement	-	
Intermediaries		
Travel Agents	Not Available	
Taxi Operators	Forest department approved limited numbers jeeps are available	
Potters	Not Available	
Advertising Agencies	Not Available	
Artists/Performers	Not Available	
Facilities for Elderly/Disabled /Families with Young Children	Not Available	

Accommodation	No.	Room	Condition
Upper Segment (Three Star plus)	1	35	Good
Mid Segment	1	22	Good
Guest Houses	Nil	Nil	NA
Dharma Shalas	Nil	Nil	NA
Lodge	Nil	Nil	NA
Health Farm	Nil	Nil	NA
Heritage Hotel	Nil	Nil	NA
Motel	Nil	Nil	NA
Resort	Nil	Nil	NA

Since Sasan comes under Forest department and as per Forest department the carrying capacity of the Gir forest is already achieved and hence no projects are proposed in this destination.

Name of the Destination: Ahmedpur Mandvi District: Junagadh

Characteristics	Status	Requirement
Accessibility		
External Roads	Poor	Connecting roads to Veraval or Bhavnagar has to be improved drastically
Internal Roads	Good	
Internal Transport	Fair- Three Wheelers and Taxis available.	-
Bus Connection	Fair (limited GSRTC and Private buses available to Diu from all over Gujarat)	
Rail	Not available	Nearest railway station is devaliya or Una or Verawal
Air Connectivity	Nearest operating Airport is Diu	Flights from Mumbai only
Port		--
Communication		
Information Centres/Availability of Guides	Missing	--
Post Offices	Available	Available
Telecommunication	Available	Available
Entertainment		
Shopping Centres	No organised shopping centres	
Emporiums/Gift Shops	Not available	
Parks/Gardens	Not Available	
Theme Parks	Not Available	
Others		
Eating Joints		
Restaurants/Eateries	Poor	Good restaurant in the town is required
Utilities		
Water Availability	Available	
Drinking water Facilities	Available	
Sanitation Facilities	Available	
Other Services		
Medical	Fair.	
Banking/Credit Facilities	Not Available.	
Sign Boards	Missing	
Street Lights	Fair	
Vehicle Parking	Available	
Police and Security	Available	
Spot Improvement	-	
Intermediaries		
Travel Agents	Not Available	
Taxi Operators	Available	

Characteristics	Status	Requirement
Potters	Not Available	
Advertising Agencies	Not Available	
Artists/Performers	Not Available	
Facilities for Elderly/ Disabled /Families with Young Children	Not Available	

Accommodation	No.	Room	Condition
Upper Segment (Three Star plus)	Nil	Nil	NA
Mid Segment	1	39	Good
Guest Houses	Nil	Nil	NA
Dharma Shalas	Nil	Nil	NA
Lodge	Nil	Nil	NA
Health Farm	Nil	Nil	NA
Heritage Hotel	Nil	Nil	NA
Motel	Nil	Nil	NA
Resort	Nil	Nil	NA

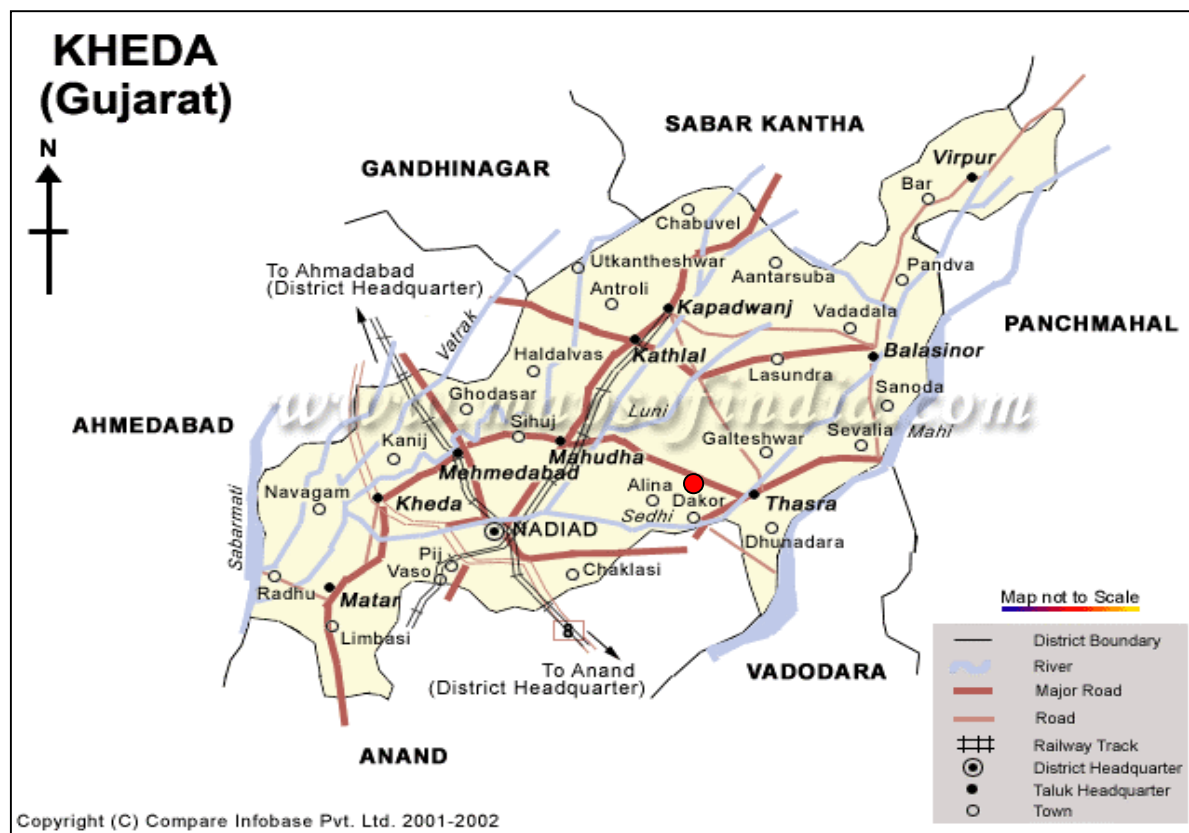
19.19 Project identified and proposed by Dalal Consultants and Engineers Limited

Ahmedpur Mandvi lacks entertainment and amusement facilities like those prevailing in Diu. Majority of the tourists come to Diu and visit Ahmedpur Mandvi beach for 2- 3hours.

19.20 Remarks

Local hoteliers feel that prohibition affects the tourist inflow and often results in loss of business. This is mainly because a majority of the tourists are from out of the State and they stay at Diu where there is no prohibition on liquor. The beach of Ahmedpur Mandvi is considered better than that of Diu and hence if prohibition is relaxed here the tourist inflow will increase.

20 DAKORE



The second most important temple dedicated to Lord Krishna in Gujarat, it is situated on the banks of the river Gomti, 90 kilometres southeast of Ahmedabad in Kheda district. The first in line is the famous Dwarka in Saurashtra. The legend, which surrounds the Shri Krishna idol at Dakore, tells a story that Lord Krishna took pity on his old devotee Bodana, who used to traverse the long distance from Dakore to Dwarka and went with him to Dakore in the form of an idol. To enjoy the grandeur of the festivals, one must visit Dakore on Kartik Purnima night (full moon night in the month of November).

20.1 Accessibility

20.1.1 Road

Dakore is well connected by road with Ahmedabad, Baroda, Surat and Vapi.

20.1.2 Rail

Dakore has meter gauge connectivity from Anand.

20.1.3 Air

The nearest airport is Ahmedabad (flights from all over India).

20.2 Major attractions

Ranchod Rai temple, Dandi Swami Math, Shankaracharya Ashram, Jalaram Mandir, Thalteshwar Mahadev temple.

20.3 Fairs and Festivals

Kartik Purnima attracts about 15 lakh visitors.

20.4 Climate

Summer: Max: 42 degree C Min: 25 degree C
Winter: Max: 27 degree C Min: 12 degree C

Dakore has an extreme climate but as it is an important business centre, the climate has marginal effect on the tourist flow.

20.5 Tourist inflow

Total Tourist : 45 lakhs per annum
Overnight Staying Tourist : ~ 8 lakh per annum

Source: Temple trust, Local Hoteliers

20.5.1 Origin of Tourist

From Gujarat : ~ 90 %
From Other States : ~ 10 % (mainly from Maharashtra, Rajasthan and MP)

20.5.2 Seasonality of Tourist

Origin of Tourist	Visit Period	Mode of Transport
All tourist	Kartik Purnima (Nov) and all monthly Purnimas	Train/Bus

20.5.3 Level of interest by Foreign Tourists

Negligible. There is a sizeable number of NRGs visiting Dakore.

20.5.4 Spending Pattern of tourist (Rs)

Type	% of Tourist	Accommodation	Food	Travelling	Misc
Domestic	1 %	300-600	100-200	100-200	100
	10%	150-300	50-100	50-100	50
	89 %	50-100	25-100	10-50	50

20.5.5 Nature of Tourist

	Business	Leisure/heritage	Pilgrimage
Nature of Tourist	0%	0 %	100 %

20.5.6 Size of Groups

	Business tourist	Leisure/pilgrimage tourist
Size of Groups	NA	1-4 persons

20.5.7 Average stay in number of days

	Business tourist	Leisure/pilgrimage tourist
Average stay in number of days	NA	1 Day

20.5.8 Seasonal flow details; As per Type of Tourist

	Business tourist	Leisure/pilgrimage tourist
Seasonal flow details	NA	Kartik poonam (Nov) and all poonams

20.5.9 Profile of Tourist

Age group	Business tourist	Leisure/pilgrimage tourist	NRG family	Foreigners
% 3-24 years	NA	15	NA	NA
% 25-34 years	NA	25	NA	NA
% 34-44 years	NA	25	NA	NA
% 45-54 years	NA	20	NA	NA
% > 54 years	NA	15	NA	NA
Sex				
% Male	NA	50	NA	NA
% Female	NA	50	NA	NA

20.6 Infrastructure details

There are about 3 hotels and 22 guesthouses and 32 dharamshalas in Dakore. Following table gives the details of major accommodation.

Hotel	Rooms	Class	Tariff Range (Rs.)
Hotel Radhe Krishna	15	C	150-575/-
Hotel Navrang	15	C	150-600/-
Hari Om Guest house	9	D	100-150/-
Patel guesthouse	20	D	100-150/-
Punit Ashram	100	D	30-80/-

20.6.1 Total Rooms Available

3 Hotels	:	40 rooms
22 Guesthouse	:	~ 225 rooms
32 Dharamshalas	:	~ 600 rooms
14 Wadis	:	~ 150 rooms
Total	:	~ 1015 rooms

20.6.2 Other entertainment facility

None

20.6.3 Communication

Telephone, STD/ISD and post office facility is available in Dakore.

20.6.4 Civic Amenities

The civic facilities available in the city of Dakore are found to be fine for the 40,000 population of Dakore but highly inadequate for the high influx of pilgrims during Purnimas

20.7 Mode of Transportation

20.7.1 Road

The connectivity of Dakore to other parts of the state like Ahmedabad, Baroda, Surat etc is very good.

20.7.2 Rail

Dakore is connected with a meter gauge line with Anand.

20.7.3 Air

The nearest airport is Ahmedabad (80 kms).

20.8 Availability of Utilities

20.8.1 Water

There is sufficient water available for domestic and commercial needs of Surat.

20.8.2 Power

There is sufficient power available for domestic and commercial needs in Surat. However with the increase in projects on tourism, the power scenario of the city has to be re-looked at.

20.8.3 Sanitation

Looking to the high influx of pilgrims every month, the sanitation needs up gradation in the town.

20.8.4 Eating Joints (Restaurants, Bars, Food Joints)

Local food is available in Dakore.

20.9 Other Services details

- Medical - Satisfactory medical facilities are available.
- Travel Agents – a number of travel agents organise tours from Ahmedabad, Baroda and Surat on Purnimas.
- Taxi Operator –unmetered auto rickshaws are available.
- Daily necessities – satisfactorily met.
- Forex – Not Available.
- ATM – Not Available.
- Religious – Dakore has a number of other temples in addition to Ranchod Rai temple

20.10 Environmental status, Policy & regulations

Dakore has no specific environmental status as of now. The environmental policy and regulations enforced by the Ministry of Environment and Forest (MoEF) and Gujarat Pollution Control Board (GPCB) apply to the city.

20.11 Other undeveloped site

Dakore is already saturated and hence further development that increases the tourist traffic will have a negative impact on the environment. However, Dakore being a leading pilgrimage spot tourist will come by way of proper environment planning and investment these additional tourist can be absorbed.

20.12 Employment – Opportunities and Avenues

Dakore is already saturated and hence further development that increases the tourist traffic will have a negative impact on the environment.

20.13 Bottle neck/constraints

- Congestion, Availability of land, Law and order situation during high gathering,
- General condition of the attraction
- The general conditions of the attractions are fair but there is scope for improvement.

20.13.1 Strength and weakness analysis of the destination

(i) Strengths

Strong religious place, near to Ahmedabad (metro city)

(ii) Weakness

Pilgrim influx during kartik purnima very high compared to the capacity of the town.

20.14 Infrastructure Status at Destination:

Name of the Destination: Dakore

District: Kheda

Characteristics	Status	Requirement
Accessibility		
External Roads	Good	
Internal Roads	Poor	Resurfacing Required
Internal Transport	Fair (three wheelers are available)	
Bus Connection	Good (GSRTC and Private Buses available from all over Gujarat)	
Rail	Fair – meter gauge connection from Anand	
Air Connectivity	Fair – nearest airport is Ahmedabad.	
Communication		
Information Centres/Availability of Guides	Missing	Trained Tourist Guides are required
Post Offices	Good	
Telecommunication	Good	
Entertainment		
Shopping Centres	Fair	
Emporiums/Gift Shops	Fair – during festival time	
Parks/Gardens	Missing	
Theme Parks	Missing	
Others		
Eating Joints		
Restaurants/Eateries	Local food is available	
Utilities		
Water Availability	Poor	
Drinking water Facilities	Poor	
Sanitation Facilities	Poor	Needs Improvement
Other Services		
Medical	Fair	
Banking/Credit Facilities	Fair	
Sign Boards	Missing	
Street Lights	Fair	
Vehicle Parking	Missing	
Police and Security	Available but not sufficient for high gatherings	There is a need for Tourist Police to stop harassments of Tourists.

Characteristics	Status	Requirement
Spot Improvement	-	
Intermediaries		
Travel Agents	Available	
Taxi Operators	Available	
Potters	Not Available	
Advertising Agencies	Not Available	
Artists/Performers	Not Available	
Facilities with Elderly/Disabled/ Families with Young Children	Not Available	

Accommodation	No.	Room	Condition
Upper Segment (Three Star plus)	0	0	NA
Mid Segment	3	40	Fair
Guest Houses	22	225	Fair
Dharma Shalas and wadis	46	750	Fair
Lodge	0	0	NA
Health Farm	0	0	NA
Heritage Hotel	0	0	NA
Motel	0	0	NA
Resort	0	0	NA

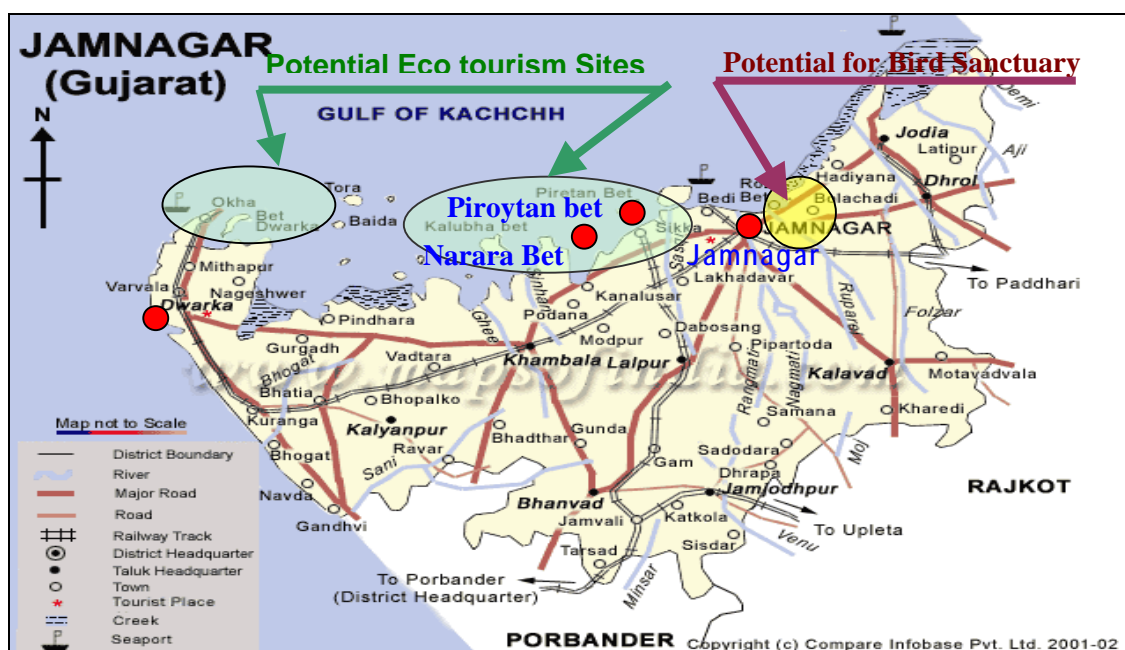
20.15 Project Announced

Govt. of Gujarat has announced constitution of Yatradham Vikas Board which will also look after the development of Dakore

20.15.1 Project identified and proposed by Dalal Consultants and Engineers Limited

- Development of Basic Amenities like safe drinking water, clean toilets for the pilgrims.
- Up gradation of town drainage system to cope with the high influx of pilgrims.
- Widening the internal and link roads of Dakore town.
- Establishing few good eateries where simple hygienic food is made available.
- Parking place for tourist vehicles.

21 JAMNAGAR



Founded in 1540, Jamnagar is the abode of the Jam – the Jadeja Rajput rulers of Nawanagar and the capital of their state. It is an interesting city, which enjoys a variety of distinctions. It is renowned for its pearl fisheries, a naval base of some importance and a certain type of tie-and-dye fabric.

21.1 Accessibility

21.1.1 Air

Jamnagar has an Airport where Indian airlines and Jet Airways operate daily flights connecting Jamnagar to Mumbai. Jet Airways operates one flight daily from Jamnagar to Mumbai via Bhuj and back. Indian Airlines also operates a daily flight from Jamnagar to Mumbai with alternate days via Bhuj. The accessibility to other parts of India is not available.

21.1.2 Rail

Jamnagar is a junction on the Western Railway. Jamnagar is connected to the rest of India by way of broad gauge railway line. There are trains connecting Jamnagar to major destinations in India. However the frequency of these trains is very less. Connectivity of Jamnagar to other places in Saurashtra is by way of broad gauge. The frequency of trains on these routes is very less.

21.1.3 Road

Jamnagar has very good road connectivity to other parts of the state. The State transport buses and private luxury coaches connect Jamnagar with various centres of Gujarat. With the advent of air-conditioned buses, the traveling in this region by roads has increased.

21.2 Major attractions

21.2.1 Lokhota Palace

In the centre of Jamnagar, in the middle of the lake, are two magnificent old structures, the Lakhota Fort and the Kotha Bastion. Lakhota Fort is Jamnagar's Museum and its terraces display a fine collection of sculpture that spans a period from the 9th to 18th Century. The Kotha Bastion is Jamnagar's arsenal.



21.2.2 Pratap Vilas Palace

Built according to foreign architecture, but the carvings on it are very much Indian. It was built as a mimic of Victoria Memorial Building of Calcutta but the domes built on it are according to Indian architecture, out of which 3 domes are made of glass. Carvings of creepers, flowers, leaves, birds and animals on the columns make the palace lively. Balconies in the palace add further beauty to it.



21.2.3 Ranjit Sagar

Located 13 Kms. away from the city, His Highness Jam Ranjitsinhji commenced the construction of 'Ranjit Sagar' dam, but was completed only in 1938 during the rule of His Highness Jam Digvijaysinhji, the last ruler of this princely state of Jamnagar. Foundation stone for this dam was laid by His Highness, King of Bikaner, Sir Gangasinhji and hence was named 'Ganga Sagar' after him. But for reasons unknown was later named as 'Ranjit Sagar' dam. It was built at the cost of Rs. 15 Lakhs having an area of 4 sq. miles and capacity of 12,000 lakhs cubic feet of water.



21.2.4 Solarium

Known as the Ranjit Institute of Poly-Radio Therapy, the solarium is one of its only kind in Asia. A slowly revolving tower provides full day long sunlight for the treatment of skin diseases, but unfortunately lies in ruins, today.



21.2.5 Ayurvedic University

Dr. Pranjivan Manekchand Mehta, Chief Medical Officer of Irwin Hospital was inclined towards ayurveda during later stages of his life. With the help of His Highness Digvijaysinhji and Her Highness Gulabkunvarba, he established 'Shree Gulabkunvarba Ayurvedic Society'. He also got constructed 'Dhanvantri Mandir' and established a Ayurvedic College for the promotion of ayurveda. As a consequence to



this, after the independence, Jamnagar city gained the 'Gujarat Ayurvedic University', which is one of the most reputed universities of its kind.

21.2.6 Bhujio Kotho

In the years 1834, 1839 & 1846 there was drought because of which His Highness Jam Raval started relief works. Foundation stone for this was laid in 1826 and the work was completed in 1839, taking 13 years to get completed. It has gained importance because of its height and circumference. It has five floors. On the first floor there are guns placed in each direction, and in the walls, holes are made to place the rifles.



21.2.7 Jumma Masjid

During Aurangzeb's rule in the year 1664, Qutbuddin attacked this state of Jamnagar during which His Highness Jam Raisinhji died. Qutbuddin entered the city with his army and looted it. He built the first mosque in the main bazaar of Jamnagar city. This mosque was later beautified and made bigger and named Jumma Masjid. The present face of Jumma Masjid was given by His Highness Jam Vibhaji's muslim wife Dhanbai.



21.2.8 Jain Temples

Jamnagar has four Jain temples. **Vardhman Shah's Temple:** The foundation stone for this temple was laid in 1612 during the rule of His Highness Jam Jasaji - I and completed in the year 1620. Surrounding this temple 52 'Deri' (very small temple) were built in 1622. **Raisi Shah's Temple:** Tejsi Shah built Jain temples in 1564 which were ruined by Moghul army in 1590. Tejsi Shah renovated these temples in 1592. In the year 1619, his son Raisi Shah built 'Deri' (very small temple) around it. **Sheth's Temple:** Bhansali Abji built them in the year 1594. **Vasupujya Swami's Temple:** They are believed to be built by Aaskaran Shah in the 17th century.



21.2.9 Bala Hanumanji

Situated on the southeastern bank of Lakhota lake, it has gained a place in the Guinness Book of World Records for continuous enchanting of "Ram Dhun" (recitation of Ramanama), 24 hours a day and 7 days a week since 1st August 1964.



21.2.10 Marine National Park

Gujarat has the distinction of creating the country's first Marine National Park spread over an area of nearly 458 sq.kms. in the Gulf of Kutch, 30 km. from Jamnagar. Here, corals create fantasies in stone and are the master builders of the Park. Their limestone fortresses - each one the work of a colony of countless tiny animals - come in an amazing variety of shapes and sizes, from the convoluted brain coral to corals that look like horns. Here, one can find plants that look like animals and animals that look like plants. Turtles, shrimp, sponge, eels, sea urchin lurk among the corals and huge schools of fish create a brilliance of colours that are unknown, unseen and unimaginable. There are fishes to be seen which puff-up when threatened, octopuses that mimic the colour and texture of the surroundings in the blink of an eyelid so as to vanish without a trace. There are gobies, which clean parasites from other fish, and fishes that burrow so deep, only their eyes are seen. You will easily spot fishes that look like stars and spot dolphins herding schools of fish for a hearty meal. Dugong, a marine mammal, which resembles a seal and the rare Boralia species, are found in these protected areas. At times, it seems as if every life form here is familiar with the art of magic, as each seems to trick the other for food and shelter. Above the waters, mangrove plants with their tangled roots and densely packed leaves prevent land based predators from penetrating but provide scores of birds with nesting and roosting sites. There is no doubt that life in the coral reef is like witnessing a thousand rainbows in a kaleidoscopic way.

21.2.11 Khijadia Bird Sancturay

About 10 kms from Jamnagar city is Khijadia bird sanctuary, one of the finest bird sanctuaries of India.

21.3 Fairs and Festivals

Makar Sankranti, Holi, Janmashtami, Navratri and Muharram are the important festivals in Jamnagar.

21.4 Climate

Summer: Max: 39° C Min: 25° C

Winter: Max: 27° C Min: 8° C

As can be seen from the above data, Jamnagar has an extreme climate. More over, most of the time in a year, the temperatures are on the higher side. This is a major hindrance for the development of tourism in the city.

21.5 Tourist inflow

Overnight Staying Tourists: ~ 1.5 lakh to 2 lakh per annum

There are a very large number of business tourists staying overnight. A majority of them utilize single occupancy rooms.

There are about 4-5 major private bus operators in Jamnagar apart from GSRTC (Gujarat State Road Transport Corporation). Each of these operators handle about 1000 passengers per day, in and out of

Jamnagar. Thus, these operators (excluding GSRTC) bring in about 3-4 lakh visitors to Jamnagar annually.

21.5.1 Origin of Tourist

From Gujarat: 60 % From Other States: 40 %

21.5.2 Seasonality of Tourist

Origin of Tourist	Visit Period	Mode of Transport
West Bengal	Navratri to Diwali	Train
UP & Bihar	Dec to Jan	Bus
Rajasthan	March (Holi)	Bus
Gujarat	Sep to Feb, May	Bus, Train, Taxi, Private Vehicles

21.5.3 Level of interest by Foreign Tourists

About 150-200 foreign tourists visit Jamnagar annually, most of them in the month of December to February. The foreigners prefer visiting the Marine sanctuary at Piroton Island.

Jamnagar is also used as a transit by foreign tourists going to Dwarka. The average number of foreigners who use Jamnagar as a transit is around 50-75 per year.

There is a sizeable NRG traffic in Jamnagar. It is very difficult to assess their inflow, as most of them do not use hotels and prefer to stay with their relatives. However, this NRG group has tremendous buying power and as per the industrial estimate, the NRG's spend on an average around Rs 70000-150000 /trip. The average trip is of around 2-3 weeks. The major share of the above spending goes for shopping.

21.5.4 Spending Pattern of tourist

Type	% of Tourist	Accommodation	Food	Travelling	Misc
Domestic	5 %	1800-2000	500-600	600-800	200
	40%	600-1000	200-300	600-800	100
	55%	300-400	100-200	50-100	50
Foreigner	Tourists	1500-1800	300-400	600-800	500-600
	NRG's	0	0.7-1.5 Lakhs/Visit (3-4 Weeks)		

21.5.5 Nature of Tourist

	Business	Leisure/heritage	Pilgrimage
Nature of Tourist	80 %	10 %	10%

Note: There is lot of Potential for business tourism in near future with the development of Essar Oil Project.

21.5.6 Size of Groups

	Business tourist	Leisure/pilgrimage tourist	NRG family	Foreigners
Size of Groups	1-2 people	2-4 persons	4-5 persons	1-2 persons

Note: Students visiting Proton islands come in a batch of about 100 students.

21.5.7 Average stay in number of days

	Business tourist	Leisure/pilgrimage tourist	NRG family	Foreigners
Average stay in number of days	1 - 2 Days	1 Day	2-3 weeks	1 day

21.5.8 Seasonal flow details; As per Type of Tourist

	Business tourist	Leisure/pilgrimage tourist	NRG family	Foreigners
Seasonal flow details	No specific season	May to July and October to February	October to February	

21.5.9 Profile of Tourist

Age group	Business tourist	Leisure/pilgrimage tourist	NRG family	Foreigners
% 3-24 years	5	5	5	5
% 25-34 years	45	25	25	5
% 34-44 years	35	35	35	10
% 45-54 years	10	20	20	40
% > 54 years	5	15	15	40
Sex				
% Male	95	60	60	70
% Female	5	40	40	30

21.6 Infrastructure details

21.6.1 Accommodation

There are about 20 good hotels and about 15 guesthouses in Jamnagar. Prominent hotels are listed as below.

Hotel	Rooms	Class	Tariff Range (Rs.)
Hotel Express	93	B	1800 – 3500/-
Hotel Orbit Park In	90	B	1800 – 3500/-
Hotel Vishal Intl.	48	C	1800 – 3500/-
Hotel Regency	38	C	600 – 1700/-
Hotel Puneet	30	C	600 – 1700/-

Category definition A = 4 & 5 star hotel, B = 2 & 3 star hotel, C = 1 star or deluxe hotel, D = guest house, E = Dharamsala, H = Heritage hotel

21.6.2 Total Rooms Available

Category	No. Of Hotels	Total Rooms
A	0	0
B	2	180
C	19	500
D	15	100
E	0	0
H	0	0
Total	36	780

21.6.3 Other entertainment facility

No major entertainment facility is available in and around Jamnagar.

21.6.4 Communication

Telephone, STD/ISD, Internet and post office facility is available and overall found to be good in Jamnagar.

21.6.5 Civic Amenities

Reasonably good facilities are available in the city of Jamnagar. However, there is some scope for improvement basically for street lighting, signage boards, sanitation etc. Roads within Jamnagar are in bad shape and need refurbishment.

21.7 Mode of Transportation

21.7.1 Road

The connectivity of Jamnagar to other parts of the state like Ahmedabad, Rajkot, Baroda, Surat etc is very good. With the advent of Air Conditioned buses being available with most of the bus operators, the traveling to Jamnagar from other parts of the state has become comfortable.

21.7.2 Rail

Frequency of trains has to improve.

21.7.3 Air

Jamnagar airport (flights from Mumbai only) connectivity to rest of India has to be made available.

21.7.4 Port

Jamnagar has two major ports, namely Bedi port and Okha port.

21.8 Availability of Utilities

21.8.1 Water

Water scarcity is the one of the major problems in Jamnagar. With Narmada canal water reaching Jamnagar, the water scarcity problem will be solved to a large extent.

21.8.2 Power

There is sufficient power available for domestic and commercial needs in Jamnagar. However, with the increase in projects on tourism, the power scenario of the city has to be re-looked at.

21.8.3 Sanitation

Sanitation is sufficient for the city requirement. However, there is scope for improvement in this sector.

21.8.4 Eating Joints (Restaurants, Bars, Food Joints)

Multi cuisine food is available in Jamnagar. Bar permit is not available in Jamnagar

21.9 Other Services details

- **Medical:** Satisfactory medical facilities are available.
- **Travel Agents** – Couple of good quality travel agents are available who can offer tailor made tours on request.
- **Taxi Operator** – Sufficient unmetered auto rickshaws and taxis are available.
- **Daily necessities** – satisfactorily met
- **Forex** - Available
- **ATM** - Available
- **Religious** – Jamnagar is also called chotti Kasi of India. There are numerous temples of religious and historical importance within Jamnagar city.

21.10 Environmental status, Policy & regulations

Jamnagar has no specific environmental status as of now. The National Marine sanctuary has got special environmental significance. It is the first marine sanctuary declared by Govt. of India. However there are some reports of deterioration of this unique ecosystem due to high sea traffic, oil slippage from ships and oil pipelines running across the area. Marine life near and around Bet Dwarka is also very rich and diverse mainly consisting variety of crabs, fishes, turtles and birds. The environmental policy and regulations enforced by the Ministry of Environment and Forest (MoEF) and Gujarat Pollution Control Board (GPCB) apply to the city.

21.11 Other undeveloped site

Jamnagar has two very important ports viz. Rozi port and Bedi port. There are about 42 islands, which can be approached from either of these two ports. These islands have very rich and diverse marine flora and fauna like mangroves, green sea turtles, about 200 types of fish including dolphins and sharks, 30 species of birds, 37 species of corals, 30 species of crabs etc. The entire area has been notified as national marine sanctuary. At present, only Piroton island is approachable because of security reasons. A very important eco tourism package (individually or within a circuit) can be developed for those interested in a diverse marine ecosystem.

Narara bet which is about 60 kilometers from Jamnagar can be developed as a leisure beach. Again, a wide variety of birds are observed in the marshlands near Narara bet. The sea is calm and beach is sandy (during low tide) offering an opportunity for development of leisure beach.

Khijadia and Gaga Ghorad bird sanctuaries at Khijadia taluka and Kalyanpur taluka have great potential for bird watchers, which have to be tapped.

21.12 Employment – Opportunities and Avenues

Development of Eco tourism in this area will generate following opportunities for employment

- Hotels operators/ Beach resorts
- Cooks
- Taxi operators
- Tour operators
- Ferry operators
- Tour Guides
- Specific marine ecology guides
- Small retailers (shops and food joints)

Development of Eco tourism will move more tourists to Jamnagar and the same will also help in promoting strong heritage of Jamnagar. This will also lead to more tourists visiting Dwarka (about 148 kms) and other nearby places. Once the tourist inflow increases, the following avenues can be developed in Jamnagar

- Multiplex
- Shopping mall

21.13 Bottle neck/constraints

Major constraint will be to take permission from the central government, as the area is covered under CRZ(coastal regulation zone) and the negative impact of high tourism and commercialization of the areas adjacent to the marine sanctuary.

21.14 General condition of the attraction

Most of the archaeological sites in Jamnagar city are maintained by the Archaeological Survey of India (ASI). The general condition of historical sites and museum is not very good. The marine sanctuary comes under the authority of Forest department. The marine sanctuary still holds the attraction of visitors but there is lack of information on how to get permission to visit the sanctuary. The sanctuary is unique; rich and diverse flora and fauna available here is hardly found anywhere else in the world. Good facilities in terms of accommodation, food, communication, information and knowledgeable tour guides are a must for attracting more and more tourists.

21.15 Strength and weakness analysis of the destination

(i) Strengths

Strong historical background, Strong heritage, unique marine ecosystem, group of 42 islands nearby, can be approached by air, sea and road.

(ii) Weakness

Lack of entertainment facilities, Poor Rail and Air connectivity to rest of India, Water Scarcity and Extreme summer Temperatures.

21.16 Infrastructure Status at Destination:

Name of the Destination: Jamnagar

District: Jamnagar

Characteristics	Status	Requirement
Accessibility		
External Roads	Good	
Internal Roads	Poor	Resurfacing Required
Internal Transport	Fair (metered/unmetered three wheelers and Taxis are available)	
Bus Connection	Good (GSRTC and Private Buses available from all over Gujarat)	
Rail	Good	
Air Connectivity	Fair – Flights only from Mumbai.	There is a need for better connectivity with rest of India
Port	Good- Two Ports near Jamnagar	Possibility of connecting Jamnagar with other costal cities like Bhavnagar, Surat, Dwarka, Veraval, Porbandar and Mumbai
Communication		
Information Centres/Availability of Guides	Missing	Trained Tourist Guides are required especially for marine and bird sanctuary
Post Offices	Good	
Telecommunication	Good	
Entertainment		
Shopping Centres	Good	
Emporiums/Gift Shops	Good	
Parks/Gardens	Fair	

Characteristics	Status	Requirement
Theme Parks	Missing	
Others		
Eating Joints		
Restaurants/Eateries	Good	
Utilities		
Water Availability	Poor	
Drinking water Facilities	Poor	
Sanitation Facilities	Ok	
Other Services		
Medical	Good	
Banking/Credit Facilities	Good	
Sign Boards	Missing	
Street Lights	Fair	
Vehicle Parking	Missing	
Police and Security	Available	
Spot Improvement	-	
Intermediaries		
Travel Agents	Available	
Taxi Operators	Available	
Potters	Available	
Advertising Agencies	Available	
Artists/Performers	Available	
Facilities for Elderly/Disabled/ Families with Young Children	Available	

Accommodation	No.	Room	Condition
Upper Segment (Three Star plus)	2	180	Good
Mid Segment	19	500	Good
Guest Houses	15	100	Fair
Dharma Shalas	0	0	Na
Lodge	0	0	Na
Health Farm	0	0	Na
Heritage Hotel	0	0	Na
Motel	0	0	Na
Resort	0	0	Na

21.17 Projects

21.17.1 Projects Announced:

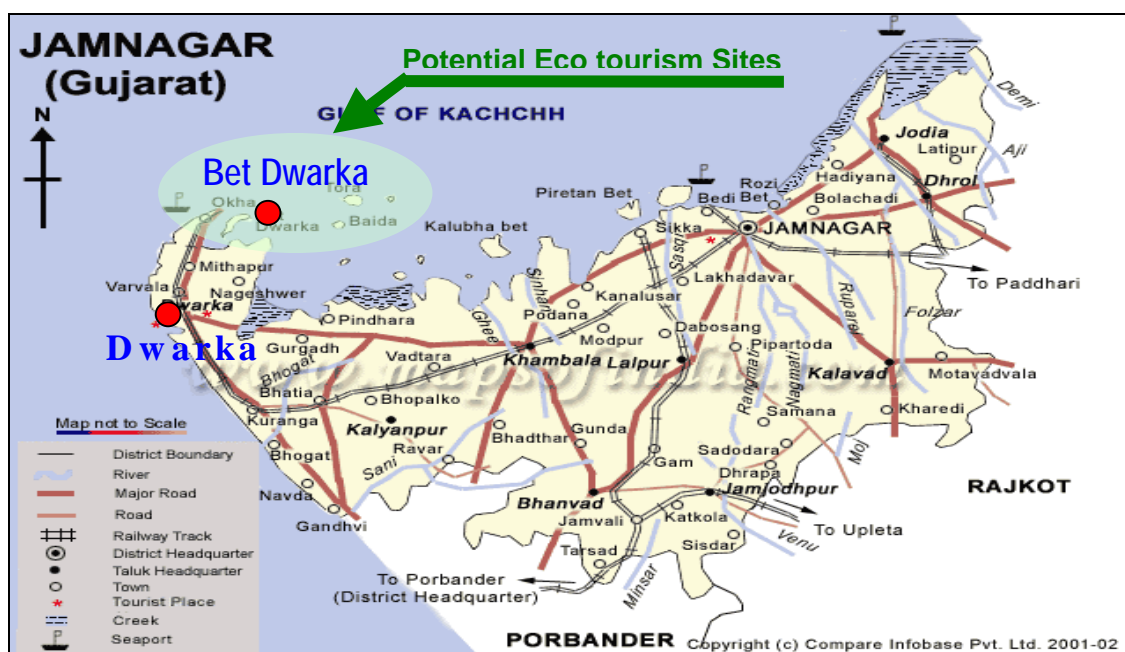
- Management plan Approved for Ghorad and Khijadia Sanctuaries.
- The central government has approved Rs. 668.15 Lakhs management plan for the development of Khijadia and Gaga Ghorad bird sanctuaries at Khijadia taluka and kalyanpur taluka respectively. Of this, Rs. 440.91 lakhs are approved for Khijadia bird sanctuary and Rs. 227.24 lakh are approved for Gaga-Ghorad Bird sanctuary.
- Open-Air Theatre

-
- The Jamnagar Municipal Corporation has decided to allocate Rs. 25 Lakhs in its annual budget to set up an open-air theatre in the city.
 - Jamnagar Municipal Corporation has allocated Rs 4.46 lakhs for the hygiene and sanitation works like setting up private lavatories, pay and use lavatories, NSDP scheme works etc.
 - Gujarat infrastructure Development Board Jamnagar-bedi port connection Road. The project cost is Rs. 4.00 Crore.

21.18 Project identified and proposed by Dalal Consultants and Engineers Limited

- Revamping of solerium
- Eco Tourism Development in Pirotan and Narara bet.
- Visitor/Tourist information cum facilitation center.
- Pre Paid Taxi Booth.
- “B” Class Hotel accommodation.
- Entertainment Center’s like Multiplex/Amusement Park
- Garden & Health Club.
- Convocation Centers and Conference Halls.
- Jamnagar Darshan Tours.
- Conversion of Heritage properties into Heritage Hotels.
- Sound and Light Show at Historical Monuments.
- Ro-Ro Facility connecting Jamnagar to Costal Cities like Bhavnagar, Dwarka, Porbandar, Surat and Mumbai

22 DWARKA



Dwarka is the headquarters of the Okhamandal Taluka, located in the extreme west of the Saurashtra peninsula, on the Arabian Sea. The name Dwarka is derived from the word "Dwar" (door) since, in ancient times, its flourishing port was considered to be the entry to the mainland. There is no clear separate historical record of Dwarka; its history forms part and parcel of Okhamandal. The first clear, independent reference to Dwarka is in the 6th century A.D., in the Palitana plates of Samanta Simhaditya.

The inscription also says that Shri Krishna had lived there. The next noteworthy reference occurs around 1500 A.D., the time when Mohammed Begada invaded and spoiled the entire area around Okhamandal, including Dwarka itself.



The excavation in Dwarka town, done in 1963, indicates that the earliest occupation was around the 1st century B.C. This Dwarka, however, was probably very different from Krishna's Dwarka, which is likely to have been submerged a millennium earlier. Fresh excavations undertaken in 1979-80 have brought to light a ninth century temple of Vishnu. The roof of the temple no longer exists, but the receding sea had deposited fine sand, which resulted in the preservation of the beautifully carved walls and plinth.

Below the Vishnu temple, remains of two other temples have been discovered too. Further diggings have also yielded debris of prehistoric settlements dating back to the 2nd millennium B.C. - the generally accepted date of the Mahabharata war. The temple of Dwarkadhish, also known as Jagatmandir, is built on the northern bank of the Gomti creek. The Temple, located in a huge courtyard, which contains several temples, occupies an area of 100 ft. x 40 ft. The present shrine is not likely to be older than the Mughal period. The inscriptions on the pillars and other places do not appear to be older than the 15th century A.D. There must have been an older shrine, which was 1473

A.D. The present temple was probably constructed during the period of the great Mughal Emperor, Akbar.

22.1 Accessibility

22.1.1 Air

Jamnagar is the nearest Airport (148 Kms). Jamnagar airport has daily flights from Mumbai by Jet airways as well as Indian Airlines

22.1.2 Rail

Dwarka is a junction on the Jamnagar Okha line of western railway. Dwarka is connected to the rest of India by way of broadgauge railway line. There is only one long distance train connecting Dwarka to Ahmedabad and rest of India. However the frequency of these trains is very less. Connectivity of Dwarka to other places of Gujarat is through Jamnagar only.

22.1.3 Road

Dwarka is well connected by roads to other parts of the state. The State transport buses and private luxury coaches connect Dwarka with various centers of Gujarat. However because of bad road conditions from Jamnagar onwards most of the luxury bus service starting from Ahmedabad terminates at Jamnagar.

22.2 Major attractions

22.2.1 Dwarka

Main Dwarkadhish temple surrounded by 16 other temples is the main attraction for pilgrimages. Other major attractions near Dwarka are Nageshwar temple, Gopi talav, Rukmani temple and Shardapith.

22.2.2 Bet Dwarka

Okha, north of Dwarka is where one can get ferries for Bet Dwarka, an island covered with temples. The eastern tip of the island, (to visit which one may need to charter an entire boat), has a lovely white beach, coral reefs and extensive marine life. Dolphins and porpoise can be seen surfacing to get a gulp of much needed air, sea turtles, inhabit the beach. Octopus, starfish, sea urchins and other exotic marine life abound in these waters here.

22.3 Fairs and Festivals

Janmashtami, birthday of Lord Krishna is the major festival of Dwarka when 30000-50000 devotees gather at this holy place. However devotees keep on flowing on Holi, Gangasagar Mela and Durga Puja.

22.3.1 Climate

Summer: Max: 40 degree C Min: 28 degree C

Winter: Max: 29 degree C Min: 13 degree C

As it can be seen from the above data, Dwarka has an extreme climate. More over, most of the time in a year, the temperatures are on the higher side. This is a major hindrance for the development of tourism in the city.

22.4 Tourist inflow

Total Tourists: 16 -17 lakh per annum

Overnight Staying Tourists: 5 - 6 lakh per annum

Most of the tourists come, during Janmashtami, holi, Gangasagar mela and Durga pooja. Summer vacation also experiences higher domestic tourist flow. About 90% of the tourists who visit Dwarka, visit Bet Dwarka.

22.4.1 Origin of Tourist

From Gujarat: 60 % Other States: 40 %

22.4.2 Seasonality of Tourist

Origin of Tourist	Visit Period	Mode of Transport
West Bengal	Navratri to Diwali	Train
UP & Bihar	Dec to Jan	Bus
Rajasthan	March (Holi)	Bus
Gujarat	Sep to Feb, May	Bus, Train, Taxi, Private Vehicles

22.4.3 Level of interest by Foreign Tourists

About 50 foreign tourists are reported to stay in Toran hotel in Dwarka.

There is a sizeable NRG tourist flow that come to their native place and visit Dwarka. It is very difficult to assess their inflow, as most of them do not use hotels and prefer to return back to their relative places.

22.4.4 Spending Pattern of tourist (Rs)

Type	% of Tourist	Accommodation	Food	Travelling	Misc
Domestic	10 %	600-1200	150-200	400-500	200
	30%	300-400	75-150	100-200	100
	60%	100-200	50-75	30-50	50

Note: High spending class tourists are negligible.

22.4.5 Nature of Tourist

	Business	Leisure/heritage	Pilgrimage
Nature of Tourist	1%	5 %	94%

Note: There is lot of Potential for business tourism in the near future as the Positra Port (~ 60 km. from Dwarka) and Special Economic Zone (SEZ) are being developed.

22.4.6 Size of Groups

	Business tourist	Leisure/pilgrimage tourist	NRG family	Foreigners
Size of Groups	1 person	2-4 persons	4-5 persons	1-2 persons
Average stay in number of days				
	Business tourist	Leisure/pilgrimage tourist	NRG family	Foreigners
Average stay in number of days	1night	1 night	--	1 night

Note: Leisure tourist camping at Dunny point (Bet Dwarka) will stay for 3 nights or as per package.

22.4.7 Seasonal flow details; As per Type of Tourist

Type of Tourist	Business tourist	Leisure/pilgrimage tourist	NRG family	Foreigners
Seasonal flow details	No specific season	Around Diwali, Christmas, Janmastmi, Holi, post Gangasagar mela (14 th to 31 st January), durga pooja and summer vacation		October to February

22.4.8 Profile of Tourist

Age group	Business tourist	Leisure/pilgrimage tourist	NRG family	Foreigners
% 3-24 years	5	5	5	5
% 25-34 years	45	15	15	5
% 34-44 years	35	35	35	10
% 45-54 years	10	20	20	40
% > 54 years	5	25	25	40
Sex				
% Male	100	60	60	70
% Female	0	40	40	30

22.5 Infrastructure details

22.5.1 Accommodation

There are no star category hotels in Dwarka. In all there are about 15 hotels, 15 guesthouses, and 30 dharamshalas. Major hotels in Dwarka are listed as below.

Hotel	Rooms	Class	Tariff Range (Rs.)
Toran Bungalow	16	C	350-650/-
Hotel Swastik	17	C	250-500/-
Hotel Guruprerna	35	C	450-700/-
Hotel Rajdhani	20	C	200-450/-
Hotel Dwarkesh	18	C	250-500/-
Hotel Vaibhav	18	D	100-250/-

Category definition A = 4 & 5 star hotel, B = 2 & 3 star hotel, C = 1 star or deluxe hotel, D = guest house, E = Dharamsala, H = Heritage hotel

22.5.2 Total Rooms Available

Category	No. Of Hotels	Total Rooms
A	0	0
B	0	0
C	15	300
D	15	300
E	30	900
H	0	0
Total	60	1500

22.5.3 Other entertainment facility

No other entertainment facility is available.

22.5.4 Communication

Telephone, STD/ISD and post office facility is available all over Dwarka.

22.5.5 Civic Amenities

There is scope for improvement basically for roads, street lighting, signage boards, sanitation etc.

22.6 Mode of Transportation

22.6.1 Road

The connectivity of Dwarka to other parts of the state like Ahmedabad, Jamnagar, Rajkot, Baroda, Surat etc is very good. Because of bad road conditions of all roads connecting Dwarka to nearby

cities, major private bus operators are reluctant to carry up to Dwarka. E.g. all AC luxury coaches starting from Ahmedabad do not go beyond Jamnagar.

22.6.2 Rail

There is only one train connecting Dwarka with Ahmedabad and rest of country. Frequency of trains has to improve. The train timing is also not suitable to travelers going to Ahmedabad, as the complete daytime is wasted in traveling.

22.6.3 Air

Jamnagar is the nearest airport (148 kms) Jamnagar has daily flights from Mumbai and Bhuj. Connectivity of Jamnagar with the rest of India has to be improved.

22.6.4 Port

Nearest port is Okha. (30kms)

22.6.5 Availability of Utilities (Power, Water Drainage)

Dwarka is facing water scarcity for the last 2 years mainly because of drought in complete Suarashtra. The power Scenario at the destination is Good.

22.6.6 Eating Joints (Restaurants, Bars, Food Joints)

Visitors have to depend on Gujarati and Marwadi Cuisines. Non-vegetarian food is not allowed in the town. Multi cuisine food is not easily available.

22.7 Other Services details

- **Medical** - Poor
- **Travel Agents** – Few travel agents are running services between Jamnagar & Dwarka. Because of bad road conditions the condition of buses is also not good.
- **Taxi Operator**- unmetered rickshaws and taxis are available. Taxi/car conditions are very bad because of bad road inside Dwarka and roads linking to Bet Dwarka, Porbander and Jamnagar.
- **Daily necessities**- Good
- **Forex** – Not available
- **Religious** – Completely religious town with many temples of religious and historical importance in and around Dwarka.

22.8 Environmental status, Policy & regulations

Dwarka has no specific environmental status as of now. The environmental policy and regulations enforced by the Ministry of Environment and Forest (MoEF) and Gujarat Pollution Control Board (GPCB) applies to the city.

22.9 Other undeveloped site

The following sites are undeveloped in Dwarka

- Beach in Dwarka near Gomti River.
- Eco tourism and beach tourism in Bet Dwarka and other 23-unhabitated islands nearby.

22.10 Employment – opportunities and Avenues

Development of Eco tourism and beach tourism in this area will generate following opportunities for employment

- Hotels operators
- Cooks
- Taxi operators
- Tour operators
- Ferry operators
- Water sports operators
- Water sports coaches
- Tour Guides
- Specific marine ecology guides
- Small retailers (shops and food joints)

22.11 Bottle neck/constraints

Major constraint will be to take permission from central government, as the area is covered under CRZ. Also the beaches in Bet Dwarka should be developed in such a way that marine ecosystem is not disturbed.

22.12 General condition of the attraction

The Dwarka mandir Development Trust is formed to regulate the day-to-day activities of the temple and looks after the maintenance of the temple. The attractions are generally in a good condition.

22.13 Strength and weakness analysis of the destination

(i) Strengths

Strong pilgrimage importance, very rich and diverse Marine ecosystem nearby, Calm and sandy beaches, well-developed port in close vicinity.

(ii) Weakness

Lack of awareness, Lack of infrastructure, Lack of marketing, extreme summer temperatures, lack of development of beaches.

22.14 Infrastructure Status at Destinations:

Name of the Destination: Dwarka

District: Jamnagar

Characteristics	Status	Requirement
Accessibility		
External Roads	Poor	Resurfacing and four lane-ing of the roads leading to Dwarka.
Internal Roads	Poor	Resurfacing required.
Internal Transport	Fair- Three Wheelers and Taxis available.	Conditions of taxis to be improved
Bus Connection	Good (GSRTC and Private buses available from all over Gujarat)	Good quality of buses are required
Rail	Fair- Only one express train reaches and leaves Dwarka in a day.	Frequency of the train services has to increase with an over night train to Ahmedabad.
Air Connectivity	Nearest Airport Jamnagar 148 Km's	Better connectivity with rest of India
Port	Nearest Port is Okha – 30 Kilometers.	Ro-Ro facility at Dwarka will reduce the time taken to reach from places like Mumbai, Surat and Bhavnagar and also reducing load on the existing infrastructure.
Communication		
Information Centres/Availability of Guides	Information centre run by Gujarat Tourism is available for tourists. Also there are 2-3 buses, which take tourists for Dwarka Darshan, operated by Dwarka Nagar Palica. Trained Guide is available on each bus.	Requirement of trained guides in Dwarka.
Post Offices	Available	Available
Telecommunication	Available	Available
Entertainment		
Shopping Centres	Informal religious shops around the temple	
Emporiums/Gift Shops	Temporary during festivals	
Parks/Gardens	Not Available	
Theme Parks	Not Available	
Others		
Eating Joints		
Restaurants/Eateries	Fair - Multi cuisine only vegetarian food is available	
Utilities		

Characteristics	Status	Requirement
Water Availability	Available	
Drinking water Facilities	Available	
Sanitation Facilities	Available	
Other Services		
Medical	Fair.	
Banking/Credit Facilities	Available.	
Sign Boards	Missing	
Street Lights	Available	
Vehicle Parking	Available	
Police and Security	Available	
Spot Improvement	-	
Intermediaries		
Travel Agents	Available	
Taxi Operators	Available	
Potters	Available	
Advertising Agencies	Not Available. It is handled from Okha and Jamnagar	
Artists/Performers	Not Available	
Facilities for Elderly/Disabled/ Families with Young Children	Not Available	

Accommodation	No.	Room	Condition
Upper Segment (Three Star plus)	Nil	Nil	NA
Mid Segment	15	300	Good
Guest Houses	15	300	Good
Dharma Shalas	30	900	Good
Lodge	Nil	Nil	Na
Health Farm	Nil	Nil	Na
Heritage Hotel	Nil	Nil	Na
Motel	Nil	Nil	Na
Resort	Nil	Nil	Na

22.15 Projects

22.15.1 Projects Under implementation:

- Development of Gomti River Bank.

22.15.2 Project identified and proposed by Dalal Consultants and Engineers Limited

- Development of beach in Dwarka near Gomti River.
- Eco tourism and beach tourism in Bet Dwarka and other 23-unhabitated islands nearby.

-
- Providing of a luxury bus service from Junagadh - Jamnagar, and from Somnath via Porbandar.
 - Basic Facilities like clean drinking water and clean toilets should be provided near the Temples, which can be used during closure of temple.
 - Basic Facilities for Pilgrims during closure of temples should be developed.
 - Building Gomti Bridge should be accorded high priority.
 - Three Star Category Hotel.
 - Organized Shopping Center.
 - A flower garden to be located in the vicinity of the temple.
 - Authentic events from the life of Shri Krishna as laid out in the ancient texts, should be recreated in the form of sculptures and pictures.
 - Dwarkadhish Library. The library shall serve as a nodal authority for dissemination of information related to Krishna.
 - Dwarka Museum should be created which shows the Archeological history of Dwarka. Conservation and preservation of excavated objects shall be carried out by the museum.
 - Development of Sun Point into a tourist spot.
 - Development of Vavs and other pauranic water bodies like maysar, Golsar and Gopalsar into tourist spots.
 - Development of Land link to Bet-Dwarka
 - Visitor management System.

Annexure 4 - Destinations Profile

1 Hotel-A

Type : “A” Category (Five Star & Four Star Hotel)
Capacity : 150 rooms each

1.1 Project Concept:

Tourist Accommodation is an essential infrastructure required in cities and towns where large number of tourist visit and stay overnight. 4 star hotels are proposed at destinations normally visited by upper class peoples like Non Resident Gujarati’s, upper class communities, Business Tourists, Foreigners etc.

1.2 Possible Locations

The “A” Category hotels are proposed at Valsad, Rajkot, Saputara, Bhavnagar, Veraval/somnath, Palitana, Kachchh, Ahmedabad, Vadodara, Surat, Jamnagar and Porbandar

1.3 Market Demand / Segment / Target Market

The demand of a “A” Category hotel will be based on the flow of Domestic and Foreign Tourist Flow at the destination. The target market for 4 star hotels will be foreigners, NRI’s, upper class domestic tourists and business tourist.

1.4 Environmental implications

1.4.1 Negative Impacts:

The project is estimated to attract visitors/ tourists in large numbers. It is likely to have the following impacts:

(i) Air pollution and noise

Increased tourist inflow is likely to cause rise in emissions and ambient noise level due to vehicles, diesel generators and other commercial establishments/ activities.

(ii) Solid waste and littering

Inadequate facilities and improper disposal of waste will lead to water & land pollution and degrade the aesthetics of the area.

(iii) Water Pollution

High-grade hotel and their clients use water leisurely. Hence, there will be an increase in wastewater generation. Improper disposal may lead to water pollution.

1.4.2 Positive Impacts:

The project will help in attracting more tourists to the destination and also extend their stay at the destination. The extra revenue generated can be used in conserving the surrounding environment, both natural and cultural. Proper care in construction phase and using local resources will minimise the impact on the natural surroundings during construction. The project will also contribute to sustainable local development.

1.4.3 Suggestions:

Proper handling of solid waste/ sewage and use of passive energy design will enhance the sustainability of the project.

1.5 Socio-economic impact

Tourist accommodation at potential tourist destination will have positive socio economic implication on the local community. Growth in tourism and availability of good hotels will extend the stay of tourist at the destination. Also, availability of basic tourist infrastructure will attract more number of tourists to the place. It will enhance the tourist spending in the place and thereby benefit locals by increasing their income level. The socio economic impact on women will not be much in the cities.

1.6 Limitation

While using this project profile, following limitations should be kept in mind:

- Tourist accommodation is basic tourist infrastructure required for attracting tourist. Places where such projects are required were identified based on our field survey and Destination prioritization.
- The success of such project will depend on development of basic infrastructure at the place as well as increase in overnight stay tourist at that destination.
- The financial viability of the project is worked out at constant price basis and it will vary from these projections due to inflationary economy.
- The Tourist accommodation project cost may vary from place to place depending upon land cost, construction material cost and labour cost, hence the project cost should be considered as indicative/ budgetary cost only.

1.7 Project Implementation Period

The project implementation period i.e. from inception to commissioning will take around 12- 18 Months

1.8 Manpower Detail

Table 1.1: Manpower Detail

Category	No
Managerial	1
Receptionist cum operator	5
Chef	5
Asst. Cook	5
Waiters & Helpers	140
Unskilled Labour	10
TOTAL	166

1.9 Financials

Table 1.2: Estimated Capital Investment

S.No	Particulars	Rs.in lakh
1	Land & Site Development	380.00
2	Building & Civil Works	611.00
3	Plant machineries and equip	495.00
4	Interiors, furniture and fittings	300.00
5	Preliminary and capital issue	77.00
6	Pre operative expenses expenses	96.00
9	Fixed cost of project	1959.00
10	Margin on Working Capital	3.00
12	Total Project Cost	1962.00

Table 1.3: Means of Finance (Rs. In Lakhs)

Debt	Equity	Total
Term-Loan finance, TFCI	Promoter's Contributions	Sources of Finance
1308.00	654.00	1962.00
2.00	1.00	
67%	33%	

Table 1.4: ESTIMATED SALES REVENUE

Financial Year of Operation	Capacity Utilisation at Weighted Avg.	Total Room Nights Sold	Lodging Revenue				Room Revenue (Rs. Lacs)	Avg. Food Bill Per Night (Rs.)	Boarding Revenue (Rs. Lacs)	Total Revenue (Rs. Lacs)
			Room Tarrif at Peak (Rs.) @	Room Tarrif at Lean @	Peak No. of Days	Lean No. of Days				
1	50%	27000	3000	2250	120	240	675.00	250.00	67.50	742.50
2	50%	27000					675.00		67.50	742.50
3	60%	32400					810.00		81.00	891.00
4	60%	32400					810.00		81.00	891.00
5	60%	32400					810.00		81.00	891.00
6	70%	37800					945.00		94.50	1039.50
7	70%	37800					945.00		94.50	1039.50
8	70%	37800					945.00		94.50	1039.50
9	80%	43200					1080.00		108.00	1188.00
10	82%	44280					1107.00		110.70	1217.70

Table 1.5: PROJECTED PROFITABILITY STATEMENTS AND COMPUTATION OF TAX (Rs.Lakhs)

Account Head	Financial Year Of Operation									
Revenue										
From Operation	743	743	891	891	891	1040	1040	1040	1188	1218
Other (Conf +Parties) 10% Of Operation	74	74	89	89	89	104	104	104	119	122
Total Revenue	817	817	980	980	980	1143	1143	1143	1307	1339
Operating Cost	450	454	518	522	527	591	597	602	667	686
Depreciation (St. Line)	107	107	107	107	107	107	107	107	107	91
Amortisation of Pre-Op Expenses	10	10	10	10	10	10	10	10	10	10
Interest On L.T. Loan	216	172	149	126	103	80	57	34	11	0
Profit Before Tax	34	74	197	215	233	355	373	390	511	554
Less Tax (@35%)	0	3	57	73	86	135	145	155	201	212
Net Profit After Tax	34	71	139	142	147	221	227	235	310	342

1.10 Key Indicators

Payback	5 Years
ROI (%)	20.5

2 Aero Sports

Type : Leisure and adventure

2.1 Project Concept

It refers to sporting activities like paragliding, Hang gliding, Aero modelling, etc., this caters to the needs of adventure tourists and tourists in general. This type of sporting activity has gained popularity due to the excitement it provides. Hang gliding also helps the tourists to enjoy the bird's eye view of the destination.

Aero sports will consists of the Hang gliders –2(Nos.), Para sails-4(Nos.), Aeromodels-: Manual controlled- 10 Nos. and Auto controlled –5 Nos.

2.2 Possible Location

Aero Sports is proposed at Saputara only.

2.3 Market Demand / Segment / Target Market

Market demand would mainly come from Leisure tourist flow to Saputara. The target market for these projects would be upper class, middle class and any tourist in general.

2.4 Environmental implications

No significant environmental impacts are envisaged.

2.5 Socio-economic impact

No socio-economic impact of these projects is envisaged except for the creation of employment to some extent.

2.6 Limitation

While using this project profile, following limitations should be kept in mind:

- Places where such projects are required were identified based on our field survey and destination prioritization and inflow of tourists at those destinations.
- The success would depend upon the competitive pricing adopted by the party making the investment.
- The success of such project will depend on the exact inflow of tourists to that destination.

2.7 Project Implementation Period

The project implementation period i.e. from inception to commissioning will take around 6- 8 Months

2.8 Manpower Detail

Table 2.1: Manpower Detail

Category	No
Managerial	1
Trainer	2
Accountant	1
Support staff and technicians	4
Driver	2
Others	2
TOTAL	12

2.9 Financials

Table 2.2: Estimated Capital Investment

Sr. No	Particulars	Rs lacs
1	Land & Site Development	3
2	Building & Civil Works	14
3	Cost of equipments	21
4	Pre operative expenses expenses	3
5	Contingencies	4
6	Fixed cost of project	45
7	Working capital margin	1.4
8	Total Project Cost	46.4

Table 2.3: Cost of Equipments

Particular	Nos.	Cost (Rs. Lacs)
Hang gliding/Para gliding	2	5.0
Para sail	4	2.0
Aero model		
Manual control	10	1.0
Auto control	5	3.0
Vehicle	2	10.0
Total		21.0

Table 2.4: Means of Finance Rs. in Lakhs

Debt	Equity	Total
Term-Loan finance, TFCI	Promoter's Contributions	Sources of Finance
30.72	15.36	46.08
2.00	1.00	
67%	33%	

Table 2.5: SALES

Head	Financial Year Of Operation (Rs. Lakhs)									
	1	2	3	4	5	6	7	8	9	10
Capacity Utilisation	50%	50%	50%	50%	60%	60%	60%	60%	60%	70%
Revenue From Operation	23.25	23.25	23.25	23.25	27.90	27.90	27.90	27.90	27.90	32.55

Table 2.6: Projected Profitability Statements and Computation of Tax (Rs lakhs)

Financial Year Of Operation	Revenue From Operation	Total Revenue	Operating Cost	Depreciation (St. Line)	Amortisation of Pre-Op Expenses	Interest on L.T. Loan	Profit Before Tax	Less Tax (@ 35%)	Net Profit After Tax
1	23.30	23.30	14.00	4.60	0.30	5.10	-0.80	0.00	-0.80
2	23.30	23.30	14.80	4.60	0.30	3.90	-0.40	0.00	-0.40
3	23.30	23.30	15.50	4.60	0.30	3.00	-0.10	0.00	-0.10
4	23.30	23.30	16.10	4.60	0.30	2.20	0.10	0.00	0.00
5	27.90	27.90	17.30	4.60	0.30	1.30	4.40	1.60	2.90
6	27.90	27.90	18.00	4.60	0.30	0.40	4.60	1.60	3.00
7	27.90	27.90	18.80	4.60	0.30	0.00	4.20	1.50	2.70
8	27.90	27.90	19.60	4.60	0.30	0.00	3.40	1.20	2.20
9	27.90	27.90	20.40	4.60	0.30	0.00	2.60	0.90	1.70
10	32.60	32.60	21.80	4.60	0.30	0.00	5.90	2.10	3.80

2.10 Key Indicators

Payback	5 Years
ROI (%)	23.52

3 Amusement Parks

Type : Leisure project
Capacity : 4000 people/day

3.1 Project Concept

Amusement Parks generally refer to theme-based parks like Essel World, water parks and Disney Land. New creative thoughts could be studied and implemented like Scary parks, etc. Currently, a wide range of amusement parks are available out of which only water parks have become popular. More different theme based parks need to be set up in the coming years. The features of an Amusement Park in general are Roller Coaster, Great Poseidon, Flame ride, Giant wheel, Fun house, Horror house, Maze, Niagara, ParaTrooper, Air fighter, Striking cars, Jumping Seat, Vintage cars, etc.

3.2 Possible Locations

Amusement parks are proposed at Saputara, Junagadh, Bhavnagar, Porbander, Valsad, Navsari, Rajkot, Jamnagar and Bharuch/Ankleshwar

3.3 Market Demand / Segment / Target Market

The Market demand for amusement park will come basically from Domestic Tourists and visitor flow that takes place at various destinations. The target market for these amusement parks will be upper class and middle class domestic tourists. The demand is generally found to be high during weekends, festivals and public holidays.

3.4 Environmental implications

The project is likely to generate increased traffic flow and commercial establishments/ activities, which will have the following impacts:

3.4.1 Negative Impacts

(i) Air pollution and noise

Increased tourist inflow is likely to cause rise in gaseous emissions and ambient noise levels. However, the impact will not be significant.

(ii) Solid waste and littering

Inadequate facilities and improper disposal of waste will lead to water & land pollution and degrade the aesthetics of the area.

(iii) Stress on water resources

Being a water intensive project like amusement park, maintenance can put a stress on fresh water resources.

3.4.2 Positive Impacts

Development of well-designed open spaces will have prominent positive impact on the area. It will help in improving the physical environment of the area.

3.4.3 Suggestions:

Proper environment management, recycling of water, proper plantations will help in controlling the negative impacts of the project. Amusement parks are suggested only at those destinations where water scarcity is not a severe problem. Also looking to Narmada canal reaching various parts of Gujarat, amusement parks are proposed at those destinations also.

3.5 Socio-economic impact

Emergence of water parks and a variety of theme-based parks in the recent times has gained momentum to a significant extent. These parks have increased the employment to a marginal extent in various ways. (Managers, supervisors, chefs, stewards, sales personnel, maintenance, guards, etc.)

3.6 Limitation-

While using this project profile, following limitations should be kept in mind:

- Places where such projects are required were identified based on our field survey and destination prioritization and inflow of tourists at those destinations.
- The success of such project will depend on location and competitive pricing by the owner of such Amusement Park.
- The financial viability of the project is worked out at constant price basis and it will vary from these projections due to inflationary economy.
- The Amusement Park centre project cost may vary from place to place depending upon land cost, construction material cost and labour cost, hence the project cost should be considered as indicative/ budgetary cost only.

3.7 Project Implementation Period

The project implementation period i.e. from inception to commissioning will take around 12- 18 Months

3.8 Financials

Table 3.1: Estimated Capital Investment

Sr. No	Particulars	Rs in lacs
1	Land & Site Development	110.00
2	Cost of equipments	0.00
3	Pre operative expenses	1300.00
4	Contingencies	0.00
5	Fixed cost of project	30.00
6	Working capital margin	60.00
7	Total Project Cost	1500.00

Table 3.2: Means of Financ (Rs. In Lacs)

Debt	Equity	Total
Term-Loan finance, TFCI	Promoter's Contributions	Sources of Finance
1020.00	510.00	1530.00
2.00	1.00	
67%	33%	

Table 3.3: Sale (Rs lacs)

Head	Financial Year of Operation									
	1	2	3	4	5	6	7	8	9	10
Capacity of water park, visitors per day	4000									
Capacity utilisation at weighted avg.	57%	57%	57%	60%	60%	60%	60%	60%	63%	63%
Sat/sun	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%
Rest of weeks	40%	40%	40%	45%	45%	45%	45%	45%	50%	50%
No of Sat/Sundays per annum	80	80	80	80	80	80	80	80	80	80
Balance days	160	160	160	160	160	160	160	160	160	160
Visitors per day	2267	2267	2267	2400	2400	2400	2400	2400	2533	2533
REVENUES										
Entry fee per head	50	50	50	50	50	75	75	75	75	75
Other entertainment fees	50	50	50	50	50	60	60	60	60	60
Restaurant spending per head	25	25	25	25	25	50	50	50	50	50
Revenue generated by entry fee per annum	272	272	272	288	288	432	432	432	456	456
Revenue generated from entertainment per annum	272	272	272	288	288	346	346	346	365	365
Revenue generated by restaurant per annum (assuming 50% will use restaurant)	68	68	68	72	72	144	144	144	152	152
Total Revenue (Rs. Lacs)	612	612	612	648	648	922	922	922	973	973

Table 3.4: Projected Profitability Statements and Computation of Tax (Rs lacs)

Financial Year Of Operation	Revenue From Operation	Total Revenue	Operating Cost	Depreciation (St. Line)	Amortisation Of Pre-Op Expenses	Interest On L.T. Loan	Profit Before Tax	Less Tax (@35%)	Net Profit After Tax
1	612.00	612.00	328	114	2.50	168	0	0	0
2	612.00	612.00	290	114	2.50	129	77	0	77
3	612.00	612.00	291	114	2.50	100	105	23	82
4	648.00	648.00	306	114	2.50	71	154	54	100
5	648.00	648.00	308	114	2.50	43	181	74	108
6	921.60	921.60	436	114	2.50	14	355	142	213
7	921.60	921.60	437	114	2.50	0	368	152	216
8	921.60	921.60	438	114	2.50	0	367	156	211
9	972.80	972.80	461	114	2.50	0	395	169	226
10	972.80	972.80	463	76	2.50	0	431	171	260

3.9 Key Indicators

Payback	5 Years
ROI (%)	19.74

4 Apartment Hotel

Type: B category executive accommodation
Capacity: 50 blocks each

4.1 Project Concept

Tourist Accommodation is an essential infrastructure required in cities and towns where large number of tourists visit and stay overnight. Apartment hotels is a new concept for those executives who are staying long and wish to stay in a homely atmosphere. Each apartment block consists of a sitting room, a bedroom and a small pantry room with attached toilets and bathrooms. The block is furnished with refrigerator, television, microwave oven and an AC. Single or two persons occupy one block. Apartment hotels are proposed in destinations, which experience very high business class tourists.

4.2 Possible Locations

Apartment hotels are proposed at Ahmedabad, Vadodara and Surat

4.3 Market Demand / Segment / Target Market

The Market demand for the apartment hotels will come from the corporate sector where executives stay for a longer duration. The target market for apartment hotels will be business executives, NRG's and Domestic Tourists from the higher middle class segment.

4.4 Environmental implications

4.4.1 Negative Impacts

The project is estimated to attract visitors/ tourists. It is likely to have the following impacts:

(i) Air pollution and noise:

Increased tourist inflow is likely to cause rise in emissions and ambient noise level due to vehicles, diesel generators and other commercial establishments/ activities.

(ii) Solid waste and littering:

Inadequate facilities and improper disposal of waste will lead to water & land pollution and degrade the aesthetics of the area.

(iii) Water Pollution:

There will be an increase in wastewater generation. Improper disposal may lead to water pollution.

4.4.2 Positive Impacts:

The project will help in conserving the surrounding environment, both natural and cultural. Due to the use of local resources, there will be minimal impact on the natural surroundings during construction. The project will also contribute to sustainable local development.

4.4.3 Suggestions:

Proper handling of solid waste/ sewage and use of passive energy design will enhance the sustainability of the project.

4.5 Socio-economic impact

Tourist accommodation at potential tourist destinations will have positive socio economic implication on the local community. Growth in tourism and availability of good hotels will extend the stay of tourists at the destination. Also, availability of basic tourist infrastructure will attract more number of tourists to the place. It will enhance the tourist spending in the place and thereby benefit locals by increasing their income level. The socio economic impact on women will not be much in the cities.

4.6 Limitation

While using this project profile, following limitations should be kept in mind:

- Tourist accommodation is basic tourist infrastructure required for attracting tourist. Places where such projects are required were identified based on our field survey and Destination prioritization.
- The success of such project will depend on development of basic infrastructure at the place as well as increase in overnight stay tourist at that destination.
- The financial viability of the project is worked out at constant price basis and it will vary from these projections due to inflationary economy.
- The Tourist accommodation project cost may vary from place to place depending upon land cost, construction material cost and labour cost, hence the project cost should be considered as indicative/ budgetary cost only.

4.7 Project Implementation Period

The project implementation period i.e. from inception to commissioning will take around 12- 18 Months

4.8 Manpower Detail

Table 4.1: Manpower Detail

Category	Nos.
Managerial	1
Receptionist cum Tel operator	2
Chef	1
Asst. Cook	1
Waiters & Helpers	50
Unskilled Labour	5
TOTAL	57

4.9 Financial

Table 4.2: Estimated Capital Investment

Sr. No	Particulars	Rs. in Lacs
1	Land & Site Development	24.57
2	Building & Civil Works	115.83
3	Plant machineries and equip	29.25
4	Interiors, furniture, fittings	9.75
5	Preliminary and capital issue	5.85
6	Pre operative expenses	7.80
7	Fixed cost of project	193.05
8	Margin on Working Capital	2.00
9	Total Project Cost	195.00

Table 4.3: Means of Finance (Rs. Lacs)

Debt	Equity	Total
Term-Loan finance, TFCI	Promoter's Contributions	Sources of Finance
130.00	65.00	195.00
2.00	1.00	
67%	33%	

Table 4.4: Sales(Rs Lacs)

Head	Financial Year Of Operation									
	1	2	3	4	5	6	7	8	9	10
Capacity Utilisation At Weighted Avg.	60%	60%	65%	65%	70%	75%	80%	80%	80%	80%
Total Room Nights Sold	10800	10800	11700	11700	12600	13500	14400	14400	14400	14400
Lodging Revenue										
Room Tariff at Peak (Rs.)	1000		Room Tarrif Weighted Avg.		833					
Room Tariff at Lean	750									
Peak No. of Days	120									
Lean No. of Days	240									
Room Revenue	90.0	90.0	97.5	97.5	105.0	112.5	120.0	120.0	120.0	120.0
Boarding Revenue										
Avg. Food Bill Per Night (Rs.)	200									
Restaurant Revenue,	21.6	21.6	23.4	23.4	25.2	27.0	28.8	28.8	28.8	28.8
Increment Considered	3.0%									
Total Revenue	111.60	114.95	118.40	121.95	125.61	129.37	133.26	137.25	141.37	145.61

Projected Profitability Statements and Computation Of Tax (Rs. Lacs)

Financial Year of Operation	Revenue		Total Revenue	Operating Cost	Depreciation (St. Line)	Amortization Of Pre-Op Expenses	Interest On Long Term Loan	Profit Before Tax	Less Tax (@ 35%)	Net Profit After Tax
	From Operation	(Conf + Parties) 10% of								
1	111.60	11.20	122.80	73.50	8.40	0.80	21.50	18.70	2.60	16.10
2	114.90	11.50	126.40	75.50	8.40	0.80	17.10	24.70	5.80	18.90
3	118.40	11.80	130.20	78.90	8.40	0.80	14.80	27.40	7.60	19.80
4	121.90	12.20	134.10	81.10	8.40	0.80	12.50	31.40	9.80	21.60
5	125.60	12.60	138.20	84.60	8.40	0.80	10.20	34.20	11.30	22.80
6	129.40	12.90	142.30	88.20	8.40	0.80	8.00	37.00	12.80	24.10
7	133.30	13.30	146.60	92.00	8.40	0.80	5.70	39.80	14.20	25.50
8	137.30	13.70	151.00	94.60	8.40	0.80	3.40	43.80	16.00	27.80
9	141.40	14.10	155.50	97.30	8.40	0.80	1.10	47.90	17.70	30.20
10	145.60	14.60	160.20	100.20	7.40	0.80	0.00	51.80	19.00	32.80

4.10 Key Indicators

Payback	4 Years
ROI (%)	21.37

5 Hotel - B

Type: “B” Category (***) & ** Star hotel)
Capacity: 125 rooms each

5.1 Project Concept

Tourist Accommodation is an essential infrastructure required in cities and towns where large number of tourists visit and stay overnight. “B” type of hotels are proposed at destinations normally visited by upper middle class people like Business Tourists, Price Conscious tourists, Foreigners etc.

5.2 Possible Location(s)

“B” star hotels are proposed at Porbandar, Valsad, Rajkot, Saputara, Palitana, Sardar Sarovar Yojna, Dwarka/Beyt Dwarka, Veraval/ Somnath, Junagadh, Ambaji, Bahucharaji, Patan, Bhuj, Dakore, Pavagadh, Ahmedabad, Vadodara, Surat, Jamnagar, Mehsana, Dholavira, Bharuch/Ankleshwar

5.3 Market Demand / Segment / Target Market

The Market demand for a “B” Category hotel will come from Domestic and Foreign Tourist Flow at the destinations. The target market for B Type of hotels will be foreigners, Business Tourists, Price Sensitive Tourists and Middle class domestic tourist.

5.4 Environmental implications

5.4.1 Negative Impacts

The project is estimated to attract visitors/ tourists in large numbers. It is likely to have the following impacts:

(i) Air pollution and noise:

Increased tourist inflow is likely to cause rise in emissions and ambient noise level due to vehicles, diesel generators and other commercial establishments/ activities.

(ii) Solid waste and littering:

Inadequate facilities and improper disposal of waste will lead to water & land pollution and degrade the aesthetics of the area.

(iii) Water Pollution:

There will be an increase in wastewater generation. Improper disposal may lead to water pollution.

5.4.2 Positive Impacts

The project will help in conserving the surrounding environment, both natural and cultural. Due to the use of local resources, there will be minimal impact on the natural surroundings during construction. The project will also contribute to sustainable local development.

5.4.3 Suggestions:

Proper handling of solid waste/ sewage and use of passive energy design will enhance the sustainability of the project.

5.5 Socio-economic impact

Tourist accommodation at potential tourist destinations will have positive socio economic implication on the local community. Growth in tourism and availability of good hotels will extend the stay of tourist at the destination. Also, availability of basic tourist infrastructure will attract more number of tourists to the place. It will enhance the tourist spending in the place and thereby benefit locals by increasing their income level. The socio economic impact on women will not be much in the cities.

5.6 Limitation

While using this project profile, following limitations should be kept in mind:

- Tourist accommodation is basic tourist infrastructure required for attracting tourist. Places where such projects are required were identified based on our field survey and Destination prioritization.
- The success of such a project will depend on development of basic infrastructure at the place as well as increase in overnight stay of tourist at that destination.
- The financial viability of the project is worked out at constant price basis and it will vary from these projections due to inflationary economy.
- The Tourist accommodation project cost may vary from place to place depending upon land cost, construction material cost and labour cost, hence the project cost should be considered as indicative/ budgetary cost only.

5.7 Project Implementation Period

The project implementation period i.e. from inception to commissioning will take around 9-12 Months

5.8 Manpower Detail

Table 5.1: Manpower Detail

Category	Nos.
Managerial	1
Receptionist cum Tel operator	1
Chef	1
Asst. Cook	3
Waiters & Helpers	75
Unskilled Labour/Security	8
TOTAL	87

5.9 Financials

Table 5.2: Estimated Capital Investment

Sr. No	Particulars	Rs.in lakh
1	Land & Site Development	133.00
2	Building & Civil Works	387.00
3	Plant machineries and equip	196.00
4	Interiors, furniture, fittings	65.00
5	Preliminary and capital issue	21.00
6	Pre operative expenses	0.00
7	Fixed cost of project	802.00
8	Margin on Working Capital	21.00
9	Total Project Cost	823.00

Table 5.3: Means of Finance (Rs. in Lakhs)

Debt	Equity	Total
Term-Loan finance, TFCI	Promoter's Contributions	Sources of Finance
548.67	274.33	823.00
2.00	1.00	
67%	33%	

Table 5.4: Sales

ITEM	FINANCIAL YEAR OF OPERATION									
	1	2	3	4	5	6	7	8	9	10
Capacity Utilisation At Weighted Avg.	55%	55%	60%	60%	65%	65%	70%	70%	80%	82%
Total Room Nights Sold	24750	24750	27000	27000	29250	29250	31500	31500	36000	36900
LODGING REVENUE										
Room Tarrif at peak (Rs.)	1300		Room Tarrif Weighted Avg.		1083					
Room Tarrif at lean (Rs.)	975									
Peak No. of days	120									
Lean No. of Days	240									
Room Revenue, (Rs lacs)	268	268	293	293	317	317	341	341	390	400
BOARDING REVENUE										
Avg. Food Bill per Night (Rs.)	200									
Restaurant Revenue, Rs lakhs	50	50	54	54	59	59	63	63	72	74
Total Revenue, Rs lakhs	318	318	347	347	375	375	404	404	462	474

Table 5.5: Projected Profitability Statements And Computation Of Tax (Rs.Lakhs)

Financial Year Of Operation	1	2	3	4	5	6	7	8	9	10
Revenue										
From Operation	317.60	317.60	346.50	346.50	375.40	375.40	404.30	404.30	462.00	473.60
Other (Conf+Parties) 10% Of Operation	31.80	31.80	34.70	34.70	37.50	37.50	40.40	40.40	46.20	47.40
Total Revenue	349.40	349.40	381.20	381.20	412.90	412.90	444.70	444.70	508.20	520.90
Expenses	71.90	74.00	76.20	78.60	81.00	83.70	86.40	89.40	92.50	95.70
Depreciation (St. Line)	41.40	41.40	41.40	41.40	41.40	41.40	41.40	41.40	41.40	34.70
Interest On L.T. Loan	90.50	72.00	62.40	52.80	43.20	33.60	24.00	14.40	4.80	0.00
Profit Before Tax	145.60	162.00	201.20	208.40	247.30	254.30	292.90	299.50	369.60	390.50
Less Tax (@35%)	31.70	43.40	61.80	68.10	84.70	89.60	105.10	109.10	135.00	141.10
Net Profit After Tax	113.90	118.60	139.30	140.30	162.60	164.70	187.70	190.40	234.60	249.40
Profit Before Dep, Interest And Tax	277.50	275.40	304.90	302.60	331.90	329.30	358.20	355.30	415.70	425.20
Depreciation (Wdv)	96.30	79.30	65.90	55.20	46.50	39.60	33.90	29.20	25.30	22.00
Long Term Interest	90.50	72.00	62.40	52.80	43.20	33.60	24.00	14.40	4.80	0.00
Profit Before Tax	90.70	124.10	176.70	194.60	242.10	256.10	300.40	311.70	385.70	403.20
Tax (@35%)	31.70	43.40	61.80	68.10	84.70	89.60	105.10	109.10	135.00	141.10
Profit After Tax	59.00	80.70	114.80	126.50	157.40	166.50	195.20	202.60	250.70	262.00

5.10 Key Indicators

Payback	4 Years
ROI (%)	30.45

6 Beach Water Sports

6.1 Project Concept:

Water sports term refers to the all water based sporting activities like skiing, motor rides, water scooters and speedboats. These rides have attained popularity in Goa. A wide range of equipment is required for these activities like water scooters, rowboat, pedal boat, etc. the usage of equipment would differ from destination to destination due to the geographical nature of the water. Water skiing and motor rides can be implemented at all destinations, whereas pedal boats and rowboats should be used only for lake at Saputara.

The beach water sports will consists of Water scooters- 8 No's, Speed Boat –1 No., Water Ski- 3 No's, Pedal surf – 8 No's, Ski Boards – 4 No's, Life jackets –20 No's and Lifeboats –2 No's

6.2 Possible Locations

Water Sports activities are proposed at Ubhrat, Dwarka, Beyt Dwarka, Ahmedpur Mandvi, Tithal, Madhavpur, Harshad Mata and Chorwad

6.3 Market Demand / Segment / Target Market

There is growing demand for adventure sports from the domestic tourists. The Market demand for beach water sports will mainly come from Domestic Tourist and visitors visiting destinations. The target market for these projects will be NRI's and a segment of the domestic tourists.

6.4 Environmental implications

6.4.1 Negative Impacts: Water Sports

The project components include water sports activities. It is likely to have the following impacts:

(i) Air pollution and noise:

Increased vehicular flow, use of Diesel Generators and other commercial establishments/ activities is likely to cause rise in gaseous emissions and ambient noise level. High noise levels and fast movement of vehicles will also have negative impact on coastal marine life. However, care has been taken to promote beach sports only at those places, which does not have very high or significant coastal marine ecosystem. And hence the impact will not be very significant.

(ii) Solid waste and littering

Uncontrolled disposal of solid waste, especially hotel waste and polythene bags will have negative impact on the ecosystem and general environment. Inadequate facilities and improper disposal of waste will lead to water & land pollution and degrade the aesthetics of the area.

(iii) Water Pollution

Increased tourist activities will create a stress on available water resources and increase the wastewater generation. Improper disposal of waste will lead to water pollution. Since most of the water sports vehicle will be running on diesel or any other fuel, continuous small quantity oil slippage into the sea will have a negative impact on coastal marine life

6.4.2 Positive Impacts

Certain portions of the revenue generated from the project can be allocated for overall environmental improvement. The project will help in conserving the surrounding environment, both natural and cultural.

6.4.3 Suggestions

Proper environment management and well-designed utility systems will be required to control the overall negative impacts of the project.

6.5 Socio-economic impact

The socio-economic impact of these projects could be considered as good to a reasonable extent. This would create employment opportunities for the local communities of those destinations if government assists them in the acquiring the equipment. Women can be given the opportunity to own the equipment and run such water sporting activities. This would lead to the empowerment of women and upliftment of the society to a certain extent at that destination.

6.6 Limitation

While using this project profile, following limitations should be kept in mind:

- Places where such projects are required were identified based on our field survey and destination prioritisation and inflow of tourists at those destinations.
The success would also depend upon the marketing of these water sporting activities aggressively.
- Maintaining the attractiveness of the beaches in due course would be the key for success of these projects.
- The financial viability of the project is worked out at constant price basis and it will vary from these projections due to inflationary economy.
- The success of such project will depend on development of basic infrastructure development at the place as well as increase in overnight stay of tourists at that destination.

6.7 Project Implementation Period

The project implementation period i.e. from inception to commissioning will take around 6-8 Months

6.8 Manpower Detail

Table 6.1: Manpower Detail

Category	No
Managerial	1
Trainer	1
Accountant	1
Attendants & khalasis	9
Driver	2
Security	1
Total	87

6.9 Financials

Table 6.2: Estimated Capital Investment

S.No	Particulars	Rs. in lakh
1	Land & Site Development	4.22
2	Building & Civil Works	14.07
3	Cost of equipments	45.60
4	Pre operative expenses	1.41
5	Contingencies	6.33
6	Fixed cost of project	71.64
7	Working capital margin	2.81
8	Total Project Cost	74.45

Table 6.3: Equipments

S.No	Particular	Nos.	Cost In Rs. Lakhs
1	Water scooter	8	16.32
4	Parasailing	4	2.11
5	Speed Boat	1	7.74
6	Water Ski	3	1.01
7	Pedal surf	8	3.15
8	Ski Boards	4	0.79
9	Jeeps	2	14.07
10	Life jackets	20	0.27
11	Lifeboats	2	0.14
	Total		45.60

Table 6.4: Means of Finance (Rs. in Lakhs)

Debt	Equity	Total
Term-Loan finance, TFCI	Promoter's Contributions	Sources of Finance
49.63	24.82	74.45
2.00	1.00	
67%	33%	

Table 6.5: Sales (Rs. Lakhs)

Item	Financial Year Of Operation									
	1	2	3	4	5	6	7	8	9	10
Capacity Utilisation	40%	50%	50%	50%	60%	60%	60%	60%	60%	70%
Revenue From Operation	37.59	46.99	46.99	46.99	56.39	56.39	56.39	56.39	56.39	65.79

Table 6.6: Projected Profitability Statements and Computation of Tax (Rs Lakhs)

Account Head	Financial Year of Operation									
	I	II	III	IV	V	VI	VII	VIII	IX	X
Revenue										
From Operation	37.6	47.0	47.0	47.0	56.4	56.4	56.4	56.4	56.4	65.8
Other (Conf + Parties) 5% of Operation	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Revenue	37.6	47.0	47.0	47.0	56.4	56.4	56.4	56.4	56.4	65.8
Operating Cost	25.7	30.0	30.3	30.6	35.0	35.3	35.7	36.1	36.6	41.0
Depreciation (St. Line)	7.4	7.4	7.4	7.4	7.4	7.4	7.4	7.4	7.4	7.4
Amortisation of Pre-Op Expenses	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Interest on L.T. Loan	8.2	6.3	4.9	3.5	2.1	0.7	0.0	0.0	0.0	0.0
Profit Before Tax	-3.9	3.2	4.2	5.3	11.8	12.8	13.1	12.7	12.2	17.2
Less Tax (@35%)	0.0	1.1	1.5	1.9	4.1	4.5	4.6	4.4	4.3	6.0
Net Profit After Tax	-3.9	2.1	2.8	3.4	7.6	8.3	8.5	8.2	8.0	11.2

6.10 Key Indicators

Payback	5 Years
ROI (%)	29.52

7 Hotel – Budget

Type: “Budget” Category (* & Non Star hotel)

Capacity: 30 rooms each

7.1 Project Concept:

Tourist Accommodation is an essential infrastructure required in cities and towns where large number of tourist visit and stay overnight. “Budget” type of hotels are proposed at destinations normally visited by middle class people, Lower Middle class Business Tourists, Price Conscious tourists, Pilgrimage tourists etc.

7.2 Possible Location(s)

“Budget” hotels are proposed at Saputara, Sardar Sarovar yojna, Dwarka/Beyt Dwarka, Veraval/Somnath, Junagadh, Bhavnagar, Jasdan, Sasan, Ambaji, Mahudi, Bahucharaji, Shamlaji, Bhuj, Balaram, Bhadreshwar, Dakore, Pavagadh, Ahmedabad, Vadodara, Surat, Valsad, Rajkot, Jamnagar

7.3 Market Demand / Segment / Target Market

The market demand for a Budget Category hotel will come from the Domestic and Foreign Tourist Flow at the destinations. The target market for Budget type of hotels will be Business Tourists, Price Sensitive Tourists and Middle and lower class domestic tourist.

7.4 Environmental implications

7.4.1 Negative Impacts:

The project is estimated to attract visitors/ tourists in large numbers. It is likely to have the following impacts:

(i) Air pollution and noise

Increased tourist inflow is likely to cause rise in emissions and ambient noise level due to vehicles, diesel generators and other commercial establishments/ activities.

(ii) Solid waste and littering

Inadequate facilities and improper disposal of waste will lead to water & land pollution and degrade the aesthetics of the area. Hotel Waste is considered very dangerous for the general environment and sanitation.

(iii) Water Pollution

There will be an increase in water consumption and hence wastewater generation. Disposal without proper treatment may lead to water pollution.

(iv) Positive Impacts

The project will help in conserving the surrounding environment, both natural and cultural. Due to the use of local resources, there will be minimal impact on the natural surroundings during construction. The project will also contribute to sustainable local development.

7.4.2 Suggestions

Proper handling of solid waste/ sewage and use of passive energy design will enhance the sustainability of the project.

7.5 Socio-economic impact

Tourist accommodation at potential tourist destination will have positive socio economic implication on the local community. Growth in tourism and availability of good hotels will extend the stay of tourist at the destinations. Also, availability of basic tourist infrastructure will attract more number of tourists to the place. It will enhance the tourist spending in the place and thereby benefit locals by increasing their income level. The socio economic impact on women will not be much in the cities but in small towns, where it will have major impact by attracting tourists towards the local craft and culture.

7.6 Limitation

While using this project profile, following limitations should be kept in mind:

- Tourist accommodation is a basic tourist infrastructure required for attracting tourist. Places where such projects are required were identified based on our field survey and Destination prioritization.
- The success of such a project will depend on development of basic infrastructure development at the place as well as increase in overnight stay tourist at that destination.
- The financial viability of the project is worked out at constant price basis and it will vary from these projections due to inflationary economy.
- The Tourist accommodation project cost may vary from place to place depending upon land cost, construction material cost and labour cost, hence the project cost should be considered as indicative/ budgetary cost only.

7.7 Project Implementation Period

The project implementation period i.e. from inception to commissioning will take around 8-12 Months

7.8 Manpower Detail

Table 7.1: Manpower Detail

Category	No
Managerial	1
Receptionist cum tel operator	1
Chef	1
Asst. Cook	1
Waiters & Helpers	10
Unskilled Labour	2
TOTAL	16

7.9 Financials

Table 7.2: Estimated Capital Investment

Sr. No	Particulars	Rs.in lakh
1	Land & Site Development	7.95
2	Building & Civil Works	37.46
3	Plant machineries and equip	9.46
4	Interiors, furniture, fittings	3.22
5	Preliminary and capital issue	1.89
6	Pre operative expenses	2.46
7	Fixed cost of project	62.43
8	Margin on Working Capital	0.57
9	Total Project Cost	63.00

Table 7.3: Means of Finance (Rs. In Lakhs)

Debt	Equity	Total
Term-Loan finance, TFCI	Promoter's Contributions	Sources of Finance
42.00	21.00	63.00
2.00	1.00	
67%	33%	

Table 7.4: Sales (Rs Lakhs)

Heads	Financial Year Of Operation									
	1	2	3	4	5	6	7	8	9	10
Capacity Utilisation At Weighted Avg.	60%	60%	65%	65%	70%	75%	80%	80%	80%	80%
Total Room Nights Sold	6480	6480	7020	7020	7560	8100	8640	8640	8640	8640
Lodging Revenue										
Room Tariff At Peak (Rs.)	400		Room Tariff Weighted Avg.		333					
Room Tariff At Lean (Rs.)	300									
Peak No. Of Days	120									
Lean No. Of Days	240									
Room Revenue	21.6	21.6	23.4	23.4	25.2	27.0	28.8	28.8	28.8	28.8
Boarding Revenue										
Avg. Food Bill Per Night (Rs.)	150									
Restaurant Revenue	9.7	9.7	10.5	10.5	11.3	12.2	13.0	13.0	13.0	13.0
Increment Considered	3%									
Total Revenue	31.32	32.10	32.91	33.73	34.57	35.44	36.32	37.23	38.16	39.11

Table 7.5: Projected Profitability Statements and Computation of Tax (Rs Lakhs)

Financial Year of Operation	Revenue		Total Revenue	Operating Cost	Depreciation (St. Line)	Amortisation of Pre-Op Expenses	Interest on Long Term Loan	Profit Before Tax	Less Tax (@35%)	Net Profit After Tax
	From Operation	Other (Conf + Parties) 10% of Operation								
1	31.30	3.10	34.50	16.70	2.70	1.30	6.90	6.80	1.50	5.40
2	32.10	3.20	35.30	17.20	2.70	1.30	5.50	8.60	2.50	6.10
3	32.90	3.30	36.20	17.70	2.70	1.30	4.80	9.70	3.10	6.60
4	33.70	3.40	37.10	18.30	2.70	1.30	4.00	10.70	3.70	7.00
5	34.60	3.50	38.00	18.90	2.70	1.30	3.30	11.80	4.30	7.50
6	35.40	3.50	39.00	19.50	2.70	1.30	2.60	12.90	4.80	8.00
7	36.30	3.60	40.00	20.20	2.70	1.30	1.80	13.90	5.30	8.60
8	37.20	3.70	41.00	20.80	2.70	1.30	1.10	15.00	5.80	9.20
9	38.20	3.80	42.00	21.60	2.70	1.30	0.40	16.00	6.30	9.70
10	39.10	3.90	43.00	22.30	2.40	1.30	0.00	17.00	6.60	10.40

7.10 Key Indicators

Payback	4Years
ROI (%)	21.6

8 Daily Darshan Tour : The City Tour

Capacity : Around 42 tourists/tour

8.1 Project Concept:

Darshan tours are short trips organised within the destination and may also include some other nearby destinations. These trips usually last for only 8-10 hours in a day covering all the major attractions at that destination. Though this deprives the tourist to take a good long view of the attractions, it is a good concept for tourists who lack time.

8.2 Possible Location(s)

The daily darshan tours or the city tours are recommended at Saputara, Rajpipla, Beyt Dwarka*, Bhavnagar, Porbander, Poshina, Balaram, Vadodara, Surat, Rajkot. Jamnagar and Alang

* This tour will require motorboats.

Note: The above-organised tour does not include the transportation facility required for easy access of the destination.

8.3 Market Demand / Segment / Target Market

Market demand would be from all kinds of tourist who visit the destinations and who would like to visit the maximum places in minimum time. The target market for these projects would be a tourist in general.

8.4 Environmental implications

8.4.1 Negative Impacts:

The project is estimated to attract visitors/ tourists in large numbers. It is likely to have the following impacts:

(i) Air pollution and noise:

Increased tourist inflow is likely to cause rise in emissions and ambient noise level due to vehicles, diesel generators and other commercial establishments/ activities. However, this will be negligible as the tour will arrive at any destination once or twice in a day. New roads may have to be built if a road network does not cover the destination or any spot within the destinations. This may result in increase in dust and noise level while construction of roads.

(ii) Solid waste and littering:

Inadequate facilities and improper disposal of waste like polythene bags, restaurant waste etc will lead to water & land pollution and degrade the aesthetics of the area.

(iii) Water Pollution:

There will be an increase in wastewater generation. Improper disposal may lead to water pollution.

8.4.2 Positive Impacts:

The project will help in conserving the surrounding environment, both natural and cultural. Due to the use of local resources, there will be minimal impact on the natural surroundings during construction. The project will also contribute to sustainable local development.

8.4.3 Suggestions:

Proper handling of solid waste/ sewage and use of passive energy design will enhance the sustainability of the project.

8.5 Socio-economic impact

No socio-economic impacts of these projects are envisaged except for the creation of employment to some extent.

8.6 Limitation

While using this project profile, following limitations should be kept in mind:

- Places where such projects are required were identified based on our field survey and destination prioritization and inflow of tourists at those destinations.
The success would depend upon the efficiency of people hired for this job.
- The success of such a project will depend on the exact inflow of tourists in the city Darshan tours.
- The success of such a project will also depend on the maintenance of the tourist interest places and monuments.

8.7 Project Implementation Period

The project implementation period i.e. from inception to commissioning will take around 2- 3 Months

8.8 Manpower Detail

Table 8.1: Manpower Detail

Category	No
Guide Cum Manager	1
Driver	1
Cleaner	1
Total	3

8.9 Financials

Table 8.2: Estimated Capital Investment

S.No	Particulars	Rs.in lakh
1	Building & Civil Works	2.00
2	Mechanical cost - bus cost - 42 seater A/c	15.00
3	Misc cost	1.00
4	Pre operative expenses	1.00
5	Contingencies	1.50
6	Fixed cost of project	20.50
7	Working capital margin	0.50
8	Total Project Cost	21.00

Table 8.3: Means of Finance (Rs. In Lakhs)

Debt	Equity	Total
Term-Loan finance, TFCI	Promoter's Contributions	Sources of Finance
14.00	7.00	21.00
2.00	1.00	
67%	33%	

Table 8.4: Assumption for Calculating Estimated Sales Revenue

Carrying capacity of bus	42 Per Bus
Total carrying cap per annum	13860
Operating days per year	330
Running days	330
Peak days	100
Non peak days	230

Table 8.5: Assumption for Calculating Estimated Sales Revenue

Head	Financial Year Of Operation									
	1	2	3	4	5	6	7	8	9	10
Capacity Utilisation During Peak Days	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%
Capacity Utilisation During Non peak Days	30%	30%	35%	35%	40%	40%	40%	40%	40%	40%
No. Of Passengers In Peak Days	3360	3360	3360	3360	3360	3360	3360	3360	3360	3360
No. Of Passengers In Non Peak Days	2898	2898	3381	3381	3864	3864	3864	3864	3864	3864
Total Passengers, Per Year	6258	6258	6741	6741	7224	7224	7224	7224	7224	7224
Rate Of Tour, Per Pass/Trip	150	150	150	150	150	150	150	150	150	150
Revenues Generated Per Year (Lakhs)	9.4	9.4	10.1	10.1	10.8	10.8	10.8	10.8	10.8	10.8

Projected Profitability Statements And Computation Of Tax

Rs in Laacs

Financial Year of Operation	Revenue		Operating Cost	Depreciation (St. Line)	Profit Before Tax	Less Tax (@35%)	Net Profit After Tax
	From Operation	Total Revenue					
1	9.39	9.39	4.58	1.50	3.30	0.37	2.94
2	9.39	9.39	4.65	1.50	3.24	0.67	2.57
3	10.11	10.11	4.82	1.50	3.79	1.11	2.68
4	10.11	10.11	4.89	1.50	3.72	1.27	2.45
5	10.84	10.84	5.07	1.50	4.27	1.60	2.66
6	10.84	10.84	5.15	1.50	4.19	1.68	2.51
7	10.84	10.84	5.23	1.50	4.11	1.73	2.38
8	10.84	10.84	5.32	1.50	4.02	1.76	2.26
9	10.84	10.84	5.41	1.50	3.93	1.77	2.16
10	10.84	10.84	5.50	1.50	3.83	1.77	2.06

8.10 Key Indicators

Payback	6 Years
ROI (%)	18.89

9 Dharmshala/Guesthouse/Dormitories

Type: “Budget” Category

Capacity: 500 beds each

9.1 Project Concept:

Tourist Accommodation is an essential infrastructure required in cities and towns where large number of tourists visit and stay overnight. Dharamshalas, guesthouses and dormitories are proposed at destinations normally visited by very large number of pilgrims, students, and nature lovers, lower middle class Business Tourists, price conscious tourists etc.

9.2 Possible Locations

These type of accommodation are proposed at Saputara, Sardar Sarovar yojna, Dwarka/Beyt Dwarka, Verawal/Somnath, Junagadh, Bhavnagar, Jasdan, Sasan, Ambaji, Mahudi, Bahucharaji, Shamlaji, Bhuj, Balaram, Bhadreshwar, Dakore, Pavagadh, Ahmedabad, Vadodara, Surat, Valsad, Rajkot and Jamnagar

9.3 Market Demand / Segment / Target Market

The Market demand for the above project will come from Domestic tourists who are price conscious specially pilgrimage tourists. The target market for Budget type of hotels will be Business Tourists, Price Sensitive Tourists and Middle and lower class domestic tourist.

9.4 Environmental implications

9.4.1 Negative Impacts

The project is estimated to attract visitors/ tourists in large numbers. It is likely to have the following impacts:

(i) Air pollution and noise

Increased tourist inflow is likely to cause rise in emissions and ambient noise level due to vehicles, diesel generators and other commercial establishments/ activities.

(ii) Solid waste and littering

Inadequate facilities and improper disposal of waste will lead to water & land pollution and degrade the aesthetics of the area. Hotel Waste is considered very dangerous for the general environment and sanitation. A big gathering at dharamshala generally raises problems of sanitation and cleanliness.

(iii) Water Pollution:

There will be an increase in water consumption and hence wastewater generation. Disposal without proper treatment may lead to water pollution.

9.4.2 Positive Impacts

The project will help in conserving the surrounding environment, both natural and cultural. Due to the use of local resources, there will be minimal impact on the natural surroundings during construction. The project will also contribute to sustainable local development.

9.4.3 Suggestions

Proper handling of solid waste/ sewage and use of passive energy design will enhance the sustainability of the project.

9.5 Socio-economic impact

Tourist accommodation at potential tourist destinations will have positive socio economic implication on the local community. Growth in tourism and availability of good hotels will extend the stay of tourist at the destinations. Also availability of basic tourist infrastructure will attract more number of tourists to the place. It will enhance the tourist spending in the place and thereby benefit locals by increasing their income level. The socio economic impact on women will not be much in the cities but in small towns, it will have major impact by attracting tourists towards the local craft and culture.

9.6 Limitation

While using this project profile following limitations should be kept in mind:

- Tourist accommodation is a basic tourist infrastructure required for attracting tourist. Places where such projects are required were identified based on our field survey and Destination prioritization.
- The success of such a project will depend on development of basic infrastructure at the place as well as increase in overnight stay tourist at that destination.
- The financial viability of the project is worked out at constant price basis and it will vary from these projections due to inflationary economy.
- The Tourist accommodation project cost may vary from place to place depending upon land cost, construction material cost and labour cost, hence the project cost should be considered as indicative/ budgetary cost only.

9.7 Project Implementation Period

The project implementation period i.e. from inception to commissioning will take around 12- 18 Months.

9.8 Manpower Detail

Table 9.1: Manpower Detail

Category	No
Managerial	1
Counter clerk	2
Room attendants and helpers	20
Total	20

9.9 Financials

Table 9.2: Estimated Capital Investment

Sr. No	Particulars	Rs. in Lakhs
1	Land & Site Development	12.61
2	Building & Civil Works	59.46
3	Plant machineries and equip	15.02
4	Interiors, furniture, fittings	5.11
5	Preliminary and capital issue	3.00
6	Pre operative expenses	3.90
7	Fixed cost of project	99.10
8	Margin on Working Capital	0.90
Total Project Cost		100.00

Table 9.3: Means of Finance (Rs. Lakhs)

Debt	Equity	Total
Term-Loan finance, TFCI	Promoter's Contributions	Sources of Finance
66.67	33.33	100.00
2.00	1.00	
67%	33%	

Table 9.4: Sales (Rs. in Lakhs)

Item	Financial Year Of Operation									
	1	2	3	4	5	6	7	8	9	10
Capacity Utilisation at Weighted Avg.	50%	50%	60%	65%	65%	65%	65%	70%	70%	70%
Total Room Nights Sold	90000	90000	108000	117000	117000	117000	117000	126000	126000	126000
Lodging Revenue										
Room Tariff At Peak (Rs.)	50		Room Tariff Weighted Avg.	50						
Room Tariff At Lean (Rs.)	50									
Peak No. Of Days	120									
Lean No. Of Days	240									
Room Revenue	45.0	45.0	54.0	58.5	58.5	58.5	58.5	63.0	63.0	63.0
Total Revenue	45.00	45.00	54.00	58.50	58.50	58.50	58.50	63.00	63.00	63.00

Table 9.5: Projected Profitability Statements and Computation of Tax (Rs Lakhs)

Account Head	Financial Year Of Operation									
	1	2	3	4	5	6	7	8	9	10
Revenue From Operation	45.00	45.00	54.00	58.50	58.50	58.50	58.50	63.00	63.00	63.00
Total Revenue	45.00	45.00	54.00	58.50	58.50	58.50	58.50	63.00	63.00	63.00
Operating Cost	14.34	16.16	17.65	18.67	19.21	19.79	20.39	21.52	22.19	22.89
Depreciation (St. Line)	4.31	4.31	4.31	4.31	4.31	4.31	4.31	4.31	4.31	3.80
Interest On L.T. Loan	11.00	8.75	7.58	6.42	5.25	4.08	2.92	1.75	0.58	0.00
Profit Before Tax	15.35	15.78	24.46	29.11	29.73	30.32	30.88	35.42	35.92	36.32
Less Tax (@35%)	3.20	3.92	7.41	9.42	9.95	10.41	10.83	12.60	12.93	13.02
Net Profit After Tax	12.15	11.86	17.04	19.69	19.78	19.91	20.06	22.82	22.99	23.29

9.10 Key Indicators

Payback	3 Years
ROI (%)	28.05

10 Garden and Seating facilities.

Type : Tourist Infrastructure and Children Park

10.1 Project Concept:

It comes under the basic infrastructure requirements for the tourism industry. These facilities would play a passive role in promoting the destinations. They are primarily meant for temporary relaxation and refreshment. At pilgrim centres, seating arrangements are a must considering the fact that there are long waiting times during festivals and other peak seasons. A garden should typically consist of good lawn, walking place, tree cover, children play ground, a small cafeteria etc.

10.2 Possible Locations

Gardens and seating arrangements are proposed at all pilgrimage centres and big cities which lack good gardens. The destinations where the above facilities are recommended are Saputara, Somnath, Bhavnagar, Porbander, Ambaji, Mahudi, Bahucharaji, Shamlaji, Modhera, Vadnagar, patan, Sidhpur, Bhadreshwar, Dakore, Pavagadh, Valsad, Rajkot, Dabhoi, Taranga and Anjar

10.3 Market Demand / Segment / Target Market

The demand for these projects is scattered, as it would cater to the local community as well as the tourists to those destinations. There is no target market in particular due its infrastructure nature. The benefits of these projects are to the tourists and public in general.

10.4 Environmental implications

The beautification and plantation of new trees will provide a green cover to the area. This will also lead to lesser pollution and cleaner Air

10.5 Socio-economic impact

The socio-economic impact of these projects could be considered negligible or minimal. Though this would create a few number of jobs.

10.6 Limitation

While using this project profile, following limitations should be kept in mind:

- Places where such projects are required were identified based on our field survey and destination prioritization and inflow of tourists at those destinations.

-
- The success would depend upon the extent of beautification done to the garden.
 - The success of such project will depend on development of basic infrastructure at the place as well as increase in overnight stay tourist at that destination.
 - The success of such project will depend on the exact inflow of tourists to that destination.

10.7 Project Implementation period

The project implementation period i.e. from inception to commissioning will take around 6-8 Months.

10.8 Cost

The cost of beautification for individual project will be in the range of 5 – 20 lacs

11 Haat bazaar/Shopping Centre/Craft Bazaar

Type: Art and culture
Capacity: 10-15 shops each

11.1 Project Concept

Haat bazaars are important infrastructure required in cities and towns where local art and culture are very prominent factor in attracting tourists. Haat Bazaars refer to the setting up of stalls to sell the local artifacts and handicrafts. This concept was successfully tried and tested in the 'Delhi Haat'. The major objective of these bazaars is to increase the popularity of Indian Art and Handicrafts thus ensuring steady income for the local artisans. This project concept helps in the upliftment of the economically poorer Artisans. Haat bazaars should comprise of an exhibition and display of products produced by the Artisans of Gujarat along with a restaurant for the visitors. Options of mixing a Convention Centre with Haat Bazaar could also be explored.

A typical haat bazaar should consist of craft shops in addition to one local food restaurant, one STD/ISD booth and public amenities. Local artist can also perform their art in the evening thereby increasing the overall attraction of the place. For this, a proper stage with lighting facilities has to be provided.

11.2 Possible Locations

Cultural Haats are proposed at Saputara, Posina, Bhuj, Balaram, Khavda and Jetpur.

11.3 Market Demand / Segment / Target Market

The Market demand for Haat will come from the Domestic and Foreign Tourist visitors at the above destinations. The target market for cultural haats will be leisure Tourists, special interest tourist and foreigners.

11.4 Environmental implications

11.4.1 Negative Impacts

The project is estimated to attract visitors/ tourists in large numbers. It is likely to have the following impacts:

(i) Air pollution and noise:

Increased tourist inflow is likely to cause rise in emissions and ambient noise level due to vehicles, diesel generators and other commercial establishments/ activities.

(ii) Solid waste and littering:

Inadequate facilities and improper disposal of waste will lead to water & land pollution and degrade the aesthetics of the area. Hotel Waste is considered very dangerous for the general environment and sanitation.

(iii) Water Pollution:

There will be an increase in water consumption and hence wastewater generation. Disposal without proper treatment may lead to water pollution.

11.4.2 Positive Impacts:

The project will help in conserving the surrounding environment, both natural and cultural. Due to the use of local resources, there will be minimal impact on the natural surroundings during construction. The project will also contribute to sustainable local development.

11.4.3 Suggestions:

Proper handling of solid waste/ sewage and use of passive energy design will enhance the sustainability of the project.

11.5 Socio-economic impact

Cultural haat will have immense positive socio economic implication on the local community especially the woman community. With development of cultural haats, more and more tourists will come in direct contact with the craftsman which will ultimately benefit the local craftsman. Cultural haats may become one of the main attractions for places like Kachchh and will attract more tourists. The earning and standard of living of local craftsman will improve.

11.6 Limitation

While using this project profile, following limitations should be kept in mind:

- The success of such a project will depend on development of basic infrastructure development at the place as well as increase in overnight stay tourist at that destination.

11.6.1 Project Implementation Period

The project implementation period i.e. from inception to commissioning will take around 12- 18 Months.

11.7 Estimated Capital Investment

The estimated cost of establishing a cultural haat of 10-15 shops will be approx 50 lacs.

12 Library and Museums

Type : Tourism Infrastructure

Capacity : site specific

12.1 Project Concept:

These projects would play an active role in providing the information about the historical importance of those destinations along with the personalities (Mahatma Gandhi) associated with them. Archaeological wealth excavated from the sites would provide a platform for the historical importance of the country.

12.2 Possible Locations

Library and Museums are proposed at Rajpipla, Dwarka, Wankaner, Ambaji, Mahudi, Bahucharaji, Shmalaji, Modhera, Vadnagar, Sidhpur, Bhuj, Sihor, Jetpur and Lothal

This also includes proposal for up gradation and renovation of existing museums

12.3 Market Demand / Segment / Target Market

The Market demand for the above type of museums will come from foreign tourists interested in the mysticism of India and educational tourists of domestic schools and colleges at all the destinations. The target market for these projects will be foreign and domestic educational tourist in general.

12.4 Environmental implications

12.5 Positive Impacts

The project will help in heritage property conservation and increase in awareness about the culture of the place.

No significant environmental impacts are envisaged.

12.6 Socio-economic impact

Socio-economic impacts of these projects could be briefed as better understanding of the history in the society and creation of employment for some to a certain extent.

12.7 Limitation

While using this project profile, following limitations should be kept in mind:

Places where such projects are required were identified based on our field survey and destination prioritization and inflow of tourists at those destinations.

- The success would depend upon the efficiency of people hired for this job.
- The success of such project will depend on the exact inflow of tourists to that library or museum.

12.8 Project Implementation Schedule

The project implementation period i.e. from inception to commissioning will take around 6-8 Months.

12.9 Cost of project

The estimated cost of individual project will be about 5 lacs for small renovation/up gradation and 20-25 lacs for major renovation or for a new establishment.

13 Motels and Cottages

Type : Tourist infrastructure

Capacity : 30 rooms

13.1 Project Concept

The concept of Motels originated from the needs of highway commuters who travel long distances. The Motel suggested here should preferably comprise of parking space, seating arrangement, restaurant, small shopping arcade, STD/ISD telephone booth and room accommodation of 30 rooms. Special emphasis has been put on motels along the coastal highway in Porbander and Jamnagar districts. Here the motels can be clubbed along with other entertainment activities like health club, water sports and local foods and local cultural activities.

13.2 Possible Locations

Motels and Cottages are proposed on the Coastal belt of Porbander and Jamnagar district.

13.3 Market Demand / Segment / Target Market

The demand will come from Domestic Tourists as well as the commuter traffic travelling on this belt. The target market for Motels will be upper middle class and middle class domestic tourists. It is important to note here that apart from the tourists who specifically stay at motels during their course of visit in Gujarat, there is also significant market for other commuters on the highways who may not necessarily be tourists. (Truck drivers, public commuting long distances in their own vehicles.).

13.4 Environmental implications

13.4.1 Negative Impacts: Motels and Cottages

The project is estimated to attract visitors/ tourists in large numbers. It is likely to have the following impacts:

(i) Air pollution and noise:

Increased vehicular flow, use of Diesel Generators and other commercial establishments/ activities is likely to cause rise in gaseous emissions and ambient noise level. However, the impact will not be very significant.

(ii) Solid waste and littering:

Inadequate facilities and improper disposal of restaurant waste will lead to water & land pollution and degrade the aesthetics of the area.

(iii) Water Pollution:

There will be an increase in wastewater generation. Improper disposal may lead to water pollution.

(iv) Stress on resources like water and energy:

Increased tourist activities will create a stress on the available resources.

13.4.2 Suggestions:

Proper environment management and well-designed utility systems will control the overall negative impacts of the project.

13.5 Socio-economic impact

This project would increase the employment opportunities for the local communities near the highway and would eventually lead to the rise in their per capita income. This project would also improve the infrastructural facilities in the state.

13.6 Limitation

While using this project profile, following limitations should be kept in mind:

- Places where such projects are required were identified based on our field survey and destination prioritization and inflow of tourists at those destinations.
- The success of such a project will depend on development of basic infrastructure (which increases the accessibility to the destination) at the place as well as increase in overnight stay tourist at that destination.
- The financial viability of the project is worked out at constant price basis and it will vary from these projections due to inflationary economy.
- The motel project cost may vary from place to place depending upon land cost, construction material cost and labour cost, hence the project cost should be considered as indicative/ budgetary cost only.
- The feasibility of the project would depend upon the exact inflow of tourists to those destinations.

13.7 Project Implementation Schedule

The project implementation period i.e. from inception to commissioning will take around 12- 18 Months.

13.8 Manpower Detail

Table 13.1: Manpower Detail

Category	No
Managerial	1
Receptionist cum Tel Operator	2
Chef	1
Kitchen Staff	6
Attendant	8
Ground Maintenance	2
Security	4
Technical Staff	2
Unskilled Labour	4
Total	27

13.9 Financials

Table 13.2: Estimated Capital Investment

Sr. No	Particulars	Rs Lacs
1	Land & Site Development	6
2	Building & Civil Works	41
3	Plant machineries and equip	57
4	Interiors, furniture and fittings	4
5	Preliminary and capital issue	1
6	Pre operative expenses	6
7	Contingencies	10
8	Fixed cost of project	126
9	Margin on Working Capital	4
10	Total Project Cost	130

Table 13.3: Means Of Finance (Rs Lakhs)

Debt	Equity	Total
Term-Loan finance, TFCI	Promoter's Contributions	Sources of Finance
86.79	43.39	130.18
2.00	1.00	
67%	33%	

Table 13.4: Sales (Rs Lakhs)

Item	Financial Year Of Operation									
	1	2	3	4	5	6	7	8	9	10
Capacity Utilisation At Weighted Avg.	55%	55%	60%	60%	65%	65%	70%	70%	80%	82%
Total Room Nights Sold	5940	5940	6480	6480	7020	7020	7560	7560	8640	8856
Lodging Revenue										
Room Tariff at Peak (Rs.)	350.0	Room Tariff Wtd Average			292					
Room Tariff at Lean (Rs.)	262.5									
Peak No. of Days	120.0									
Lean No. of Days	240.0									
Room Revenue	17.3	17.3	18.9	18.9	20.5	20.5	22.0	22.0	25.2	25.8
Restaurant Revenue										
Average Persons Using Restaurant	500	Including Those Staying In The Motel								
Avg. Food Bill Per Visit/Person (Rs.)	50.0									
Restaurant Revenue Per Annum	90.0	99.0	108.9	119.8	131.8	145.0	159.4	175.4	193.0	212.2
Total Revenue	107.3	116.3	127.8	138.7	152.2	165.4	181.4	197.4	218.2	238.0

Table 13.5: Projected Profitability Statements and Computation of Tax (Rs. Lakhs)

Account Head	Financial Year of Operation									
	1	2	3	4	5	6	7	8	9	10
Revenue										
From Operation	107.33	116.33	127.80	138.69	152.24	165.42	181.49	197.43	218.12	238.05
Other (Shopping Arcade, Std/Isd Booth)	5.10	5.25	5.42	5.60	5.80	6.02	6.26	6.52	6.82	7.14
Total Revenue	112.43	121.58	133.22	144.29	158.04	171.44	187.75	203.96	224.94	245.18
Operating Cost	94.71	101.42	109.87	117.90	127.80	137.43	149.08	160.63	175.49	189.79
Depreciation (St. Line)	6.10	6.10	6.10	6.10	6.10	6.10	6.10	6.10	6.10	4.57
Amortisation Of Pre-Op Expenses	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50
Interest On L.T. Loan	14.32	11.39	9.87	8.35	6.83	5.32	3.80	2.28	0.76	0.00
Profit Before Tax	-3.21	2.16	6.87	11.43	16.80	22.09	28.27	34.45	42.09	50.32
Less Tax (@35%)	0.00	0.00	1.48	3.73	6.12	8.36	10.83	13.24	16.11	18.60
Net Profit After Tax	-3.21	2.16	5.39	7.70	10.68	13.73	17.44	21.21	25.98	31.72

13.10 Key Indicators

Payback	4 Years
ROI (%)	25.02

14 Resorts (Accommodation)

Type : Beach

Capacity : 30 rooms

14.1 Project Concept:

The increase in face of life and growing congestion of cities have lead to the invention of resorts and clubs which are meant for relaxation as well as entertainment. Their prime objective is to provide fun and relaxed ambience to the visitors. They offer indoor and outdoor sporting activities like Golf, shooting, Archery, Lawn tennis, camping facilities (outdoor) and billiards, squash, table tennis and swimming pool (indoor).

14.2 Possible Locations

Resorts are proposed at Dwarka, Sasan, Porbandar, Mandvi, Tithal, Harshad Mata, Chorwad, Mahuva, Kuda and Katpar

14.3 Market Demand / Segment / Target Market

The Market demand for the beach resort will basically come from the Domestic Tourist visiting the destinations. The target market for resorts will be NRI's who visit their families in India, upper middle class ,middle class domestic and business tourists at some destinations where the inflow of Business tourists are of considerable size.

14.4 Environmental implications

14.4.1 Negative Impacts: Resorts

The project is estimated to attract visitors/ tourists in large numbers. It is likely to have the following impacts:

(i) Air pollution and noise:

Increased vehicular flow, use of Diesel Generators and other commercial establishments/ activities is likely to cause rise in gaseous emissions and ambient noise level. However, the impact will not be very significant.

(ii) Solid waste and littering:

Inadequate facilities and improper disposal of waste like polythene bags, food material and hotel/restaurant waste will lead to water & land pollution and degrade the aesthetics of the area.

(iii) Water Pollution:

There will be an increase in wastewater generation. Improper disposal may lead to water pollution. Oil slippage from water sports facilities like water scooter etc may deteriorate the water quality and marine life near the seashore. Increased traffic movement along the seashore will disturb the local marine ecosystem. However the beaches are suggested at such sites where there is no significant marine life existing as of now. Hence, the damage will be minimum.

(iv) Stress on resources like water and energy:

Increased tourist activities will create a stress on the available resources.

14.4.2 Suggestions

Proper environment management and well-designed utility systems will control the overall negative impacts of the project.

14.5 Socio-economic impact

Resorts have gained prominence in the recent times due to the increasing spending power of the domestic tourists. The availability of lot of resorts has made a significant contribution to the society in terms of employment and improving the quality of lifestyle. The tourists consider resorts as a weekend relaxation option, many of them do not stay for the night, and hence the target of the resorts should be to make the average stay of tourists 1.5 – 2 days. This would increase the tourist expenditure and income of the personnel employed in these resorts. The latter is an effect of the former one. The tourist coming to the resort can also be attracted towards the local art and craft by organizing tribal shows on weekends thereby increasing the income level of local craftsman.

14.6 Limitation

While using this project profile, following limitations should be kept in mind:

- Places where such projects are required were identified based on our field survey and destination prioritization and inflow of tourists at those destinations.
- The success of such a project will depend on development of basic infrastructure (which increases the accessibility to the destination) at the place as well as increase in overnight stay tourist at that destination.
- The financial viability of the project is worked out at constant price basis and it will vary from these projections due to inflationary economy.

- The resort project cost may vary from place to place depending upon land cost , construction material cost and labour cost, hence the project cost should be considered as indicative/ budgetary cost only.

14.7 Project Implementation Schedule

The project implementation period i.e. from inception to commissioning will take around 12- 18 Months.

14.8 Manpower Detail

Table 14.1: Manpower Detail

Category	No
Managerial	1
Receptionist cum Tel operator	1
Chef	1
Asst. Cook	2
Waiters & Helpers	15
Unskilled Labour	5
Total	23

14.9 Financials

Table 14.2: Estimated Capital Investment

Sr. No	Particulars	Rs.in lakh
1	Land, site dev and building	50.00
2	Plant machineries and equip	65.00
3	Interiors, furniture, fittings	5.00
4	Indoor sports	28.00
5	Water sports	29.00
6	Preliminary and capital issue	10.00
7	Pre operative expenses	5.00
8	Fixed cost of project	192.00
9	Margin on Working Capital	5.00
10	Total Project Cost	197.00

Table 14.3: Means of Finance (Rs. In Lakhs)

Debt	Equity	Total
Term-Loan finance, TFCI	Promoter's Contributions	Sources of Finance
131.33	65.67	197.00
2.00	1.00	
67%	33%	

Table 14.4: Sales (Rs in Lakhs)

Item	Financial Year									
	1	2	3	4	5	6	7	8	9	10
Capacity Utilisation At Weighted Avg.	55%	55%	60%	60%	65%	65%	70%	70%	80%	82%
Total Room Nights Sold	5940	5940	6480	6480	7020	7020	7560	7560	8640	8856
Lodging Revenue										
Room Tariff At Peak (Rs.)	1300	Room Tariff Wtd. Average			1083					
Room Tariff At Lean	975									
Peak No. of Days	120									
Lean No. of Days	240									
Room Revenue	64.4	64.4	70.2	70.2	76.1	76.1	81.9	81.9	93.6	95.9
Boarding Revenue										
Avg. Food Bill Per Night (Rs.)	250.00									
Restaurant Revenue	14.9	14.9	16.2	16.2	17.6	17.6	18.9	18.9	21.6	22.1
Total Revenue	79.20	79.20	86.40	86.40	93.60	93.60	100.80	100.80	115.20	118.08

Table 14.5: Projected Profitability Statements and Computation of Tax (Rs Lakhs)

Account Head	Financial Year of Operation									
	1	2	3	4	5	6	7	8	9	10
Revenue										
From Operation	79.20	79.20	86.40	86.40	93.60	93.60	100.80	100.80	115.20	118.08
Other (Conf + Parties+ Water Sports) 15% Of Operation	11.88	11.88	12.96	12.96	14.04	14.04	15.12	15.12	17.28	17.71
Total Revenue	91.08	91.08	99.36	99.36	107.64	107.64	115.92	115.92	132.48	135.79
Cost of Sales	53.78	54.42	58.17	58.87	62.70	63.48	67.39	68.26	75.35	77.55
Depreciation (St. Line)	9.82	9.82	9.82	9.82	9.82	9.82	9.82	9.82	9.82	7.61
Amortisation of Pre-Op Expenses	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50
Interest on L.T. Loan	21.67	17.24	14.94	12.64	10.34	8.04	5.75	3.45	1.15	0.00
Profit Before Tax	5.31	9.11	15.94	17.53	24.28	25.80	32.47	33.90	45.66	50.13
Less Tax (@35%)	0.00	0.49	4.15	5.69	8.82	9.95	12.75	13.63	18.04	19.07
Net Profit After Tax	5.31	8.62	11.79	11.84	15.46	15.85	19.71	20.27	27.62	31.06

14.10 Key Indicators

Payback	5Years
ROI (%)	18.21

15 Restaurants and cafeterias

Type: Tourist infrastructure

Capacity: 100 seats

15.1 Project Concept:

Non-availability of proper food is a common problem faced by tourists all over India. Hence restaurants offering multi-cuisine food are required. Cafeterias are also required for the refreshment of the tourists during their course of long journeys, considering the fact that Gujarat has very long stretch with large distances.

15.2 Possible Locations

Restaurants and cafeterias are proposed at Ubharat, Veraval, Palitana, Junagadh, Sasan, Ambaji, Shamlaji, Modhera, Tithal, Chorwad, Taranga, Dholavira and Nalsarovar

15.3 Market Demand / Segment / Target Market

Market demand would be for all kinds of tourist visiting the destinations. The target market for these projects will be tourists in general.

(i) Environmental implications

15.3.2 Negative Impacts: Restaurants and Cafeterias

The project is likely to develop commercial activities in the area. Though not prominently significant, this is likely to have the impact on:

- Land use transformation:
- Pollution:

(i) Air pollution and noise:

Increased vehicular flow use of Diesel Generators and other commercial establishments/ activities is likely to cause rise in gaseous emissions and ambient noise level. However, the impact will not be very significant.

(ii) Solid waste and littering:

Inadequate facilities and improper disposal of waste will lead to water & land pollution and degrade the aesthetics of the area.

15.4 Positive impacts

(i) Environmental awareness

The project will help in increasing public appreciation and awareness of the natural and the cultural environment.

15.4.2 Suggestions

Proper environment management, well-designed utility systems and control on landuse transformation will be required.

15.5 Socio-economic impact

The socio-economic impact of these projects could be considered as significant to a large extent. This would create numerous self-employment opportunities for the unemployed and also the local communities of those destinations. This would improve the standard of living of the people involved in the establishment of such restaurants and cafeterias.

15.6 Limitation

While using this project profile, following limitations should be kept in mind:

- Places where such projects are required were identified based on our field survey and destination prioritization and inflow of tourists at those destinations.
- The success would also depend upon the quality of food and refreshments offered by the restaurants and Cafeterias.
- The financial viability of the project is worked out at constant price basis and it will vary from these projections due to inflationary economy.
- The success of such a project will depend on development of basic infrastructure at the place as well as increase in overnight stay tourist at that destination.
- The success of such project will depend on the exact inflow of tourists to that destination or passing through such destination.

15.7 Project Implementation Period

The project implementation period i.e. from inception to commissioning will take around 6-8 Months.

15.8 Manpower Detail

Table 15.1: Manpower Detail

Category	No
Managerial	1
Waiters and helpers	25
Technicians	2
Cooks	3
Security	2
Total	33

15.9 Financial Projections

Table 15.2: Estimated Capital Investment

Sr. No	Particulars	Rs. in lakh
1	Land & Site Development	5.00
2	Building & Civil Works	2.00
3	Design and engineering	1.00
4	Mechanical cost	12.00
6	Misc. cost	1.00
7	Pre operative expenses	0.50
8	Contingencies	1.00
9	Fixed cost of project	22.50
10	Working capital margin	1.00
11	Total Project Cost	23.50

Table 15.3: Means of Finance (Rs. in Lakhs)

Debt	Equity	Total
Term-Loan finance, TFCI	Promoter's Contributions	Sources of Finance
15.67	7.83	23.50
2.00	1.00	
67%	33%	

Table 15.4: Sales(Rs. in Lakhs)

Seating capacity of restaurant	50 Per Bus
Total carrying cap per annum	15000
Operating days per year	300
Running days	300
Peak hours	4
Non peak hours	8
No. Of visitors using table per hour	2 hours

Item	Financial Year of Operation									
	1	2	3	4	5	6	7	8	9	10
Capacity utilisation during peak hours	60%	70%	70%	70%	80%	80%	80%	80%	80%	80%
Capacity utilisation during non peak hours	30%	30%	35%	35%	40%	40%	40%	40%	40%	40%
No. Of visitors in peak hours	240	280	280	280	320	320	320	320	320	320
No. Of visitors in non peak hours	240	240	280	280	320	320	320	320	320	320
Total visitors, per year	144000	156000	168000	168000	192000	192000	192000	192000	192000	192000
Average spending per head	35	37	39	41	43	45	47	49	52	54
Revenues generated per year	50.4	57.3	64.8	68.1	81.7	85.8	90.1	94.6	99.3	104.2

Table 15.5: Projected Profitability Statements and Computation of Tax (Rs. In Lakhs)

Account Head	Financial Year Of Operation									
	1	2	3	4	5	6	7	8	9	10
Revenue										
From Operation	50.40	57.33	64.83	68.07	81.68	85.77	90.05	94.56	99.29	104.25
Total Revenue	50.40	57.33	64.83	68.07	81.68	85.77	90.05	94.56	99.29	104.25
Operating Cost	46.02	51.60	57.62	60.46	71.13	74.64	78.32	82.19	86.25	90.52
Depreciation (St. Line)	1.24	1.24	1.24	1.24	1.24	1.24	1.24	1.24	1.24	0.83
Interest On L.T. Loan	2.59	2.06	1.78	1.51	1.23	0.96	0.69	0.41	0.14	0.00
Profit Before Tax	0.56	2.44	4.18	4.86	8.07	8.92	9.80	10.71	11.65	12.90
Less Tax (@35%)	0.00	0.40	1.22	1.62	2.86	3.25	3.62	3.99	4.36	4.69
Net Profit After Tax	0.56	2.03	2.96	3.25	5.22	5.68	6.18	6.72	7.29	8.21

15.10 Key Indicators

Payback	4 Years
ROI (%)	29.86

16 Ro-Ro facility

Type : Catamaran Services connecting various ports of Gujarat

Capacity : 150 passengers per catamaran

16.1 Project Concept:

Ro-Ro facility refers to the usage of ships as a means of transport through river or sea. These facilities help in enjoying the beauty of the river or sea apart from the fulfilling the basic objective of commuting between the sites.

16.2 Possible Location(s)

Ro-Ro facilities are proposed to cover Mumbai, Suvali (Surat), Bhavnagar/Ghogha/Mahuva, Diu/Ahmedpur mandvi, Porbander, Dwarka/Okha, Jamnagar/Sikka/bedi and Mandvi

16.3 Market Demand / Segment / Target Market

The Market demand for the RO-Ro services will evolve from the middle class tourist and a segment of foreign tourist visiting the above destinations. The target market for these projects will be domestic (within the state and outside the state) and foreign tourists of upper middle class and middle class

16.4 Environmental implications

16.4.1 Negative Impacts: Ro-Ro facilities

The project components are likely to have the following impacts:

(i) Air pollution and noise:

Increased vehicular flow, use of Diesel Generators and other commercial establishments/ activities is likely to cause rise in gaseous emissions and ambient noise level. However, the impact will not be very significant.

(ii) Solid waste and littering:

Inadequate facilities and improper disposal of waste like plastic cans, wrappers etc will lead to water & land pollution and degrade the aesthetics of the area.

(iii) Water Pollution:

Increased tourist activities will create a stress on available water resources and increase the wastewater generation. Improper disposal of waste will lead to water pollution. Spillage of oil/fuel from catamarans is likely to soil the marine environment.

(iv) Positive Impacts:

Certain portions of the revenue generated from the project can be allocated for overall environmental improvement. The project will help in conserving the surrounding environment, both natural and cultural

Also, as the fuel consumptions will be lower in case of the Ro.-Ro facility, the overall impact on the environment will be minimum.

16.4.2 Suggestions:

Proper environment management and well-designed utility systems will be required to control the overall negative impacts of the project.

16.5 Socio-economic impact

The socio-economic impact of these projects could be considered as reasonable to a large extent. This would create good employment opportunities for the unemployed, as staffs in the small ships and for guides at destinations where the tourists visit the land.

The travelling time to far off places in Saurashtra and Kutchh will be reduced substantially. Also, the linking to the main market for Gujarat Tourism i.e Mumbai will be faster and cheaper. Hence, more tourists will visit destinations like Palitana, Bhavnagar, Dwarka, Div, Ahmedpur Mandvi, Chrowad, Porbandar etc.

16.6 Limitation

While using this project profile, following limitations should be kept in mind

- Places where such projects are required were identified based on our field survey and destination prioritization and inflow of tourists at those destinations.
The success would also depend upon the quality of services and prestige projected by the Cruise owners.
- The financial viability of the project is worked out at constant price basis and it will vary from these projections due to inflationary economy.
- The success of such project will depend on aggressive marketing efforts directed on the precise tourist segment.

- The success of such project will depend on the exact inflow of tourists availing the sea cruise travel.

16.7 Project Implementation Period

The project implementation period i.e. from inception to commissioning will take around 12- 18 Months.

16.8 Manpower Detail

Table 16.1: Manpower Detail

Person	Nos.
Captain/Manager	1
Drivers	2
Technicians	2
Attendants	2
Sweepers	2
Admin Staff	15
Total	24

Table 16.2: Capital Investment

S.No	Particulars	Total Cost in Rs. Lakhs
1	Equipment cost	150.00
2	Misc (10%)	15.00
3	Preoperative expense	15.00
4	Fixed cost of project	180.00
5	Margin on Working Capital	5.00
	Total Project Cost	185.00

Table 16.3: Means of Finance (Rs. In Lakhs)

Debt	Equity	Total
Term-Loan finance, TFCI	Promoter's Contributions	Sources of Finance
123.33	61.67	185.00
2.00	1.00	
67%	33%	

Table 16.4: Sales

Item	Financial year of operation									
	1	2	3	4	5	6	7	8	9	10
No of Catamaran	1									
Capacity	150	Pass								
Number of trips/day	1									
Total Passenger handled per day	150									
Occupancy	60%	65%	65%	70%	70%	75%	75%	80%	80%	85%
No of persons travelling/day										
0-100 kms	14	15	15	16	16	17	17	18	18	19
100-400 kms	63	68	68	74	74	79	79	84	84	89
400-600 kms	9	10	10	11	11	11	11	12	12	13
600-900 kms	5	5	5	5	5	6	6	6	6	6
Total	90	98	98	105	105	113	113	120	120	128
Average length travelled per day/person	270	270	270	270	270	270	270	270	270	270
Total kms travelled per day	24300	26325	26325	28350	28350	30375	30375	32400	32400	34425
Knots travelled per day	13500	14625	14625	15750	15750	16875	16875	18000	18000	19125
Ticket rates, per knot	3.0	3.2	3.3	3.5	3.6	3.8	4.0	4.2	4.4	4.7
Revenue generated PER DAY, Rs in lakhs	0.41	0.46	0.48	0.55	0.57	0.65	0.68	0.76	0.80	0.89
Revenue generated PER YEAR, Rs in lakhs	134	152	160	181	190	213	224	251	263	294
Increase in tourist and cost	2.5%									

Table 16.5: Projected Profitability Statements And Computation Of Tax (Rs. In Lakhs)

Account Head	Financial Year Of Operation									
	1	2	3	4	5	6	7	8	9	10
Revenue										
From Operation	133.65	152.03	159.63	180.50	189.53	213.22	223.88	250.75	263.28	293.72
Total Revenue	133.65	152.03	159.63	180.50	189.53	213.22	223.88	250.75	263.28	293.72
Operating Cost	50.15	54.54	57.44	62.53	51.56	55.68	59.04	63.89	67.92	73.63
Depreciation (St. Line)	10.80	10.80	10.80	10.80	10.80	10.80	10.80	10.80	10.80	82.80
Amortisation Of Pre-Op Expenses	1.50	1.50	1.50	1.50	1.50	1.50	1.50	1.50	1.50	1.50
Interest On L.T. Loan	20.35	16.19	14.03	11.87	9.71	7.55	5.40	3.24	1.08	0.00
Profit Before Tax	50.85	69.00	75.86	93.80	115.96	137.69	147.15	171.32	181.98	135.79
Less Tax (@35%)	18.32	24.90	27.52	34.00	41.94	49.72	53.20	61.82	65.69	74.87
Net Profit After Tax	32.52	44.10	48.35	59.80	74.02	87.97	93.95	109.51	116.29	60.93

16.9 Key Indicators

Payback	2 Years
ROI (%)	53.88

Department of Tourism

Project Profils Gujarat

July 2002

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17 Ropeway

Capacity : 400 persons/Hour

17.1 Project Concept:

Ropeways are meant for transportation in difficult mountainous terrain. They have gained acceptance in the tourism sector as a means of traffic handling and developing new resorts. More than a means of commuting, Ropeways provide an enjoyable vision of scenic beauty of the destination or site.

17.2 Possible Location(s)

Ropeway is proposed at only 1 destination i.e. at Sardar sarovar Yojna for Ropeway around the Narmada dam. Attempts should also be made for a Ropeway at Palitana. (Considering the fact that Jain Pilgrims have opposed such a proposal, it has not been recommended.)

17.3 Market Demand / Segment / Target Market

The Market demand for the Ropeway will evolve from all kinds of tourist, who visit Narmada Dam. The target market for this project mainly would be tourists for a picnic or any tourist visiting that destination in general.

17.4 Environmental implications

17.4.1 Negative Impacts: Ropeway

The project is likely to develop commercial activities in the area. Though not prominently significant, this is likely to have the impact on:

(i) Air pollution and noise

Although The ropeway shall be operated on electricity, increased vehicular flow and use of Diesel Generators in commercial establishments/ activities is likely to cause rise in gaseous emissions and ambient noise level. However, the impact will not be very significant.

Since ropeways are normally built in places with scenic natural beauty, some destruction to nature is likely while developing the structure for ropeway facility.

17.4.2 Positive impacts:

(i) Environmental awareness:

The project will help in increasing public appreciation and awareness of the natural environment.

No significant environmental impacts are envisaged.

17.5 Socio-economic impact

No socio-economic impacts of these projects are envisaged except for the creation of employment to some extent.

17.6 Limitation

While using this project profile following limitations should be kept in mind:

- Places where such projects are required were identified based on our field survey and destination prioritization and inflow of tourists at those destinations.

The success of such project will depend on the exact inflow of tourists to that destination.

- Actual implementation of the project would depend on the attainment of permits from the required authorities.

17.7 Project Implementation Schedule

The project implementation period i.e. from inception to commissioning will take around 12- 18 Months

17.8 Manpower Detail

Table 17.1: Manpower Detail

Category	No
Managerial	1
Accountant	1
Mechanical skilled worker	6
Electrical skilled worker	3
Fitter and unskilled worker	8
Security	5
Total	25

17.9 Financials

Table 17.2: Estimated Capital Investment

S.No	Particulars	Rs.in lakh
1	Land & Site Development	36.58
2	Building & Civil Works	140.71
3	Design and engineering	35.18
4	Mechanical cost	126.64
5	Structural cost	105.53
6	Electrical cost	70.36
7	Misc cost	56.28
8	Pre operative	42.21
9	Contingencies	60.51
10	Fixed cost of project	674.00
11	Working capital margin	4.22
12	Total Project Cost	678.22

Table 17.3: Means of Finance (Rs. In Lakhs)

Debt	Equity	Total
Term-Loan finance, TFCI	Promoter's Contributions	Sources of Finance
452.15	226.07	678.22
2.00	1.00	
67%	33%	

Table 17.4: Sales (Rs. In Lakhs)

Carrying Capacity Of Ropeway	400 Per Hour
Total Carrying Cap Per Annum	1000000
Operating Days Per Year	330
Running Hours	8
Peak Hours	3
Non Peak Hours	5

Head	Financial year of operation									
	1	2	3	4	5	6	7	8	9	10
Capacity Utilisation During Peak Hours	60%	60%	65%	65%	70%	70%	75%	75%	75%	75%
Capacity Utilisation During Nonpeak Hours	30%	30%	35%	35%	40%	40%	40%	40%	40%	40%
No. Of Passengers In Peak Hrs, Per Day	720	720	780	780	840	840	900	900	900	900
No. Of Passengers In Peak Hrs, Per Day	600	600	700	700	800	800	800	800	800	800
Total Passengers, Per Day	1320	1320	1480	1480	1640	1640	1700	1700	1700	1700
Rate Of Ropeway, Per Pass/Trip	50	50	50	50	50	50	50	50	50	50
Revenues Generated Per Day	6000	6000	7400	7400	82000	82000	85000	85000	85000	85000
Revenues Generated Per Year,	217.8	217.8	244.2	244.2	270.6	270.6	280.5	280.5	280.5	280.5

Table 17.5: Projected Profitability Statements And Computation Of Tax (Rs. In Lakhs)

Account Head	Financial Year Of Operation									
	1	2	3	4	5	6	7	8	9	10
Revenue From Operation	217.80	217.80	254.10	254.10	290.40	290.40	290.40	290.40	290.40	290.40
Total Revenue	217.80	217.80	254.10	254.10	290.40	290.40	290.40	290.40	290.40	290.40
Expenses										
Utilities	8.19	10.24	10.24	10.24	12.28	12.28	12.28	12.28	12.28	14.33
Salaries And Wages	9.07	9.53	10.00	10.50	11.03	11.58	12.16	12.77	13.40	14.07
Maintenance 5% Of Fixed Asset Cost	20.97	20.97	20.97	20.97	20.97	20.97	20.97	20.97	20.97	20.97
Admn Exp 1% Of Revenue Generated	1.96	1.96	2.29	2.52	2.87	2.87	2.87	2.87	2.87	2.87
Insurance	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00
Entertainment Tax @20%	39.20	39.20	45.74	50.31	57.50	57.50	57.50	57.50	57.50	57.50
Interest On Short Term Loan	1.25	1.25	1.31	1.31	1.37	1.37	1.37	1.37	1.37	1.37
Cost Of Sales	85.64	88.14	95.54	100.84	111.02	111.57	112.15	112.76	113.39	116.11
Depreciation (St. Line)	67.82	67.82	67.82	67.82	67.82	67.82	67.82	67.82	67.82	67.82
Amortisation Of Pre-Op Expenses	4.22	4.22	4.22	4.22	4.22	4.22	4.22	4.22	4.22	4.22
Interest On L.T. Loan	74.60	59.34	51.43	43.52	35.61	27.69	19.78	11.87	3.96	0.00
Profit Before Tax	-19.32	-4.51	22.71	30.13	57.30	64.66	79.42	86.72	94.00	97.28
Less Tax (@35%)	0.00	0.00	0.00	10.72	26.49	33.77	42.45	47.65	52.17	54.81
Net Profit After Tax	-19.32	-4.51	22.71	19.40	30.81	30.90	36.97	39.08	41.82	42.48

17.10 Key Indicators

Payback	5 Years
ROI (%)	25.86

18 Signboards

18.1 Project Concept

Signboards at the destinations are necessary to increase the accessibility and attractiveness of the destination. Signboards showing road signs, blue print of the destination, major attractions nearby etc., help in getting to the destination easily with minimum effort. Those particular locations should be able to make the destination more attractive and hence the designing and location should be carefully selected.

18.2 Possible Locations

Signboards are proposed at all archaeological and historical monuments. It has been found that all the destinations do not have proper signboards and have to be taken up on priority. Further, the need for signboards are recommended at Junagadh, Talaja, Idar, Pavagadh, Ranpur, Dabhoi, Danata, Langhanj and Lothal.

18.3 Market Demand / Segment / Target Market

The Market demand would be from all kinds of tourist flow at different destinations. The target market for these projects will be a tourist and public in general.

18.4 Environmental implications

No significant environmental impacts are envisaged.

18.5 Socio-economic impact

No socio-economic impacts of these projects are envisaged except for the creation of employment to a negligible extent.

18.6 Limitation

While using this project profile, following limitations should be kept in mind:

- Places where such projects are required were identified based on our field survey and destination prioritization and inflow of tourists at those destinations.
- The success would depend upon the careful selection of the design and craft.
- The success of such project will depend on the exact inflow of tourists to that destination.

18.7 Project Implementation Schedule

The project implementation period i.e. from inception to commissioning will take around 2- 3 Months

18.8 Estimated Capital Investment

The estimated cost of putting signboards at individual destinations will be Rs. 2 –5 lacs. This includes signboards in different parts of the monument and roads in the city/town.

19 Sound and Light Shows

Capacity : 100 Tourists per hour – 3 hours working per day

19.1 Project Concept:

Archaeological sites of historical importance could be effectively presented through this concept. Halogen lights mixed with sound and music system are set up at the site to explain in detail about the site through a recorded or live audio stream. Celebrity voices could be recorded and played for this purpose. This project is crucial for projecting the image as a historically important destination and thus enhancing the image of the state as well as the country. The requirements for this Project are halogen lights and a music system.

19.2 Possible Location(s):

Sound and light shows are proposed at all important archaeological and historical sites. The destinations where the sound and light show are recommended are Bhavnagar, Modhera, Sidhpur, Idar, **Pavagadh**, Adalaj, Vadodara, , Dandi, Ranpur, Rajkot, Jamnagar, Dholavira and Lothal

19.3 Market Demand / Segment / Target Market

The Market demand for the sound and light show will come from the Domestic and foreign Tourist visiting the destinations The target market for these slide and sound shows will be upper class and middle class domestic and foreign tourists., Students and Business tourists.

19.4 Environmental implications

The project component includes lighting the area and having a good sound system to conduct the light and sound show.

19.4.1 Negative Impacts:

(i) Air pollution and noise:

Increased tourist inflow is likely to cause rise in emissions and ambient noise level due to vehicles, diesel generators and other commercial establishments/ activities.

(ii) Solid waste and littering:

Inadequate facilities and improper disposal of waste will lead to water & land pollution and degrade the aesthetics of the area.

(iii) Stress on water resources:

Increased tourist activities will create a stress on available water resources and increase the wastewater generation. Improper disposal will lead to water and land pollution

19.4.2 Positive Impacts

This project will have prominent positive impacts. It will help in improving the overall physical environment and in heritage conservation. The project will help in heritage property conservation and increase awareness about the culture of the place.

19.4.3 Suggestions:

Proper environment management, well-designed utility systems, adopting regulatory measures like restricting the vehicle entry to a certain limit, controlling tourist activities within the heritage area will help in controlling the negative impacts of the project.

19.4.4 Socio-economic impact

No significant socio-economic impacts are envisaged except for the fact that it would help the tourists to understand the history of the site better.

19.5 Limitation

While using this project profile, following limitations should be kept in mind:

- Places where such projects are required were identified based on our field survey and destination prioritization and inflow of tourists at those destinations.
- The success of such project will depend on location and competitive pricing by the owner of such sound and Light Show.
- The financial viability of the project is worked out at constant price basis and it will vary from these projections due to inflationary economy.
- The project cost may vary from place to place depending upon land cost, construction material cost and labour cost, hence the project cost should be considered as indicative/budgetary cost only.

19.6 Project Implementation Schedule

The project implementation period i.e. from inception to commissioning will take around 4-6 Months

19.7 Manpower Detail

Table 19.1: Manpower Detail

Accountant	No's
Electrical Skilled Worker	1
Security	2
Total	4

19.8 Financials

Table 19.2: Estimated Capital Investment

Sr. No	Particulars	Rs in Lakhs
1	Design and engineering	0.10
2	Structural cost	0.50
3	Electrical cost	22.00
4	Misc. cost	0.50
5	Pre operative	0.25
6	Contingencies	0.50
7	Fixed cost of project	23.85
8	Working capital margin	0.50
	Total Project Cost	24.35

Table 19.3: Means of Finance (Rs in Lakhs)

Debt	Equity	Total
Term-Loan finance, TFCI	Promoter's Contributions	Sources of Finance
16.23	8.12	24.35
2.00	1.00	
67%	33%	

Table 19.4: Sales (Rs in Lakhs)

Carrying capacity of Sound and Light Show	50 per hour
Total carrying cap per annum	100
Operating days per year	10000
Running hours	100
Peak hours	3
Non peak hours	2

Item	Financial Year Of Operation									
	1	2	3	4	5	6	7	8	9	10
Capacity Utilisation										
During Peak Hours	60%	60%	60%	60%	60%	65%	65%	65%	65%	65%
Capacity Utilisation										
During Nonpeak										
Hours	30%	30%	35%	35%	40%	40%	40%	40%	40%	40%
No. Of Tourists In										
Peak Hrs, Per Day	120	120	120	120	120	130	130	130	130	130
No. Of Tourists In										
Non Peak Hrs, Per										
Day	30	30	35	35	40	40	40	40	40	40
Total Tourists, Per										
Day	150	150	155	155	160	170	170	170	170	170
Rate Per Tourist	30	30	30	35	35	40	40	40	45	45
Revenues Generated										
Per Day	4500	4500	4650	5425	5600	6800	6800	6800	7650	7650
Revenues Generated										
Per Year, Rs Lakhs	4.50	4.50	4.65	5.43	5.60	6.80	6.80	6.80	7.65	7.65

Table 19.5: Projected Profitability Statements And Computation Of Tax(Rs in Lakhs)

Account Head	Financial Year Of Operation									
	1	2	3	4	5	6	7	8	9	10
Revenue										
From Operation	4.50	4.50	4.65	5.43	5.60	6.80	6.80	6.80	7.65	7.65
Other Advertisement Etc 5% Of Revenue	0.23	0.23	0.23	0.27	0.28	0.34	0.34	0.34	0.38	0.38
Total Revenue	4.73	4.73	4.88	5.70	5.88	7.14	7.14	7.14	8.03	8.03
Operating Cost	2.20	2.23	2.27	2.32	2.37	2.42	2.47	2.52	2.58	2.64
Depreciation (St. Line)	2.20	2.20	2.20	2.20	2.20	2.20	2.20	2.20	2.20	2.20
Amortisation Of Pre-Op Expenses	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Interest On Lt Loan	2.68	2.13	1.85	1.56	1.28	0.99	0.71	0.43	0.14	0.00
Profit Before Tax	-2.35	-1.84	-1.44	-0.39	0.03	1.52	1.76	1.99	3.11	3.19
Less Tax (@35%)	0.00	0.00	0.00	0.00	0.17	0.85	1.04	1.21	1.67	1.74
Net Profit After Tax	-2.35	-1.84	-1.44	-0.39	-0.14	0.68	0.72	0.78	1.44	1.45

19.9 Key Indicators

Payback	7 Years
ROI (%)	13.42

20 Information Centres and Visitor Management System

Type: Tourist infrastructure

Capacity: NA

20.1 Project Concept:

This is the most important concept considering the need to build relationships with the tourists on a long-term basis. Availability of proper and reliable information would help the tourists to plan their tours in a better way. Usually it has been found that problems faced by tourists are due to the lack of information on those aspects. (Transport, etc.,) Information centres refer to the direct contact of tourism promoters with the customers i.e., the tourists. The objective here is to convey all information required by the tourists ranging from getting to the destinations to his/her return back. An information centre should definitely possess equipment like Internet connected PC, well-designed interiors, required stationery and database of tourist destinations in Gujarat along with well-trained executives. A typical tourist information centre consists of a desk, two chairs, a computer and occupied by two persons.

20.2 Possible Locations

Information centres and Visitor Management System are proposed at all gateways and cities/towns with large variety of attractions and the destinations, which already attract large number of tourists. The destinations where Tourist information centre and visitors management system is proposed are Saputara, Veraval/Somnath, Junagadh, Bhavnagar, Porbander, Mahudi, Bahucharaji, Shamlaji, Modhera, Vadnagar, Patan, Sidhpur, Idar, Bhuj, Dakore, Pavagadh, Ahmedabad, Vadodara, Surat, Valsad, Navsari, Ranpur, Rajkot, Jamnagar, Mehsana, Nalsarovar and Palanpur

20.3 Market Demand / Segment / Target Market

Market demand would be for all kinds of tourist flow at different destinations. The target market for these projects will be a tourist in general.

20.4 Environmental implications

No significant environmental impacts are envisaged.

20.5 Socio-economic impact

No socio-economic impacts of these projects are envisaged except for the creation of employment to some extent.

20.6 Limitation

While using this project profile, following limitations should be kept in mind:

- Places where such projects are required were identified based on our field survey and destination prioritization and inflow of tourists at those destinations.
- The success would depend upon the efficiency of people hired for this job.
- The success of such project will depend on the exact inflow of tourists to that information centre.

20.7 Project Implementation Schedule

The project implementation period i.e. from inception to commissioning will take around 12- 18 Months

20.8 Manpower Detail

Table 20.1: Manpower Detail

Tourist Facilitation person	1
Computer Operator	1
Security	2
Total	4

20.9 Estimated Capital Investment

S.No	Particulars	Rs. in lakh
1	Computer	0.45
2	Stationery	0.05
3	Furniture and Interiors	0.35
4	Telephone	0.03
5	Internet	0.05
6	Miscellaneous	0.27
7	Total Project Cost per Destination	1.20

21 Transport

Type: Air Conditioned luxury buses
Capacity: 42 Seaters

21.1 Project Concept

Non-availability of proper commutation facilities to the destinations is a major problem faced by the tourists in Gujarat. Hence investment is required in luxurious air-conditioned buses by the private parties to start Air-conditioned busses connecting destinations of tourist's interests. These buses have to be well maintained and provide comfort to the tourists, considering the fact that Gujarat has very long stretch with large distances between the destinations.

21.2 Possible Locations

The destinations where the transport facilities are required are Saputara, Palitana, Sasan-Devaliya, Porbander, Pavagadh, Vadodara-Ajwa/Nimeta, Navsari-Dandi, Jamnagar-Nararabet, Ahmedpur Mandvi-Tulshishyam

21.3 Market Demand / Segment / Target Market

The Market demand for the transport facilities will come from the Domestic tourist visiting different destinations. The target market for these projects will be a domestic tourist from within the state and outside the state, who are of Middle class stature.

21.4 Environmental implications

21.4.1 Negative Impacts: Transport

The project is likely to develop commercial activities in the area. Though not prominently significant, this is likely to have the impact on:

(i) Air pollution and noise:

Increased vehicular flow use of Diesel Generators and other commercial establishments/ activities is likely to cause rise in gaseous emissions and ambient noise level. However, the impact will not be very significant. Construction of new roads (if required) will increase the dust and noise level during construction phase.

(ii) Solid waste and littering:

Inadequate facilities and improper disposal of waste like polythene bags, food waste etc. will lead to water & land pollution and degrade the aesthetics of the area.

21.4.2 Positive impacts

(i) Environmental awareness

The project will help in increasing public appreciation and awareness of the natural and the cultural environment.

21.4.3 Suggestions

Proper environment management, well-designed utility systems and control on land use transformation will be required. Tourists should be made aware of keeping the site clean by way of signboards, providing dust bins at public places and timely cleaning of dust bins etc. by the civic authorities.

21.5 Socio-economic impact

The socio-economic impact of these projects could be considered as significant to a large extent. This would create numerous employment opportunities for the unemployed and also the local communities of those destinations. This would improve the standard of living of the people involved in such employment by way of more earnings because of increase in tourist inflow.

21.6 Limitation

While using this project profile following limitations should be kept in mind:

- Places where such projects are required were identified based on our field survey and destination prioritization and inflow of tourists at those destinations.
The success would depend upon the effective marketing of the tour packages by the tour operators.
- The financial viability of the project is worked out at constant price basis and it will vary from these projections due to inflationary economy.
- The success of such project will depend on development of basic infrastructure and the offering proper tour packages.
- The success of such project will depend on the exact inflow of tourists availing such transport facilities.

21.7 Project Implementation Period

The project implementation period i.e. from inception to commissioning will take around 2- 3 Months

21.8 Manpower Detail

Table 21.1: Manpower Detail

Category	No
Driver	1
Cleaner	1
Security	1
Total	3

21.9 Financials

Table 21.2: Estimated Capital Investment (Project Cost)

S. No	Particulars	Rs.in lakhs
1	Building & Civil Works	2.00
2	Mechanical cost – bus cost - 42 seater A/c	18.00
3	Misc cost	1.00
4	Pre operative	1.00
5	Contingencies	1.50
6	Fixed cost of project	23.50
7	Working capital margin	0.50
8	Total Project Cost	24.00

Table 21.3: Means of Finance (Rs. In Lakhs)

Debt	Equity	Total
Term-Loan finance, TFCI	Promoter's Contributions	Sources of Finance
16.00	8.00	24.00
2.00	1.00	
67%	33%	

Table 21.4: Sales(Rs.in Lakhs)

Carrying capacity of bus	42 Per Bus
Number of Trips per day	2
Total carrying cap per annum	27720
Operating days per year	330
Running days	330
Peak days	150
Non peak days	180

Item	Financial Year Of Operation									
	1	2	3	4	5	6	7	8	9	10
Capacity Utilisation During Peak Days	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%
Capacity Utilisation During Nonpeak Days	30%	30%	35%	35%	40%	40%	40%	40%	40%	40%
No. Of Passengers In Peak Days	10080	10080	10080	10080	10080	10080	10080	10080	10080	10080
No. Of Passengers In Non Peak Days	4536	4536	5292	5292	6048	6048	6048	6048	6048	6048
Total Passengers, Per Year	14616	14616	15372	15372	16128	16128	16128	16128	16128	16128
Rate Of Tour, Per Pass/Trip - For 200 Kms	80	80	80	80	80	80	80	80	80	80
Revenues Generated Per Day	11.69	11.69	12.29	12.29	12.90	12.90	12.90	12.90	12.90	12.90

Table 21.5: Projected Profitability Statements and Computation of Tax (Rs.in Lakhs)

Account Head	Financial Year Of Operation									
	1	2	3	4	5	6	7	8	9	10
Revenue From Operation	11.69	11.69	12.30	12.30	12.90	12.90	12.90	12.90	12.90	12.90
Total Revenue	11.69	11.69	12.30	12.30	12.90	12.90	12.90	12.90	12.90	12.90
Cost Of Sales	6.03	6.10	6.25	6.32	6.47	6.55	6.64	6.72	6.81	6.91
Depreciation (St. Line)	1.80	1.80	1.80	1.80	1.80	1.80	1.80	1.80	1.80	1.80
Amortisation Of Pre-Op Exp.	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10
Interest on L.T. Loan	2.64	2.10	1.82	1.54	1.26	0.98	0.70	0.42	0.14	0.00
Profit Before Tax	1.12	1.60	2.33	2.54	3.27	3.47	3.67	3.86	4.05	4.09
Less Tax (@35%)	0.00	0.04	0.59	0.89	1.31	1.51	1.67	1.81	1.92	1.98
Net Profit After Tax	1.12	1.55	1.74	1.65	1.96	1.96	2.00	2.05	2.12	2.11

21.10 Key Indicators

Payback	4 Years
ROI (%)	19.95

22 Trekking and Camping.

Type: Nature/Eco

Capacity: 40 tourist max

22.1 Project Concept

This project concept originated from the need to cater to the adventure-loving tourist. Trekking means exploring a particular path to get to the required point; it is done generally through forests and hilly areas, which makes it all the more exciting. Camping is an activity enjoyed in the open air, by spending a few days at desired locations in tents. The tourists in forests and deserts generally do it. The equipment required for such projects are tents for guests with bath, tents for staff with bath, tent for kitchen & Store & generator and miscellaneous furniture.

22.2 Possible Locations

Trekking and Camping are proposed at Saputara, Sardar Sarovar, Jasdan, Poshina, Pavagadh (Jambhugodhia), Surpaneshwar, Velavadar, Kileshwar/Bhanvad, Jessore and Piram island

22.3 Market Demand / Segment / Target Market

There is growing demand for domestic adventure tourists in India. Market demand will be as per Foreign and Domestic Tourist and visitor flow at different destinations. The target market for these projects will be Foreign, NRI's and a segment of the domestic tourists.

22.4 Environmental implications

22.4.1 Negative Impacts: Trekking and Camping

Trekking tours/ Nature trails are likely to have prominent impacts like:

(i) Effect on vegetation and soil

Tourists using the same trail repeatedly trample the vegetation and soil. This can lead to loss of biodiversity and other effects like loss of ground cover, change in species composition, increase in run off and accelerated erosion.

(ii) Solid waste and littering:

Tourists are likely to litter the clean surrounding areas and degrade the aesthetics.

22.4.2 Positive Impacts

Such tours will help in increasing public appreciation of the environment and in raising environmental awareness.

22.4.3 Suggestions

Linking tourist activities with the regeneration capacity of the local environmental settings can control the negative consequences. Trekking activities should be closed during certain seasons for allowing the vegetation to regenerate.

22.5 Socio-economic impact

The socio-economic impact of these projects is minimal if private participation is not invited. It does provide job opportunities for the local community to enact as a tour guide to the tourists. If private parties are invited to set up institutes to organize seasonal training camps then significant employment opportunities would be created.

22.6 Limitation

While using this project profile, following limitations should be kept in mind:

- Places where such projects are required were identified based on our field survey and destination prioritization and inflow of tourists at those destinations.
- The success would also depend upon the marketing of these trails and camps aggressively.
- Maintaining the attractiveness of the trail and site in due course would be the key for success of these projects.

22.7 Project Implementation Schedule

The project implementation period i.e. from inception to commissioning will take around 12- 18 Months

22.8 Estimated Capital Investment

An estimated cost of organising trekking and nature camp will be approximate Rs 5-10 lakhs which include tents for 40 persons and providing food, water and guide for 2 days.

23 Water Sports activities in inland Lakes and ponds

23.1 Project Concept:

Water sports refers to water based sporting activities like skiing, motor rides, water scooters and speedboats. These rides have attained popularity in Goa. A wide range of equipment is required for these activities like water scooters, rowboat, pedal boat, etc. The usage of equipment would differ from destination to destination due to the geographical nature of the water. Water skiing and motor rides can be implemented at all destinations, whereas pedal boats and rowboats should be used only for lake at Saputara.

The water sports activities will consist of the equipment like Water scooter – 8 Nos, Pedal boat – 8 Nos, Row boat – 4 Nos, Ski Boards - 4 Nos, Life jackets- 20 Nos and Lifeboats 2 Nos.

23.2 Possible Locations

Water Sports activities are proposed at Sardar Sarovar and at Saputara.

23.3 Market Demand / Segment / Target Market

There is growing demand for domestic adventure tourists in India. Market demand will be mainly from Domestic Tourist and visitor flow at different destinations. The target market for these projects will be NRI's and a segment of the domestic tourists.

23.4 Environmental implications

23.4.1 Negative Impacts: Water Sports

The project components include accommodation facility, restaurant, garden, recreation facility, and public utility. It is likely to have the following impacts:

(i) Air pollution and noise:

Increased vehicular flow, use of Diesel Generators and other commercial establishments/ activities is likely to cause rise in gaseous emissions and ambient noise level. However, the impact will not be very significant.

(ii) Solid waste and littering:

Inadequate facilities and improper disposal of waste will lead to water & land pollution and degrade the aesthetics of the area.

(iii) Water Pollution:

Increased tourist activities will create a stress on available water resources and increase the wastewater generation. Improper disposal of waste will lead to water pollution. Further there are chances of the marine life being damaged due to the fuel spill over from the speedboats, water scooters etc.

23.4.2 Positive Impacts

Certain portions of the revenue generated from the project can be allocated for overall environmental improvement and lake/River/ Water body conservation. The project will help in conserving the surrounding environment, both natural and cultural

23.4.3 Suggestions:

Proper environment management and well-designed utility systems will be required to control the overall negative impacts of the project.

23.5 Socio-economic impact

The socio-economic impact of these projects could be considered as good to a reasonable extent. This would create employment opportunities for the local communities of those destinations if government assists them in the acquiring the equipment. Women can be given the opportunity to own the equipment and run such water sporting activities. This would lead to the empowerment of women and upliftment of the society to a certain extent at that destination.

Limitation

While using this project profile following limitations should be kept in mind:

- Places where such projects are required were identified based on our field survey and destination prioritisation and inflow of tourists at those destinations.
The success would also depend upon the marketing of these water-sporting activities aggressively.
- Maintaining the attractiveness of the beaches and lakes in due course would be the key for success of these projects.
- The financial viability of the project is worked out at constant price basis and it will vary from these projections due to inflationary economy.
- The success of such project will depend on development of basic infrastructure at the place as well as increase in overnight stay tourist at that destination.
- The main purpose of the reservoir is to provide drinking and irrigation water to residents of Gujarat. The water sport or tourism development activities should not hinder the main objective of the project.

23.6 Project Implementation Period

The project implementation period i.e. from inception to commissioning will take around 12- 18 Months

23.7 Manpower Detail

Table 23.1: Manpower Detail

Category	No
Managerial	1
Trainer	1
Accountant	1
Attendants & khalasis	8
Gardener	1
Driver	2
Security	1
Total	15

23.8 Financials

Table 23.2: Estimated Capital Investment

S.No	Particulars	Rs.in lakh
1	Land & Site Development	4.22
2	Building & Civil Works	14.07
3	Cost of equipments	23.23
4	Pre operative	1.41
5	Contingencies	6.33
9	Fixed cost of project	49.26
10	Working capital margin	2.81
12	Total Project Cost	52.08

Table 23.3: Equipments (Rs. in Lakhs)

Particular	Nos.	Costs,
Water scooter	8	16.32
Pedal boat	8	1.83
Row boat	4	3.88
Ski boards	4	0.79
Life jackets	20	0.27
Lifeboats	2	0.14
Total		23.23

Table 23.4: Means of Finance Rs. In Lakhs

Debt	Equity	Total
Term-Loan finance, TFCI	Promoter's Contributions	Sources of Finance
34.72	17.36	52.08
2.00	1.00	
67%	33%	

Table 23.5: Sales (Rs in Lakhs)

Item	Financial Year Of Operation									
	1	2	3	4	5	6	7	8	9	10
Capacity Of Utilisation	40%	50%	50%	50%	60%	60%	60%	60%	60%	70%
Revenue From Operation	30.41	38.02	38.02	38.02	45.62	45.62	45.62	45.62	45.62	53.22

Table 23.6: Projected Profitability Statements And Computation Of Tax (Rs. In Lakhs)

Account Head	Financial Year Of Operation									
	1	2	3	4	5	6	7	8	9	10
Revenue From Operation	30.41	38.02	38.02	38.02	45.62	45.62	45.62	45.62	45.62	53.22
Total Revenue	30.41	38.02	38.02	38.02	45.62	45.62	45.62	45.62	45.62	53.22
Operating Cost	23.65	27.70	28.02	28.35	32.46	32.83	33.21	33.62	34.05	38.25
Depreciation (St. Line)	5.21	5.21	5.21	5.21	5.21	5.21	5.21	5.21	5.21	5.21
Amortisation Of Pre-Op Expenses	0.14	0.14	0.14	0.14	0.14	0.14	0.14	0.14	0.14	0.14
Interest On L.T. Loan	5.73	4.37	3.40	2.43	1.46	0.49	0.00	0.00	0.00	0.00
Profit Before Tax	-4.31	0.59	1.25	1.88	6.36	6.96	7.06	6.65	6.22	9.63
Less Tax (@35%)	0.00	0.00	0.00	0.61	2.66	3.23	3.53	3.59	3.59	4.90
Net Profit After Tax	-4.31	0.59	1.25	1.27	3.70	3.73	3.53	3.06	2.63	4.73

23.9 Key Indicators

Payback	4 years
ROI (%)	24.36

24 Herbal / Ayurvedic Resort

24.1 Project Concept:

Gujarat is having very high forest coverage in India. Their forest have many Herbal trees / Medicinal plants growing in natural way and locals are using them in their day to day life since centuries. Integrating both these wealth of Gujarat, with Tourism development it is proposed to have, Herbal / Ayurvedic health resort center at potential tourist places for Domestic and Foreign Tourists.

This project may be initially put up as Tourism department promoted project and latter on private sector may be involved.

24.2 Project Components:

This will include 20 rooms / cottages for stay as well as Herbal / Ayurvedic / Naturopathy treatment facilities for tourists, with 40 persons capacity restaurant catering to their specific food requirement during the treatment. It will have equipments and qualified manpower, with facilities for giving Herbal / ayurvedic therapies.

24.3 Market Demand / Segment / Target Market

Market demand as per Domestic and Foreign Tourist Flow at different destinations. Such resort will also bridge the gap of tourist accommodation apart from giving opportunities to tourist for ayurvedic and herbal treatment.

24.4 Estimated Capital Investment (Project Cost)

Project Cost – Herbal / Ayurvedic Resort		
S.No	Particulars	Rs.in lakh
1	Land & Site Development	3.00
2	Building & Civil Works	20.00
3	Furniture fixtures & Equipments	10.00
4	Utilities	1.00
5	Other Fixed Assets	4.25
6	Contingencies	2.00
7	Preliminary Expenses	0.50
8	Pre-operatives Expenses	1.00
9	Fixed cost of project	41.75
10	Margin on Working Capital	4.25
12	Total Project Cost	46.00

24.5 Means of Finance

Means of Finance		
Rs. In Lakhs		
Debt	Equity	Total
<i>Term-Loan finance, TFCI</i>	<i>Promoter's Contributions</i>	<i>Sources of Finance</i>
29.90	16.10	46.00

24.6 Manpower Planning

Total Monthly Salaries & Wages per month	34	53900	
Fringe Benefits/Overheads %	0.20	10780	
Annual Salaries & Wages		64680	7.76

24.7 Financial projections

ANNUAL PROFITABILITY ESTIMATES									
(Rs. In Lakhs)									
S.No	Description	Yr-1	Yr-2	Yr-3	Yr-4	Yr-5	Yr-6	Yr-7	Yr-8
1	Occupancy Rate %	50	60	70	80	80	80	80	80
2	Total Income	78.37	94.04	109.72	125.39	125.39	125.39	125.39	125.39
	Variable Cost								
3	Raw Materials	19.69	23.63	27.57	31.50	31.50	31.50	31.50	31.50
4	Utilities	31.35	37.62	43.89	50.16	50.16	50.16	50.16	50.16
5	Interest on Bank Borrowing	0.68	0.68	0.68	0.68	0.68	0.68	0.68	0.68
6	Selling Expenses	3.92	4.70	5.49	6.27	6.27	6.27	6.27	6.27
	Sub Total-1	55.64	66.63	77.62	88.61	88.61	88.61	88.61	88.61
7	Fixed Cost								
8	Salaries	7.76	7.76	7.76	7.76	7.76	7.76	7.76	7.76
9	Repairs & Maintenance	1.12	1.12	1.12	1.12	1.12	1.12	1.12	1.12
10	Insurance	1.12	1.12	1.12	1.12	1.12	1.12	1.12	1.12
11	Adm. Overheads	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50
12	Sub Total-2	10.50	10.50	10.50	10.50	10.50	10.50	10.50	10.50
13	Operating Cost	66.13	77.12	88.12	99.11	99.11	99.11	99.11	99.11
14	Operating Profit	12.24	16.92	21.60	26.29	26.29	26.29	26.29	26.29
15	Interest on Long Term Loan	4.78	4.78	4.78	3.83	2.87	1.91	1.15	0.57
16	Depreciation	3.10	3.10	3.10	3.10	3.10	3.10	3.10	3.10
17	Sub Total-3	7.88	7.88	7.88	6.93	5.97	5.01	4.25	3.67
18	Net operating profit	4.35	9.04	13.72	19.36	20.31	21.27	22.04	22.61

24.8 Payback & ROI

S.No		Yr -1	Yr-2	Yr -3	Yr -4	Yr-5	Yr -6	Yr -7	Yr-8
1	Net Profit Before Taxes	4.35	9.04	13.72	19.36	20.31	21.27	22.04	22.61
2	Depreciation	3.10	3.10	3.10	3.10	3.10	3.10	3.10	3.10
3	Gross Operating Profit	7.45	12.14	16.82	22.46	23.41	24.37	25.14	25.71
4	Cumulative Gross Operating Surplus	7.45	19.59	36.41	58.86	82.28	106.65	131.79	157.50

	Pay Back Period	Cumulative Gross profit / project cost=>1							
	True indicates ROI start.	FALSE	FALSE	FALSE	TRUE	TRUE	TRUE	TRUE	TRUE
	ROI	16.20	26.38	36.56	48.82	50.90	52.98	54.65	55.89
	Average ROI 10 years period	45.63							

24.9 Environmental implications

Eco/ Health / Herbal resort	Positive Impacts: <i>Environmental awareness:</i> The project has the potential to increase public appreciation and awareness of the natural environment, especially the medicinal herbs.
	<i>Protection and preservation:</i> Will help to conserve and protect the flora due to its identified value

24.10 Socio-economic impact-

Such herbal / ayurvedic resort in proposed destinations will have positive socio-economic impact. It will provide employment opportunities for local with knowledge of herbal products and their uses. It will also provide indirect opportunities for people who grow/ collect such herbs in forest area.

24.11 Limitation

This project profile may be used keeping in mind following limitations:

Proposed Herbal/ Ayurvedic resort is a health Tourism project. However it will provide Tourist accommodation the basic tourist infrastructure required for attracting tourist. Places where such projects are proposed, have been identified based on our field survey and suitability of the Destination.

The success of such project will depend on development of basic infrastructure development at the place as well as increase in overnight stay tourist at that destination.

The financial viability of the project is worked out at constant price basis and it will vary from this projections due to inflationary economy.

The Herbal / Ayurvedic project cost may vary from one location to another depending upon land cost , construction material cost and labor cost, hence the given project cost should be considered as indicative/ budgetary cost only. There will be need for preparing location specific detailed feasibility reports, prior to investment is made.

Appendix 1: Travel Circuits and Destinations

Table 1.1 **Travel circuits**

- Kullu-Manali-Lahaul/Spiti-Leh-Monastic circuit
- Gwalior-Shivpuri-Orchha-Khajuraho
- Bagdogra-Sikkim-Darjeeling-Kalimpong
- Bhubaneswar-Puri-Konark
- Hyderabad- Nagarjunasagar-Tirupati
- Chennai-Mamallapuram-kanchipuram-Vellur-Thiruvannamalai-Ginjee-pondicherry (Southern heritage circuit)
- Rishikesh-Narendranagar-Gangotri-Badrinath
- Bhopal-Sanchi-Indore-Ujjain-Maheswar-Omkareswar-Mandu (Bhopal & Sanchi)
- Jaisalmer-Jodhpur-Bikaner-Barmer
- Bangalore-Mysore-Hassan
- Raigad Fort – Janjira Fort-Kuda caves-Srivardan-Harihareshwar-Sindhudurg
- Varanasi-Sarnath- Gorakhpur-Kushinagar-Sunali-Piprahwa (Kapilvastu)- Sankisa-Kausambi-Sarvasti-Lucknow (Budhist circuit)
- Patna-Bodhgaya-Nalanda-Rajgir-Vaishali (budhist circuit)
- Bhubaneswar-Lalitgiri-Ratnagiri-Udaygiri-Kendraparha-Chand Bali Bhadrak (Sun temple)
- Kochi-Thekkady-Madurai-Rameswaram
- Harishankar-Narsinghanath-Hirakud-Sambalpur-Bed vyas (Gandhamardhan circuit)
- Swaranchuda-Chandipur-Chandaneshwar-Panchelingeswar-Similipal sanctuary-Khiching circuit
- Araku valley –Nandapur-Gupteswar-Rayagada circuit (Panchabati circuit)
- Guwahati – Kaziranga-Shillong- Tawang
- Ahmedabad-Rajkot-Dwarka-Porbandar-Somnath-Girnar-Palitana-Ahmedabad
- Ahmedabad-Modhera- Patan-Ambaji-Mt. Abu

Table 1.2 Destinations

- Ajanta Ellora (Aurangabad)
- Andaman Islands
- Bekal beach
- Diu (Daman & Diu)
- Kangra (Pong Dam)
- Lakshadweep islands
- Manali (Solang Nalah)
- Muttukadu Mamallapuram
- Puri
- Sindhudurg
- Kutch district
- Dangs Saputara hill station

Table 1.3 Pilgrim Centres

Sr. No.	State	Centre	No. of centres
1	Andhra Pradesh	Tirupati	1
2	Assam	Kamakhya	1
3	Bihar	Bodhgaya & Patna Sahib	2
4	Gujarat	Dwaraka, Palitana, & Odwada (near Vapi)	3
5	Haryana	Kurukshetra	1
6	Himachal Pradesh	Paonta Sahib and Jawalaji	2
7	Jammu & Kashmir	Mata Vaishno Devi/Katra	1
8	Karnataka	Gulbarga & Sringeri	2
9	Kerala	Guruvayur	1
10	Madhya Pradesh	Ujjain	1
11	Maharashtra	Shirdi, Nanded and Jyotiba	3
12	Orissa	Jagannath Puri	1
13	Punjab	Amritsar/Anandpur Sahib	2
14	Rajasthan	Ajmer Sharif	1
15	Tamil Nadu	Rameswaram	1
16	Uttaranchal	Badrinath & Haridwar	2
17	Uttar Pradesh	Barsana-Gokul, Nandgaon, Mathura, Vrindavan and Gowardhan, Sarnath-Kushinagar	8
Total			33

Appendix II- Tables of Chapter Two

Table 2.1: Administrative Set Up in Gujarat

Sr.	District	Gram Panchayats	Municipal Boroughs	Municipality	Municipal Corp.
1	Jamnagar	665	6	2	1
2	Rajkot	840	1	6	1
3	Surendranagar	617	2	4	0
4	Bhavnagar	844	3	3	1
5	Amreli	566	3	4	0
6	Junagadh	772	6	6	0
7	Kachchh	609	2	4	0
8	Banaskantha	728	2	2	0
9	Sabarkantha	196	4	2	0
10	Mehsana	1093	2	5	0
11	Gandhinagar	71	1	2	0
12	Ahmedabad	647	4	13	1
13	Kheda	912	3	5	0
14	Panchmahal	540	1	3	0
15	Vadodara	910	2	2	1
16	Bharuch	543	0	3	0
17	Surat	928	1	2	1
18	Valsad	337	2	2	0
19	Dangs	70	0	0	0
20	Patan	466	3	3	0
21	Navsari	374	0	3	0
22	Narmada	280	0	1	0
23	Dahod	525	3	1	0
24	Anand	356	5	5	0
25	Porbandar	154	2	2	0
Total		14043	58	85	6

Table 2.2: Annual Passenger and Aircraft Movement in Gujarat

Airport	Passenger ('000 Nos.)	% Change Over Prev. Year	Aircraft movement (Nos.)	% Change Over Prev. Year
Domestic				
Ahmedabad	642.8	2.0	10048	0.9
Bhavnagar	56.2	-1.3	1406	-19.3
Bhuj	59.5	5.3	1417	17.2
Jamnagar	70.9	2.3	2510	7.8
Rajkot	110.2	9.9	1608	-17.7
Vadodara	177.3	-20.7	5436	18.9
International				
Ahmedabad	175.6	24.2	844	-3.4
Total	1292.5	1.1	23269	2.8

Source: Monthly Review of Gujarat Economy, Centre for Monitoring Indian Economy (CMIE)

Table 2.3: TCGL properties and their performance

All values in Rs lacs (rounded off to nearest decimal)

Sr.No.	Property	Year 1999-2000			Year 2000-01		
		Income	Direct expenses	Difference	Income	Direct expenses	Difference
	Hotels						
1	Balaram	--	--	--	0.47	0.89	-0.41
2	Chorwad	1.29	3.64	-2.35	4.81	15.4	-1.06
3	Dwarka	5.14	6.34	-1.21	3.02	6.40	-3.38
4	Ahmedabad	15.29	17.44	-2.15	14.30	14.04	0.26
5	Junagadh	15.01	22.77	-7.76	18.23	20.14	-1.90
6	Mandvi	8.96	15.77	-6.81	7.55	12.17	-4.62
7	Mount Abu	8.45	12.13	-3.69	4.75	11.92	-7.17
8	Palitana	13.32	19.16	-5.83	9.76	19.57	-9.80
9	Pavagarh	32.23	29.34	2.89	30.33	30.22	0.11
10	Porbander	4.95	12.23	-7.27	4.82	13.76	-8.93
11	Saputara	50.19	42.91	7.28	53.84	43.15	10.69
12	Tithal	8.90	8.89	0.012	13.51	12.00	1.51
13	Veraval	7.82	9.49	-1.67	6.09	9.76	-3.66
	Tourist Information Bureau						
1	Ahmedabad	213.31	41.19	172.13	194.88	53.02	141.86
2	Bhuj	2.62	1.74	0.88	1.54	2.46	-0.92
3	Calcutta	4.05	3.98	0.078	3.67	2.48	1.18
4	Chennai	3.85	5.02	-1.18	1.87	5.04	-3.16
5	Delhi	5.84	4.32	1.51	3.83	3.08	0.74
6	Jaipur	1.61	1.46	0.14	1.22	1.82	-0.59
7	Mumbai	16.35	8.49	7.86	10.03	5.72	4.31
8	Rajkot	14.25	1.89	12.36	25.79	3.97	21.8
9	Surat	17.99	3.10	14.89	17.80	4.18	13.62
10	Vadodara	66.87	12.16	54.70	49.22	10.73	38.49
11	TRA services	18.19	7.16	11.03	17.99	9.57	8.41
	Cafetrias						
1	Modhera	6.25	6.08	0.17	6.45	7.52	-1.07
2	Patan	1.73	4.09	-2.36	0.78	2.41	-1.63
3	Sachivalaya	14.45	18.08	-3.62	13.27	16.31	-3.04
4	Sarita - Gnagar	7.90	14.10	-6.19	8.16	11.08	-2.92
5	Café-Gnagar	4.11	7.35	-3.23	2.39	6.35	-3.95
6	VIP	9.67	7.31	2.35	9.62	8.07	1.54
	TOTAL	571.00	340.40	230.60	540.05	363.35	176.70

Table 2.4: Grant provision during Ninth plan of Gujarat state

Value in Rs lacs

Sr. No.	Year	Amt. Of provision	Grant released
1	1997-98	350	349
2	1998-99	1300	1297
3	1999-00	2450	2263
4	2000-01	2600	1550
5	2001-02	1200	1200
	Total	7900	6659

Table 2.5: Grant provision during tenth plan of Gujarat state

Value in Rs lakhs

Sr. No.	Year	Amt. Of provision
1	2002-03	1265
2	2003-04	1450
3	2004-05	1600

Sr. No.	Year	Amt. Of provision
4	2005-06	1700
5	2006-07	1785
	Total	7800

Table 2.6: Break-up of the cost allocations to The Gujarat Pavitra Yatradham Vikas Board (2002-03)

Sr.No.	Particulars	Rs in lakh
1.0	Development of yatradhams	317.00
2.0	Incentives to Kailash Mansarovar yatries	40.00
3.0	Insurance cover to Amarnath yatries	5.00
4.0	Celebration of fairs and festivals	55.00
5.0	Computerization of administration of board	5.00
6.0	Administrative expenses	52.00
7.0	Development of devsthans/temples	35.00
	TOTAL	509.00

Table 2.7: Tourism Scheme wise Outlays for the year 2002-03

Sr. No.	Name of scheme	Annual plan outlay (Rs in Lakh)
A	Industries and Tourism	
1	Information and Publicity	125
2	Signage	15
3	Tourist information centre	110
4	Computerization, information and technology	30
5	Tourism training and human resource development.	30
6	Purchase of tourist vehicles	10
7	Investment promotion	30
8	Marketing research and Monitoring	9
9	Minor and maintenance work	100
10	Building	75
11	Saputara development	40
12	Wayside amenities	60
13	Public convenience	50
14	Integrated infrastructure development	50
15	Modernization and up gradation	35
16	Development of Kachchhh- a special area	30
17	Exhibition	60
18	Fair and festivals	75
19	Refurbishment of illumination of monuments and interpretation centre	30
20	Heritage revolving fund	40
21	Adventure tourism	15
22	The royal orient	75
23	Coastal cruise	10
24	Tent accommodation	10
25	Log huts, Eco tourism and wildlife	20
26	Beach tourism	10
27	Cannel tourism	10
28	Rural tourism	10
29	Sound and light show	10

Sr. No.	Name of scheme	Annual plan outlay (Rs in Lakh)
30	Share capital to tourism corporation of Guj Ltd.	10
31	Tourism venture capital fund	30
32	Tourism Infra. Development & finance cell	25
	TOTAL	1214
B	Cow breeding and yatradham development	509
	GRAND TOTAL	1723

Table 2.8: Details of Central Government Sponsored Schemes (2002-03)

Sr. No.	Name of Scheme	Central share (Rs in Lac)
	WILDLIFE	
1.0	Management of sanctuaries and National park	414.84
2.0	Eco development in and around national parks and sanctuaries including tiger reserves	147.37
3.0	Indian Eco development project in Girnar	601.06
4.0	Management of coral reefs	259.41
5.0	Development of wetland	254.73
	TOTAL	1677.41
	New schemes	
1.0	Development of wildlife outside forest area	96.28
2.0	Bio technology	33.00
3.0	Relocation and rehabilitation of Maldharis from Gir and Barda	10000.00
4.0	Ecological development around places of religious and tourist importance	300.00
	TOTAL	10429.28
	ROADS and BRIDGES	
1.0	Interstate connectivity	631.50
2.0	Central road fund	7000.00
	TOTAL	7631.50

Table 2.9: Tourist Arrivals - Gujarat

Year	Domestic	Foreign	Total Numbers
1995	57303	3005	60308
1996	64478	6581	71059
1997	118994	7994	126988
1998	217661	9002	226663
1999	11533087	56337	11589424
2000	11408281	31748	11440029

Source: Ministry of Tourism, Govt. of India

Table 2.10: Within State and Out of State Tourists in Saurashtra

Destination	Total Tourist (Night Stay)			
	From Gujarat	Outside Gujarat	Total	Foreign Tourist
Dwarka	3,30,000	2,20,000	5,50,000	1,500
Porbandar	55,000	55,000	1,10,000	2,000
Somnath-Veraval	3,15,000	1,35,000	4,50,000	2,250

Destination	Total Tourist (Night Stay)			
	From Gujarat	Outside Gujarat	Total	Foreign Tourist
Sasan Gir	12,950	5,550	18,500	2,000
Chorwad	2,000	-	2,000	-
Ahmedpur Mandvi	8,400	5,600	14,000	1,000
Diu (UT)	77,940	8,660	86,600	5,600
Junagadh	57,000	38,000	95,000	2,750
Palitana	1,50,000	1,00,000	2,50,000	2,500
Rajkot	1,72,500	1,15,000	2,87,500	1,250
Saurashtra (Excl. Diu)	11,02,850	6,74,150	17,77,000	15,250

Table 2.11: Within State and Out of State Tourists in Kutch

Destination	Total Tourist (Night Stay)			
	From Gujarat	Outside Gujarat	Total	Foreign Tourist
Bhuj	67,500	67,500	1,35,000	10,000
Kutch Mandvi	3,150	1,350	4,500	5,500
Kutch	70,650	68,850	1,39,500	15,500

Table 2.12: Within State and Out of State Tourists in South Gujarat

Destination	Total Tourist (Night Stay)			
	From Gujarat	Outside Gujarat	Total	Foreign Tourist
Surat	1,25,000	3,75,000	5,00,000	-
Ubhrat	4,000	-	4,000	-
Tithal – Valsad	32,800	8,200	41,000	-
Daman- UT	2,55,000	1,70,000	4,25,000	9,000
Saputara	1,06,250	1,06,250	2,12,500	-
South Gujarat (excl. daman)	2,68,050	4,89,450	7,57,500	-

Table 2.13: Within State and Out of State Tourists in Central Gujarat

Destination	Total Tourist (Night Stay)			
	From Gujarat	Outside Gujarat	Total	Foreign Tourist
Baroda	6,75,000	2,25,000	9,00,000	-
Pavagadh	7,000	3,000	10,000	-
Ahmedabad	8,00,000	8,00,000	16,00,000	11,000
Dakore	7,20,000	80,000	8,00,000	-
Central Gujarat	22,02,000	11,08,000	33,10,000	11,000

Table 2.14: Within State and Out of State Tourists in North Gujarat

Destination	Total Tourist (Night Stay)			
	From Gujarat	Outside Gujarat	Total	Foreign Tourist
Modhera (Visitors only)	1,50,000	50,000	2,00,000	1,200
Bahucheraji	1,62,500	1,62,500	3,25,000	-
Patan	14,000	6,000	20,000	180
Siddhpur (Visitors only)	60,000	40,000	1,00,000	-
Palanpur	40,500	27,000	67,500	-
Ambaji	5,85,000	65,000	6,50,000	-
North Gujarat	10,12,000	3,50,500	13,62,500	1,380

Table 2.15: Within State and Out of State Tourists in Gujarat

Region	Total Tourist (Night Stay)			
	From Gujarat	Outside Gujarat	Total	Foreign Tourist
Saurashtra (<i>Excl. Diu</i>)	11,02,850	6,74,150	17,77,000	15,250
Kutch	70,650	68,850	1,39,500	15,500
South Gujarat (<i>excl. Daman</i>)	2,68,050	4,89,450	7,57,500	-
Central Gujarat	22,02,000	11,08,000	33,10,000	11,000
North Gujarat	10,12,000	3,50,500	13,62,500	1,380
Grand Total	46,55,550	26,90,950	73,46,500	43,130

Table 2.16: Within State and Out of State Tourists in Gujarat (%)

Region	Total Tourist (Night Stay)			
	From Gujarat	Outside Gujarat	Total	Foreign Tourist
Saurashtra (<i>Excl. Diu</i>)	15%	9%	24%	35%
Kutch	1%	1%	2%	36%
South Gujarat (<i>excl. Daman</i>)	4%	7%	10%	-
Central Gujarat	30%	15%	45%	26%
North Gujarat	14%	5%	19%	3%
Grand Total	63%	37%	100%	100%

Table 2.17: Segment-wise Tourists Arrivals in Saurashtra

Destination	Segment-wise Tourists Arrivals					Total
	Business	Religious	Hist./Arch.	Wildlife	Leisure	
Dwarka	-	5,50,000	-	-	-	5,50,000
Porbandar	44,000	-	66,000	-	-	1,10,000
Somnath-Veraval	4,500	4,45,500	-	-	-	4,50,000
Sasan Gir	-	-	-	18,500	-	18,500
Chorwad	-	-	-	-	2,000	2,000

	Segment-wise Tourists Arrivals					Total
Destination	Business	Religious	Hist./Arch.	Wildlife	Leisure	
Ahmedpur Mandvi	8,400	-	-	-	5,600	14,000
Diu (UT)	1,732	-	-	-	84,868	86,600
Junagadh	1,900	45,600	47,500	-	-	95,000
Palitana	-	2,25,000	-	-	25,000	2,50,000
Rajkot	2,58,750	-	-	-	28,750	2,87,500
Saurashtra (excl. Diu)	3,17,550	12,66,100	1,13,500	18,500	61,350	1,777,000

Table 2.18: Segment-wise Tourists Arrivals in Kutch

	Segment-wise Tourists Arrivals					Total
Destination	Business	Religious	Hist./Arch.	Wildlife	Leisure	
Bhuj	33,750	-	-	-	1,01,250	1,35,000
Kutch Mandvi	90	-	-	-	4,410	4,500
Kutch	33,840	-	-	-	1,05,660	1,39,500

Table 2.19: Segment-wise Tourists Arrivals in South Gujarat

	Segment-wise Tourists Arrivals					Total
Destination	Business	Religious	Hist./Arch.	Wildlife	Leisure	
Surat	5,00,000	-	-	-	-	5,00,000
Ubhrat	-	-	-	-	4,000	4,000
Tithal	-	10,250	-	-	30,750	41,000
Daman- UT	1,06,250	-	-	-	3,18,750	4,25,000
Saputara	-	-	-	-	2,12,500	2,12,500
South Gujarat (excl. Daman)	5,00,000	10,250	-	-	2,47,250	7,57,500

Table 2.20: Segment-wise Tourists Arrivals in Central Gujarat

	Segment-wise Tourists Arrivals					Total
Destination	Business	Religious	Hist./Arch.	Wildlife	Leisure	
Baroda	5,85,000	1,80,000	-	-	1,35,000	9,00,000
Pavagadh	-	10,000	-	-	-	10,000
Ahmedabad	13,60,000	-	1,60,000	-	80,000	16,00,000
Dakore	-	8,00,000	-	-	-	8,00,000
Gandhinagar	-	-	-	-	-	-
Central Gujarat	19,45,000	9,90,000	1,60,000	-	2,15,000	33,10,000

Table 2.21: Segment-wise Tourists Arrivals in North Gujarat

	Segment-wise Tourists Arrivals					Total
Destination	Business	Religious	Hist./Arch.	Wildlife	Leisure	
Modhera	-	-	2,00,000	-	-	2,00,000
Bahucharaji	-	3,25,000	-	-	-	3,25,000
Patan	5,000	-	15,000	-	-	20,000
Siddhpur	-	1,00,000	-	-	-	1,00,000
Palanpur	50,625	-	-	-	16,875	67,500
Ambaji	-	6,50,000	-	-	-	6,50,000
North Gujarat	55,625	10,75,000	2,15,000	-	16,875	13,62,500

Table 2.22: Segment-wise Tourists Arrivals in Gujarat

	Segment-wise Tourists Arrivals in Gujarat					Total
Destination	Business	Religious	Hist./Arch.	Wildlife	Leisure	
Saurashtra (<i>excl. Diu</i>)	3,17,550	12,66,100	1,13,500	18,500	61,350	1,777,000
Kutch	33,840	-	-	-	1,05,660	1,39,500
South Gujarat (<i>excl. Daman</i>)	5,00,000	10,250	-	-	2,47,250	7,57,500
Central Gujarat	19,45,000	9,90,000	1,60,000	-	2,15,000	33,10,000
North Gujarat	55,625	10,75,000	2,15,000	-	16,875	13,62,500
Grand Total	28,52,015	33,41,350	4,88,500	18,500	6,46,135	73,46,500

Table 2.23: Segment-wise Tourists Arrivals in Gujarat (%)

Regions in Gujarat	Business	Religious	Hist./ Arch.	Wildlife	Leisure	Total
Saurashtra	4%	18 %	2 %	0 %	1 %	25 %
Kutch	1 %	-	-	-	2 %	2%
South Gujarat	7%	0 %	-	-	4 %	11 %
Central Gujarat	24 %	19 %	2 %	0 %	3 %	48 %
North Gujarat	-	14 %	-	-	-	14 %
Segment-wise Share	35 %	51 %	4 %	0 %	10 %	100%

Table2.24: Infrastructure Requirement at Destinations in Saurashtra

Characteristics	Dwarka	Porbandar	Somnath	Gir
Internal Roads	~10 km repair	~ 15 km repair	~ 10 km repair	Forest road repair
External Roads	~50 km from Jamnagar & Porbandar	~ 40 km from Dwarka & Somanth	~ 40 km from Porbandar, Diu	~ 25 km from Diu.
Internal Transport	Poor for Okha	Found OK	Found OK	V. Less for forest visit
Bus Connection	Found OK	Luxury buses	Found OK	Luxury buses

Characteristics	Dwarka	Porbandar	Somnath	Gir
		needed		needed
Power Supply	Improper	Found OK	Improper	Found OK
Sign Boards	Missing	Missing	Missing	Missing
Street Lights	Missing	Missing	Missing	Missing
Entertainment Activities	Missing	Missing	Missing	Missing
Medical Facilities	Inadequate	Inadequate	Inadequate	Missing
Restaurants/ Eateries	Inadequate	Inadequate	Inadequate	Inadequate
Parks/Gardens	Missing	Missing	Missing	Missing
Water Availability	Scarcity	Scarcity	Scarcity	Scarcity
Drinking Water	Missing	Missing	Missing	Missing
Sanitation Facilities	Missing	Missing	Missing	Missing
Vehicle Parking	Missing	Missing	Missing	Missing
Spot Improvement	Temple needs improvement	Kirti Mandir needs improvement	Other spots need improvement	Needs improvement
Beach Development	None	None	None	-
Rail/Air Connectivity	Both Poor	Air – poor	Both Poor	Both Poor
Information Centres / Availability of Guides	Missing	Missing	Missing	Missing
Banking / Credit facilities.	Inadequate	Inadequate	Inadequate	-

Table 2.25: Infrastructure Requirement at Destinations in Saurashtra

Characteristics	Junagadh	A'pur Mandvi	Palitana	Rajkot
Internal Roads	~10 kms repair	Found OK	Needs improvement	Found OK
External Roads	~ 25 kms from Diu	~ 30 kms from Somanth	~ 80 kms from Bagodra – Bhavnagar	Found OK
Internal Transport	Found OK	Poor to Diu	Not Required	Found OK
Bus Connection	Luxury buses needed	Luxury buses needed	Found OK	Found OK
Power Supply	Needs Improvement	Found OK	Needs improvement	Found OK
Sign Boards	Missing	Missing	Missing	Missing
Street Lights	Missing	Missing	Missing	Found OK
Entertainment Activities	Missing	Missing	Missing	Missing
Medical Facilities	Inadequate	Inadequate	Inadequate	Found OK
Restaurants/ Eateries	Inadequate	Inadequate	Inadequate	Found OK
Parks/Gardens	Missing	Missing	Missing	Missing
Water Availability	Scarce	Scarce	Scarce	Scarce
Drinking Water Facilities	Missing	Missing	Missing	Missing
Sanitation Facilities	Missing	Missing	Missing	Missing
Vehicle Parking	Missing	Missing	Missing	Missing
Spot Improvement	Monument Restoration & Improvement	-	Monument Restoration & Improvement	-
Beach Development	-	Variety of activities needed	-	-
Rail/Air Connectivity	Both poor	Rail poor	Air Poor	Air poor

Characteristics	Junagadh	A'pur Mandvi	Palitana	Rajkot
Information Centres / Availability of Guides	Missing	Missing	Missing	Missing
Banking / Credit facilities.	Inadequate	Inadequate	Inadequate	Found OK

Table2.26: Infrastructure Requirement at Destinations in Kachchh

Characteristics	Bhuj	Kachch Mandvi
Internal Roads	Needs widening	~ 15 km repair & widening
External Roads	Found OK	Found OK
Internal Transport	Found OK	Found OK
Bus Connection	Poor to other sites, Luxury buses needed	Luxury buses needed
Power Supply	Erratic in Summer	Erratic in Summers
Sign Boards	Missing	Missing
Street Lights	Missing	Missing
Entertainment Activities	Missing	Missing
Medical Facilities	Inadequate	Missing
Restaurants/ Eateries	Found OK	Missing
Parks/Gardens	Missing	Missing
Water Availability	Scarce	Scarce
Drinking Water Facility	Missing	Missing
Sanitation Facilities	Missing	Missing
Vehicle Parking	Missing	Missing
Spot Improvement	Monuments restoration & development	Monument restoration & development
Beach Development	-	None
Rail/Air Connectivity	Air Connectivity Poor from Delhi	Not required
Information Centres / Availability of Guides	Missing	Missing
Banking / Credit facilities.	Inadequate	Inadequate

Table2.27: Infrastructure Requirement at Destinations in South Gujarat

Characteristics	Surat	Tithal	Saputara	Ubhrat
Internal Roads	Found OK	~ 5 km repair	~ 10 km repair	~ 10 km repair
External Roads	Found OK	4 lane Highway, ~5 km repair	~ 50 km – Wagahi & Ahwa	~ 25 km repair from Navsari
Internal Transport	Found OK	Found OK	Missing	Inadequate
Bus Connection	Found OK	Found OK	Luxury bus service reqd.	Good buses reqd.
Power Supply	Found OK	Found OK	Found OK	Found OK
Sign Boards	Missing	Missing	Missing	Missing
Street Lights	Found OK	Missing	Missing	Missing
Entertainment Activities	Missing	Missing	Inadequate	Missing
Medical Facilities	Found OK	Inadequate	Missing	Inadequate
Restaurants/ Eateries	Found OK	Missing	Inadequate	Missing
Parks/Gardens	Missing	Missing	Inadequate	Missing
Drinking Water Facility	Missing	Missing	Missing	Missing
Sanitation Facilities	Missing	Missing	Missing	Missing

Characteristics	Surat	Tithal	Saputara	Ubhrat
Vehicle Parking	Missing	Missing	Missing	Missing
Spot Improvement	-	Required	Variety needed	Required
Beach Development	No activity	No activity	-	No activity
Rail/Air Connectivity	Air Connectivity Poor	Not Required	Meter gauge can be developed.	Not Required
Information Centres / Availability of Guides	Missing	Missing	Missing	Missing
Banking / Credit facilities.	Found OK	Inadequate	Inadequate	Inadequate

Table2.28: Infrastructure Requirement at Destinations in Central Gujarat

Characteristics	Vadodara	Pavagadh	Dakore	Ahmedabad
Internal Roads	Found OK	Found OK	Needs Widening	Found OK
External Roads	Found OK	Found OK	2/4 lanes from A'bad & Anand.	Found OK
Internal Transport	Poor for Ajwa	Poor to temple	Found OK	Found OK
Bus Connection	Found OK	Luxury buses needed	Luxury buses needed	Found OK
Power Supply	Found OK	Found OK	Found OK	Found OK
Sign Boards	Missing	Missing	Missing	Missing
Street Lights	Found OK	Missing	Missing	Found OK
Entertainment Activities	Found OK	Missing	Missing	Found OK
Medical Facilities	Found OK	Missing	Inadequate	Found OK
Restaurants/ Eateries	Found OK	Inadequate	Inadequate	Found OK
Parks/Gardens	Found OK	Missing	Missing	Missing
Drinking Water Facility	Missing	Missing	Missing	Missing
Sanitation Facilities	Missing	Missing	Missing	Missing
Vehicle Parking	Missing	Missing	Missing	Missing
Spot Improvement	Monuments needs Improvement	Temple needs improvement	Temple surroundings to be improved	Monuments needs improvement
Beach Development	-	-	-	-
Rail/Air Connectivity	Adequate	Adequate	Adequate	Adequate
Information Centres / Availability of Guides	Found OK	Missing	Missing	Found OK
Banking / Credit facilities.	Vadodara	Pavagadh	Dakore	Ahmedabad

Table 2.29: Infrastructure Requirement at Destinations in North Gujarat

Characteristics	Patan	Sidhpur	Palanpur	Ambaji	Modhera	Bahuchraji
Internal Roads	~10 km Repair	~ 10 km Repair	Found OK	~ 5 Km Repair	~ 50 Km Repair	~15 km road to be made
External Roads	Found OK	Found OK	Found OK	Found OK	~ 10 km to Mehsana	~5 km repair to Modhera
Internal Transport	Inadequate	Inadequate	Inadequate	Inadequate	Inadequate	Inadequate

Characteristics	Patan	Sidhpur	Palanpur	Ambaji	Modhera	Bahuchraji
Bus Connection	Found OK	Found OK	Found OK	Found OK	Found OK	Inadequate
Power Supply	Found OK	Found OK	Found OK	Found OK	Found OK	Found OK
Sign Boards	Missing	Missing	Missing	Missing	Missing	Missing
Street Lights	Missing	Missing	Missing	Missing	Missing	Missing
Entertainment Activities	Missing	Missing	Missing	Missing	Missing	Missing
Medical Facilities	Inadequate	Inadequate	Inadequate	Inadequate	Inadequate	Missing
Restaurants/ Eateries	Inadequate	Inadequate	Inadequate	Inadequate	Inadequate	Missing
Parks/Gardens	Missing	Missing	Missing	Missing	Missing	Missing
Water Availability	Missing	Missing	Missing	Missing	Missing	Missing
Drinking Water Facility	Missing	Missing	Missing	Missing	Missing	Missing
Sanitation Facilities	Missing	Missing	Missing	Missing	Missing	Missing
Vehicle Parking	Missing	Missing	Missing	Inadequate	Missing	Missing
Spot Improvement	Monuments in poor shape	Monuments in poor shape	Monuments in poor shape	Monuments in poor shape	Monuments in poor shape	Surrounding of temple poor
Beach Development	Both Poor	Both Poor	Both Poor	Both Poor	Both Poor	Not required
Rail/Air Connectivity	Scarcity	Scarcity	Scarcity	Scarcity	Scarcity	Scarcity
Information Centres / Availability of Guides	Missing	Missing	Missing	Missing	Missing	Missing

Table2.30: Details of the Average Temperature prevailing in Gujarat

Sr.No.	Centre	Temperature	
		Maximum(April-May) °C	Minimum (January) °C
1	Rajkot	44	9.6
2	Bhavnagar	44.2	9.2
3	Porbander	42	10
4	Veraval	41	12.6
5	Bhuj	44	5.5
6	Ahmedabad	44	6.5
7	Surat	43	11.5
8	Vadodara	42.5	9.0
9	Nalia	42	--
10	Deesa	43	7.2

Table2.31: District wise rainfall (in millimetres)

Sr. No.	District	Centre	Normal rainfall	Year						
				1990	1995	1997	1998	1999	2000	2001
1	Jamnagar	Jamnagar	497	239	276	1082	433	251	252	626
2	Rajkot	Rajkot	621	463	300	760	609	311	345	509
3	Surendranagar	Wadhwan	507	627	334	723	453	195	326	595

Sr. No.	District	Centre	Normal rainfall	Year						
				1990	1995	1997	1998	1999	2000	2001
4	Bhavnagar	Bhavnagar	596	736	570	563	770	443	173	579
5	Amreli	Amreli	540	640	393	415	709	414	260	524
6	Junagadh	Junagadh	881	787	962	779	928	442	544	783
7	Porbander	Porbander	NA	-	-	-	1101	164	438	653
8	Kachchh	Bhuj	350	281	152	314	416	310	219	361
9	Banaskantha	Palanpur	758	770	538	1147	691	219	339	562
10	Sabarkantha	Himmatnagar	797	957	426	1027	1102	437	425	527
11	Patan	Patan	NA	-	-	-	655	156	267	463
12	Mehsana	Mehsana	613	900	508	1215	1186	664	428	663
13	Gandhinagar	Gandhinagar	NA	1125	315	947	593	558	326	485
14	Ahmedabad	Ahmedabad	789	1035	365	1231	979	608	569	735
15	Kheda	Kheda	832	679	703	1187	826	738	491	672
16	Anand	Anand	NA	-	-	-	704	319	341	472
17	Panchmahals	Godhra	989	1542	798	1412	1033	331	385	564
18	Dahod	Dahod	NA	-	-	-	800	352	303	548
19	Vadodara	Vadodara	1006	879	665	1913	1170	358	491	962
20	Bharuch	Bharuch	884	881	684	894	1089	523	536	615
21	Narmada	Rajpipla	NA	-	-	-	1157	455	617	950
22	Surat	Surat	1101	1046	1327	1020	1431	896	684	1386
23	Navsari	Navsari	NA	-	-	-	1559	984	1258	1872
24	Valsad	Valsad	1892	1562	1551	1577	1729	1573	1488	2124
25	The Dangs	Ahwa	1808	1828	1948	2897	3770	3111	1636	2200

Source: Socio economic review, 2001-2002, Directorate of Economics and statistics, Gujarat State, Gandhinagar

Table2.32: Ambient air quality at major cities in Gujarat

Pollution level	Annual Mean Concentration Range ($\mu\text{g}/\text{m}^3$)			
	Industrial (I)		Residential (R)	
	SO ₂ & NO ₂	SPM	SO ₂ & NO ₂	SPM
Low (L)	0-40	0-180	0-30	0-70
Moderate (M)	40-80	180-360	30-60	70-140
High (H)	80-120	360-540	60-90	140-210
Critical (C)	>120	>540	>90	>210

Source: NAAQMP, CPCB

Table2.33: Land use pattern in Gujarat

Sr.No.	Land use	Area in sq. km
1	Geographical area	1,96024
2	Reporting area	1,88129
3	Forest area	18,612
4	Non agricultural area	11,384
5	Barren and uncultivable area	26,040
6	Permanent pasture and grazing land	8,490
7	Misc. trees crops and grazing land	40
8	Cultivable waste	19,737
9	Current fallow	7,590
10	Other fallow	241
11	Net area shown	95,995

Source: Socio economic Review (1999-2000) Gujarat state

Table2.34: Details of the Tourism Projects Identified by GSFC.

Sr. No.	Project	Investment (Rs. in Million)
1	Five-star Hotel	310
2	Pilgrim Enclave	23
3	Amusement Park	97
4	Ropeway	60
5	Business-conference oriented Hotel	121
6	Midmarket Beach Resort	61
7	Watersport Facility	10
8	Two-star Hotel	13
9	Excursion Complex	65
10	Permanent Exhibition-cum-Cultural Centre	167
11	Regional Motel Chain	194
12	Heritage Hotel	15
13	Healthfarm	72
14	Hotel and Water Park	75
15	Health and other Facilities Complex	70
16	Apartment Hotel	60
17	Resorts	45

Appendix III - A Tourism Policy (Taken from WWW.Gidb.com)

.1 Contents

- The World Scenario and India's Position
- Tourism in the State
- Objectives
- Approach and Strategy
- Policy Proposals
 - 1 Tourism as Industry
 - 2 Redefining the roles of the State and the Market
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 - 3.6 Corporate Tourism
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 - 3.8 Highway Tourism
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.2 The World Scenario and India's Position

In recent years tourism has emerged as a major economic activity that is employment oriented and earns foreign exchange. Its share in the world's GDP in 1994-95 was 10%, which is more than the world military budgets put together. In global terms, the investment in tourism industry and travel trade accounts for 7% of the total capital investment. Today 21.2 crore people around the globe are employed in travel trade and tourism. In future, this industry is likely to see unprecedented growth. According to the World Tourism Council at Brussels, the revenues from travel and tourism in Asia Pacific region will grow at the rate of 7.8% annually over the next decade.

Amongst the economic sectors, the tourism sector is highly labor intensive. A survey by the Government of India notes that the rate of employment generation (direct and indirect) in tourism is 52 persons employed per Rs.10 lakh investment (based on 1992-93 Consumer Price Index). This is much higher than the rates of employment generation in most other economic sectors.

India's tourism industry has also recorded phenomenal growth. The rate of international arrivals in India in recent years has been to the tune of about 19 lakh arrivals per year. The unprecedented growth in tourism in India has made it the third largest foreign exchange earner after gem and jewellery and ready-made garments. This is not surprising since India possesses a whole range of attractive normally sought by tourists and which includes natural attractions like landscapes, scenic beauty, mountains, wildlife, beaches, major rivers and manmade attractions such as monuments, forts, palaces and havelis. However, in global terms, in spite of such attractions, tourist arrivals in India are a mere 0.30% of the world arrivals. Receipts are similarly low, just a 0.50% of the world receipts. We are still quite far from the target of 50 lakh tourist arrivals per year.

.3 Tourism In The State

A separate Tourism Department was established in 1973 to identify and develop the tourism potential in the State. This was followed by the creation of Tourism Corporation of Gujarat Limited in 1978 which was entrusted with the task of undertaking and developing tourism-related commercial activities. The Corporation is presently engaged in a variety of activities such as creation of lodging and boarding facilities for the tourists and other aspects of tourist acilitation such as transportation, packaged tours, wayside catering along the National and State Highways, arranging cultural festivals, organizing exhibitions and producing and distributing maps, posters, brochures and pamphlets. The Corporation has set up accommodation facilities at Chorwad, Ahmedpur Mandvi, Porbandar, Veraval, Hajira, Ubharat and Tithal. Similar facilities at pilgrimage centres like Palitana, Somnath, Dwarkja, Pavagadh and Dakor have also been set up by the Corporation. One of the recent tourist attractions introduced by the Corporation in collaboration with the Indian Railways is a special tourist train. The Royal Orient Train which connects up various tourist destinations straddling the Gujarat and Rajasthan State. However, the Corporation has suffered losses due to a number of organizational constraints. In order to minimize these losses and also to provide better services to the tourists, the Government has undertaken privatisation of some of the commercial property units of the Corporation.

In spite of possessing a variety of tourist attractions such as wildlife, scenic beauty, pilgrimage centres, exotic traditional crafts and festivals, beaches, hospitality of the region and a varied healthy and tasteful cuisine, the 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 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.

While other state Governments made successful efforts in developing tourism within their states, the relative inability of the Gujarat State to harness and develop its full tourist potential may be attributed to a combination of factors such as lack of effective policies, inadequate infrastructure, ineffective marketing and lack of decent facilities for the tourists.

The main rationale for formulating a comprehensive tourism policy is rooted, on one hand, in the convergence of socio-economic spread benefits, environment - friendliness and employment potential of tourism industry and on the other, in the growing demand for tourism products in the State, brought by a rapid industrial growth in the State during the recent years that has led to tremendous increase in number of business travellers.

.4 Objectives

The main objective of the States Tourism Policy will be to undertake intensive development of tourism in the State and thereby increase employment opportunities. The following related objectives are dovetailed with main objectives

- Identify and develop tourist destinations and related activities.
- Diversifications of tourism products in order to attract more tourists through a varied consumer choice.
- Comprehensive development of pilgrimage centres as tourist destinations.
- Create adequate facilities for budget tourists.

- Strengthen the existing infrastructure and develop new ones where necessary.
- Creation of tourism infrastructure so as to preserve handicrafts, folk arts and culture of the state and thereby attract more tourists.

.5 Approach and Strategy

In addition to the facilitation role assigned to itself by the Government in the development of tourism, the Government will adopt the following strategy towards the private sector with the objective of securing its active involvement in leading the development of tourism in the State.

- The tourism will be given the status of industry in order that the facilities and benefits available to the industry are also made available to tourism projects.
- A special incentives package will be made available for encouraging new tourism projects as well as expansion of existing tourism units.
- Infrastructural facilities will be strengthened and developed within the State, particularly in Special Tourism Areas which will be notified latter and which will be developed by adopting an integrated-area.
- Effective mechanisms will be set up to build meaningful co-ordination with the Central Government and the State Governments agencies, the local self-government bodies and the NGOs.
- Government will encourage building effective linkages with the relevant economic agents and agencies such as the national and international tour operators and travel agents of repute, hotel chains and global institutions connected with tourism such as WTO.

.6 Policy Proposals

.6.1 Tourism as Industry :

Like other industrial projects, tourism projects too involve professional management, capital investment, special skills and training. The Government of India and a number of other states have declared tourism as an industry. Gujarat State which is at the forefront of the industrial development will also declare tourism as an industry. This will enable the tourism projects to be eligible to get benefits.

Availability of land is a primary requirement of any project. The process of grant of land will be facilitated in urban areas for the projects concerning setting up of hotels, restaurants and apartment hotels etc.

Existing arrangements for grant of government waste land to industrial units will be made applicable to various tourism projects.

Arrangements will be made to acquire private land under Land Acquisition Act for various tourism projects by companies registered under the Companies Act.

The existing commercial rates of NA assessment applicable to land involving tourism projects would be reviewed and rates of NA assessment for industrial purposes will be made applicable to them.

As one of the sets of infrastructural institutions, the State Financial Institutions have made an important contribution in creating conducive environment for industrial entrepreneurs. They will be called upon to do the same for tourism entrepreneurs in terms of making available adequate finance.

So far, the lending from the State Financial Institutions has been largely confined to hotels only. In reality, the range of activities for tourism projects is far larger than just hotels as can be seen from the following illustrative list:

.6.2 Accommodation Projects:

- Hotels
- Resorts
- Motels
- Apartment Hotels
- Heritage Hotels

.6.3 Food Oriented Projects :

- Restaurants
- Wayside Facilities on the State Highways.

.6.4 Other Tourism - Related Projects :

- Amusement Parks and Water Sports
- Handicraft Village Complexes
- Fairs and Festivals.
- Camps and Facilities Encouraging Adventure
- Train Travel Projects
- Sea/RiverCruise Projects
- Sound and Light Shows
- Museums
- Natural Parks/Zoos
- Safari Projects
- Ropeways
- Sports/Health Facilities Complexes
- Training Schools for the managerial expertise for Hospitality Industry.
- Golf Courses.

.6.5 Service Oriented Projects :

- Travel Agency
- Tour operation
- Transport Operation
- Linkage with the International Hotel Chains (Franchise)
- Human Resources Development (HRD) for Tourism Industry and necessary training facilities.

Most of the projects on this illustrative list are not eligible for loans from the banks or the State Financial Agencies. It will be necessary to make suitable changes in the lending criteria for viable projects in the listed activities in order than their financial requirements are met.

The modification of the lending criteria of the State Financial Agencies will be made with regard to the financial ceiling, debt equity ratio, recovery period, moratorium etc.

Necessary arrangements will be made to ensure that the State Financial Agencies and the banks attach adequate priority to the financing requirements of tourism projects.

As referred to in Para 4(b), a new incentive package will be made available to replace the existing incentive policy instituted in 1991. A tax holiday of 5-10 years in respect of following taxes will be made available upto 100% of capital investment to various tourism projects located in Special Tourism Areas whether declared by the Central Government or the State Government, located in designated areas and located on National and State Highways. The scope and the extent of the benefits of tax holiday will vary according to certain considerations such as the admissible expenditure, the size of the capital investment etc. The benefit of tax holiday will also be made available for the purpose of expansion of the existing tourism projects in these areas :

- Sales Tax
- Purchase Tax
- Electricity Duty
- Luxury Tax
- Entertainment Tax

Necessary administrative arrangements will be made at the State and District Level to operationalize the incentive schemes.

Suitable schemes will be designed to market tourism products, and particularly wide publicity will be secured in respect of various facilities being offered by the travel agents, tour operators etc.

Special paying guest scheme will be formulated for providing adequate and inexpensive lodging and boarding facilities too take care of seasonal flows of tourists to the pilgrimage centres during festivals.

Financial assistance will be provided for the preparation of feasibility reports by consultants in respect of tourism projects.

Structure of the taxes and tariffs, e.g. luxury tax, entertainment tax, sales tax, etc., will be reviewed with reference to developmental needs of tourism sector and necessary amendments will be made.

.7 Redefining the roles of the State and the Market :

Since the approach of the Tourism Policy focuses on market-led developments, the role of the State would be as follows:

The Government proposes to make commercial services available entirely through private sector or in association with it. The States role will primarily focus on strengthening and upgrading existing infrastructure and development of new infrastructure. Reputed consultants will be hired to prepare area development master plans/feasibility studies in respect of important tourist destinations and areas of tourism potential, e.g. Sardar Sarovar Project Area, Kutch, Beach sites and area covering Porbandar, Gir Forest, Veraval, Somnath, Ahmedpur-Mandvi, Saputara, Modhera etc.

Efforts will be made to get funding for development of infrastructure for these destinations/areas from national and international agencies.

To ensure timely provision of necessary funding, the Government will earmark funds in the annual budgets of the departments concerned for securing the purpose mentioned in 5.2.1.

In conformity with States promotional role in the development of tourism sector, all competitive and commercial activities of Tourism Corporation of Gujarat Limited will be privatised except where no entrepreneur is coming forward to meet the existing need. This privatisation would help strengthen the financial position of the corporation and also help provide qualitative services to the tourists.

Tourism Corporation of Gujarat Limited will assume a catalytic role focused on acting as clearing house of information, production and distribution of promotional literature, policy advice etc.

The Tourism Corporation will assist entrepreneurs and agencies in tourism sector and will try to help alleviate their difficulties particularly vis a vis the Government and its agencies.

A Computerized Information Centre will be set up at the State level to make available necessary information to the agencies/entrepreneurs who wish to set up tourism projects.

In addition to its existing offices in Bombay, Delhi and Madras, the Tourism Corporation will also open its offices in other major cities of India to give wide publicity and disseminate information on Gujarat Tourism and market tourism products through these offices and through reputed travel agents in other big cities. Thus, the information about Gujarats tourist destinations and related information would be made available to tourists from outside the State in their own cities.

There is already a scheme of 50% matching grant from the State Government to the local self-governing bodies for the development of local tourist destinations. This scheme will be made more effective and attractive and necessary provisions in the budget will be made. This will help centralize the process of developing tourist destinations.

The process of decentralization will be further strengthened by delegation of administrative and executive powers of approval of incentives to small tourism projects to District Level Bodies headed by the Collector. These bodies, in addition, will also secure co-ordination from other departments / agencies of the Government in development and promotion of tourism. Representation will be given on this body to the experts, individual agencies and individuals connected with the tourism.

A Single window clearance system will be instituted for speedy clearance of various permissions, approvals required under different laws and rules. Necessary modification/amendment will be made to various administrative arrangements and laws which are not consistent with the approach of this Policy. Care will be taken to ensure that prospective investors do not have to suffer protracted and complex administrative process.

Intensive efforts will be undertaken to attract investors from outside the State as well as from other countries including non-resident Indians to invest in tourism sector on large scale. Tourism Corporation of Gujarat Limited and Directorate of Tourism will play active role to ensure that investors get various permissions easily and are provided with all the necessary facilities.

A High Powered Committee under the Chairmanship of Chief Secretary with Director of Tourism as the Member Secretary will be constituted with the objective of securing effective co-ordination among various Government departments and agencies as also to speed up decision making proceeds concerning tourism. The committee will meet regularly and enjoy full powers of Government, provided the approval of the Chief Minister and the Council of Ministers will be obtained wherever required.

In order to create a participate forum for deliberation and discussion concerning tourism industry, a Tourism Advisory Council headed by the Chief Minister will be set up. The Ministers and Secretaries of administrative departments concerned will be the members. The representatives of tourism industry, experts and related organisations will be nominated as members. The Additional Chief Secretary (Tourism) will be the Member Secretary of this Council.

The Council will meet periodically to deliberate upon policy as well as individual issues and offer suitable advice to the Government.

.8 Perspective Planning :

Perspective plan for tourism development will be prepared in consultation with experts. An overview of possible tourism products is offered below :

.8.1 Religious (pilgrimage) and Archaeological Tourism :

Gujarat has a preponderance of pilgrimage centers as in some other states. Somnath and Dwarka - some of the well known and revered sites of ancient Hindu temples are situated in the State. The temple architecture has reached heights of excellence in Jain temples at Shetrunji, Girnar and Taranga. The temple of Ambaji situated in Aravalli range in North Gujarat is an important religious centre for devotees in the country. Dakor, Pavagadh, Bahucharaji, Shamlaji, Narayan Sarovar, Sudamas Porbandar, Kabirvad Shuklatirth, Kayavarohan, Bhadrakali Temple Ahmedabad and Tankara - Maharshi Dayanand Saraswati's birth place are also important pilgrimage destinations which have kept alive the religious sentiments of the people. Lakhs of pilgrims visit these places every year.

These places are visited not only by the devotees from all over the country but also by non-resident Indians and travellers especially from the eastern part of the world. Necessary accommodation facilities and related services will be created on these sites. For ensuring orderly and planned development of pilgrimage centres, the State Government has constituted Pavitra Dham Vikas Board chaired by the Chief Minister. The Board will prepare and implement plans to provide necessary facilities to the devotees and also ensure conservation of cultural atmosphere consistent with sentiments of visiting devotees.

Shamlaji is an ancient site for Buddhists. The excavated relics of Buddhist period at the site are now kept in a museum at Baroda.

There are a number of places of archaeological importance such as the temple-town of Palitana, Modhera with its Sun temple, historical Ranki Vav at Patan with relics of an ancient capital, the Girnar Hills with Hindu and Jain temples, Junagadh with a historical fort, Dabhoi, Champaner, Pavagadh, Shaking Minarets, Gandhi Ashram, Siddi Sayed Jali etc. These can be developed by providing necessary infrastructural facilities and marketed as tourist destinations to attract tourists.

.8.2 Heritage Tourism :

A large number of old palaces, havelis, darbagahs exist in the State. These historical buildings can be converted into hotels, restaurants or museums by providing suitable incentives to owners. Wildlife and Pilgrimage Tourism circuits can be linked to heritage properties exploiting the geographical

congruity. Development of this sub-sector will not only attract foreign tourists but also provide encouragement and support to local art and craft.

Government will take necessary steps to promote Heritage tourism in the State.

.8.3 Wildlife Tourism :

There is substantial scope for development of tourism based on wildlife in the State. Gir Forest of Gujarat is the last stronghold of Asiatic Lions. The Bear Sanctuary at Ratan Mahal (Dist.Panchmahal, Black Buch Sanctuary at Velavadar (Dist.Bhavnagar), Bird Sanctuary at Nalsarovar (Dist.Ahmedabad), Wild Ass Sanctuary at Kutch etc. can be effectively developed into tourist destinations by providing infrastructural facilities. In order to facilitate visitors to these areas, coordination among various agencies will be established.

.8.4 Coastal and Beach Tourism :

The Gujarat State has the longest coastline among Maritime States of the country. Identified stretches of coastline can be developed into beaches from tourism point of view. It will be the endeavour of the State to develop beach potential by providing such facilities as may attract foreign tourists.

Various tourist destinations easily accessible from the coast will be linked through coastal shipping circuits.

.8.5 Tourism based on Traditional Art and Craft and Cultural Activities :

Banni in Kutch, Khambhat, Junagadh etc. are known for their craftsmanship. Similarly, there are hundreds of fairs that are celebrated through out the year with enthusiasm. Tarnetar Fair in Surendranagar District, Chitra Vichitra Fair at Poshina (Sabarkantha District), Kanwat Fair at Chhota Udepur (Panchmahals District), Dang Darbar in Dang. Bhavnath Fair of Junagadh, Vautha Fair of Ahmedabad etc. have immense tourism value. By developing accommodation, transport and other facilities, these fairs and festivals will be promoted nationally and internationally. The places of importance from art and craft point of view will be included in the tourist circuits and necessary facilities provided to tourists.

.8.6 Corporate Tourism :

Private sector will be encouraged to build the state of the art convention centres, seminar halls etc. so as to attract corporate events like seminar, workshops and annual general meetings. Participants in such events generally have high purchasing power and provide a boost to local economy.

.8.7 Adventure Tourism :

This is also a territory with possibility of development as a sub-sector which will be examined and new activities like Camel Safari in Kutch, Horse-riding in Aravalli hill ranges, Parachuting in Saputara, Trekking in Dang, Pavagadh, Palitana etc. will be promoted. Such activities will create large

scale employment opportunities for guides, coolies, traders for hire of tents and equipments etc. and will also encourage paying guest accommodation in such areas. Private entrepreneurs and institutions will be encouraged to develop such facilities.

.8.8 Highway Tourism :

There is a good network of State and National highways which criss-cross the State and a large number of travellers prefer road journey. Because of large geographical expanse of the State, these journeys tend to be quite long and boring. There is a need for creating necessary facilities like hotels, restaurants, picnic spots, water parks etc. along the highways at suitable intervals for the highway travellers to relax. In fact, travellers can be induced to follow certain traffic routes if such facilities are better developed. Highway facilities and wayside amenities are so well developed in some states that this has become the mainstay of tourism. State shall encourage private investors to create such facilities on highways.

Various sub-sectors of tourism activities listed above will be encouraged by marking new tourism units eligible for incentives under Tax Holiday incentive scheme in designated areas.

As mentioned earlier, the State Government intends to designate certain areas having significant tourist potential as Special Tourism Areas. To this end, reputed consultants and institutions will be engaged to prepare area development plans in respect of various areas such as Kutch District, areas around Sardar Sarovar project area, South Saurashtra areas covering Gir, Porbandar, Veraval, Somnath, beaches and areas of pilgrimage/heritage towns. These areas will be developed by following integrated area development approach. The State Government will make efforts to tap all the source of national and international funding for development of these areas and provide special encouragement to tourism projects being established therein. For ensuring faster development of these areas, area development committees will be constituted.

.9 Human Resources Development :

Human Resources Development is an important aspect of service industries. Tourists depend upon travel agents, guides and hence trained manpower is a sine qua non of tourism industry. On the basis of available statistics, training facilities can be safely said to be totally inadequate. If trained manpower is not available locally, the objective of local employment will not be achieved.

Keeping in view the approach of market-led development, the State Government will encourage and support creation of training facilities in the private sector by private agencies/individuals.

Hotel Management course, courses meant for guides, caterer and other supervisory and non-supervisory staff of hotel will be introduced in Industrial Training Institutes (I.T.Is). Approved hotel associations and private entrepreneurs will be encouraged to create new training facilities by making available land to them for this purpose and by giving other appropriate incentives. The Government will consider setting up E Management Training Institute at the State level preferably in private sector.

Residents of Gujarat, especially local youths, would be encouraged and facilitated to take part in such training courses.

The Institute of Hotel Management, Catering & Nutrition which is working under the administrative control of the Central Government will be utilized to start new training courses so that the residents of Gujarat can get admission and manpower requirement of this sector is met.,

The residents of Gujarat undergoing such training will be reimbursed a part of the tuition fees through scholarships.

.10 Feedback and Monitoring

To make the New Tourism Policy result oriented, implementation will be monitored by a High Powered Committee under the Chairmanship of Chief Secretary.

A Management Information System will be set up to assist the Committee to make available information on various aspects of implementation on a continuous basis. The Committee will also review the policy from time to time

Appendix III – B Coastal Regulation Zone

MINISTRY OF ENVIRONMENT & FORESTS (Department of Environment, Forests and Wildlife)

NOTIFICATION UNDER SECTION 3(1) AND SECTION 3(2)(v) OF THE ENVIRONMENT (PROTECTION) ACT, 1986 AND RULE 5(3)(d) OF THE ENVIRONMENT (PROTECTION) RULES, 1986 DECLARING COASTAL STRETCHES AS COASTAL REGULATION ZONE (CRZ) AND REGULATING ACTIVITIES IN THE CRZ.

New Delhi, the 19th February, 1991 (as amended up to 4th August 2000)

S.O.114 (E). - Whereas a Notification under Section 3(1) and Section 3(2)(v) of the Environment (Protection) Act, 1986, inviting objections against the declaration of Coastal Stretches as Coastal Regulation Zone (CRZ) and imposing restrictions on industries, operations and processes in the CRZ was published vide S.O. No.944 (E) dated 15th December, 1990.

And whereas all objections received have been duly considered by the Central Government;

Now, therefore, in exercise of the powers conferred by Clause (d) of sub-rule (3) of Rule 5 of the Environment (Protection) Rules, 1986, and all other powers vesting in its behalf, the Central Government hereby declares the coastal stretches of seas, bays, estuaries, creeks, rivers and backwaters which are influenced by tidal action (in the landward side) upto 500 metres from the High Tide Line (HTL) and the land between the Low Tide Line (LTL) and the HTL as Coastal Regulation Zone; and imposes with effect from the date of this Notification, the following restrictions on the setting up and expansion of industries, operations or processes, etc. in the said Coastal Regulation Zone (CRZ). **For the purposes of this notification, the High Tide Line means the line on the land upto which the highest water line reaches during the spring tide. The High Tide Line shall be demarcated uniformly in all parts of the country by the demarcating authority or authorities so authorised by the Central Government, in accordance with the general guidelines issued in this regard.**

Note: -The distance from the High Tide Line **shall apply to both sides** in the case of rivers, creeks and back waters and may be modified on a case by case basis for reasons to be recorded while preparing the Coastal Zone Management Plans. However, this distance shall not be less than 100 metres or the width of the creek, river or backwater whichever is less. **The distance upto which development along rivers, creeks and back-waters is to be regulated shall be governed by the distance upto which the tidal effect of sea is experienced in rivers, creeks or back-waters, as the case may be, and should be clearly identified in the Coastal Zone management Plans.**

Prohibited Activities:

The following activities are declared as prohibited within the Coastal Regulation Zone, namely:

(i) setting up of new industries and expansion of existing industries, except those directly related to water front or directly needing foreshore facilities;

i. manufacture or handling or storage or disposal of hazardous substances as specified in the Notifications of the Government of India in the Ministry of Environment and Forests No. S.O. 594(E) dated 28th July 1989, S.O. 966(E) dated 27th November, 1989 and GSR 1037(E) dated 5th December,

1989; except transfer of hazardous substances from ships to ports, terminals and refineries and vice versa in the port areas:

Provided that, –

(i) facilities for storage of the petroleum products as specified in Annexure-III appended to this notification, may be permitted within the said Zone in areas not classified as (CRZ-I) (i), subject to implementation of safety regulations including guidelines issued by the Oil Safety Directorate in the Government of India, Ministry of Petroleum and Natural Gas and guidelines issued by the Ministry of Environment and Forests and subject to such further terms and conditions for implementation of ameliorative and restorative measures in relation to the environment as may be stipulated,-

(a) by the Government of India in the Ministry of Environment and Forests to facilities for storage that are wholly or partially outside the existing port limits of existing ports and to the dedicated storage facilities which form part of an integrated project irrespective of falling within or outside the port limits, and

(b) by the Government of India in the Ministry of Environment and Forests or the Ministry of Surface Transport to facilities for storage that are within the existing port limits of existing ports.

Explanation: For the purpose of facilities for storage, the port limits as notified till the notification of the Government of India in the Ministry of Environment and Forests number S.O.494 (E), dated, the 9th July, 1997 shall be applicable.

(ii) facilities for receipt, storage and regasification of Liquefied Natural Gas may be permitted by the Government of India in the Ministry of Environment and Forests within the said Zone in areas not classified as (CRZ-I) (i), subject to implementation of safety regulations including guidelines issued by the Oil Safety Directorate in the Government of India, Ministry of Petroleum and Natural Gas and guidelines issued by the Ministry of Environment and Forests and subject to such further terms and conditions for implementation of ameliorative and restorative measures in relation to the environment as may be stipulated;

(iii) Setting up and expansion of fish processing units including warehousing (excluding hatchery and natural fish drying in permitted areas);

Provided that existing fish processing units for modernisation purposes may utilise twenty five per cent additional plinth area required for additional equipment and pollution control measures only subject to existing Floor Space index/ Floor Area Ratio norms and subject to the condition that the additional plinth area shall not be towards seaward side of existing unit and also subject to the approval of State Pollution Control Board or Pollution Control Committee.

i. setting up and expansion of units/mechanism for disposal of waste and effluents, except facilities required for discharging treated effluents into the water course with approval under the Water (Prevention and Control of Pollution) Act, 1974; and except for storm water drains;

ii. discharge of untreated wastes and effluents from industries, cities or towns and other human settlements. Schemes shall be implemented by the concerned authorities for phasing out the existing practices, if any, within a reasonable time period not exceeding three years from the date of this notification;

(vi) dumping of city or town waste for the purposes of landfilling or otherwise; the existing practice, if any, shall be phased out within a reasonable time not exceeding three years from the date of this Notification;

i. dumping of ash or any wastes from thermal power stations;

ii. land reclamation, bunding or disturbing the natural course of sea water except those required for construction of ports, harbours, jetties, wharves, quays, slipways, bridges and sea-links and for other facilities that are essential for activities permissible under the notification or for control of coastal erosion and maintenance or clearing of water ways, channels and ports or for prevention of sandbars or for tidal regulators, storm water drains or for structures for prevention of salinity ingress and sweet water recharge.

iii. Mining of sands, rocks and other substrata materials, except those rare minerals not available outside the CRZ areas;

Provided that in the Union Territory of the Andaman and Nicobar islands, mining of sands may be permitted by the Committee which shall be constituted by the Lieutenant Governor of the Andaman and Nicobar Islands consisting of Chief Secretary; Secretary, Department of Environment; Secretary, Department of Water Resources; and Secretary, Public Works Department. Committee may permit mining of sand from non-degraded areas for construction purposes from selected sites, in a regulated manner on a case to case basis, for a period upto the 30th September, 2000. The quantity of sand mined shall not exceed the essential requirements for completion of construction works including dwelling units, shops in respect of current year and 2000-2001 annual plans. The permission for mining of sand may be given on the basis of a mining plan from such sites and in such quantity which shall not have adverse impacts on the environment.

i. harvesting or drawal of ground water and construction of mechanisms therefor within 200 m of HTL; in the 200m to 500m zone it shall be permitted only when done manually through ordinary wells for drinking, horticulture, agriculture and fisheries;

Provided that drawal of ground water is permitted, where no other source of water is available and when done manually through ordinary wells or hand pumps, for drinking and domestic purposes, in the zone between 50 to 200 m from High Tide Line in case of seas, bays and estuaries and within 200 m or the CRZ, whichever is less, from High Tide Line in case of rivers, creeks and backwaters subject to such restrictions as may be deemed necessary, in areas affected by sea water intrusion, that may be imposed by an authority designated by State Government/Union Territory Administration.

ii. construction activities in ecologically sensitive areas as specified in Annexure-I of this Notification;

iii. any construction activity between the Low Tide Line and High Tide Line except facilities for carrying treated effluents and waste water discharges into the sea, facilities for carrying sea water for cooling purposes, oil, gas and similar pipelines and facilities essential for activities permitted under this Notification; and

iv, dressing or altering of sand dunes, hills, natural features including landscape changes for beautification, recreational and other such purpose, except as permissible under this Notification.

2. Regulation of Permissible Activities:

All other activities, except those prohibited in para 2 above, will be regulated as under:

1. Clearance shall be given for any activity within the Coastal Regulation Zone only if it requires water front and foreshore facilities.

2. The following activities will require environmental clearance from the Ministry of Environment and Forests, Government of India, namely:

i. Construction activities related to Defence requirements for which foreshore facilities are essential (e.g. slipways, jetties, etc.); except for classified operational component of defence projects for which a separate procedure shall be followed. (Residential buildings, office buildings, hospital complexes, workshops shall not come within the definition of operational requirements except in very special cases and hence shall not normally be permitted in the CRZ).

ii. Operational constructions for ports and harbours and light houses and constructions for activities such as jetties, wharves, quays and slipways;

Provided that for expansion or modernisation of existing ports and harbours including fishing harbours operational constructions for ports and harbours and construction of jetties, wharves, quays, slipways, Single Point Mooring and Single Buoy Mooring and for reclamation for facilities essential for operational requirements of ports and harbours in areas within the existing port limits, except the areas classified as category CRZ-I(i), shall require environmental clearance from Government of India in the Ministry of Surface Transport, which shall take decision on these activities on the basis of Environment Impact Assessment Report.

Provided further that reclamation for commercial purposes such as shopping and housing complexes, hotels and entertainment activities shall not be permissible.

(ii) a Exploration and extraction of oil and natural gas and all associated activities and facilities thereto;

i. Thermal Power Plants (only foreshore facilities for transport of raw materials facilities for intake of cooling water and outfall for discharge of treated waste water/cooling water); and

ii. All other activities with investment exceeding rupees five crores except those activities which are to be regulated by the concerned authorities at the State/Union Territory level in accordance with the provisions of paragraph 6, sub-paragraph (2) of Annexure 1 of the notification.

(3) (i) The Coastal States and Union Territory Administrations shall prepare, within a period of one year from the date of this Notification, Coastal Zone Management Plans identifying and classifying the CRZ areas within their respective territories in accordance with the guidelines given in Annexures I and II of the Notification and obtain approval (with or without modifications) of the Central Government in the Ministry of Environment & Forests;

(ii) Within the framework of such approved plans, all development and activities within the CRZ other than those covered in para 2 and para 3(2) above shall be regulated by the State Government, Union Territory Administration or the local authority as the case may be in accordance with the guidelines given in Annexures-I and II of the Notification; and

i. In the interim period till the Coastal Zone management Plans mentioned in para 3(3) (i) above are prepared and approved, all developments and activities within the CRZ shall not violate the provisions of this Notification. State Governments and Union Territory Administrations shall ensure adherence to these regulations and violations, if any, shall be subject to the provisions of the Environment (Protection) Act, 1986.

2. Procedure for monitoring and enforcement:

The Ministry of Environment & Forests and the Government of State or Union Territory and such other authorities at the State or Union Territory levels, as may be designated for this purpose, shall be responsible for monitoring and enforcement of the provisions of this notification within their respective jurisdictions.

ANNEXURE - I

COASTAL AREA CLASSIFICATION AND DEVELOPMENT REGULATIONS

Classification of Coastal Regulation Zone:

6(1) For regulating development activities, the coastal stretches within 500 metres of High Tide Line on the landward side are classified into four categories, namely:

Category I (CRZ-I):

(i) Areas that are ecologically sensitive and important, such as national parks/marine parks, sanctuaries, reserve forests, wildlife habitats, mangroves, corals/coral reefs, areas close to breeding and spawning grounds of fish and other marine life, areas of outstanding natural beauty/historically/heritage areas, areas rich in genetic diversity, areas likely to be inundated due to rise in sea level consequent upon global warming and such other areas as may be declared by the Central Government or the concerned authorities at the State/Union Territory level from time to time.

i. Area between Low Tide Line and the high Tide Line.

Category-II (CRZ-II):

The areas that have already been developed upto or close to the shoreline. For this purpose, "developed area" is referred to as that area within the municipal limits or in other legally designated urban areas which is already substantially built up and which has been provided with drainage and approach roads and other infrastructural facilities, such as water supply and sewerage mains.

Category-III (CRZ-III):

Areas that are relatively undisturbed and those which do not belong to either Category-I or II. These will include coastal zone in the rural areas (developed and undeveloped) and also areas within Municipal limits or in other legally designated urban areas which are not substantially built up.

Category-IV (CRZ-IV):

Coastal stretches in the Andaman & Nicobar, Lakshadweep and small islands, except those designated as CRZ-I, CRZ-II or CRZ-III.

Norms for Regulation of Activities.

6(2) The development or construction activities in different categories of CRZ area shall be regulated by the concerned authorities at the State/Union Territory level, in accordance with the following norms:

CRZ-I : No new construction shall be permitted within 500 metres of the High Tide Line. No construction activity, except as listed under 2(xii), will be permitted between the Low Tide Line and the High Tide Line provided that construction of dispensaries, schools, public rain shelters, community toilets, bridges, roads, jetties, water supply, drainage, sewerage which are required for traditional inhabitants of the Sunderbans Bio-sphere reserve area, West Bengal, may be permitted, on a case to case basis, by an authority designated by the State Government.

CRZ-II : i. Buildings shall be permitted only on the landward side of the existing road (or roads approved in the Coastal Zone Management Plan of the area) or on the landward side of existing authorised structures. Buildings permitted on the landward side of the existing and proposed roads/existing authorised structures shall be subject to the existing local Town and Country Planning Regulations including the existing norms of Floor Space Index/Floor Area Ratio:

Provided that no permission for construction of buildings shall be given on landward side of any new roads (except roads approved in the Coastal Zone Management Plan) which are constructed on the seaward side of an existing road.

i. Reconstruction of the authorised buildings to be permitted subject to the existing FSI/FAR norms and without change in the existing use.

ii. The design and construction of buildings shall be consistent with the surrounding landscape and local architectural style.

CRZ-III : i. The area upto 200 metres from the High Tide Line is to be earmarked as 'No Development Zone'. No construction shall be permitted within this zone except for repairs of existing authorised structures not exceeding existing FSI, existing plinth area and existing density, **and for permissible activities under the notification including facilities essential for such activities. An authority designated by the State Government/Union Territory Administration may permit construction of facilities for water supply, drainage and sewerage for requirements of local inhabitants.** However, the following uses may be permissible in this zone – agricultue, horticulture, gardens, pastures, parks, play fields, forestry and salt manufacture from sea water.

ii. Development of vacant plots between 200 and 500 metres of High Tide Line in designated areas of CRZ-III with prior approval of Ministry of Environment and Forests (MEF) permitted for construction of hotels/beach resorts for temporary occupation of tourists/visitors subject to the conditions as stipulated in the guidelines at Annexure-II.

iii. Construction/reconstruction of dwelling units between 200 and 500 metres of the High TideLine permitted so long it is within the ambit of traditional rights and customary uses such as existing fishing villages and gaothans. Building permission for such construction/reconstruction will be subject to the conditions that the total number of dwelling units shall not be more than twice the number of existing units; total covered area on all floors shall not exceed 33 percent of the plot size; the overall height of construction shall not exceed 9 metres and construction shall not be more than 2 floors ground floor plus one floor. **Construction is allowed for permissible activities under the notification including facilities essential for such activities. An authority designated by State Government/Union Territory Administration may permit construction of public rain shelters, community toilets, water supply, drainage, sewerage, roads and bridges. The said authority may also permit construction of schools and dispensaries, for local inhabitants of the area, for those panchayats the major part of which falls within CRZ if no other area is available for construction of such facilities.**

iv. Reconstruction/alterations of an existing authorised building permitted subject to (i) to (iii) above.

CRZ-IV : Andaman & Nicobar Islands:

i. No new construction of buildings shall be permitted within 200 metres of the HTL;

ii. The buildings between 200 and 500 metres from the High Tide Line shall not have more than 2 floors (ground floor and first floor), the total covered area on all floors shall not be more than 50 per cent of the plot size and the total height of construction shall not exceed 9 metres;

iii. The design and construction of buildings shall be consistent with the surrounding landscape and local architectural style.

(iv) (a) Corals from the beaches and coastal waters shall not be used for construction and other purposes.

(b) sand may be used from the beaches and coastal waters, only for construction purpose upto the 30th day of September 2000 and thereafter it shall not be used for construction and other purposes.

i. Dredging and underwater blasting in and around coral formations shall not be permitted; and

ii. However, in some of the islands, coastal stretches may also be classified into categories CRZ-I or II or III with the prior approval of Ministry of Environment and Forests and in such designated stretches, the appropriate regulations given for respective Categories shall apply.

Lakshadweep and small Islands:

i. For permitting construction of buildings, the distance from the High Tide Line shall be decided depending on the size of the islands. This shall be laid down for each island, in consultation with the experts and with approval of the Ministry of Environment & Forests, keeping in view the land use requirements for specific purposes vis-à-vis local conditions including hydrological aspects erosion and ecological sensitivity;

ii. The buildings within 500 metres from the HTL shall not have more than 2 floors (ground floor and 1st floor), the total covered area on all floors shall not be more than 50 per cent of the plot size and the total height of construction shall not exceed 9 metres;

iii. The design and construction of buildings shall be consistent with the surrounding landscape and local architectural style;

iv. Corals and sand from the beaches and coastal waters shall not be used for construction and other purposes;

Dredging and underwater blasting in and around coral formations shall not be permitted; and

v. However, in some of the islands, coastal stretches may also be classified into categories CRZ-I or II or III, with the prior approval of Ministry of Environment & Forests and in such designated stretches, the appropriate regulations given for respective Categories shall apply.

Annexure – II
GUIDELINES FOR DEVELOPMENT OF BEACH RESORTS/HOTELS IN THE
DESIGNATED AREAS OF CRZ-III FOR TEMPORARY OCCUPATION OF
TOURIST/VISITORS, WITH PRIOR APPROVAL OF THE MINISTRY OF ENVIRONMENT
& FORESTS.

7(1) Construction of beach resorts/hotels with prior approval of MEF in the designated areas of CRZ-III for temporary occupation of tourists/visitors shall be subject to the following conditions:

i. The project proponents shall not undertake any construction (including temporary constructions and fencing or such other barriers) within 200 metres (in the landward wide) from the High Tide Line and within the area between the Low Tide and High Tide Line;

(ia) live fencing and barbed wire fencing with vegetative cover may be allowed around private properties subject to the condition that such fencing shall in no way hamper public access to the beach;

(ib) no flattening of sand dunes shall be carried out;

(ic) no permanent structures for sports facilities shall be permitted except construction of goal posts, net posts and lamp posts.

(id) construction of basements may be allowed subject to the condition that no objection certificate is obtained from the State Ground Water Authority to the effect that such construction will not adversely affect free flow of ground water in that area. The State Ground Water Authority shall take into consideration the guidelines issued by the Central Government before granting such no objection certificate.

Explanation:

Though no construction is allowed in the no development zone for the purposes of calculation of FSI, the area of entire plot including 50% of the portion which falls within the no development zone shall be taken into account.

i. The total plot size shall not be less than 0.4 hectares and the total covered area on all floors shall not exceed 33 per cent of the plot size i.e. the FSI shall not exceed 0.33. The open area shall be suitably landscaped with appropriate vegetal cover;

ii. The construction shall be consistent with the surrounding landscape and local architectural style;

iii. The overall height of construction upto highest ridge of the roof, shall not exceed 9 metres and the construction shall not be more than 2 floors (ground floor plus one upper floor);

iv. Ground water shall not be tapped within 200m of the HTL; within the 200 metre – 500 metre zone, it can be tapped only with the concurrence of the Central/State Ground Water Board;

v. Extraction of sand, leveling or digging of sandy stretches except for structural foundation of building, swimming pool shall not be permitted within 500 metres of the High Tide Line;

vi. The quality of treated effluents, solid wastes, emissions and noise levels, etc. from the project area must conform to the standards laid down by the competent authorities including the Central/State Pollution Control Board and under the Environment (Protection) Act, 1986;

vii. Necessary arrangements for the treatment of the effluents and solid wastes must be made. It must be ensured that the untreated effluents and solid wastes are not discharged into the water or on the beach; and no effluent/solid waste shall be discharged on the beach;

viii. To allow public access to the beach, at least a gap of 20 metres width shall be provided between any two hotels/beach resorts; and in no case shall gaps be less than 500 metres apart; and

ix. If the project involves diversion of forest land for non-forest purposes, clearance as required under the Forest (Conservation) Act, 1980 shall be obtained. The requirements of other Central and State laws as applicable to the project shall be met with.

x. Approval of the State/Union Territory Tourism Department shall be obtained.

7(2) In ecologically sensitive areas (such as marine parks, mangroves, coral reefs, breeding and spawning grounds of fish, wildlife habitats and such other areas as may notified by the Central/State Government/Union Territories) construction of beach resorts/hotels shall not be permitted.

Annexure - III

[See paragraph 2, sub-paragraph (ii)]

List of Petroleum Products Permitted for Storage in Port Areas

1. **Crude Oil;**
2. **Liquefied Petroleum Gas;**
3. **Motor Spirit;**
4. **Kerosene;**
5. **Aviation Fuel;**
6. **High Speed Diesel;**
7. **Lubricating Oil;**
8. **Butane;**
9. **Propane;**
10. **Compressed Natural Gas;**
11. **Naptha;**
12. **Furnace Oil;**
13. **Low Sulphur Heavy Stock.**

The principal notification was published in the Gazette of India vide number S.O. 114(E), dated, the 19th February, 1991 (Corrigendum number S.O 190(E) dated 18th March 1991) and subsequently amended vide: -

1. S.O. 595 (E) dated 18th August, 1994(Corrigendum S.O.690 (E) dated 19th September 1994.
2. S.O. 73 (E) dated 31st January 1997.
3. S.O. 494 (E) dated 9th July 1997.(Corrigendum S.O.735(E) dated 21st October 1997.)
4. S.O. 334 (E) dated 20th April 1998.
5. S.O. 873 (E) dated 30th September 1998.
6. S.O. 1122 (E) dated 29th December 1998.
7. S.O.998 (E) dated 30th September 1999.
8. S.O.730 (E) dated 4th August 2000

Note: Bold Letters indicate amendments. Underline indicate further amendments.

Reference File Numbers;

1. K-15019/1/84-IA-III (Vol.II)
2. Z-12011/2/96-IA-III
3. H-11011/6/97-IA-III
4. Z-17011/8/92-IA-III

Appendix IV - Tables of Chapter four

Table 4.1: Destination priority Ranking

	District	Destination / Tourist Place	Theme	Rank
SAURASHTRA AND KACHCHH	Rajkot	Rajkot city	Historical, culture, leisure, religious, gateway	36
		Gondal	Heritage, leisure, religious, special interest	41
		Jasdan	Heritage, nature, special interest	41
		Wankaner	Heritage, leisure	41
		Jetpur	Art and culture, special interest	33
	Jamnagar	Jamnagar city	Heritage, culture, historical, religious, special interest, gateway	36
		Khijadiaya	Nature, special interest	33
		Pirotan islands/Narara beyt	Nature, special interest	31
		Dwarka/Beyt dwarka	Religious, Nature, leisure	52
		Bhanvad	Adventure, Nature	31
	Porbander	Porbander city	Historical, religious, leisure, gateway	40
		Madhavpur	Leisure	35
		Kileshwar	Religious, adventure	35
		Harshad Mata	Religious, leisure	35
	Junagadh	Junagadh city	Historical, Archaeological, Religious, leisure, special interest	47
		Sasan	Nature, adventure, special interest	41
		Tulshishyam	Religious	30
		Ahmedpur Mandvi	Leisure	43
		Chorwad	Leisure	35
		Verawal/Somnath	Religious, leisure, special interest	51
	Bhavnagar	Bhavnagar city	Archaeological, religious, special interest	46
		Velavadar	Nature, special interest	37
		Palitana	Religious	50
		Talaja	Archaeological, religious	40
		Mahuva	Leisure	35
		Gopnath	Heritage, leisure	35
		Sihor	Heritage	38
		Ranpur	Archaeological	38
		Piram island	Nature	21
		Alang	Special interest	22
	Kachchh	Bhuj	Archaeological, art and culture, religious, gateway	52
		Gandhidham	Leisure, special interest, gateway	48
		Anjar	Religious, Historical	39
		Mandvi	Leisure, Heritage	43
		Khavda	Handicraft, culture, adventure, nature	47
		Dholavira	Archaeological	36
		Lakhpat	Archaeological	44
		Small rann of kachchh	Nature, adventure	47
		Bhadreshwar	Religious	45
		Mata no madh/Narayan Sarovar/Koteshwar/Chinkara sanctuary	Religious, nature	47
C E	Ahmedabad	Ahmedabad city	Archaeological, art and culture, religious, gateway	44

	District	Destination / Tourist Place	Theme	Rank
NORTH GUJARAT		Nal Sarovar	Leisure, special interest	34
		Lothal	Archaeological	36
	Gandhinagar	Gandhinagar city	Religious, leisure, nature, special interest	35
		Adalaj	Archaeological	45
	Kheda	Dakore	Religious	52
	Vadodara	Vadodara city	Historical, leisure, gateway	40
	Mehsana	Mehsana city	Leisure	33
		Thol lake	Nature	31
		Mahudi	Religious, art	51
		Taranga	Religious, art	31
		Bahucharaji	Religious	51
		Langhanj	Archaeological, special interest	31
		Vadnagar	Religious, historical	44
	Panchmahal	Pavagadh	Religious	51
	Banaskantha	Ambaji	Religious	52
		Kumbharia	Religious, Art	32
		Balaram	Heritage, leisure	48
		Jessore sloth bear sanctuary	Nature, adventure	34
		Danta	Archaeological	31
	Patan	Patan city	Archaeological, historical	43
		Siddhpur	Archaeological, historical, religious	43
		Modhera	Archaeological, Religious	48
	Sabarkantha	Shamlaji	Religious	51
		Idar	Archaeological	43
		Poshina	Heritage, leisure, culture	48
SOUTH GUJARAT	Bharuch	Shuklatirth	Religious, leisure	34
		Kabirwad	Religious, nature	35
		Bharuch/Ankleshwar	Industrial belt	29
	Dahod	Bear sanctuary	Nature, adventure	31
	Narmada	Rajpipla	Heritage, religious	40
		Surpaneshwar	Nature, adventure, religious	33
		Sardar sarovar yojna	Nature, leisure, special interest	41
		Malsomat	Nature	23
		Dabhoi	Religious, historical	32
	Navsari	Navsari	Leisure, special interest	34
		Ubharat	Leisure	43
		Dandi	Historical	38
	Surat	Surat city	Leisure, gateway	39
	Dang	Saputara	Leisure, nature	54
		Ahwa	Art and culture	44
	Valsad	Valsad	Leisure, Religious	35

Table 4.2: Priority wise summary of destinations – Short Term

SR. NO.	Destination	RANKING	REGION
	Destinations to be taken up in short term (less than 5 years) priority		
1	Saputara	54	SG

SR. NO.	Destination	RANKING	REGION
Destinations to be taken up in short term (less than 5 years) priority			
2	Bansda	47	SG
3	Ahwa	44	SG
4	Ubhrat	43	SG
5	Sardar Sarovar Yojna	41	SG
6	Rajpipla	40	SG
7	Dwarka	52	SAU
8	Veraval / Somnath	51	SAU
9	Palitana	50	SAU
10	Junagadh town	47	SAU
11	Bhavnagar city	46	SAU
12	Ahmedpur Mandvi	43	SAU
13	Gondal	41	SAU
14	Wankaner	41	SAU
15	Jasdan	41	SAU
16	Sasan Gir	41	SAU
17	Porbander city	40	SAU
18	Talaja	40	SAU
19	Ambaji	52	NG
20	Bahucharaji	51	NG
21	Shamlaji	51	NG
22	Balaram	48	NG
23	Modhera	48	NG
24	Poshina	48	NG
25	Vadnagar	44	NG
26	Patan city	43	NG
27	Sidhpur	43	NG
28	Idar	43	NG
29	Bhuj city	52	KUCH
30	Gandhidham	48	KUCH
31	Khavda	47	KUCH
32	Narayan Sarovar / Koteswar / Mata no Madh	47	KUCH
33	Mandvi	47	KUCH
34	Small rann of Kachchh	47	KUCH
35	Bhadreshwar	45	KUCH
36	Lakhsat	44	KUCH
37	Dakor	52	CG
38	Mahudi	51	CG
39	Pavagadh	51	CG
40	Adalaj	45	CG
41	Ahmedabad city	44	CG
42	Vadodara city	40	CG
	Total for short term	42	

Table 4.3: Priority wise summary of destinations – Medium Term

SR. NO.	Destination	RANKING	REGION
	Destinations to be taken in mid term (5 – 10 years) priority		
43	Surat	39	SG
44	Dandi	38	SG
45	Kabirwad	35	SG
46	Valsad	35	SG
47	Shuklatirth	34	SG
48	Navsari	34	SG
49	Surpaneshwar	33	SG
50	Dahod	31	SG
51	Sihor	38	SAU
52	Ranpur	38	SAU
53	Velavadar	37	SAU
54	Rajkot city	36	SAU
55	Jamnagar city	36	SAU
56	Madhavpur	35	SAU
57	Harshad Mata	35	SAU
58	Kileshwar	35	SAU
59	Chorwad	35	SAU
60	Mahuva	35	SAU
61	Gopnath	35	SAU
62	Jetpur	33	SAU
63	Khijadiya	33	SAU
64	Protan Islands/Narara bet	31	SAU
65	Bhanwad	31	SAU
66	Tulshishyam	30	SAU
67	Jessore sanctuary	34	NG
68	Mehsana city	33	NG
69	Kumbhariya	32	NG
70	Thol lake	31	NG
71	Taranga	31	NG
72	Langhanaj	31	NG
73	Danta	31	NG
74	Bear sanctuary	31	NG
75	Anjar	39	KUCH
76	Dholavira	36	KUCH
77	Lothal	36	CG
78	Gandhinagar city	35	CG
79	Nalsarovar	34	CG
80	Dabhoi	32	CG
	Total for mid term	38	

Table4.4: Priority wise summary of destinations – Long Term

	Destinations to be taken up in long term (10-20 years) priority		
81	Bharuch / Ankleshwar city	29	SG
82	Malsamot	23	SG
83	Alang	22	SAU
84	Piram Island	21	SAU
	Total for long term	4	

SAU – Saurashtra, KUCH – Kachchh, SG- South Gujarat, NG- North Gujarat, CG – Central Gujarat

Table4.5: Region wise ranking of tourism projects – High Priority Destinations

Sr. No.	Destination	Project name	Themes	Project rank
SOUTH GUJARAT				
1	Saputara	Permanent exhibition cum show room of vanilla udyog, tribal handicrafts in Saputara	Art and Culture	45
		“A” and “B” Class Hotel accommodation	Tourist infrastructure	45
		Garden & Health Club	Leisure/health	45
		Petrol pump in Saputara	Tourist infrastructure	44
		Convocation Centers and Conference Halls	Tourist infrastructure	43
		Saputara Darshan Tours	Mixed	43
		Luxury Delux buses connecting Saputara from Surat, Vadodara and Ahmedabad	Tourist infrastructure	43
		Guided tour to tribal villages near Saputara	Culture	43
		Hang gliding at Saputara	Leisure	43
		Pre Paid Taxi Booth	Tourist infrastructure	42
		Horse safari	Leisure/adventure	42
		Visitor/Tourist information cum facilitation center	Tourist infrastructure	42
		Picnic spot and water front development at Gira falls	Leisure	41
		Proper sitting arrangement and change room at Unnati mata temple	Religious	40
		Special interest tours to Botanical garden	Special interest	40
		Entertainment Center’s like Multiplex/Amusement Park	Leisure	39
		Picnic spot and water front development at Girimal falls	Leisure	39
		Nature camps in Purna sanctuary and Trekking facility	Eco	38
		Forest lodge and trekking in Vansda sancturay	Eco	37
		Resting sheds in Mahal and Purna	Eco	36

Sr. No.	Destination	Project name	Themes	Project rank
		sanctuary		
2	Ahwa	Guided tours to tribal villages near Ahwa	Culture and heritage	40
		Special arrangements for tented accomodation, safe water and clean toilets during Dang darbar festival	Art and culture	39
		Permanent tribal handicraft showrooms	Art and Culture	36
3	Ubharat	Good quality restaurant	Leisure	43
		Overall cleanliness and development of beaxh	Tourist infrastructure	41
		Beach sports	Leisure	40
4	Sardar sarovar yojna	Boating in Narmada reservoir	Leisure	41
		Ropeway around the Narmada dam	Leisure	40
		Cafeterias around the reservoir	Leisure	40
		Cafeterias on the hill top	Leisure	40
		Information centre for Narmada project	Special interest	38
		Resort near the dam or suitable location	Leisure	37
		Forest lodge and trekking	Adventure	35
5	Rajpipla	Guided tours to Rajpipla, Garudeshwar, Navagam, Sardar Sarovar Yojna	Culture, heritage, and projects	39
		Heritage information centre	Heritage	38
		Integrated religious circuit covering religious places of Baruch and Narmada	Religious circuit	38
		Conservation and development of museum	Heritage	37
SAURASHTRA				
6	Dwarka/Beyt dwarka	B class hotel	Tourism infrastructure	45
		Tour to nearby islands to Bet Dwarka with guides	Eco	44
		Beach resort at Dwarka	Leisure	43
		Water sports at Dwarka	Leisure	43
		Water sports at Bet Dwarka	Leisure	43
		Semi permanent type accommodation at Dunny point in Bet Dwarka	Tourist infrastructure	42
		Dwarka museum (for excavated material)	Archaeological	40
7	Verawal/Somnath	B class hotel at Somnath	Tourism infrastructure	44
		Sea cruise in Veraval	Leisure	44
		Visitors management system	Tourism infrastructure	44
		Beach cleanliness	Sanitation	43
		Cleanliness of Veraval city	Tourism infrastructure	43
		Good sea food restaurant in Veraval	Food	42
		Garden near the temple	Tourism infrastructure	42
		Resurfacing of internals roads of Veraval	Tourism	41

Sr. No.	Destination	Project name	Themes	Project rank
			infrastructure	
8	Palitana	Luxury bus service from Bhavnagar, Ahmedabad, and Junagadh to Palitana	Tourism infrastructure	44
		Permanent shopping area	Tourism infrastructure	44
		Good quality restaurant	Tourism infrastructure	43
		B class hotel	Tourism infrastructure	42
		A class hotel	Tourism infrastructure	42
9	Junagadh city	B class hotel	Tourism infrastructure	42
		Good quality restaurant	Tourism infrastructure	42
		Tourist information centre	Tourism infrastructure	41
		Sign boards at all historical and archaeological monuments	Tourism infrastructure	40
		Ayurvedic health resort	Health	39
		Resurfacing of internal roads	Tourism infrastructure	38
		Amusement park/water park	Entertainment	37
10	Bhavnagar city	Multiplex	Entertainment	40
		Bhavnagar darhsan tours	Heritage and religious	40
		Tourist information centre/kiosk at Airport and railway station	Tourism infrastructure	40
		A class hotel	Tourism infrastructure	39
		B class hotel	Tourism infrastructure	39
		Ro Ro facility connecting Bhavnagar with other coastal towns and cities of the state	Tourism infrastructure	39
		Heritage information centre	Tourism infrastructure	39
		Amusement park	Entertainment	38
		Gardens and health club	Tourism infrastructure	38
		Sound and light show	Culture	38
11	Ahmedpur Mandvi	Beach sports on large scale	Leisure	43
12	Gondal	Ayurvedic Centre	Health	41
13	Wankaner	Collections of Wankaner Palace to be displayed as Museum (arsenals, cars, utensils etc)	Heritage	41
14	Jasdan	Budget/tented accomodation at Hingolghadh national park	Eco	36

Sr. No.	Destination	Project name	Themes	Project rank
		Trekking facility with guides	Eco	36
15	Sasan	Transport facility between Sasan to Devaliya	Tourism infrastructure	37
		Good quality restaurant	Tourism infrastructure	38
16	Porbander city	Gardens and health clubs	Tourism infrastructure	42
		A class hotel	Tourism infrastructure	41
		Coastal highway along the sea cost	Tourism infrastructure	41
		Tourist information centre/kiosk at Airport and railway station		41
		Motels along the coastal highway with refreshment facility like health clubs, cultural activities, sea food etc	Tourism infrastructure	40
		B class hotel	Tourism infrastructure	40
		Ro Ro facility to connect Porbander with other coastal towns/cities of the state	Tourism infrastructure	40
		Porbander darshan tours	Culture and heritage	39
		Revamping and cleaning of Chowpati beach	Tourism infrastructure	38
		Multiplex	Entertainment	38
		Amusement park	Entertainment	38
		Tour to lake in Porbander for bird watching	Eco	36
17	Taloja	Development and preservation of Buddhist caves project	Archaeological	31
		Proper sign boards in the Buddhist caves	Archaeological	31
NORTH GUJARAT				
18	Ambaji	Good quality eateries during festivals	Tourist infrastructure	45
		Renovation of the temple including the entrance for easy access to the temple	Pilgrimage	43
		Dispensary	Tourist infrastructure	43
		Basic Facilities like clean drinking water and clean toilets	Tourist infrastructure	43
		Garden with sitting facility in the vicinity	Tourist infrastructure	43
		B class hotel	Tourist infrastructure	42
		Temple library	Tourist infrastructure	39
19	Mahudi	Garden with sitting facility near the temple	Tourism infrastructure	40
		Basic facilities like clean water, toilets	Tourism infrastructure	40
		Visitors management system	Tourism infrastructure	40
		Mahudi jain temple Library	Tourism infrastructure	39
20	Bahucharaji	Basic facilities like clean water, toilets	Tourism infrastructure	40
		Visitors management system	Tourism infrastructure	40
		temple Library	Tourism infrastructure	39
		Garden with sitting facility near the temple	Tourism infrastructure	39
21	Shamlaji	Good quality restaurant	Tourist infrastructure	42

Sr. No.	Destination	Project name	Themes	Project rank
		Garden with sitting facility for visitors and rest room for elders	Tourist infrastructure	40
		Basic facilities like safe drinking water and clean toilets	Tourist infrastructure	40
		Visitor management System	Tourist infrastructure	39
		Temple library	Tourist infrastructure	37
22	Modhera	A good restaurant	Tourist infrastructure	43
		Garden with sitting facility for visitors and rest room for elders	Tourist infrastructure	41
		Light and sound show	Archaeological	41
		Visitor management System	Tourist infrastructure	40
		Temple library	Tourist infrastructure	38
23	Poshina	Cultural haat of tribal handicraft	Art and culture	40
		Guided tours to tribal villages of Poshina	Culture and heritage	39
		Heritage interpretation centre	Heritage	37
		Ayurvedic health club	Health	37
		Nature camp and trekking	Eco	36
24	Vadnagar	Tourist information bureau	Tourism infrastructure	40
		Garden with sitting facility near the temple	Tourism infrastructure	40
		Basic facilities like clean water, toilets	Tourism infrastructure	40
		Visitors management system	Tourism infrastructure	40
		temple Library	Tourism infrastructure	39
25	Balaram	Nature camps and tracking	Eco	40
		Shoping centre displaying tribal handicraft	Art and culture	40
		Guided tours to tribal villages	Culture and heritage	40
		Budget class hotel/Renovation of TCGL property	Tourist infrastructure	39
		Preparation of check dam and river front development	Lesiure	39
26	Patan city	Tourist information centre	Tourist infrastructure	38
		B class hotel	Tourist infrastructure	38
		Garden and sitting arrangement near Rani ki Vav	Tourist infrastructure	36
27	Siddhpur	Garden with sitting facility for visitors and rest room for elders	Tourist infrastructure	38
		Tourist information centre	Tourist infrastructure	38
		Visitor management System	Tourist infrastructure	38
		Sound and light show at important historical and pilgrimage structures	Archaeological, pilgrimage	37
		Archaeological library	Archaeological	36
28	Idar	Tourist information centre	Tourist infrastructure	37
		Proper sign boards in the Idar fort	Archaeological	37
		Light and sound show at Idar fort	Archaeological	37
		Conservation and Development of Idar fort project	Archaeological	37
		Conservation and Development of Shrimad Rajchandra Vihar (Guru of Gandhiji)	Historical	37
KACHCHH				
29	Bhuj city	B class hotel	Tourism	44

Sr. No.	Destination	Project name	Themes	Project rank
			infrastructure	
		Budget class hotel	Tourism infrastructure	44
		Handicraft haat	Art and culture	44
		Renovation of Aina mahal	Heritage	43
		Renovation of Kachchh museum	Heritage	43
		Tourist information centre/kiosk at Airport and railway station	Tourism infrastructure	43
30	Gandhidham	Tourist information centre/kiosk at Airport and railway station	Tourism infrastructure	41
		Renovation of Gandhidham airport	Tourism infrastructure	37
31	Mandvi	Beach resort/privatisation of TCGL property	Leisure	44
		Beach cafeteria	Leisure	41
		Ro Ro facility connecting Mandvi/Kandla with other coastal towns and cities of the state	Tourism infrastructure	40
32	Khavda	Organised cultural haat for local handicrafts	Art and culture	46
33	Mata no madh/Narayan Sarovar/Kotes hwar/Chinkara sancturay	Way side amenties	Tourism infrastructure	40
34	Small rann of kachchh	Nature camp and desert safari	Eco/Adventure	38
35	Bhadreshwar	Basic infrastructure like garden, sitting arrangement, drinking water and toilets	Tourism infrastructure	33
CENTRAL GUJARAT				
36	Dakore	Garden with sitting facility in the vicinity	Tourist infrastructure	42
		Rain water drainage system	Tourist infrastructure	42
		Widening of roads and arrangement for better traffic control	Tourist infrastructure	42
		Tourist information booth	Tourist infrastructure	41
		Good quality eateries during festivals	Tourist infrastructure	41
		Dispensary	Tourist infrastructure	41
		Basic facilities like drinking water and toilets at 9-10 places	Tourist infrastructure	41
		B class hotel	Tourist infrastructure	41
		Remodelling the entrance for easy access to the temple	Pilgrimage	40
37	Pavagadh	Pay and Use toilets.	Tourism infrastructure	44
		Luxury bus service to Pavagadh		43
		“B” Class Hotel accommodation	Tourism infrastructure	42
		Sound and light show	Culture and heritage	42
		Visitor/Tourist information cum facilitation center	Tourism infrastructure	41
		Garden in the town and around temple	Tourism infrastructure	41
		Repair and widening of road from Taleti to Machi (in progress)	Tourism infrastructure	41
		Dust bins and covered garbage dumps (1.2 lacs)		41
		Champaner Darshan Tours.	Pilgrimage	41

Sr. No.	Destination	Project name	Themes	Project rank
		Signage boards at important monuments	Tourism infrastructure	41
		Dispensary at hill top	Tourism infrastructure	40
		Tourist huts at various places	Tourism infrastructure	40
		Nature camp and trekking at Jambugodhia	Eco	39
38	Adalaj	Light and sound show	Archaeological	41
		Sitting and relaxing facility near the site	Tourist infrastructure	40
39	Ahmedabad city	Apartment hotel	Tourism infrastructure	44
		Tourist information centre/kiosk at Airport and railway station	Tourism infrastructure	40
		All Gujarat tourist destination information desk	Tourism infrastructure	40
		Renovation of all archaeological monuments	Archaeological	40
		Clearance of encroachment around archaeological monuments	Archaeological	40
40	Vadodara city	Better transportation facility for Ajwa and Nimeta	Tourist infrastructure	39
		Tourist information centre/kiosk at Airport and railway station	Tourism infrastructure	39
		Light and sound show at all historical important monuments	Archaeological	38
		Vadodara darshan tours	Culture and heritage	38

Table4.6: Region wise ranking of tourism projects – Medium Priority Destinations

Sr. No.	Destination	Project name	Themes	Project rank
SOUTH GUJARAT				
1	Surat city	Organised tours for Surat, Bharuch, Narmada, Navsari, Dang and Valsad	Mixed	42
		Tourist information centre/kiosk at railway station	Tourist infrastructure	40
		Multiplex	Entertainment	39
2	Dandi	Eatery at Dandi	Tourist infrastructure	39
		Transportation between Navsari and Dandi	Tourist infrastructure	38
		Light and sound show at Dandi	Historical	36
3	Kabirwad	--	--	
4	Valsad	Garden & Health Club	Leisure/health	41
		"A" and "B" Class Hotel accommodation	Tourist infrastructure	39
		Entertainment Centre's like Multiplex/Amusement Park	Leisure	39
		Visitor/Tourist information cum facilitation center.	Tourist infrastructure	37
		Ro-Ro Facility connecting Tithal (Valsad) to other Coastal Cities of the state	Tourist infrastructure	36
		Pre Paid Taxi Booth	Tourist infrastructure	35
5	Tithal	Beach Resort	Tourist infrastructure	41
		good restaurants	Leisure	41
		Water sport activities	Leisure	41
		Shopping Centre.	Leisure	40
		Revamping of Hotel Toran	Tourist infrastructure	37

Sr. No.	Destination	Project name	Themes	Project rank
6	Shuklatirth	Development of river front	Leisure	39
		Proper sitting arrangement near the temple	Tourist infrastructure	38
7	Navsari	Multiplex/Amusement park	Leisure	37
		Tourist information centre/kiosk at railway station	Tourist infrastructure	36
		Ro Ro facility connecting Navsari with other coastal towns and cities of the state		35
8	Surpaneshwar	Forest lodge and trekking	Eco	34
SAURASHTRA				
9	Ranpur	Tourist information centre	Tourist infrastructure	37
		Proper sign boards in the fort	Archaeological	37
		Light and sound show	Archaeological	37
		Conservation and Development of fort project	Archaeological	37
10	Sihor	Collections of Darbargarh Palace to be displayed as Museum (utensils etc)	Heritage	41
11	Velavadar	Nature camping and trekking	Eco	36
SOUTH GUJARAT				
12	Rajkot city	Tourist information kiosks/centres	Tourism infrastructure	40
		Gardens in Rajkot city	Leisure	37
		Organised Rajkot darshan tours	Leisure	37
		B class hotel	Leisure	36
		Convocation centre	Business	36
		Resurfacing of internal roads and beautification of the city	Tourism infrastructure	36
		A class hotel	Leisure	34
		Amusement park near city	Leisure	34
		Sound and light show	Archaeological	34
13	Jamnagar city	Art and cultural haat for famous bandhani	Art and culture	45
		Coastal highway from Jamnagar to Dwarka	Tourism infrastructure	43
		Tourist information centre/kiosk at Airport and railway station	Tourism infrastructure	43
		Motels on coastal highway with refreshing facilities like health club, cultural shows	Tourism infrastructure	42
		Jamnagar darshan tours	Art, pilgrimage and culture	42
		Resurfacing of internal roads	Tourism infrastructure	39
		Ro Ro facility to connect Jamnagar with other coastal towns and cities of Gujarat	Tourism infrastructure	39
		Multiplex	Entertainment	38
		Amusement park	Entertainment	38
		Sound and light shows	Archaeological	38
14	Madhavpur	Beach resort	Tourism infrastructure	41
		Cafeteria	Tourism infrastructure	41
		Water sports at Madhavpur beach	Leisure	39
15	Kileshwar	Forest lodge and trekking	Eco	33
16	Chorwad	Beach sports	Leisure	41
		Beach resort	Tourism infrastructure	40

Sr. No.	Destination	Project name	Themes	Project rank
		Good restaurant	Tourism infrastructure	40
17	Mahuva	Leisure Resort with conference room facility	Leisure	41
18	Kuda	Leisure Beach Resort with conference room facility	Leisure	40
19	Katpar village	Leisure Beach Resort with conference room facility	Leisure	38
		Approach road	Tourism infrastructure	35
20	Jetpur	Textile museum and haat bazaar	Art and Culture	42
21	Khijadiya	Nature camp & bird watching facilities with guides	Eco	41
22	Pirotan islands/Narara beyt	Transportation facility from Jamnagar to Narara bet	Tourism infrastructure	41
		Glass bottom boats for transportation between Bedi and Pirotan island	Eco	40
		Nature camp and marine life watching facilities at Pirotan and Narara bet with guides	Eco	40
23	Bhanvad	Forest lodge and trekking	Eco	32
24	Tulshishyam	Transport facility from Diu/Ahmedpur Mandvi to tulshishyam	Tourism infrastructure	39
NORTH GUJARAT				
25	Jessore sloth bear sanctuary	Nature camp and trekking	Eco	36
26	Mehsana city	B class hotel	Tourism infrastructure	43
		Tourist information center/kiosk at Airport and railway station	Tourism infrastructure	39
27	Kumbharia	Basic facilities	Tourist infrastructure	38
28	Dabhoi	Gardens with sitting arrangement around Adinath temple and Kali temple	Religious	38
		Conservation and development of Dabhoi fort	Archaeological	37
		Proper sign boards in the fort	Archaeological	37
29	Thol lake	Nature camp and bird watching facility	Eco	39
30	Taranga	Garden with sitting facility near the temple	Tourism infrastructure	38
		Good quality restaurant	Tourism infrastructure	38
31	Danta	Proper sign boards at the fort	Archaeological	37
32	Bear sanctuary	Forest lodge and trekking facilities	Eco	36
33	Langahanj	Proper signboards explaining the history and importance of the fossils	Tourist infrastructure	39
KACHCHH				
34	Anjar	Renovation of Jesal-Toral Samadhi	Heritage	39
		Basic infrastructure like garden, sitting arrangement at Jesal Toral Samadhi	Tourist infrastructure	38
35	Dholavira	Road from Khavda to Dholavira	Tourism infrastructure	43
		Restaurant	Tourism infrastructure	41
		Repairing/relaying of Bhuj – Dholavira road	Tourism	41

Sr. No.	Destination	Project name	Themes	Project rank
			infrastructure	
		Accommodation facility	Tourism infrastructure	40
		Light and sound show	Tourism infrastructure	40
CENTRAL GUJARAT				
36	Lothal	Upgradation of museum		42
		Good quality eatery	Tourism infrastructure	42
		Light and sound show	Archaeological	41
		Library on Lothal and other excavations related to Sindhu civilisation	Archaeological	41
		Proper signboards and markings on the roads	Archaeological	40
37	Gandhinagar city	Organised tour from Ahmedabad to Gandhinagar	Tourism infrastructure	37
		Development of borrow pit from Narmada main canal and develop resort and leisure activities like boating, swimming pool, garden etc	Leisure	34
38	Nal Sarovar	Good restaurant	Tourism infrastructure	44
		Parking facility	Tourism infrastructure	43
		Organized boating facility in the lake	Tourism infrastructure	42
		Budget guest house	Tourism infrastructure	41
		Tourist information/interpretation centre (specifically about the birds)	Tourism infrastructure	41
		Development of park	Leisure	41

Table4.7: Region wise ranking of tourism projects – Low Priority Destinations

Sr. No.	Destination	Project name	Themes	Project rank
SOUTH GUJARAT				
1	Bharuch/Ankle shwar	River front development	Leisure	41
		Multiplex/Amusement park	Entertainment	40
		Motel with river front development	Leisure	40
		B class hotel	Tourist infrastructure	39
2	Malsomat	Picnic spot with nature camp	Leisure/Eco	38
SAURASHTRA				
3	Alang	Shoping centre	Tourism infrastructure	35
		Alang darshan tour	Special interest	35
4	Piram island	Nature camp and trekking	Eco	36
NORTH GUJARAT				
5	Palanpur	Tourist information center	Tourist infrastructure	33

Table 4.8: Region & theme wise prioritisation of projects (High priority Destinations)

Zones	Themes	Time line for project development		
		Short term (ST)	Mid term (MT)	Long term (LT)
North Zone	Nature/Eco	0	2	0
	Ethic/Heritage/Culture	3	6	0
	Leisure/Adventure/Health	0	1	0
	Archaeological/special interest	0	6	0
	Religious	1	3	0
	Accommodation/Tourist infrastructure	14	29	4
South Zone	Nature/Eco	0	3	0
	Ethic/Heritage/Culture	2	4	1
	Leisure/Adventure/Health	9	5	1
	Archaeological/special interest	0	3	0
	Religious	0	1	0
	Accommodation/Tourist infrastructure	12	4	4
Central Zone	Nature/Eco	0	1	0
	Ethic/Heritage/Culture	0	1	0
	Leisure/Adventure/Health	0	1	0
	Archaeological/special interest	1	4	0
	Religious	1	1	0
	Accommodation/Tourist infrastructure	22	10	5
Saurashtra	Nature/Eco	5	2	0
	Ethic/Heritage/Culture	0	3	0
	Leisure/Adventure/Health	6	4	2
	Archaeological/special interest	1	4	0
	Religious	1	0	0
	Accommodation/Tourist infrastructure	26	14	6
Kuchchh	Nature/Eco	1	2	0
	Ethic/Heritage/Culture	2	0	0
	Leisure/Adventure/Health	0	0	0
	Archaeological/special interest	2	0	0
	Religious	0	0	0
	Accommodation/Tourist infrastructure	4	5	5
Total Number of projects		113	119	28

Table 4.9: Region & theme wise prioritisation of projects (Medium priority Destinations)

Zones	Themes	Time line for project development		
		Short term (ST)	Mid term (MT)	Long term (LT)
North Zone	Nature/Eco	0	0	3
	Ethic/Heritage/Culture	0	0	0
	Leisure/Adventure/Health	0	0	0
	Archaeological/special interest	0	0	4
	Religious	0	0	0
	Accommodation/Tourist infrastructure	0	1	5
South	Nature/Eco	0	0	1
	Ethic/Heritage/Culture	0	0	0

Zones	Themes	Time line for project development		
		Short term (ST)	Mid term (MT)	Long term (LT)
Central Zone	Leisure/Adventure/Health	0	0	3
	Archaeological/special interest	0	0	1
	Religious	0	0	0
	Accommodation/Tourist infrastructure	0	6	19
	Nature/Eco	0	1	0
	Ethic/Heritage/Culture	0	0	0
	Leisure/Adventure/Health	0	0	1
	Archaeological/special interest	0	3	0
	Religious	0	0	0
	Accommodation/Tourist infrastructure	0	6	2
Saurashtra	Nature/Eco	0	1	5
	Ethic/Heritage/Culture	0	2	1
	Leisure/Adventure/Health	0	2	8
	Archaeological/special interest	0	0	3
	Religious	0	0	0
	Accommodation/Tourist infrastructure	0	8	22
Kuchchh	Nature/Eco	0	0	0
	Ethic/Heritage/Culture	0	0	0
	Leisure/Adventure/Health	0	0	0
	Archaeological/special interest	0	0	2
	Religious	0	0	0
	Accommodation/Tourist infrastructure	0	3	2
Total Number of projects		0	33	82

Table 4.10: Region & theme wise prioritisation of projects (Low priority Destinations)

Zones	Themes	Time line for project development		
		Short term (ST)	Mid term (MT)	Long term (LT)
North Zone	Nature/Eco	0	0	0
	Ethic/Heritage/Culture	0	0	0
	Leisure/Adventure/Health	0	0	0
	Archaeological/special interest	0	0	0
	Religious	0	0	0
	Accommodation/Tourist infrastructure	0	0	1
South Zone	Nature/Eco	0	0	1
	Ethic/Heritage/Culture	0	0	0
	Leisure/Adventure/Health	0	0	1
	Archaeological/special interest	0	0	0
	Religious	0	0	0
	Accommodation/Tourist infrastructure	0	0	3
Central Zone	Nature/Eco	0	0	0
	Ethic/Heritage/Culture	0	0	0
	Leisure/Adventure/Health	0	0	0
	Archaeological/special interest	0	0	0
	Religious	0	0	0
	Accommodation/Tourist infrastructure	0	0	0
S a n	Nature/Eco	0	0	1

Zones	Themes	Time line for project development		
		Short term (ST)	Mid term (MT)	Long term (LT)
Kuchchh	Ethic/Heritage/Culture	0	0	0
	Leisure/Adventure/Health	0	0	0
	Archaeological/special interest	0	0	1
	Religious	0	0	0
	Accommodation/Tourist infrastructure	0	0	1
	Nature/Eco	0	0	0
	Ethic/Heritage/Culture	0	0	0
	Leisure/Adventure/Health	0	0	0
	Archaeological/special interest	0	0	0
	Religious	0	0	0
	Accommodation/Tourist infrastructure	0	0	0
Total Number of projects		0	0	9

Appendix V - Tables of Chapter five

Table 5.1: Details of present Gujarat State GDP and 20 years projections

	State GDP (In Rs. Crores)	Tourism Contribution to the state GDP (%)	Increase in contribution to SGDP From Tourism	% increase in Domestic Tourist Traffic			% increase in foreign tourist and NRI,NRG
				High Priority Destination	Medium Priority Destination	Low Priority Destination	
2002	77000	2.53%		2.75%			2.50%
2003	78540	2.59%	2.50%	3.25%			3.00%
2004	80111	2.67%	3.00%	3.75%			3.50%
2005	81713	2.76%	3.50%	4.25%			4.00%
2006	83347	2.88%	4.00%	4.75%			4.50%
2007	85014	3.00%	4.50%	5.25%	2.75%		5.00%
2008	86715	3.15%	5.00%	5.75%	3.25%		5.50%
2009	88449	3.33%	5.50%	6.25%	3.75%		6.00%
2010	90218	3.53%	6.00%	6.75%	4.25%		6.50%
2011	92022	3.76%	6.50%	7.25%	4.75%		7.00%
2012	93863	4.02%	7.00%	7.75%	5.25%	2.75%	7.50%
2013	95740	4.32%	7.50%	8.25%	5.75%	3.25%	8.00%
2014	97655	4.67%	8.00%	8.75%	6.25%	3.75%	8.50%
2015	99608	5.06%	8.50%	9.25%	6.75%	4.25%	9.00%
2016	101600	5.52%	9.00%	9.75%	7.25%	4.75%	9.50%
2017	103632	6.04%	9.50%	10.25%	7.75%	5.25%	10.00%
2018	105704	6.65%	10.00%	10.75%	8.25%	5.75%	10.50%
2019	107819	7.35%	10.50%	11.25%	8.75%	6.25%	11.00%
2020	109975	8.16%	11.00%	11.75%	9.25%	6.75%	11.50%
2021	112174	9.09%	11.50%	12.25%	9.75%	7.25%	12.00%
2022	114418	10.18%	12.00%	12.75%	10.25%	7.75%	12.50%

Table 5.2: Details of present Tourist spending pattern and 20 years projections

Year	Average Expenditure per day/tourist(Rs.)	
	Domestic	Foreign
2002	659	8750
2003	672	8925
2004	686	9104
2005	699	9286
2006	713	9471
2007	728	9661
2008	742	9854
2009	757	10051

Year	Average Expenditure per day/tourist(Rs.)	
	Domestic	Foreign
2010	772	10252
2011	788	10457
2012	803	10666
2013	819	10880
2014	836	11097
2015	852	11319
2016	870	11545
2017	887	11776
2018	905	12012
2019	923	12252
2020	941	12497
2021	960	12747
2022	979	13002

Assumption: Growth in spending pattern per year 2 %.

Table 5.3: Details of present Tourist traffic and 20 years projections

Year	Tourist Traffic		Revenue Generated Rs. Crores	Multiplier Effect	Gross Contribution to GDP (Rs. Crores)
	Domestic	Foreign			
2002	11400000	32000	779	2.5	1948
2003	11685000	32800	815	2.5	2037
2004	12037728	33620	856	2.5	2140
2005	12463512	34461	904	2.5	2259
2006	12968916	35322	959	2.5	2396
2007	13561897	36205	1022	2.5	2554
2008	14252010	37110	1094	2.5	2736
2009	15050653	38038	1178	2.5	2944
2010	15971369	38989	1273	2.5	3183
2011	17030215	39964	1383	2.5	3458
2012	18246209	40963	1509	2.5	3774
2013	19641869	41987	1655	2.5	4138
2014	21243880	43036	1823	2.5	4558
2015	23083896	44112	2018	2.5	5044
2016	25199518	45215	2243	2.5	5608
2017	27635497	46346	2506	2.5	6264
2018	30445199	47504	2811	2.5	7028
2019	33692405	48692	3169	2.5	7922

Year	Tourist Traffic		Revenue Generated Rs. Crores	Multiplier Effect	Gross Contribution to GDP (Rs. Crores)
	Domestic	Foreign			
2020	37453524	49909	3588	2.5	8969
2021	41820320	51157	4080	2.5	10200
2022	46903287	52436	4661	2.5	11653

Table 5.4: Details of Increase in Tourist and 20 years projections

Year	Increase in domestic tourist	Increase in foreign tourist
2002		
2003	285000	800
2004	352728	820
2005	425784	841
2006	505404	862
2007	592981	883
2008	690113	905
2009	798643	928
2010	920716	951
2011	1058846	975
2012	1215993	999
2013	1395660	1024
2014	1602011	1050
2015	1840015	1076
2016	2115622	1103
2017	2435979	1130
2018	2809702	1159
2019	3247206	1188
2020	3761119	1217
2021	4366796	1248
2022	5082967	1279

Table 5.5: Calculations of Domestic Tourists spending

Destination	Spending	% of tourists	Spending	% of tourists	Weighted Average spending	Tourist Traffic in Lakhs	% of Tourist Traffic	Weighted Average
Dwarka	400	30	200	70	260	6	8%	21.71
Porbandar	1100	30	500	70	680	1.2	2%	11.35
Veraval	600	10	250	90	285	5	7%	19.83

Destination	Spending	% of tourists	Spending	% of tourists	Weighted Average spending	Tourist Traffic in Lakhs	% of Tourist Traffic	Weighted Average
Sasan gir	300	40	1400	60	960	0.2	0%	2.67
Junagadh	500	33	250	67	332.5	1	1%	4.62
Chorwad	900	30	350	70	515	0.01	0%	0.07
Ahmedpur mandvi	2000	40	1200	60	1520	0.14	0%	2.96
Diu	700	30	1300	70	1120	0.86	1%	13.40
Palitana	800	2	200	98	212	2.5	3%	7.37
Rajkot	400	59	1000	41	646	3	4%	26.97
Bhuj	800	40	400	60	560	1.4	2%	10.91
Kch-mandvi	700	20	400	80	460	0.05	0%	0.32
Modhera	150	100	150	0	150	0	0%	0
Bahucharaji	150	100	150	0	150	3.5	5%	7.30
Patan	500	20	300	80	340	0.2	0%	0.94
Siddhpur	100	100	100	0	100	0	0%	0
Palanpur	300	15	1000	85	895	0.75	1%	9.34
Ambaji	300	1	1000	99	993	7	10%	96.74
Surat	400	28	1000	72	832	5	7%	57.89
Ubhrat	700	100	700	0	700	0.04	0%	0.38
Tithal	200	30	400	70	340	0.35	0%	1.65
Saputara	800	60	1100	40	920	2.25	3%	28.81
Daman	800	92	1100	8	824	4.5	6%	51.60
Vadodara	400	60	800	40	560	9	13%	70.14
Pavagadh	500	100	500	0	500	0.1	0%	0.69
Dakore	300	10	150	90	165	0.8	1%	1.83
Ahmedabad	500	45	1200	55	885	17	24%	209.39
Gujarat						71.85		659

Source : DCEL survey and estimates

Table 5.6: Employment Generation and 20 year projections

	domestic tourists	foreign tourists	number of jobs	Increase in Jobs	Jobs for women
2001-2	11400000	32000	1615953		484786
2002-3	11685000	32800	1656352	40399	496906
2003-4	12037728	33620	1705960	49608	511788
2004-5	12463512	34461	1765499	59539	529650
2005-6	12968916	35322	1835859	70360	550758
2006-7	13561897	36205	1918117	82258	575435
2007-8	14252010	37110	2013567	95450	604070
2008-9	15050653	38038	2123752	110186	637126
2009-10	15971369	38989	2250507	126755	675152
2010-11	17030215	39964	2396004	145498	718801

	domestic tourists	foreign tourists	number of jobs	Increase in Jobs	Jobs for women
2011-12	18246209	40963	2562819	166815	768846
2012-13	19641869	41987	2753999	191180	826200
2013-14	21243880	43036	2973156	219157	891947
2014-15	23083896	44112	3224574	251418	967372
2015-16	25199518	45215	3513341	288768	1054002
2016-17	27635497	46346	3845515	332174	1153654
2017-18	30445199	47504	4228316	382801	1268495
2018-19	33692405	48692	4670375	442059	1401113
2019-20	37453524	49909	5182032	511657	1554610
2020-21	41820320	51157	5775704	593672	1732711
2021-22	46903287	52436	6466341	690637	1939902

Assumptions: One Domestic tourist leads to 0.06 Direct Job, One Foreign tourist lead to 1 Direct Job
 Multiplying factor for indirect employment generation is 2.5, Jobs reserved for women 30%

Table 5.7 : Average Spending Levels of Leisure and Pilgrim Tourists

Type of Expense	Upper Segment		Mid Segment		Budget Segment		Lower Segment	
	Rs/day	%	Rs/day	%	Rs/day	%	Rs/day	%
Accommodation	750	43%	400	40%	200	36%	35	18%
Food Expenses	300	17%	150	15%	75	14%	50	25%
Shopping	200	11%	100	10%	50	9%	0	0%
Traveling Expense	400	23%	300	30%	200	36%	100	50%
Entertainment	100	6%	50	5%	25	5%	15	8%
Total	1750	100%	1000	100%	550	100%	200	100%

Average Spending Levels of Business Tourists

Type of Expense	Upper Segment		Mid Segment		Budget Segment	
	Rs/day	%	Rs/day	%	Rs/day	%
Accommodation	900	43%	480	40%	240	36%
Food Expenses	350	17%	220	18%	100	15%
Shopping	50	2%	25	2%	0	0%
Total Expense	750	36%	450	38%	300	45%
Entertainment	50	2%	25	2%	20	3%
	2100	100%	1200	100%	660	100%

Table 5.8: Destination wise tourist inflows

7	Bhadrashwa r	Region Total	6	5	4	3	2	1	High Priority	SR. NO.
45			Vadodara city	Pavagadh	Mahudi	Dakor	Ahmedabad city	Adalaj		Destination
KUH			CG	CG	CG	CG	CG	CG		RANKING
1		40.5	9	5	3.5	8	15	0		REGION
1.0		41.6	9.2	5.1	3.6	8.2	15.4	0.0		Existing Tourist Traffic
1.1		43.0	9.5	5.3	3.7	8.5	15.9	0.0		2003
1.1		44.6	9.9	5.5	3.9	8.8	16.5	0.0		2004
1.1		46.5	10.3	5.7	4.0	9.2	17.2	0.0		2005
1.2		48.7	10.8	6.0	4.2	9.6	18.0	0.0		2006
1.3		51.2	11.4	6.3	4.4	10.1	19.0	0.0		2007
1.3		54.2	12.0	6.7	4.7	10.7	20.1	0.0		2008
1.4		57.6	12.8	7.1	5.0	11.4	21.3	0.0		2009
1.5		61.5	13.7	7.6	5.3	12.1	22.8	0.0		2010
1.6		65.9	14.6	8.1	5.7	13.0	24.4	0.0		2011
1.8		71.0	15.8	8.8	6.1	14.0	26.3	0.0		2012
1.9		76.9	17.1	9.5	6.6	15.2	28.5	0.0		2013
2.1		83.6	18.6	10.3	7.2	16.5	31.0	0.0		2014
2.3		91.3	20.3	11.3	7.9	18.0	33.8	0.0		2015
2.5		100.2	22.3	12.4	8.7	19.8	37.1	0.0		2016
2.7		110.5	24.6	13.6	9.6	21.8	40.9	0.0		2017
3.0		122.4	27.2	15.1	10.6	24.2	45.3	0.0		2018
3.4		136.2	30.3	16.8	11.8	26.9	50.4	0.0		2019
3.8		152.2	33.8	18.8	13.1	30.1	56.4	0.0		2020
4.2		170.8	38.0	21.1	14.8	33.7	63.3	0.0		2021
										2022

All values in lacs

16	15	Region Total	14	13	12	11	10	9	8	SR. NO.
Bahucharaji	Ambaji		Small rann of kuchchh	Sarovar/Kot eshwar/Mat	Mandvi	Lakhpatt	Khavda	Gandhidha m	Bhuj city	Destination
51	52		47	47	47	44	47	48	52	RANKING
NG	NG		KUH	KUH	KUH	KUH	KUH	KUH	KUH	REGION
3.5	7	4.76	0.005	0.005	0.05	0	0	2	1.7	Existing Tourist Traffic
3.6	7.2	4.9	0.0	0.0	0.1	0.0	0.0	2.1	1.7	2003
3.7	7.4	5.0	0.0	0.0	0.1	0.0	0.0	2.1	1.8	2004
3.9	7.7	5.2	0.0	0.0	0.1	0.0	0.0	2.2	1.9	2005
4.0	8.0	5.5	0.0	0.0	0.1	0.0	0.0	2.3	2.0	2006
4.2	8.4	5.7	0.0	0.0	0.1	0.0	0.0	2.4	2.0	2007
4.4	8.9	6.0	0.0	0.0	0.1	0.0	0.0	2.5	2.2	2008
4.7	9.4	6.4	0.0	0.0	0.1	0.0	0.0	2.7	2.3	2009
5.0	9.9	6.8	0.0	0.0	0.1	0.0	0.0	2.8	2.4	2010
5.3	10.6	7.2	0.0	0.0	0.1	0.0	0.0	3.0	2.6	2011
5.7	11.4	7.7	0.0	0.0	0.1	0.0	0.0	3.3	2.8	2012
6.1	12.3	8.3	0.0	0.0	0.1	0.0	0.0	3.5	3.0	2013
6.6	13.3	9.0	0.0	0.0	0.1	0.0	0.0	3.8	3.2	2014
7.2	14.4	9.8	0.0	0.0	0.1	0.0	0.0	4.1	3.5	2015
7.9	15.8	10.7	0.0	0.0	0.1	0.0	0.0	4.5	3.8	2016
8.7	17.3	11.8	0.0	0.0	0.1	0.0	0.0	5.0	4.2	2017
9.6	19.1	13.0	0.0	0.0	0.1	0.0	0.0	5.5	4.6	2018
10.6	21.2	14.4	0.0	0.0	0.2	0.0	0.0	6.0	5.1	2019
11.8	23.5	16.0	0.0	0.0	0.2	0.0	0.0	6.7	5.7	2020
13.1	26.3	17.9	0.0	0.0	0.2	0.0	0.0	7.5	6.4	2021
14.8	29.5	20.1	0.0	0.0	0.2	0.0	0.0	8.4	7.2	2022

25			24	23	22	21	20	19	18	17	SR. NO.
Ahmedpur Mandvi	Region Total	Vadnagar	Sidhpur	Shamlaji	Poshina	Patan city	Modhera	Idar	Balaram	Destination	
43		44	43	51	48	43	48	43	48	RANKING	
SAU		NG	NG	NG	NG	NG	NG	NG	NG	REGION	
0.14	13.74	0	0	3	0.02	0.2	0	0	0.02	Existing Tourist Traffic	
0.1	14.1	0.0	0.0	3.1	0.0	0.2	0.0	0.0	0.0	2003	
0.1	14.6	0.0	0.0	3.2	0.0	0.2	0.0	0.0	0.0	2004	
0.2	15.1	0.0	0.0	3.3	0.0	0.2	0.0	0.0	0.0	2005	
0.2	15.8	0.0	0.0	3.4	0.0	0.2	0.0	0.0	0.0	2006	
0.2	16.5	0.0	0.0	3.6	0.0	0.2	0.0	0.0	0.0	2007	
0.2	17.4	0.0	0.0	3.8	0.0	0.3	0.0	0.0	0.0	2008	
0.2	18.4	0.0	0.0	4.0	0.0	0.3	0.0	0.0	0.0	2009	
0.2	19.5	0.0	0.0	4.3	0.0	0.3	0.0	0.0	0.0	2010	
0.2	20.8	0.0	0.0	4.6	0.0	0.3	0.0	0.0	0.0	2011	
0.2	22.4	0.0	0.0	4.9	0.0	0.3	0.0	0.0	0.0	2012	
0.2	24.1	0.0	0.0	5.3	0.0	0.4	0.0	0.0	0.0	2013	
0.3	26.1	0.0	0.0	5.7	0.0	0.4	0.0	0.0	0.0	2014	
0.3	28.4	0.0	0.0	6.2	0.0	0.4	0.0	0.0	0.0	2015	
0.3	31.0	0.0	0.0	6.8	0.0	0.5	0.0	0.0	0.0	2016	
0.3	34.0	0.0	0.0	7.4	0.0	0.5	0.0	0.0	0.0	2017	
0.4	37.5	0.0	0.0	8.2	0.1	0.5	0.0	0.0	0.1	2018	
0.4	41.5	0.0	0.0	9.1	0.1	0.6	0.0	0.0	0.1	2019	
0.5	46.2	0.0	0.0	10.1	0.1	0.7	0.0	0.0	0.1	2020	
0.5	51.6	0.0	0.0	11.3	0.1	0.8	0.0	0.0	0.1	2021	
0.6	57.9	0.0	0.0	12.7	0.1	0.8	0.0	0.0	0.1	2022	

35	34	33	32	31	30	29	28	27	26	SR. NO.
Veraval/somnath	Talaja	Sasan Gir	Porbander city	Palitana	Junagadh town	Jasdan	Gondal	Dwarka	Bhavnagar city	Destination
51	40	41	40	50	47	41	41	52	46	RANKING
SAU	SAU	SAU	SAU	SAU	SAU	SAU	SAU	SAU	SAU	REGION
5	0	0.2	1.2	2.5	1	0.05	0.02	6	0.6	Existing Tourist Traffic
5.1	0.0	0.2	1.2	2.6	1.0	0.1	0.0	6.2	0.6	2003
5.3	0.0	0.2	1.3	2.7	1.1	0.1	0.0	6.4	0.6	2004
5.5	0.0	0.2	1.3	2.8	1.1	0.1	0.0	6.6	0.7	2005
5.7	0.0	0.2	1.4	2.9	1.1	0.1	0.0	6.9	0.7	2006
6.0	0.0	0.2	1.4	3.0	1.2	0.1	0.0	7.2	0.7	2007
6.3	0.0	0.3	1.5	3.2	1.3	0.1	0.0	7.6	0.8	2008
6.7	0.0	0.3	1.6	3.3	1.3	0.1	0.0	8.0	0.8	2009
7.1	0.0	0.3	1.7	3.6	1.4	0.1	0.0	8.5	0.9	2010
7.6	0.0	0.3	1.8	3.8	1.5	0.1	0.0	9.1	0.9	2011
8.1	0.0	0.3	2.0	4.1	1.6	0.1	0.0	9.8	1.0	2012
8.8	0.0	0.4	2.1	4.4	1.8	0.1	0.0	10.5	1.1	2013
9.5	0.0	0.4	2.3	4.7	1.9	0.1	0.0	11.4	1.1	2014
10.3	0.0	0.4	2.5	5.2	2.1	0.1	0.0	12.4	1.2	2015
11.3	0.0	0.5	2.7	5.6	2.3	0.1	0.0	13.5	1.4	2016
12.4	0.0	0.5	3.0	6.2	2.5	0.1	0.0	14.9	1.5	2017
13.6	0.0	0.5	3.3	6.8	2.7	0.1	0.1	16.4	1.6	2018
15.1	0.0	0.6	3.6	7.6	3.0	0.2	0.1	18.1	1.8	2019
16.8	0.0	0.7	4.0	8.4	3.4	0.2	0.1	20.2	2.0	2020
18.8	0.0	0.8	4.5	9.4	3.8	0.2	0.1	22.5	2.3	2021
21.1	0.0	0.8	5.1	10.5	4.2	0.2	0.1	25.3	2.5	2022

7	Region Total	6	5	Region Total	4	3	2	1		SR. NO.
Bear sanctuary		Dholavira	Anjar	Region Total	Nalsarovar	Lothal	Gandhinaga r city	Dabhoi		Destination
31		36	39		34	36	35	32		RANKING
NG		KUH	KUH		CG	CG	CG	CG		REGION
0	0.12	0.02	0.1	0.05	0	0	0.05	0		Existing Tourist Traffic
0.0	0.1	0.0	0.1	0.1	0.0	0.0	0.1	0.0		2003
0.0	0.1	0.0	0.1	0.1	0.0	0.0	0.1	0.0		2004
0.0	0.1	0.0	0.1	0.1	0.0	0.0	0.1	0.0		2005
0.0	0.1	0.0	0.1	0.1	0.0	0.0	0.1	0.0		2006
0.0	0.1	0.0	0.1	0.1	0.0	0.0	0.1	0.0		2007
0.0	0.1	0.0	0.1	0.1	0.0	0.0	0.1	0.0		2008
0.0	0.1	0.0	0.1	0.1	0.0	0.0	0.1	0.0		2009
0.0	0.1	0.0	0.1	0.1	0.0	0.0	0.1	0.0		2010
0.0	0.1	0.0	0.1	0.1	0.0	0.0	0.1	0.0		2011
0.0	0.1	0.0	0.1	0.1	0.0	0.0	0.1	0.0		2012
0.0	0.2	0.0	0.1	0.1	0.0	0.0	0.1	0.0		2013
0.0	0.2	0.0	0.1	0.1	0.0	0.0	0.1	0.0		2014
0.0	0.2	0.0	0.1	0.1	0.0	0.0	0.1	0.0		2015
0.0	0.2	0.0	0.2	0.1	0.0	0.0	0.1	0.0		2016
0.0	0.2	0.0	0.2	0.1	0.0	0.0	0.1	0.0		2017
0.0	0.2	0.0	0.2	0.1	0.0	0.0	0.1	0.0		2018
0.0	0.2	0.0	0.2	0.1	0.0	0.0	0.1	0.0		2019
0.0	0.2	0.0	0.2	0.1	0.0	0.0	0.1	0.0		2020
0.0	0.3	0.0	0.2	0.1	0.0	0.0	0.1	0.0		2021
0.0	0.3	0.0	0.2	0.1	0.0	0.0	0.1	0.0		2022

16	15	Region Total	14	13	12	11	10	9	8	SR. NO.
Chorwad	Bhanwad		Thol lake	Taranga	Mehsana city	Langhanaj	Kumbhariya	Jessore sanctuary	Danta	Destination
35	31		31	31	33	31	32	34	31	RANKING
SAU	SAU		NG	NG	NG	NG	NG	NG	NG	REGION
0.01	0	0.03	0	0	0.03	0	0	0	0	Existing Tourist Traffic
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2003
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2004
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2005
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2006
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2007
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2008
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2009
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2010
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2011
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2012
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2013
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2014
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2015
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2016
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2017
0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	2018
0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	2019
0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	2020
0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	2021
0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	2022

26	Rajkot city	25	24	23	22	21	20	19	18	17	SR. NO.
36	31	35	35	35	35	33	33	36	35	35	Destination
SAU	SAU	SAU	SAU	SAU	SAU	SAU	SAU	SAU	SAU	SAU	RANKING
3	0	0.35	0	0	0	0	0	2	0	0.005	Existing Tourist Traffic
3.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	2003
3.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	2004
3.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	2005
3.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	2006
3.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	2007
3.1	0.0	0.4	0.0	0.0	0.0	0.0	0.0	2.1	0.0	0.0	2008
3.2	0.0	0.4	0.0	0.0	0.0	0.0	0.0	2.1	0.0	0.0	2009
3.3	0.0	0.4	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0	2010
3.4	0.0	0.4	0.0	0.0	0.0	0.0	0.0	2.3	0.0	0.0	2011
3.6	0.0	0.4	0.0	0.0	0.0	0.0	0.0	2.4	0.0	0.0	2012
3.8	0.0	0.4	0.0	0.0	0.0	0.0	0.0	2.5	0.0	0.0	2013
4.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	2.7	0.0	0.0	2014
4.3	0.0	0.5	0.0	0.0	0.0	0.0	0.0	2.8	0.0	0.0	2015
4.6	0.0	0.5	0.0	0.0	0.0	0.0	0.0	3.0	0.0	0.0	2016
4.9	0.0	0.6	0.0	0.0	0.0	0.0	0.0	3.3	0.0	0.0	2017
5.3	0.0	0.6	0.0	0.0	0.0	0.0	0.0	3.5	0.0	0.0	2018
5.7	0.0	0.7	0.0	0.0	0.0	0.0	0.0	3.8	0.0	0.0	2019
6.2	0.0	0.7	0.0	0.0	0.0	0.0	0.0	4.1	0.0	0.0	2020
6.8	0.0	0.8	0.0	0.0	0.0	0.0	0.0	4.5	0.0	0.0	2021
7.4	0.0	0.9	0.0	0.0	0.0	0.0	0.0	5.0	0.0	0.0	2022

35	34	33	32	31	Region Total	30	29	28	27	SR. NO.
Surat	Shuklatirth	Navsari	Kabinwad	Dandi		Velavadar	Tulshishyam	Sihor	Ranpur	Destination
39	34	34	35	38		37	30	38	38	RANKING
SG	SG	SG	SG	SG		SAU	SAU	SAU	SAU	REGION
5	0	0.2	0	0	5.375	0.005	0	0.005	0	Existing Tourist Traffic
5.0	0.0	0.2	0.0	0.0	5.4	0.0	0.0	0.0	0.0	2003
5.0	0.0	0.2	0.0	0.0	5.4	0.0	0.0	0.0	0.0	2004
5.0	0.0	0.2	0.0	0.0	5.4	0.0	0.0	0.0	0.0	2005
5.0	0.0	0.2	0.0	0.0	5.4	0.0	0.0	0.0	0.0	2006
5.0	0.0	0.2	0.0	0.0	5.4	0.0	0.0	0.0	0.0	2007
5.1	0.0	0.2	0.0	0.0	5.5	0.0	0.0	0.0	0.0	2008
5.3	0.0	0.2	0.0	0.0	5.7	0.0	0.0	0.0	0.0	2009
5.5	0.0	0.2	0.0	0.0	5.9	0.0	0.0	0.0	0.0	2010
5.7	0.0	0.2	0.0	0.0	6.2	0.0	0.0	0.0	0.0	2011
6.0	0.0	0.2	0.0	0.0	6.5	0.0	0.0	0.0	0.0	2012
6.3	0.0	0.3	0.0	0.0	6.8	0.0	0.0	0.0	0.0	2013
6.7	0.0	0.3	0.0	0.0	7.2	0.0	0.0	0.0	0.0	2014
7.1	0.0	0.3	0.0	0.0	7.6	0.0	0.0	0.0	0.0	2015
7.6	0.0	0.3	0.0	0.0	8.2	0.0	0.0	0.0	0.0	2016
8.1	0.0	0.3	0.0	0.0	8.7	0.0	0.0	0.0	0.0	2017
8.8	0.0	0.4	0.0	0.0	9.4	0.0	0.0	0.0	0.0	2018
9.5	0.0	0.4	0.0	0.0	10.2	0.0	0.0	0.0	0.0	2019
10.3	0.0	0.4	0.0	0.0	11.1	0.0	0.0	0.0	0.0	2020
11.3	0.0	0.5	0.0	0.0	12.1	0.0	0.0	0.0	0.0	2021
12.4	0.0	0.5	0.0	0.0	13.3	0.0	0.0	0.0	0.0	2022

Region Total	4	3	2	1		Medium Priority	Region Total	37	36	SR. NO.
	Malsamot	29	Piram Island	Alang				Valsad	Surpaneshwar	Destination
	23	29	21	22				35	33	RANKING
	SG	SG	SAU	SAU				SG	SG	REGION
1	0	1	0	0		11.525	5.95	0.75	0	Existing Tourist Traffic
1.00	0.0	1.0	0.0	0.0		11.53	6.0	0.8	0.0	2003
1.00	0.0	1.0	0.0	0.0		11.53	6.0	0.8	0.0	2004
1.00	0.0	1.0	0.0	0.0		11.53	6.0	0.8	0.0	2005
1.00	0.0	1.0	0.0	0.0		11.53	6.0	0.8	0.0	2006
1.00	0.0	1.0	0.0	0.0		11.53	6.0	0.8	0.0	2007
1.03	0.0	1.0	0.0	0.		11.84	6.1	0.8	0.0	2008
1.06	0.0	1.1	0.0	0.0		12.23	6.3	0.8	0.0	2009
1.10	0.0	1.1	0.0	0.0		12.69	6.5	0.8	0.0	2010
1.15	0.0	1.1	0.0	0.0		13.22	6.8	0.9	0.0	2011
1.20	0.0	1.2	0.0	0.0		13.85	7.2	0.9	0.0	2012
1.27	0.0	1.3	0.0	0.0		14.58	7.5	0.9	0.0	2013
1.34	0.0	1.3	0.0	0.0		15.42	8.0	1.0	0.0	2014
1.42	0.0	1.4	0.0	0.0		16.38	8.5	1.1	0.0	2015
1.52	0.0	1.5	0.0	0.0		17.49	9.0	1.1	0.0	2016
1.63	0.0	1.6	0.0	0.0		18.76	9.7	1.2	0.0	2017
1.75	0.0	1.8	0.0	0.0		20.21	10.4	1.3	0.0	2018
1.90	0.0	1.9	0.0	0.0		21.88	11.3	1.4	0.0	2019
2.06	0.0	2.1	0.0	0.0		23.79	12.3	1.5	0.0	2020
2.26	0.0	2.3	0.0	0.0		25.99	13.4	1.7	0.0	2021
2.48	0.0	2.5	0.0	0.0		28.53	14.7	1.9	0.0	2022

SR. NO.	Destination	RANKING	REGION	Existing Tourist Traffic	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
	Total			91	93	96	99	102	107	112	118	125	133	143	153	165	179	196	214	236	260	289	323	361
	Other			23	24	25	26	27	29	31	32	35	37	40	43	47	51	56	62	69	76	85	96	108
	Total for the state			114	117	120	125	130	136	143	151	160	170	182	196	212	231	252	276	304	337	375	418	469

CG – Central Gujarat, KUH – Kuchchh, NG – North Gujarat, SAU – Saurashtra, SG – South Gujarat

Table 5.9: Regional circuit wise projected tourist inflows

All values in lacs (rounded off)

Circuit	Central Gujarat	North Gujarat	South Gujarat	Saurashtra	Kuchchhs	Others	Total
2002	41	14	10	22	5	23	114
2003	42	14	10	23	5	24	117
2004	43	15	10	23	5	25	120
2005	45	15	10	24	5	26	125
2006	47	16	10	25	6	27	130
2007	49	17	10	25	6	29	136
2008	51	17	10	27	6	31	143
2009	54	18	11	28	6	32	151
2010	58	20	11	30	7	35	160
2011	62	21	12	32	7	37	170
2012	66	22	13	34	8	40	182
2013	71	24	13	36	8	43	196
2014	77	26	14	39	9	47	212
2015	84	28	15	42	10	51	231
2016	91	31	16	46	11	56	252
2017	100	34	18	50	12	62	276
2018	111	38	19	55	13	69	304
2019	122	42	21	61	15	76	337
2020	136	46	23	67	16	85	375
2021	152	52	25	75	18	96	418
2022	171	58	28	84	20	108	469

Table 5.10 Accommodation Projects – (Value in Rs. Lakhs)

	3										2											1					
	A	Vadodara city	E	D	C	B	A	Pavagadh	E	D	C	B	A	Ahmedabad city	City												
	0	0	0	0	800	300	100	1200	0	0	0	0	0	0	2003												
	0	0	5000	0	0	0	100	5100	0	0	0	0	0	0	2004												
	0	0	0	0	800	300	0	1100	0	0	0	0	0	0	2005												
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2006												
	0	0	0	0	0	0	100	100	0	0	0	0	0	0	2007												
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2008												
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2009												
	0	0	0	0	0	0	100	100	5000	0	0	0	0	5000	2010												
	0	0	0	0	0	0	0	0	5000	0	0	300	100	5400	2011												
	0	0	0	0	0	600	0	600	0	200	800	300	100	1400	2012												
	0	1600	0	0	0	600	100	700	5000	400	1600	600	200	7800	2013												
	0	2000	0	0	0	300	100	400	0	400	1600	600	200	2800	2014												
	0	3100	0	0	0	0	0	0	5000	400	1600	600	200	7800	2015												
	0	0	0	0	0	600	100	700	0	400	1600	600	200	2800	2016												
	0	8100	0	0	0	600	100	700	1	400	1600	600	200	2801	2017												
	0	3100	5000	0	800	600	100	6500	0	400	1600	600	200	2800	2018												
	0	8100	0	0	800	600	100	1500	5000	400	1600	600	200	7800	2019												
	0	3100	0	0	800	600	100	1500	0	400	1600	600	200	2800	2020												
	0	3100	0	0	800	600	100	1500	5000	400	1600	600	200	7800	2021												
	0	3100	5000	0	800	600	100	6500	0	400	1600	600	200	2800	2022												

[illegible]

	B	1		Region Total	E	D	C	B	A	2					E	D	C	B	A	1					City
		A	Ahmedpur Mandvi							Patan city	A	B	C	D						Ambaji	A	B	C	D	2003
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2004
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2005
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2006
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2007
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2008
	0	0	0	300	0	0	0	300	0	300	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2009
	0	0	0	800	0	0	800	0	0	800	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2010
	0	0	0	2200	0	0	0	0	0	0	0	0	0	0	0	0	1600	600	0	2200	0	600	1600	0	2011
	0	0	0	1300	0	0	0	0	0	0	0	0	0	0	0	0	800	300	200	1300	200	600	800	0	2012
	0	0	0	2300	0	0	0	0	100	100	0	0	0	0	0	0	1600	600	0	2200	0	600	1600	0	2013
300	0	0	1100	2400	0	0	0	0	0	0	0	0	0	0	0	0	1600	600	200	2400	200	600	1600	0	2014
0	0	0	0	2300	0	0	0	0	0	0	0	0	0	0	0	0	1600	600	100	2300	100	600	1600	0	2015
0	0	0	0	2300	0	0	0	0	0	0	0	0	0	0	0	0	1600	600	100	2300	100	600	1600	0	2016
0	0	0	0	2300	0	0	0	0	0	0	0	0	0	0	0	0	1600	600	100	2300	100	600	1600	0	2017
0	0	0	0	2300	0	0	0	0	0	0	0	0	0	0	0	0	1600	600	100	2300	100	600	1600	0	2018
0	0	0	0	8400	0	0	800	300	0	1100	0	300	800	0	5000	0	1600	600	100	7300	100	600	1600	0	2019
0	0	0	0	3400	0	0	800	300	0	1100	0	300	800	0	0	0	1600	600	100	2300	100	600	1600	0	2020
0	0	0	5000	3400	0	0	800	300	0	1100	0	300	800	0	0	0	1600	600	100	2300	100	600	1600	0	2021
0	0	0	0	3400	0	0	800	300	0	1100	0	300	800	0	0	0	1600	600	100	2300	100	600	1600	0	2022

		4					3					2									
	A	Junagadh town	E	D	C	B	A	Dwarka	E	D	C	B	A	Bhavnagar city	E	D	C				
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2003		
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2004		
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2005		
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2006		
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2007		
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2008		
	0	0	0	0	0	0	0	0	0	0	800	300	0	1100	0	0	0	0	2009		
	0	0	0	0	0	0	0	0	5000	0	0	0	0	5000	0	0	0	0	2010		
	0	0	0	0	0	0	0	0	0	0	800	300	0	1100	0	0	0	0	2011		
	0	0	0	0	0	0	0	0	0	0	800	300	0	1100	0	0	0	0	2012		
	0	800	0	0	0	0	0	0	5000	0	800	300	0	6100	0	0	0	0	2013		
	0	800	0	0	0	0	0	0	0	0	800	300	0	1100	0	0	0	800	2014		
	0	0	0	0	800	0	0	800	0	0	1600	300	0	1900	0	0	0	0	2015		
	0	1900	0	0	1600	600	0	2200	0	0	1600	300	0	1900	0	0	0	0	2016		
	0	1900	0	0	800	300	100	1200	0	0	1600	300	0	1900	0	0	0	0	2017		
	0	6900	0	0	800	300	100	1200	0	0	1600	300	0	1900	0	0	0	0	2018		
	0	1900	0	0	800	300	100	1200	0	0	1600	300	0	1900	0	0	0	0	2019		
	0	1900	0	0	800	300	100	1200	0	0	1600	300	0	1900	0	0	0	0	2020		
	0	1900	5000	0	800	300	100	6200	0	0	1600	300	0	1900	5000	0	0	0	2021		
	0	1900	0	0	800	300	100	1200	0	0	1600	300	0	1900	0	0	0	0	2022		

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				1														7	
	C	B	A	Saputa ra	Region Total	E	D	C	B	A	Veraval/so mnath	E	D	C	B	A	Sasan Gir	City	
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2003	
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2004	
800	0	0	0	800	0	0	0	0	0	0	0	0	0	0	0	0	0	2005	
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2006	
	0	0	0	5000	0	0	0	0	0	0	0	0	0	0	0	0	0	2007	
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2008	
800	300	0	0	1100	2200	0	0	0	0	0	0	0	0	800	300	0	1100	2009	
	0	300	0	300	5000	0	0	0	0	0	0	0	0	0	0	0	0	2010	
800	0	0	0	800	1100	0	0	0	0	0	0	0	0	0	0	0	0	2011	
	0	0	100	100	1100	0	0	0	0	0	0	0	0	0	0	0	0	2012	
	0	0	0	0	9900	0	0	800	300	0	1100	0	0	0	0	0	0	2013	
	0	0	0	5000	16600	5000	0	800	600	0	6400	5000	0	0	0	0	5000	2014	
800	300	0	0	1100	5100	0	0	0	0	100	100	0	0	0	0	0	0	2015	
800	300	0	0	1100	16600	0	0	1600	600	0	2200	0	0	800	300	0	1100	2016	
800	300	300	100	1200	14300	0	0	800	300	100	1200	0	0	0	0	0	0	2017	
800	300	300	100	1200	15700	0	0	800	300	100	1200	0	0	800	300	0	1100	2018	
800	300	300	100	6200	10700	0	0	800	300	100	1200	0	0	800	300	0	1100	2019	
800	300	300	100	1400	14600	0	0	800	300	100	1200	0	0	0	0	0	0	2020	
800	300	300	100	1200	20800	0	0	800	300	100	1200	0	0	800	300	0	1100	2021	
800	300	300	100	6200	15700	0	0	800	300	100	1200	0	0	800	300	0	1100	2022	

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		3	E	D	C	B	A	2		E	D	C	B	A	1	Region Total	E	D	C	B		
	A	Tithal						Vapi							Surat							City
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2003	
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2004	
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2005	
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2006	
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2007	
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2008	
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2009	
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2010	
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2011	
	0	0	5000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2012	
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2013	
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2014	
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1100	0	0	0	0	2015	
	0	0	0	0	0	0	0	0	0	0	200	800	0	0	1000	1000	0	0	0	0	2016	
	0	0	0	0	800	0	0	800	0	0	0	800	300	0	1100	800	0	0	0	0	2017	
	0	0	0	0	0	0	0	0	0	0	200	800	300	100	1400	5000	0	0	0	0	2018	
300	0	300	5000	0	0	300	0	5300	0	200	800	800	300	100	1400	1000	0	0	0	0	2019	
0	0	800	0	200	800	0	0	1000	5000	200	800	800	300	100	6400	1400	0	200	800	0	2020	
	0	0	0	0	800	600	0	1400	0	200	800	800	300	100	1400	5800	5000	0	800	0	2021	
300	0	300	0	0	800	600	0	1400	0	200	800	800	300	100	1400	1900	0	0	800	0	2022	

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Sr. No.	Destination	Project name	Theme	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
3	Ubharat	Good quality restaurant	Accommodation	10	10	10	10	10	10														
	Ubharat	Overall cleanliness and development of beach	Tourism Infrastructure					100															
	Ubharat	Beach sports	Adventure Sports						58.3														
	Ubharat	Wayside amenities	Tourism infrastructure					10															
	Sardar sarovar yojna	Boating in Narmada reservoir	Adventure Sports					20															
	Sardar sarovar yojna	Ropeway around the Narmada dam	ropeway						680														
	Sardar sarovar yojna	Cafeterias around the reservoir	Tourism Infrastructure					30		30													
	Sardar sarovar yojna	Cafeterias on the hill top	Tourism Infrastructure					25			25												
1.2	Sardar sarovar yojna	Information centre for Narmada project	information Centre																				
	Ahwa	Permanent tribal handicraft showrooms	Cultural heritage											20									
	Ahwa	Wayside amenities	Tourism infrastructure						10														

[illegible]**SAURASHTRA**[illegible]

Sr. No.	Destination	Project name	Theme	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
	Verawal/Somnath	Garden near the temple	Zoo and Children Park				50																
	Verawal/Somnath	Good sea food restaurant in Veraval	Acomodation				50																
	Verawal/Somnath	Cleanliness of Veraval city	Tourism Infrastructure	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
	Verawal/Somnath	Beach cleanliness	Tourism Infrastructure	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
	Verawal/Somnath	Visitors management system	information Centre	1.2	185																		
	Verawal/Somnath	Sea cruise in Veraval	Lesiure/adventure																				
	Dwarka/Beytdwarka	Wayside amenities	Tourism infrastructure			30																	
	Dwarka/Beytdwarka	Dwarka museum (for excavated material)	Sp interest						100														
	Dwarka/Beytdwarka	Semipermanent type accommodation at Dunny point in Bet Dwarka	Eco	30																			
	Dwarka/Beytdwarka	Water sports at Bet Dwarka	Adventure Sports				52																

Sr. No.	Destination	Project name	Theme	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
9	Junagadh city	Good quality restaurant	Accommodation	10	10	10	10	10	10														
		Wayside amenities	Tourism infrastructure		30																		
		Garden	Tourism infrastructure			50																	
		Folk dance/music festival	leisure		10																		
		Good quality restaurant	Accommodation			10	10	10	10	10	10												
		Craft bazaar	Tourism Infrastructure				75																
		Permanent shopping area	Tourism Infrastructure		10	10	10	10	10														
		Luxury bus service from Bhavnagar, Ahmedabad, and Junagadh to Palitana	Religious		21	21	21	21	21														
		Palitana																					
		Palitana																					
		Palitana																					
		Palitana																					
8		Verawal/Somnath	Verawal/Somnath																				
		Verawal/Somnath	Verawal/Somnath																				
		Verawal/Somnath	Verawal/Somnath																				
		Verawal/Somnath	Verawal/Somnath																				
		Verawal/Somnath	Verawal/Somnath																				
		Verawal/Somnath	Verawal/Somnath																				
		Verawal/Somnath	Verawal/Somnath																				
		Verawal/Somnath	Verawal/Somnath																				
		Verawal/Somnath	Verawal/Somnath																				
		Verawal/Somnath	Verawal/Somnath																				
		Verawal/Somnath	Verawal/Somnath																				
		Verawal/Somnath	Verawal/Somnath																				

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Sr. No.	Destination	Project name	Theme
	Porbander city	Resort	Accomodation
	Porbander city	Tourist information centre/kiosk at Airport and railway station	Information Centre
	Porbander city	Motels along the coastal highway with refreshment facility like health clubs, cultural activities, sea food etc.	Wayside amenities
	Porbander city	RO RO facility to connect Porbander with other coastal towns/cities of the state	Transportation
	Porbander city	Porbander darshan tours	Transportation
	Porbander city	Revamping and cleaning of Chowpati beach	Tourism Infrastructure
	Porbander city	Multiplex	Amusement Park
	Porbander city	Amusement park	Amusement Park
	Porbander city	craft centre cum bazar complex	Tourism Infrastructure
	Porbander city	Tour to lake in Porbander for bird watching	Eco
2003			
2004			
2005			
2006			
2007	5000	1.2	
2008		50	
2009			
2010		50	
2011			
2012		50	185
2013			
2014			
2015	50		
2016			
2017			
2018			
2019			
2020			
2021			
2022			

Sr. No.	Destination	Project name	Theme	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
	Taloja	Wayside amenities	Tourism Infrastructure									10											
	Taloja	Proper sign boards in the Buddhist caves	Archaeological										2										
	Taloja	Development and preservation of Buddhist caves	Archaeological										500										

NORTH GUJARAT

	Ambaji	Wayside amenities	Tourism Infrastructure																				
	Ambaji	Temple library	Zoo and Children Park								50												
	Ambaji	Garden with sitting facility in the vicinity	Tourism Infrastructure			50																	
	Ambaji	Facilities like clean drinking water and clean toilet	Tourism Infrastructure			5																	
	Ambaji	Dispensary	Tourism Infrastructure			50																	
	Ambaji	Renovation of the temple including the entrance for easy access to the temple	Religious			500																	
	Ambaji	Good quality eateries during festivals		20																			

Sr. No.	Destination	Project name	Theme	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
19	Mahudi	Garden with sitting facility near the temple	Tourism Infrastructure						50														
	Mahudi	Basic facilities like clean water, toilets	Tourism Infrastructure						10														
	Mahudi	Visitors management system	information Centre						1.2														
	Mahudi	Mahudi,jain temple Library	Religious							10	15												
	Mahudi	Gandhinagar -Mahudi resurfacing	Tourism Infrastructure	440	440																		
20	Bahucharaji	Basic facilities like clean water, toilets	Tourism Infrastructure						20														
	Bahucharaji	Visitors management system	information Centre						1.2														
	Bahucharaji	temple Library	Religious								50												
	Bahucharaji	Garden with sitting facility near the temple	Tourism Infrastructure							50													
	Shamlaji	Good quality restaurant	Accomodation			10	10	15															
21	Shamlaji	Garden with sitting facility for visitors and rest room for oldage.	Zoo and Children Park						50														

[illegible]

Sr. No.	Destination	Project name	Theme	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
		Poshina	Heritage interpretation centre									5											
		Poshina	Ayurvedic health club									197											
		Poshina	Nature camp and trekking										5										
		Poshina	Wayside amenities								10												
	24	Vadnagar	Tourist information bureau						1.2														
		Vadnagar	Garden with sitting facility near the temple						50														
		Vadnagar	Basic facilities like clean water, toilets						10														
		Vadnagar	Visitors management system						1.2														
		Vadnagar	temple Library							50													
	25	Patan city	Tourist information centre								1.2												
		Patan city	Garden and sitting arrangement near Rani ki Vas										50										
			Tourism Infrastructure																				

Sr. No.	Destination	Project name	Theme	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
26	Patan city	Way side amenities	Tourism Infrastructure								10												
	Siddhpur	Garden with sitting facility for visitors and rest room for old age	Tourism Infrastructure								50												
	Siddhpur	Tourist information centre	information Centre								1.2												
	Siddhpur	Visitor management System	information Centre								1.2												
	Siddhpur	Sound and light show at important historical and pilgrimage structure	Tourism Infrastructure									5											
	Siddhpur	Archaeologic al library	Archaeologic al										50										
	Siddhpur	Way side amenities	Tourism Infrastructure								10												
	Idar	Tourist information centre	information Centre									1.2											
	Idar	Proper sign boards in the Idar fort	Archaeologic al									1											
	Idar	Light and sound show at Idar fort	Archaeologic al																				

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Sr. No.	Destination	Project name	Theme	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
	Khavda	Wayside amenities	Tourism Infrastructure	20																			
32	Khavda	Organised cultural haat for local handicrafts	Ethnic/culture	50																			
	Mandvi	Wayside amenities	Tourism Infrastructure							20													
30	Mandvi	KO KO facility connecting Mandvi/Kandla with other coastal towns and cities of the state	Transportation									185											
	Gandhidham	Wayside amenities	Tourism Infrastructure			30																	
29	Gandhidham	Tourist information centre/kiosk at Airport and railway station	Tourist information Centre					1.2															
	Bhuj city	Wayside amenities	Tourism Infrastructure		30																		
	Bhuj city	Tourist information centre/kiosk at Airport and railway station	Tourist information Centre			1.2																	
	Bhuj city	Renovation of Kuchehh museum	Archaeological		2500	2500	2500																

Sr. No.	33	34	35
Destination	Wata no matsu/narayan Sarovar/Koteshwar/Chinkara	Small rann of kachchh	Bhadrashwar
Project name	Way side amenities	Nature camp and desert safari	Basic infrastructure like garden, sitting arrangement, drinking water and toilet
Theme	Wayside amenities	Eco	Tourism Infrastructure
2003		10	
2004			
2005			
2006			
2007			
2008	25		
2009	25		
2010	25	15	
2011		15	
2012			50
2013			
2014			
2015			
2016			
2017			
2018			
2019			
2020			
2021			
2022			

Sr. No.	Destination	Project name	Theme	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
	Adalaj	wayside amenities	Tourism Infrastructure				10																
	Adalaj	Sitting and relaxing facility near the site	Archaeological								50												
38	Adalaj	Light and sound show	Archaeological					5															
	Pavagadh	Maintenance of monuments and creation of a museum	Tourism Infrastructure		50																		
	Pavagadh	Amusement park	Leisure								1530												
	Pavagadh	Nature camp and trekking at Jambugodhia	Eco							5													
	Pavagadh	Tourist huts at various places	Tourism Infrastructure						5														
	Pavagadh	Dispensary at hill top	Tourism Infrastructure						5														
	Pavagadh	Signage boards at important monuments	Tourism Infrastructure					1															
	Pavagadh	Champaner Darshan Tours.	Cultural heritage				21			21													
	Pavagadh	Dustbins and covered garbage dumps (1.2 lac)	Tourism Infrastructure					5															

Sr. No.	Destination	Project name	Theme	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
39	Ahmedabad city	Tourist information centre/kiosk at Airport and railway station	information Centre						1.2														
	Ahmedabad city	All Gujarat tourist destination information desk	information Centre						1.2														
	Ahmedabad city	Renovation of all archaeological monuments	Archaeological						5														
	Ahmedabad city	Clearance of encroachment around archaeological monuments	Archaeological						1000														
	Ahmedabad city	Air axi Abad Dholavra and back	Leisure				400					400						400					
40	Vadodara city	Better transportation facility for Ajwa and Nimata	Leisure							30													
	Vadodara city	Tourist information centre/kiosk at Airport and railway station	information Centre						1.2														
	Vadodara city	Light and sound show at all historical important monuments	Archaeological								25												
	Vadodara city	Vadodara darshan tours	Transportation					21			21												
	Vadodara city	Permanent exhibition complex	Tourism Infrastructure				3000																

Sr.	No.	Destination	Project name	Theme																	
		Vadodara city	wayside amenities	Tourism Infrastructure		2003															
					30		2004														
							2005														
							2006														
							2007														
							2008														
							2009														
							2010														
							2011														
						2012															
						2013															
						2014															
						2015															
						2016															
						2017															
						2018															
						2019															
						2020															
						2021															
						2022															

MEDIUM PRIORITY DESTINATIONS

SOUTH GUJARAT

[illegible]

Sr. No.	Destination	Project name	Theme	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
		Valsad	Health resort	Health/Leisure					197														
		Valsad	Entertainment Centre's like Amusement Park	Leisure											1530								
		Valsad	Visitor/Tourist information cum facilitation center	Information Centre													1.2						
		Valsad	KO-KO Facility connecting Tithal (Valsad) to other Coastal Cities of the state	Transportation														185					
		Valsad	Pre Paid Taxi Booth	Tourism Infrastructure															5				
		Valsad	wayside amenities	Tourism Infrastructure										20									
		Tithal	Beach Resort	Accommodation								197											
		Tithal	good restaurants	Accommodation									20	40									
		Tithal	Water sport activities	Adventure Sports										50									
		Tithal	Shopping Centre.	Tourism Infrastructure										52									

[illegible]**SAURASHTRA**[illegible]

Sr. No.	Destination	Project name	Theme	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
	Jamnagar city	Tourist information centre/kiosk at Airport and railway station	Information Centre								1.2												
	Jamnagar city	MOTELS on coastal highway with refreshing facilities like health club, cultural centre	Accommodation							102		102									200		
	Jamnagar city	Jamnagar darshan tours	Transportation									21											
	Jamnagar city	KO KO facility to connect Jamnagar with other coastal towns and cities of Gujarat	Transportation									185											
	Jamnagar city	Multiplex	Amusement Park													3000							
	Jamnagar city	Amusement park	Amusement Park														1530						
	Jamnagar city	Health spa at balachari	Leisure												400								
	Jamnagar city	Sound and light shows	Tourism Infrastructure													10							
	Jamnagar city	Water supply augmentation projects	Tourism Infrastructure									250											
	Jamnagar city	Sewage disposal augmentation project	Tourism Infrastructure									450											

Sr. No.	Destination	Project name	Theme	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
54	Madhavpur	Beach resort	Accommodation										197								197		
	Madhavpur	Cafeteria	Accommodation										25										
	Madhavpur	Water sports at Madhavpur beach	Adventure Sports												52								
	Madhavpur	wayside amenities	Tourism Infrastructure									10											
55	Kileshwar	Forest lodge	Eco																10				
56	Harshad Mata	Beach resort	Accommodation											197									
	Harshad Mata	Water sports	Adventure Sports													52							
	Harshad Mata	wayside amenities	Tourism Infrastructure										10										
	Chorwad	Beach sports	Leisure										52										
57	Chorwad	Beach resort	Leisure											197									
	Chorwad	Good restaurant	Accommodation											60									

Sr. No.	Destination	Project name	Theme	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
58	Chorwad	wayside amenities	Tourism Infrastructure									10											
	Mahuva	Leisure Resort with conference room facility	Leisure										197										
	Mahuva	Wayside amenities	Tourism Infrastructure										10										
	Kuda	Leisure Beach Resort with conference room facility	Leisure											197									
	Kuda	Wayside amenities	Tourism Infrastructure										10										
59	Katpar village	Leisure Beach Resort with conference room facility	Leisure													197							
	Katpar village	Approach road	roads																3000				
	Katpar village	Wayside amenities	Tourism Infrastructure												10								
60	Jetpur	Textile museum and haat bazaar	Cultural heritage									50											
	Jetpur	Wayside amenities	Tourism Infrastructure									10											
	Khijadiya	Nature camp & bird watching facilities with guides	Eco										5										
61																							
62																							

Sr. No.	Destination	Project name	Theme	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
63	Pirotan islands/Narara beyt	Transportation facility from Jamnagar to Narara bet	Transportation										2640										
	Pirotan islands/Narara beyt	boats for transportation between Bedi and Pirotan	Eco											185									
	Pirotan islands/Narara beyt	Nature camp and marine life watching facilities at Pirotan and Narara bet with guides	Eco											10									
	Pirotan islands/Narara beyt	Wayside amenities	Tourism Infrastructure											10									
	Bhanvad	Forest lodge	Eco																50				
64	Bhanvad	Wayside amenities	Tourism Infrastructure														10						
	Tulshishyam	Transportation facility from Diu/Ahmedpur Mandvi to Tulshichyam	Transportation											21									
	Tulshishyam	Wayside amenities	Tourism Infrastructure										10										
65																							
66																							
NORTH GUJARAT																							
66	Jessore strom bear sanctuary	Nature camp and trekking																					
66																							
66																							
66																							

Sr. No.	Destination	Project name	Theme	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
67	Mehsana city	Tourist information centre/kiosk at Airport and railway station	Information Centre												2.4								
	Mehsana city	wayside amenities	Tourism Infrastructure											20									
68	Kumbharia	Garden and proper seating place	Tourism Infrastructure													50							
	Kumbharia	wayside amenities	Tourism Infrastructure												10								
69	Dabhoi	Gardens with sitting arrangement around Adinath temple and Kali temple	Zoo and Children Park													50							
	Dabhoi	Conservation and development of Dabhoi fort	Archaeological														1000						
70	Dabhoi	Proper sign boards in the fort	Archaeological														2						
	Dabhoi	wayside amenities	Tourism Infrastructure													10							
71	Thol lake	Nature camp and bird watching facility	Eco												5								
	Taranga	Garden with sitting facility near the temple	Tourism Infrastructure													50							

		74	73		72			Sr. No.
Langahanj	Langahanj	Bear sanctuary	Danta	Danta	Taranga	Taranga	Destin ation	
wayside amenities	Proper signboards explaining the history and importance of the forest	Forest lodge and trekking facilities	wayside amenities	Proper sign boards at the fort	wayside amenities	Good quality restaurant	Projec t name	
Tourism Infrastructure	Sp interest	Eco	Tourism Infrastructure	Archaeologic al	Tourism Infrastructure	Accommodati on	Them e	
								2003
								2004
								2005
								2006
								2007
								2008
								2009
								2010
								2011
								2012
10					10			2013
	2		10					2014
						10		2015
				2				2016
		50				10		2017
								2018
								2019
								2020
								2021
								2022

Sr. No.	Destination	Project name	Theme
	Dholavira	Restaurant	Acomodation
	Dholavira	Repairing/relying of shamakhali - Dholavaaviira roads	
	Dholavira	Light and sound show	Archaeologic al
	Dholavira	Airport	Tourism Infrastructure
	Dholavira wayside amenities	Tourism Infrastructure	
			2003
			2004
			2005
			2006
			2007
			2008
			2009
			2010
		17333	2011
		17333	2012
		17333	2013
			2014
			2015
			2016
			2017
			2018
			2019
			2020
			2021
			2022

CENTRAL GUJARAT

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Sr. No.	Destination	Project name	Theme	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
	Nal Sarovar	wayside amenities	Tourism Infrastructure								20												
	Nal Sarovar	Development of park	zoo and children park										50										
	Nal Sarovar	TOURIST information/interpretation centre (specifically about the birds)	information Centre										1.2										
	Nal Sarovar	Organised boating facility in the lake	Eco								5	10											
	Nal Sarovar	Parking facility	Tourism Infrastructure																				
	Nal Sarovar	Good restaurant	accommodation							60													
	Gandhinagar city	Development of borrow pit from Narmada main canal and develop resort and leisure activities like boating, swimming pool, garden etc.	Leisure												197								
	Gandhinagar city	Organised tour from Ahmedabad to Gandhinagar	transportation														21						
	Lothal	wayside amenities	Tourism Infrastructure								20												

LOW PRIORITY DESTINATIONS

SOUTH GUJARAT

Sr. No.	Destination	Project name	Theme	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
80	Bharuch/Ankleshwar	River front development	Tourism Infrastructure											1000									
	Bharuch/Ankleshwar	Amusement park	amusement park														1530						
	Bharuch/Ankleshwar	Motel with river front development	Wayside amenities												102								
	Bharuch/Ankleshwar	wayside amenities	Tourism Infrastructure											30									
81	Malsomat	Picnic spot with nature camp	zoo and children park														50						
	Malsomat	wayside amenities	Tourism Infrastructure												10								

SAURASHTRA

82	Alang	Shopping centre	Tourism Infrastructure																				
	Alang	Alang darshan tour	transportation																				
	Alang	wayside amenities	Tourism Infrastructure																				
83	Piram island	Nature camp and trekking	transportation																				

NORTH GUJARAT

|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|