CHAPTER -5

5.1 SUMMING UP

5.1.1 INTRODUCTION
In this chapter an attempt has been made to recapitulate and highlight the major findings of the previous chapters as also to indicate the lines on which the development of tourism, in India in general and in the state of Gujarat in particular, may take place for attaining rapid and balanced growth.

There are numerous definitions of tourism given from time to time. Social scientist like Theobald\(^1\) mentioned that etymologically, the word “Tour” is derived from the Latin word “Tornare” and the Greek word “Tornos”, meaning “a lathe or circle”, i.e., the movement around a central point or axis. The suffix – “ism” is defined as an action or process and the suffix – “ist” denotes one that performs a given action. When the word “Tour” is suffixed with either “ism” or “ist”, they mean a action or movement around a circle. In short, like a circle, a tour represents a journey that is a round trip, a act of leaving and then returning to the original starting point, and therefore, one who takes such a journey can be called “Tourist”.

The Macmillan Dictionary defines tourism as “the business of providing services for people who are travelling for their holiday”. Wikipedia defines tourism as “travel for recreational, leisure or business purposes.” OECD Glossary of Statistical Terms, defined tourism as “the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited\(^2\).”

Tourism, as we know today, is a global industry. It is an important economic activity the world over. As it not only contributes directly to the nation’s economy but it also has significant linkages with several other sectors like agriculture, animal husbandry, handicrafts, constructions, transportation, entertainment etc. After Second World War, tourism sector emerged as an industry demand-pushed by rapid advancements made

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\(^1\) Theobald (1994); en.wikipedia.org/wiki/tourism
\(^2\) Stats.oecd.org/glossary/detail.asp?ID=2725
in the field of communications and transport. This smoke less industry acts as a catalyst for socio-economic cultural development of a nation. It also encourages and reciprocates understanding by bringing into its fold numerous types of activities.

Today, as an international traded service, inbound tourism has become one of the world’s major trades. In 2012, the income from overall export of inbound tourism, including passenger transport, exceeded US$ 1078 billion\(^3\). Globally, tourism accounts for as much as 30 percent of the world’s export of commercial services and 6 percent of overall exports of goods and services\(^4\). Tourism, as an export category, ranks fourth after fuels, chemicals and automotive products when world is taken as a whole\(^5\). Like many other developing countries tourism in India is one of the main sources of foreign exchange earnings. In 2012, as per UNWTO, tourism’s contribution to worldwide GDP was 9 percent, its contribution to employment was little more than 9 percent of the overall number of jobs (direct and indirect) or one in every eleven new job created.

An important feature of the tourism sector, which is of specific significance to India, is its contribution to national integration and creation of a harmonious social and cultural environment\(^6\). A large volume of domestic tourists (table 3.3) visiting different parts of the country every year return with a better understanding of the people living in the different regions of the country and the geographical, biological and cultural diversity of India\(^7\). Again, travel and tourism has become a big source of foreign exchange earner. In 2012, India’s tourism receipts were US$ 17.74 billion from 6.58 million international tourist arrivals (Table 1.2 and 1.3). The total contribution of travel and tourism to employment was 7.7 percent of total employment, whereas, the total contribution of travel and tourism to GDP was 6.6 percent\(^8\) in 2012. A recent study by Government of India has shown that tourism creates 78 jobs through each investment of a million rupees, as against 45 jobs in manufacturing\(^9\).

\(^3\) See Table 1.3
\(^4\) See Chapter 1
\(^5\) Ibid.
\(^6\) Government of India; Ninth Five Year Plan Document, 1997-2002
\(^7\) Ibid.
\(^8\) World Travel and Tourism Council (WTTC); Travel & Tourism: Economic Impact 2013, India
\(^9\) Times of India, Ahmedabad; October 4, 2013
5.1.2 TOURISM IN INDIA

Tourism in India has passed through many stages. Tourism in ancient times was largely pilgrimage oriented or a business visits. Tourism as we know today has started in a small way in the early fifties. At the national level, the development of tourism was taken up in a planned way since 1956 i.e. beginning of the Second Five Year Plan (1956 – 61). In the Second Five Year Plan, a paltry sum of Rs. 1.56 Crores, which comes to 0.03 percent of the Nation’s total outlay, was made for the entire plan period for the development of tourism. Since then, there has been a gradual increase in the plan outlay in the successive plans (Table 1.5), with exception in the Eighth Five Year Plan. From the Table 1.5, it is clear that tourism sector has not been a priority sector in Government’s planned programmes. Though in absolute terms, the outlay increased from 1.56 Crores in the First Five Year Plan to Rs. 4,913 Crores in the Eleventh Five Year Plan. In percentage terms, the outlay in tourism as a percent to total National outlay comes to less than 1 percent.

Thus, the main competitive constraint Indian tourism sector faces is the low priority that the sector has been given by the Government. As mentioned earlier though poorly looked after, tourism sector has played an important role in Indian economy as a foreign exchange earner and also as a generator of employment.

The direct contribution of Trade and Tourism to India’s GDP was 1919.7 billion, i.e., 6.2 percent of total GDP of 2012, and it is forecast to rise by 7 percent in 2013, and to rise by 7.8 percent per annum form 2013 to 2023. In absolute money terms it will be Rs. 4360.6 billion in 2023 (in constant 2012 prices).

In the case of employment (direct contribution) in 2012, Travel and Tourism supported 25.04 million or 25,041 thousand jobs i.e. 4.9 percent of total employment of India. This is expected to fall by 0.6 percent in 2013 and then rise by 2.1 percent per annum to 30.63 million or 30,631 thousand jobs, i.e., 5.1 percent of total employment by 2023.

When India is compared with other countries of the world in respect to Tourist arrivals and Tourist Receipts, Table 1.6 shows that India’s share of global tourist flow was just 0.64 percent in 2012 and ranked miserable low at 41st place. In the case of

10 Government of India; Ninth Five Year Plan Document, 2007-2012
11 World Travel and Tourism Council (WTTC); Travel & Tourism: Economic Impact 2014, India
12 Ibid.
tourist receipts (Table 1.7), India was ranked 16th with 1.65 percent share during the above mentioned period.

When compared with countries of Asia and the Pacific Region, as India belongs to the region, the picture is also not too bright. When India and other Asia and the Pacific countries as a whole are taken into account, India's share in tourist arrivals was only 2.41 percent and was ranked 11th in 2000. By 2012, the share was 2.82 percent, i.e., an increase of 0.41 percent. But when rank is taken into account, it remained the same, i.e., 11th position (Table 1.6). In fact, India's rank when compared with other Asia and The Pacific countries, it fluctuated between 11th and 9th position between the period 2000 and 2012. In the case of percentage share of international tourist arrivals, it shuttled between 1.93 percent (2002) and 2.89 percent (2011) between the year 1997 to 2012 (Table 1.6). In the case of tourism receipts, the share fluctuated between 5.73 percent in 2007 and 3.21 percent in 2002; whereas, the rank fluctuated between 6th (in 2007 and 2008) and 13th (in 2002). In short, for the last 16 years, i.e. 1997-98 to 2011-12 (the study period), in both the cases - International Tourist Arrivals and International Tourism Receipts, India's show amongst Asia and the Pacific nations is quite grim (Table 1.7).

**India Vis-à-vis Top Ten Asia and the Pacific Countries**

India being the second largest country after China in respect of geographical size and also population in the Asia and the Pacific Region, it will be of much interest to see where India actually stand when international Tourists flow and receipts are taken into account vis-à-vis other Asia and the Pacific nations.

International tourist arrivals in the region reached a fabulous height of 234 million in 2012, some 15 million more than 2011 and about 50 million more than 2008, i.e., pre-economic crisis period (Table - 1.6). As per UNWTO Tourism Highlights 2013, Asia and the Pacific Region was the fastest growing region in 2012 with 7 percent increase in tourist flow (Table 1.2). This raised the regions share vis-à-vis world to 23 percent (Table 1.2). In 2012, the region's receipts were US$ 329 billion through international tourism, with a share of 31 percent of the world's total (Table 1.3).

Table 1.8 gives a glimpse of top 10 countries of the ‘Asia and the Pacific Region’, along-with India, in respect of international tourist arrivals for last five years viz., 2008 to 2012. China, Malaysia, Hong Kong, Thailand and Macao are the top five
countries of the region for all the above mentioned five years. Japan, Singapore, Korea (Rep.), Indonesia and Australia were ranked 6th, 7th, 8th, 9th and 10th respectively whereas as India could manage 11th position in 2008. By 2012, India with all its supposed tourism development efforts, as far as rank is concerned, remained at the same level. The rank was 11th in the year 2008 and in 2012 it remained at 11th position with 2.8 percent share of the total tourist flow to the region. In fact, in 2011, India was ranked 9th, the best ever position achieved by the nation which India failed to maintain or improve. In the case of tourism earnings, India in 2008 with US$ 11.83 billion was ranked 7 and by 2012 with earnings of US$ 17.74 million managed to earn 8th spot amongst the 10 top countries of the region. As for the receipts share, it was only 5.39 percent of the region’s total receipt in the year 2012 (Table 1.9).

Thus, a pertinent question that arises, when nature has gifted India with thousands of kilometers of pristine beaches, mighty mountains, deserts, lush-green forests, wildlife, beautiful monuments and vibrant art and culture or in other words, as often quoted, India offer “the world in one place”, then, with such advantages position, India should have been a leader in the world tourism sector, but even at the end of Eleventh Five Year Plan, the tourism sector scenario is far from satisfactory.

The Government of India, while recognizing the above mentioned facts, reviewed the Eleventh Plan period to find out the real reason/s for the poor show.

For the Eleventh Five Year Plan, the vision for the tourism sector was to achieve a superior quality of life through development and promotion of tourism through a multi-pronged strategy, i.e., (1) Position and maintain tourism development as a national priority. In spite of this, the rank of India in International tourist arrivals in the World improved marginally from 41st in 2007 to 38th in 2011 but slipped to 41st again in 2012 (Table 1.6). Again, when compared with other Asia and Pacific countries, India was ranked 11th in 2007 which marginally improved to 9th position in 2011 but slipped back again to 11th rank in 2012 (Table 1.6). According to the Twelfth Plan, this was sought to be achieved through the centrally-sponsored scheme like “Product/Infrastructure Development for Destination and Circuits” (PIDDC). The Twelfth Plan mentions that, “in spite of these initiatives, the global ranking of the level of tourism infrastructure in India measured by the number of hotel rooms, number of ATMs accepting major cards, and the presence of major car rental
companies improved only marginally from 96th in 2006 to 89th in 2010\(^{13}\). In other words, the Twelfth Plan clearly recognizes that on the tourism development front, India has failed to achieve its potential.

Looking to the poor performance of tourism sector, Twelfth Five Year Plan document came out with a strategy for development of Tourism.

"Tourism in India has the potential to promote faster, sustainable and more inclusive growth"\(^{14}\). But as we know, during the Eleventh Plan period this potential could only be partially realized. Thus, Government of India feels that during the Twelfth Plan period, it is necessary to reorient the strategy that was followed in the Eleventh Plan.

So as to achieve the targets- both, unachieved targets of the Eleventh Plan and also the new set of targets which are in the Twelfth Plan document.

According to the Twelfth Plan document, “The traditional approach to tourism development is a direct result of an extremely open and deregulated world economic environment. This approach is characterized by inequity in redistribution of economic benefits. Over the last two decades, the traditional approaches were more concerned with ecological and cultural conservation than poverty reduction. The aim is more on minimizing costs on people’s lives than bringing benefits to them.\(^{15}\) Keeping the above concept in mind, the Twelfth Plan document came out strongly with a tourism policy which emphasizes the need to adopt a “Pro-Poor” tourism. Thus, according to the Twelfth Plan document, tourism has better prospects for promoting pro-poor growth than many other sectors. This is because tourism involves a collection of activities, services and industries comprising transportation, accommodation, eating and drinking establishments, retail shops, entertainment businesses and other hospitality services provided to individuals or groups travelling away from home for leisure, business or other purposes. Tourism is also highly dependent upon natural capital (for example, wildlife, forest) and culture and these are assets that some of the poor have, even if they have no financial resources. For all these reasons, across the world, the tourism industry is one of the largest generators of employment. In India, the travel and tourism sector is estimated to create 78 jobs per million rupees of investment as compared to 45 in the manufacturing sector. The role of tourism in

\(^{13}\) Government of India; Twelfth Five Year Plan Document, 2012-17

\(^{14}\) Ibid.

\(^{15}\) Ibid.
promoting inclusive growth was also recognized in the meeting of Heads of States of G-20 countries held in June 2012 in Mexico. According to the Twelfth Plan, the approach aims at increasing the “net benefits to the poor from tourism and ensures that tourism growth contributes the poverty reduction.”

In short, India’s performance in tourism sector is well short of its potential. This short-coming as mentioned earlier, has been recognized by Government of India in a big way in the Twelfth Plan (2012-2017) document itself. Apart from acknowledging the importance of tourism as an important instrument to promote national integration, international understanding and a foreign exchange earner, the plan documents recognizes the vast employment generating potential of tourism sector. Times of India, in its editorial column, sarcastically wrote, “Tourism in India is the low hanging fruit” and then puts a poser “Why do we keep ignoring a low hanging fruit that would simultaneously answer many economic and social challenges and instead, pursue grandiose schemes”? In short, tourism has the potential to create a job market for ever growing young aspirants and at the same time can be a foreign exchange earner that can help India fix its balance of payment issues. One can consider a third spin off benefit, tourism sector if properly handled, it may be less polluting than manufacturing or even agriculture. Thus, in a one liner, one could say “Tourism, is the easy option to boost the economy and create jobs for a nation”.

5.1.3 TOURISM IN GUJARAT

Background

Situated on the western side of India, the state covers an area of 196030 sq km, or about six percent of the total geographical area of India and five percent of the Nation’s population. Almost one third of the coastline of the Indian sub-continent belongs to Gujarat. The state is bordered by Rajasthan to the North, Maharashtra to the South- East, Madhya Pradesh to the East and Arabian Sea as well as the Pakistani province of Sindh on the West. The modern day Gujarat was born on 1st May, 1960 as a result of the Bombay Reorganization Act, 1960. The state of Gujarat was from the north and west portions of Bombay State, the remainder being the state of Maharashtra. The State lies between latitude 20° 02’ N - 24° 39’ N and longitude 68°
10° E - 74° 37' E. In size, it ranks 7th and population wise 10th in India. The name 'Gujarat' is derived from 'Gujaratra', that is, the land protected or ruled by the Gurjars. The origins of the Gurjars are uncertain. The common belief is that the Gujjars or Gurjars clan appeared in northern India in about the time of Huna invasions of northern India. Over the period the name of the tribe was Sanskritized to 'Gujarat'. The Gurjar or Gujjars believe that they have descended from Suryavanshi Khshatriyas (Son dynasty) and historically they were sun worshipers. Traces of settlements dating back to the Indus Valley civilization have been found on the banks of rivers Sabarmati and Mahi as also remains of Harappan civilization at Lothal, Rampur and Amri among other places. It is believed that Solanki dynasty had ruled the state for quite a long time in the 10th century AD, followed by long Muslim rule. In the later part of the 18th century, the state came under Maratha rule. Once the British East India Company set foot in the state in 1818, the state came under their rule resulting in it getting divided into numerous princely states. Post-independence, as mentioned earlier, a large part of the state (except Saurashtra and Kutchh/Kachchh) became a part of Bombay State, which was later split into the states of Gujarat and Maharashtra (May 1960).

Religion and Culture

Gujarat is exceptionally blessed with a rich natural beauty, splendid cultural diversity and a matchless historical and spiritual heritage. Upholding the secrets of primitive civilization of the world, Gujarat has the pride of place in showcasing some of the most ancient archeological sites like the Indus Valley or Harappan civilization at Dholavira and Lothal. Stupas, remains of monasteries dating to the periods of the powerful Mauryan emperors and the Maitreka dynasty and some of India’s finest and famous Hindu temples ancient as well as modern can be seen in the state. It is a region where Hinduism, Jainism and Buddhism peacefully coexisted and developed since ancient times. It is the land where the Parsis, the followers of Zarathustra in Persia, found a safe haven after the fall of the Sassanid Empire and advent of Islam there. According to Parsi historians, after fleeing from Persia they landed and spent 19 years on the island of Diu and then set sail and landed in Sanjan, near modern Navsari either in the year 936 AD or 716 AD. Till today the landing year controversy persists. The descendants of those refugees are today known as the Parsis. Since beginning the Parsis played, and still playing, a prominent role in India’s socio-economic
development with several of the best known conglomerates of India are run by Parsis, viz., Tata, Godrej and Wadia families to name few of them. For a minuscule community it is quite remarkable what the Parsis have contributed in the socio-economic front in India. Mahatma Gandhi in a very crisp and beautiful way once said\textsuperscript{19}: “In numbers, Parsis are beneath contempt, but in contribution, beyond compare”. In short, Parsis came to Gujarat as refugees but today they are as proud Indians as anyone else.

Christianity came to India in along with Saint Thomas, one of the twelve disciples of Jesus when he landed in Kerala in 52 CE. The religion, in subsequent periods, spread to Gujarat along with other parts of India. Though Christians accounts for just 0.56 percent of the total population of the state (Table 2.3), today they are an important segment of Gujarat population.

Islam arose in the 7\textsuperscript{th} century in western Arabia. Gujarat with a shoreline on the Arabian Sea, was supposed to be one of the first region in India where Muslims migrated somewhere in the 7\textsuperscript{th} century itself. Over the years Sufi saints became very popular in Gujarat. Gujarat was a trading hub between Arab countries and India. As time passed, the Islam religion also spread in Gujarat and became one of the many religions practiced in the state. Many Gujarati saints and Sufis became famous not only in Gujarat but also in all over India. Names like Shiekh Ganjul Lim (1381 CE), Syed Burhanuddin (1411 CE) and Sheikh Wajihuddin Gujarati (1598 CE) to name few of them are well known household names in India. Today, Muslims represents little more than 9 percent (Census 2001) of state’s population. In the socio-economic, cultural and political activities, the Muslims played and are still playing a big role in the state’s all round progress.

Sikhism has a minor presence in Gujarat with just 0.09 percent of the state’s population (Table 2.3), and consists of mostly recent migration to the state. Four historical Gurudwaras can be found in Gujarat, at Lakhpat (Gurudwara Lakhpat Sahib) in Kachchh, at Bharuch Gurudwara Chadar Sahib), at Junagadh (Gurudwara Charan Paduka), and at Vadodara (Gurudwara Nanakwadi Sahib)\textsuperscript{20}.

\textsuperscript{19} Discover India magazine; March 2002
\textsuperscript{20} https://www.worldgurudwaras.com/historical-gurudwaras/india/gujarat
These numerous religions and their devotees, living in peace and in harmony side by side for centuries is a living testimony of its people's rich cultural heritage and God-fearing nature.

**Tourists Destinations**

As mentioned earlier, Gujarat is situated on the westernmost part of India, has one third (1600 km) of India's coastline. The State, size-wise ranks 7th and population-wise 10th in India. The State is fortunate to be blessed with beautiful beaches, vast sand deserts, thick forest covers, mountains and rich wildlife. It has numerous monuments of archeological and architectural importance and also possesses world famous temples and shrines of great religious significance across the religious spectrum. From cultural tourism point of view too, the state offers a wide range of excellent handicrafts viz., Patola - famous for hand-woven saris, Bandhani tie and dye, block printing and embroidery. The State is enriched with colourful festivals and fairs like Tametar, Chitra Vichetra, Uttrayan, Navratri, Champaner festival etc., to name few of them, all depicting the vibrant culture of Gujarat. Along with heritage and cultural Tourism Gujarat is also capable of becoming an important destination for Nature tourism, Event tourism, Adventure and sport tourism, Ecotourism, Business tourism, Recreational and leisure tourism and recently flourishing Medical tourism. Thus, Gujarat is a contrast by itself. It projects tribal culture along with modern cities, has desert as also long seacoast along with rural and urban economy. In other words, the State offers all that a national or an international tourist looks for.

Gujarat has a dominating position in India in a number of industries viz., petrochemicals, pharmaceuticals, gems and jewelry, dairy and textiles to name a few of them. Together these industries contribute to more than 16 percent of the Industrial production of the country and 12.7 percent of India's investment. Yet the state was poorly placed on tourist map of India let alone in the world map. In India, in the case of domestic tourist flow to the state, the state's rank fluctuated between 9th and 11th between the period 2002 to 2012, when compared with rest of the states of India. In fact the state's best ranking came in 2001 with 3.50 percent of total domestic tourists flow and ranked 7th (Table 3.12). If last five years period is analyzed, then it could be seen from the Table 3.3, that though in actual numbers the total tourists flow

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21 Facts for You; Divya Soni; March 13, 2013
has increased from 158.07 lakhs in 2008-09 to 223.64 lakhs in 2011-12, i.e., an increase of 65.57 lakhs, quite an impressive figure for the state if it is taken as an individual unit. But when a comparison is made with other states, then percentage share of domestic tourists flow to the state, fluctuated between 2.75 percent (2008) and 2.35 percent (2012). In fact, the share actually fell in the last three years i.e. 2010 to 2012, though in 2012 the rank slightly improved to 9th position from 10th position in 2011 (Table 3.12).

In the case of foreign/NRI tourists flow taken separately, Gujarat’s position is still worse. During 2001 to 2012, the state was nowhere near the top ten states (Table 3.18). In fact, Gujarat’s rank fluctuated between 14th and 18th when the period 2001 – 2012 is taken into account.

Thus, whether its domestic tourists or foreign tourists flow to the state, it is quite an alarming situation. The state and specially TCGL has to do lots of home-work and take lessons from states like Andhra Pradesh, Tamil Nadu, Uttar Pradesh etc. to find out ways and means to attract more foreign tourists as also domestic tourists. As per World Tourism Organization – 2012, Tourism’s contribution to employment is estimated to be 9.01 percent of the overall number of jobs (direct and indirect) or one in every eleven new job created globally. For India, the total contribution of travel and tourism to employment is 7.7 percent of total employment, whereas the total contribution of travel and tourism to GDP is 6.6 percent in 2012. A recent survey by Government of India has shown that tourism creates 78 jobs through each investment of a million rupees, as against 45 jobs in manufacturing sector. Thus, tourism sector creates a tremendous positive impact on Nation or state’s economy. As mentioned earlier, Gujarat like India as a whole, has not taken travel and tourism sector very seriously. Table 3.1 shows that though contribution of tourism to state GDP was 2.53 percent (or Rs. 1948.10 Crores approx.) in 2002, which increased to 4.02 percent (or Rs. 3773.29 Crores approx.) in 2012. The State Government’s outlay in tourism out of its total budget was only 0.06 percent (or Rs.3.50 Crores) in 1997-98, which increased to 0.80 percent (Rs. 100 Crores) in 2006 – 07, which was the best outlay (percentage of State’s budget) till date (Table 3.2). There was a dip during the next couple of years with minor fluctuations. It then increased to 0.70 percent in 2009-10, then fell to 0.61

22 World Travel and Tourism Council (WTTC); Travel & Tourism: Economic Impact 2013
23 Times of India, Ahmedabad; October 04, 2013
percent in 2010-11 and further fell to 0.53 percent (Rs. 200 Crores) in 2011-12. In short, the percentage share fluctuated between 0.06 percent in 1997-98 and 0.80 percent in 2006-07, less than 1 percent of the State’s total budget outlay. Though in money terms, it increased to Rs. 200 Crores in 2012 from a meagre Rs. 3.50 Crores in 1997-98. It seems that the State Government failed to realize that tourism can be an important revenue earning unit and thus only Rs 200 Crores (less than 1 percent of the total State budget) has been allotted to the tourism sector. Hence, it is not surprising why tourism’s contribution to State GDP fluctuated between just 2 percent and 4 percent.

Looking to the State’s relatively poor performance in tourism front, the state Government, in 2011 – 12 period, came out quite strongly to develop tourism, domestic in general and foreign in particular. Before attempting to analyze State Government’s efforts, an attempt will be made to revisit to SWOT analysis i.e., to highlight the Strengths, Weakness, Opportunities and Threats the State has or faces.

**STRENGTHS**

- Gujarat’s geographical location. Prevalence of deserts, forests, mountains and beaches.
- Unity in diversity i.e., a blend of various civilization and their traditions along with growth of different religious side by side over centuries.
- For heritage tourism, the State has
- A wealth of archeological sites and historical monuments and world famous temples.
- Rich tradition in handicrafts
- Colourful fairs and festivals
- For lover of nature tourism, the state has four national parks and 21 sanctuaries.
- Business tourism in becoming a major attraction amongst businessman and investors in Gujarat.
Example:

i) The chemical industry in the state contributes to more than 20 percent of India’s chemical output.

ii) The gems and jewelry industry accounts for over 80 percent of India’s total diamond exports.

iii) The state is rich in bio-resources and has a forest cover of 1.88 billion hectares.

- State accounts for 40 percent of India’s pharmaceutical production.

Recreational and leisure tourism is an area which is very popular world over.

Some of the various options that the state offers to tourists are:

- Beautiful beaches along the coastline.
- India’s first drive in theatre is at Ahmedabad.
- Gujarat has some of India’s best museums and
- Gandhi’s Gujarat viz., Porbandar, Rajkot, Bhavnagar, Ahmedabad, Dandi and Bardoli.

WEAKNESS

i) Poor accessibility to most of the tourist destinations due to basic infrastructure bottlenecks.

ii) Lack of basic amenities at many tourist spots.

iii) A xenophobic attitude among sections of the population.

iv) Lack of proper marketing of state tourism especially abroad. However since 2011 – 12, TCGL has taken special interest in this aspect.

v) About local tourist destinations there is still lack of information regarding their locations and importance.

vi) High tax structure in the industry makes the industry worse off than its international equivalent. In India and for that matter Gujarat, the expenditure tax, luxury tax, sales tax and service tax, inflate payable bills of the tourists to

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24 Facts for You; Divya Soni; March 2013
many fold and thus the budget tourists specially foreigners think twice before visiting India and in turn Gujarat.

vii) The services currently offered by most of the hotels are only limited value added services. It is way behind international standards.

OPPORTUNITIES

- Pre-historic civilization sites,
- Famous shrines,
- Majestic monuments,
- Enchanting heritage sites,
- Prodigious handicrafts,
- Health thronging fairs and festivals,
- Exotic Eco Tourism and finally
- Grandeur of Mohandas Karamchand Gandhi, are properly marketed, can convert Gujarat into a potential tourist hub of India.

THREATS

- Aggressive marketing strategies adopted by the foreign countries like Australia, Singapore, Malaysia, China, Thailand etc., Andhra Pradesh, Rajasthan, Madhya Pradesh, Kerala in tourism are posing as a serious threat in Gujarati tourist flow
- Fast changing trend in likings of the tourist’s world over demands that the state tourism should change accordingly which sometimes becomes difficult to implement due to high project costs.
- Pollution is a major threat to tourism industry. Garbage, sound pollution and unhygienic behavior by locals near the tourist centers need immediate corrections by authorities or it will pose a major threat to tourism industry in Gujarat.
- Tourists, both foreigners and domestic, are concerned about their personal safety. Thus, to have free flow of tourists to different destinations, India and in turn state should be free from terrorist attacks and also from local disturbances.
- If India is taken as a whole, then economic conditions and political turmoil in the country is affecting tourism in India and subsequently Gujarat also.
While SWOT analysis gives a brief idea of Strength, Weakness, Opportunities and Threats of a business unit or proposition, PEST on the other hand measures the market potential and situation so that the stakeholders with the knowledge of SWOT and PEST can plan their business strategies accordingly. The five force analysis provides a framework that models an industry (here tourism industry) being influenced by five competitive forces. This tool is very informative and handy as the five forces help analyze everything from the intensity of competition to the profitability and attractiveness of an industry.

To conclude, one can say that all the three tools i.e., SWOT, PEST and Five Force Analysis indicates that Gujarat can be potential force in tourism sector as it possesses all the ingredients to make Gujarat a tourists hub of India.

In 2005 – 06 itself the State Government realized that the state tourism has not reached to its potential, despite having world class tourists destinations and also a distinction of being among the most industrialized state and this is due to lack of vigorous marketing strategy for promoting tourism, together with a lack of tourism related infrastructure within the state is responsible for the relatively poor flow of tourist in the state. To overcome the short comings the Government of Gujarat, and TCGL in particular, came out with multi-faceted marketing activities to attract tourists. The Department of Tourism, Government of Gujarat in partnership with FICCI organized the first ever Gujarat Tourism Conclave 2010 on June 24, 2010 at Ahmadabad and the main theme was to find out Tourism opportunity in the state, Air connectivity, Health and Wellness tourism, and on the basis of the findings to draw a road map for Gujarat. A FICCI-YES Bank study on “Furthering the growth of Gujarat Tourism with special emphasis on Health and Wellness Tourism” was placed on the table for discussion in the conclave. With “Aavo Padharo” words of welcome in Gujarati, the state Government encourages the tourists to come to Gujarat and discover centuries of history from Indus Valley Civilization site into a fascinating vibrant future via its eight tourism hubs created in strategic vacations across the state.

In January 2010, The State Government launched “Khushboo Gujarat Ki” campaign with Shri. Amitabh Bachchan as its brand ambassador to promote various tourists destinations and to uphold rich culture and tradition of it the state. The “Khushboo Gujarat Ki” was decorated with the prestigious National Tourism Award 2011 – 12 in

the category of Award of Excellence – Best Tourism Film. Again, Gujarat was adjudged the third best state in comprehensive development of Tourism while TCGL also received the award for most innovative use of information technology.

In 2015, Government of Gujarat after assessing the development of State’s tourism sector realized that the State Government in general and Tourism Corporation of Gujarat Ltd. (TCGL) in particular cannot leave the growth of travel and tourism to chance. The State Government acknowledges in their Plan policy that the tourism resources in the State have the potential to generate significantly higher levels of demand from domestic as well as from international markets which if exploited intelligently in a sustainable manner can be the engine of growth for the economy. As usual the Plan policy was made but the implementation in right earnest got delayed due to one cause or the other.

‘The Times of India’ in its edition of May 15, 2015, came out with a sterling news that the “last tourism policy announced was in 2003 had lapsed in 2008 and therefore the Government kept postponing the tourism policy for one reason or the other.” As per the news item,26 the State Government, after a gap of 12 years, confirmed that the Government is ready with the new “Tourism Promotion Policy”. Under the policy, tourism sector is to be given the status of “industry”- though late than never. In this policy, tourism and hospitality projects will get several incentives which were not given to them earlier. As per the policy:

1. The Government may offer land to tourism and hospitality projects at reasonable rates,

2. Tourism department will withdraw from the business activity and all the hotels and other facilities run by the ‘Tourism Corporation’ will be given to private players on long term lease,

3. The tourism department will focus only on the promotional and infrastructure facility,

4. Ecotourism, religious tourism and business tourism will be developed on large scale. At least 10 new ecotourism sites will be developed in the State in the next five years period,

26 The Times of India, Ahmedabad, Friday, May 15, 2015
5. State Government have decided to promote convention and event-based tourism in the State, and a separate incentive scheme will be offered to attract maximum number of international and national exhibitors.

In short, the policy, if implemented properly, the Gujarat Government is willing to adopt multi-pronged strategy to promote tourism in Gujarat and it is hoped that in very near future Tourism in Gujarat will take the pride of place amongst other Indian states. Seeing Gujarat's thrust in tourism sector, Lonely Planet- the famous travel guide book publishers, voted Gujarat as one of the 10 most unsung places in the world.