Analysis of Plans for Tourism Development
## Chapter 5 Analysis of Plans for tourism development

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Analysis of Plans for Tourism Development

As tourism worldwide gets attention of respective government, Gujarat is in the same direction and chalking out plans to attract more and more number of tourists to Gujarat. Certain programs and plans are in action for last few years. On the other hand, certain programs and plans have been initiated recently and not having previous information or details. Research is undertaken in the area of tourism with reference to plans framed and executed by tourism department of Gujarat. Effort is made to analyze plans and its effects over growth of tourism sector.

As studying plans of government, these measures can be divided into different heads like…

A. Policy based Plans
B. Project based Plans
C. Event based Plans

A. Policy based Plans

A.1. Promotion to shooting at tourism sites
Films and serials as well as advertisements are more in touch with the society with increasing use of television to release stress. Media is now more creative in the present time and undertaking innovative experiments to make it more effective. Media Houses search for effective locations suitable to their requirements and go for suitable locations. With this purpose of attracting more media houses, Gujarat government has taken certain measures as following.

There are many places in Gujarat which are suitable for tourism as well as for film and television shooting. There are quite number of films, serials, documentaries and advertisements being shot in Gujarat.

Government has planned to provide prompt approvals and adequate facilities to producers. Tourism industry can be benefited if more people are willing to shoot in Gujarat. Not its active consideration of government to ensure prompt and adequate facilities is available to producers. Government is firm in providing below given facilities after careful consideration.
1. Municipal Commissioners of Municipal Corporation, Police commissioners, District collectors, District Police Superintendents and District conservator of forest will give official approval for shooting. In case of rejecting application, reasons are to be given to party. In case of no decision within seven days, the permission will be deemed to have been granted.

2. Deemed permission shall not apply…
   a. For monuments fall under Department of Archeology Survey
   b. Reserve forest, forest or Sanctuary, Area falling under forest and environment department.

3. No charges shall be levied for police bandobast at open sites and shooting in public places. However, charges for water, electricity and utilization of buildings and other facilities are applicable.

4. For security clearance, party needs to take local permission of police commissioner or District Police Superintendent. In case of non rejection or granted, within seven days, from the day of application, it will be deemed to have been granted.

5. Film Shooting Cell is to be established within Tourism Corporation of Gujarat Ltd. at Gandhinagar and at Mumbai Branch Office.

6. Four consultants without creating of posts can be taken on contract basis through consultancy services within limit of Rs. 30000 per month emoluments per consultant depending on work assignment given by Managing Director, TCGL, Gandhinagar.

7. This cell shall carry out marketing activities for film shooting etc. It shall also function as facilitation center.

8. This cell shall function under the supervision of MD, TCGL, Gandhinagar.

9. “Toran Hotels” run by TCGL shall offer concessional fare of 50% over the prevailing rates. Priority shall also be given to such bookings.

Many destinations in India are famous for shooting. Gujarat can also work for encouraging tourism in the state. In connection with that government has made various efforts and changes needed in policy of states to smoothen the way for film makers. Government has declared certain incentives as well as made efforts for prompt clearance
system in registration and permission. Government can work further by establishing sound infrastructure in the state to promote shooting in Gujarat.

A.2. HOME STAY POLICY

Tourists as whole always look for new destinations to explore the world but accommodation facilities play an important role in their trips to destinations. Generally tourist selects the destinations which can cater their need for pleasant, peaceful and safe stay at tourist place and they search for the same. Tourism Department with objective to provide pleasant accommodation to tourists has introduced “Home Stay Policy”

Objective of this policy is to increase accommodation facilities at tourist destination as well as to create active participation of local population for the development of tourism. This will facilitate operations of tourism development to attract tourists to various destinations of Gujarat.

Over 2.8 crores tourists visited Gujarat in 2013-14 with growth of 13.3% over previous year. Tourism Department of Gujarat has introduced this policy. Focus of government is to provide comfortable home stay facilities of standardized world class services to tourists as well as to supplement availability of accommodation in cities and tourist destinations. This will offer an opportunity for foreigners to stay with Indian family, experiencing tradition and culture of Gujarat and relishing traditional cuisine of Gujarat.

This offer home owner an opportunity who have necessary aptitude and home of suitable size and standards of comfort, it can be useful source of income as well as enjoyable business activity.

Following is the initiative and details pertaining to “Home Stay Policy”

Resolution

After due consideration, Tourism Department, Government of Gujarat is pleased to announce incentives and guidelines for registration and for classification or reclassification of Homestay Establishment.
1. Title ,extension and commencement-
(1) This scheme may be called Incentives and Guidelines Policy for Registration of Homestay Establishment.
(2) It shall be applicable in the entire State of Gujarat.
(3) This scheme will come into force from the date of issue of this Government Resolution.

2. Definitions:-
In this scheme , unless context otherwise requires:-
   a. “Applicant” means the owner of the establishment who applies for registration as Homestay Establishment under this scheme.
   c. “Form” means the form appended to this scheme.
   d. “Homestay Establishment ” means a place where the owner of the establishment along with his/her family is physically residing in the same establishment. There any tourist can stay on payment for boarding and lodging and such accommodation is recognized as such by Tourism Corporation of Gujarat Limited.

3. Registration:-
(1) Home-owners who, together with their family, inhabit the same premises, which must be their principal place of residence. Only those residential houses which exists before 31st March, 2014 will be eligible under this scheme. Such home owners intending to use their residential premises as Homestay Establishment for providing accommodation where a tourist stays on payment for boarding and lodging shall apply in from ‘A’ for registration of the establishment and for renewal in from ‘D’ to General Manager, Tourism Corporation of Gujarat Limited, 4th floor, Block No.16, Udyog Bhavan, Sector-11, Gandhinagar-382017.
(2) On receipt of the application under sub-clause (1) above, the contents of the application will be scrutinized. The presence of facilities and services will be evaluated against the enclosed Checklist. Checklist will have to be duly filled in and signed on all pages and submitted along with the application. On satisfactory receipt of all required documents, an inspection visit will be arranged by qualified agency appointed by Tourism Corporation of Gujarat Limited.

(3) The inspection team will submit their inspection report to the Corporation. A letter confirming eligibility will be issued by Managing Director, Tourism Corporation of Gujarat Limited to home-owners who qualify at the screening stage. Only when the Registration Certificate has been received may the home-owner commence business operations.

(4) Police Verification Certificate of the establishment is required and the form and he shall issue a certificate in Form “B”.

(5) The Corporation reserves the right to accept or reject any application. Any person aggrieved with the order or letter of Managing Director Tourism Corporation of Gujarat Limited may appeal before The Secretary (Tourism), Industries and Mines Department, Sachivalya, Gandhinagar within thirty days and the decision of The Secretary (Tourism) thereupon shall be final.

4. Fees for Registration

1. Along with the application, the applicant shall pay the fees on the following scales, namely:-

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Name of category</th>
<th>Amount of fees in Rs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Silver</td>
<td>100/-</td>
</tr>
<tr>
<td>2</td>
<td>Gold</td>
<td>200/-</td>
</tr>
</tbody>
</table>

2. Fees shall be paid in the form of a banker’s cheque or Demand Draft issued by Scheduled bank payable to “Tourism Corporation of Gujarat Limited”.

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5. General condition of registration

The accommodation of the Residential premises to be registered under this scheme as Homestay Establishment shall confirm to the following conditions, namely:-

1) That the residential premises are purely residential units and the owner is physically residing therein along with his or her family;
2) That the owner shall let out not less than one room and not more than six rooms to paying guest consisting of twelve beds in all;
3) That the bedroom has an adequate numbers of bathrooms and adequate arrangement for water, power supply, proper ventilation and lighting, suitable furniture, sanitation facility and other facilities;
4) That the premises are in a good state of maintenance and have the required standards of hygiene, cleanliness and safety including fire safety;
5) That the premises are having adequate parking facility either within the same premises or in the vicinity;
6) That the premises should be located in an area easily accessible.
7) The premises should be good residential properties in good locations where tourists can comfortably stay.
8) That the premises have been considered by a classification committee for registration as an establishment as Silver or Gold category; and
9) Any other condition which the Industries & Mines Department, may impose, from time to time shall be applicable.

6. Classification committee

1. There shall be a classification committee constituted for recommending classification of the establishment, consisting of the following:-

<table>
<thead>
<tr>
<th>Name of the Authority</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Managing Director, Tourism Corporation of Gujarat Limited</td>
<td>Chairman</td>
</tr>
<tr>
<td>General Manager, Tourism Corporation of Gujarat Limited</td>
<td>Member</td>
</tr>
<tr>
<td>Faculty of Institute of Hotel Management, Gandhinagar</td>
<td>Member</td>
</tr>
<tr>
<td>Nominee of Hotel &amp; Restaurant Association, Gujarat</td>
<td>Member</td>
</tr>
<tr>
<td>Manager, Hotels, Tourism Corporation of Gujarat Limited</td>
<td>Member Secretary</td>
</tr>
</tbody>
</table>
2. The committee shall classify the establishment as under Silver or Gold category depending upon the amenities available there in.

7. Category of establishments

On basis of the checklist given in the Schedule A, the classification committee shall give its recommendation for categorization of the establishment as Silver or Gold category.

8. Issuance of certificate of registration

Whenever any establishment is approved by Managing Director, Tourism Corporation of Gujarat Limited for registration under this scheme, he shall issue a certificate in Form “C”. The certificate shall be issued for a period of two years duration in the first instance and shall be renewable thereafter, for every two years on payment of fees laid down in this scheme for registration.

9. Power to inspect

Managing Director, Tourism Corporation of Gujarat Limited may, either himself / herself or by authorizing any officers or staff subordinate to him in this behalf, inspect, at all reasonable times, the premises of the establishment registered under this scheme. Any deficiencies pointed out by Tourism Corporation of Gujarat Limited, shall be rectified by the unit. If deficiencies are not rectified, Tourism Corporation of Gujarat Limited shall give notice to rectify deficiencies within 30 days from the date on which notice is received by the Homestay owner. If deficiencies still are not rectified, Managing Director, Tourism Corporation of Gujarat Limited shall cancel the sanctioned registration and classification of the said unit. The unit may file an appeal with The Secretary (Tourism), Industries and Mines Department, Sachivalaya, Gandhinagar within 30 days from the date of order or letter of Managing Director Tourism Corporation of Gujarat Limited received by the unit.

10. Other provisions

a. The classified units shall maintain the required standards at all times. Tourism Corporation of Gujarat Limited could inspect the premises at any time without prior notice.

b. The unit shall have to necessarily display charges of room, dinner, lunch, breakfast and levied accordingly. The type of breakfast to be offered will
have to be specified, the charges will have to be displayed and the visitors will have to be informed in advance.

c. Any changes in the facilities of the Homestay Establishment will have to be informed to Tourism Corporation of Gujarat Limited within 30 days. If any violation of this comes to the notice of Tourism Corporation of Gujarat Limited, then the classification will stand withdrawn/terminated.

d. Registration will be finalized within 30 days of the application being made to Tourism Corporation of Gujarat Limited, given that the application is complete in all respects.


12. **The Homestay Establishment get shall benefits as under:**
   - Homestay Establishment shall be exempt from Luxury Tax and Value Added Tax.
   - Domestic rates for electricity would be charged from the registered Homestay Establishment.
   - Domestic rates of municipal property tax and water tax would be charged from the registered Homestay Establishment.

Tourism Corporation of Gujarat Limited shall give one time short training as well as marketing guidance and support in general.

Government under the scheme focuses on increasing number of accommodation facilities in Gujarat for potential tourists. Concentration of government is to make better utilization of resources with respective area or region. Making people a part of tourism development by involving local population under this scheme is really appreciable step of Gujarat government.

Care of tourists is taken while framing the policy to cater them best service in accommodation. Government has instructed owners to have facilities as specified according to check list and these homes will be categorized according to facilities. Home owners need to follow regulations prescribed in the policy. Home owners will have to specify rates for lodging and boarding facilities with price list. Moreover, government retained authority to inspect facilities provided by them. Government can also cancel
registration of home owners if regulations are not followed. Government also took care that facilities should be maintained, as it is necessary that home owners should physically reside at that place. Moreover, owner also needs to maintain proper facilities, cleanliness and hygiene. The place should also be easily accessible from city.

Government has also taken care of facility owners by levying domestic electricity charges and municipal property tax, water tax. Government has also exempt facility owners from luxury tax and value added tax. Government will also encourage facility owners by providing one time training as well as marketing guidance and support.¹

A.3. “Khushboo Gujarat ki” – Best Marketing Initiative

Present scenario is of marketing. Its not important only to perform but it also becomes essential to show it to world. Gujarat already holds potential tourism destinations. The need is to focus and creates platform for tourism development. Gujarat government started “Khushboo Gujarat ki” - A marketing campaign to expose Gujarat Tourism destinations with the historical icon of bollywood Mr. Amitabh Bachhan.

Mr. Amitabh Bachhan throuth “Khushboo Gujarat Ki” exposes different tourism destinations of Gujarat very beautifully that attracted more number of tourists to Gujarat. Destinations covered destinations like…

10. Kite festival

“Khushboo Gujarat Ki” – Aggressive marketing campaign also succeed to get the task by increasing number of tourists to various tourism destinations featured in videos of Gujarat Tourism. “Khushboo Gujarat Ki” helped to achieve 54% rise in two years of commencement of this campaign. “Khushboo Gujarat ki” was not only a tool for electronic media to showcase Gujarat but TCGL adopted multi pronged strategy to promote world class tourist destinations. TCGL has organized road – shows in cities like Mumbai and Kolkatta for festivals like Saputara Monsoon Festival, Rannotsav and Kite Festivals. TCGL also promoted “Khushboo Gujarat Ki” in Metro trains in Delhi to attract more number of domestic tourists to state. Recently, this campaign also tried to
focus on Islamic heritage for the first time since its launch five years also. It has focused on Sarkhej Roza and Jama Masjid. So, the campaign aims to cover most popular destination of state to attract more tourists. Government has also took initiative to be on flight magazines of prominent international airlines.3

Number of tourists visited Gujarat was 19 million in 2010-11 which has increased to 22 million in the year 2011-12. More important thing is, government has also got rise of 30% jump in two years. “Khushboo Gujarat Ki” has not only achieved actual rise in number of tourists but proved to be front row leader by getting awards of different categories as follow.

1. National Tourism Award for the category: Most Innovative Use of Information Technology during the Tourism Year 2012.

2. Best Tourism Film Award of Govt. of India during the Tourism Year 2006 for the tourism field “Glimpses of Glory”.

3. National Tourism Award of Best Tourism Friendly Monument for the year 2007 for the Champaner-Pavagadh Archaeological Park.

4. Special National Tourism Award of Excellence in Publication (collateral) for the year 2007.

5. Award for Best Ethnic Tourism Pavilion in SATTE for the year 2007.

6. Award for promotion of fairs and Festivals in August 2007 and awards at various tourism fairs and exhibitions for Excellence and for tourism promotion.

7. Award for Best Tourism Film for “DHOLAVIRA – A FUTURIC METROPOLIS OF THE PAST” by Ministry of Tourism, Government of India.

8. “Best Tourism Pavilion” award for the year 2008 at Asia’s biggest Tourism and Travel exhibition – SATTE.

9. Gujarat also bagged Pacific Travel Writer’s Association Award (PATWA) for “Best destination for cultural festival” at ITB Berlin – 2013.

10. Gujarat featured in famous Lonely Planet magazine list of World’s 10 unsung places and also won PATA Gold Award in 2012.


12. Gujarat was also adjudged the third best state in the category of “Comprehensive Development of Tourism”
Gujarat Tourism and IOC have MOUs on 7\textsuperscript{th} March, 2013 to provide support and information on highways. This is countrywide first instance that state tourism enters into such contract. Every IOC will have tourism extension services. It is envisaged that such facilities will be available every 100 kilometers on National Highways and every 75 kilometers on state highways. Work is expected to begin in next 6 months.

When it comes to budget allocation for tourism promotion, there has been fivefold rise in the budget compared to 2010. When “Khushboo Gujarat ki” was kicked off, just Rs. 10 crores were allocated in the year 2010. But government decides to spend about Rs.55 crores by March, 2013.\textsuperscript{5}

As Gujarat is not traditionally tourists destination and therefore government has made huge efforts for marketing of Gujarat by campaign “Khushboo Gujarat ki”. Government has promoted this campaign by Varity of videos shot at different tourist destination of Gujarat. Government has got success in attracting number of tourists to Gujarat by having Mr.Amitabh Bachhan as a brand ambassador. Government tries to add flavor to this campaign by capturing other tourists destinations of Gujarat.

\textbf{A. 4. GUJTOP (GUJARAT TOURISM OPPORTUNITY LTD.)}

Tourism Corporation of Gujarat Ltd. (TCGL) and Infrastructure Leasing & Finance Services Ltd. (IL & FS) has formed a joint venture company named Gujarat Tourism Opportunities Ltd. (GUJTOP) to augment Tourism Industry in the state. GUJTOP is having objective to facilitate private developers in establishing the right business theme by providing advisory services. GUJTOP intends to develop itself as a platform that will promote tourism infrastructure across the state. GUJTOP also makes efforts to offer required marketing and promotion arrangements to create strong tourism destinations at domestic and international level. Long term vision of organization is to create supportive environment for investors to be the part of growing glory of Gujarat Tourism. Organization also assists the Tourism Department in developing tourism infrastructure through Public Private Partnership format.

To help tourism sector, GUJTOP undertakes following activities as a part of tourism development projects.

1. Project Identification and Conceptualization
2. Land Identification and assistance in acquisition from other government departments
3. Department assessment and techno economic feasibility studies
4. Project structuring including funding strategies
5. Branding & Marketing

As objective of GUJTOP is to assist Gujarat government in the development of Tourism, it has undertaken various initiatives detailed below. GUJTOP has been mandated to undertake 50 tourism projects across Gujarat to be developed on PPP format. GUJTOP has identified potential sites that can be developed. With this perspective, certain themes promoted are….

A) Multiple Tourism Projects
   1. Beach Tourism and Water Sports activities
   2. Religious Tourism
   3. Business Tourism
   4. Tribal/ Rural/ Craft Tourism
   5. Way side amenities
B) Mega International Convention Center at Baroda
C) Tourism Department at Kutch, Mandavi.
D) Assisting government in Policy development
   2. Eco adventure Tourism Policy of Gujarat

Other initiatives being developed
1. Identification of Private Land Bank for tourism Projects
2. Infrastructure Gap assessment for selected Tourism destinations in Gujarat
3. Development of Adventure Sports/ Water sports and Aero sports across Gujarat
4. Marine conservation Research Institute (Oceanarium) at Jamnagar.
## SHORT OVERVIEW OF
### MAJOR COMPLETED, ONGOING AND UPCOMING PROJECTS
#### 1. TOTAL COMPLETED PROJECTS IN OPERATION WORTH USD 11.76 MILLION (2011-13) (IN MILLION USD)

<table>
<thead>
<tr>
<th>Project Description</th>
<th>Cost (Million USD)</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saputara Destination Development</td>
<td>1.097</td>
<td></td>
</tr>
<tr>
<td>Infrastructure Destination Development at Bindu Sarovar, Patan</td>
<td>4.572</td>
<td></td>
</tr>
<tr>
<td>Infrastructure &amp; Destination Development of Narayan Sarovar, Koteshwar, Kutch</td>
<td>1.995</td>
<td></td>
</tr>
<tr>
<td>Development of Kalka Garden, Gandhi Garden &amp; renovation of trikam barot vav, Patan</td>
<td>1.095</td>
<td></td>
</tr>
<tr>
<td>Dandi Heritage Coridor</td>
<td>2.73</td>
<td></td>
</tr>
<tr>
<td>Development of Dandi as tourist circuit covering Dandi Gandhi Smriti Railway Station, Navsari</td>
<td>1.222</td>
<td></td>
</tr>
</tbody>
</table>
TOTAL ONGOING PROJECTS WORTH 35.11 USD MILLION
(IN MILLION USD)

<table>
<thead>
<tr>
<th>Project Value</th>
<th>Project Details</th>
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</thead>
<tbody>
<tr>
<td>2.532</td>
<td>Museum Building at Bindu Sarovar, Patan</td>
</tr>
<tr>
<td>3.335</td>
<td>Chotila Devasthan Development, Surendranagar</td>
</tr>
<tr>
<td>3.107</td>
<td>Institute of Hotel Management Institute, Kholwada, Patan</td>
</tr>
<tr>
<td>5.022</td>
<td>Development of Dakor, Kheda</td>
</tr>
<tr>
<td>2.56</td>
<td>Development of Tourist facilities, Becharaji, Mehsana</td>
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<tr>
<td>3.153</td>
<td>Destination Development at Shamlaji Devasthan, Sabarkantha</td>
</tr>
<tr>
<td>1.997</td>
<td>Destination Development of Umargam, Valsad</td>
</tr>
<tr>
<td>2.513</td>
<td>Sunrise Point, Dang</td>
</tr>
<tr>
<td>2.03</td>
<td>Shabridham, Rama trail, Dang</td>
</tr>
</tbody>
</table>
TOTAL UPCOMING PROJECTS WORTH 103.98 MILLION USD (IN MILLION USD)

<table>
<thead>
<tr>
<th>1.167</th>
<th>Nageshwar temple, Jamnagar</th>
<th>1.667</th>
<th>Bhavnath temple, Junagadh</th>
<th>1.667</th>
<th>Galteshwar temple, Kheda</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.5</td>
<td>Hatkeshwar temple, Mehsana</td>
<td>1.667</td>
<td>Utkantheswar temple, Kheda</td>
<td>8.33</td>
<td>Development of tourist circuit. Shuklatirth – Kabirvad – Mangleshwar and Angareshwar</td>
</tr>
<tr>
<td>14.5</td>
<td>Tourist Infrastructure Development at Pavagadh, Panchmahal</td>
<td>2.5</td>
<td>Gopnath Beach Development, Bhavnagar</td>
<td>1.667</td>
<td>Bhalkatirth Development, Junagadh</td>
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<td>2</td>
<td>Dwarka Gomati Ghat, Laser show, jamanagar</td>
<td>2.833</td>
<td>Gandhi smriti Area Development, Porbandar</td>
<td>3.333</td>
<td>Destination Development and Caravan Park, Valsad</td>
</tr>
<tr>
<td>2.5</td>
<td>Infrastructure development, Dholavira, Kutch</td>
<td>1.667</td>
<td>View points of tent city &amp; White Ran, Kutch</td>
<td>4.167</td>
<td>Lake Development at Saputara</td>
</tr>
<tr>
<td>0.81</td>
<td>Tourist Circuit, Narmada</td>
<td>2.167</td>
<td>Pampa Sarovar, Dang</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Government has tried to focus on financial issues for infrastructure facilities and has established GUJTOP to take care of infrastructure for the development of tourism sector. Government has got success to push different tourism destinations in the state.
A.5. Medical Tourism

Medical Tourism is also promoted under vibrant Gujarat to make world class facilities available in Gujarat to foreign patients. Gujarat can also do better in the field of medical tourism as it is accessible and affordable in the state. It costs only ½ to 1/3 to get treatment in Gujarat as compared to U.S. or U.K. Gujarat has 3 super specialty facilities, 18 district hospitals. Even state also has Ayurved Hospitals. Government is also initiative to work further on PPP model. Moreover, state has invited foreign investors in the field of medicines and medical surgeries. It is to be noted that public sector health services provided are 1.3% of GDP. On the other hand, private sector health services accounted for about 4.71% of GDP. Factors like increasing population, growing health issues, focus on PPP and cheaper cost of treatment play important role in development of medical tourism. Other important factors like English speaking medical staff, state of art private hospitals, diagnostic facilities and of course lower cost push medical tourism further in Gujarat.

By 2020, Government of Gujarat has planned to make investment in health care projects up to Rs. 16,117 crores. Most surgeries in Gujarat are cheaper compared to developed countries that attract Non Resident Gujarati to Gujarat for medical purpose. Partnership of government and private sectors are going to smoothen the road for growth of medical tourism in Gujarat. Moreover, government offers various direct or indirect fiscal incentives to hospitals treating opened its new Clinical Pharmacology Unit (CPU) at Muljibhai Patel Urological Hospital, Nadiad, Gujarat. Gujarat government has also proposed shelf of Projects over next five years investment. Sterling, Appolo, Wockhardt, Fortis have already made significant investments in setting up state of art hospitals in major cities of Gujarat.

1. Indian Institute of Public Health – Gandhinagar
2. Centre for excellence in Life Science by 2020 – Rs. 500 crores
3. Develop Medical University – 200 crores
4. Center for excellence in Indian System of Medicine – Rs. 200 crores
5. Center for excellence in Pharmaceuticals – Rs. 35 crores

It is estimated that medical tourism to touch USD 6 Billion by 2018, this industry is expected to grow at 20% (CAGR) through 2014 to 2018; Gujarat is all set to emerged
as a medical tourism hub will low cost treatment offerings in place. Appolo Hospitals – Gandhinagar now gets around 5 – 10% patients from overseas eyeing to take it to 35% over next five years. Another Hospital Chain like Sterling and Shelby also get about 5-10% patients from other countries and trying to get much more from other countries. In tune with global goal to promote India as the most favored medical tourism destination. Gujarat has aggressively pushed the concept of medical tourism by its well known annual event “Vibrant Gujarat”. Government of Gujarat and private health care organizations have come together to attract parties from abroad with measures such as creating accredited centers of excellence in respective fields and by aggressively promoting Indian system of medicine in Health care sector.

Many countries are promoting medical tourism like Greece, Africa and other countries. Government of Gujarat is already having state of art hospitals as well as specialized doctors in the state. Gujarat can further participate in international events to promote Gujarat as destination for quality medical treatments at reasonable charges compared to other countries.

**B. Project based Plans**

**B.1. Beach Tourism Project**

Government has focused over huge coastal line of 1600 kilometers. Beach development helps to make optimum utilization of coastal line of Gujarat. With this objective, Gujarat government has undertaken beach tourism projects.

Under beach development project, various proposed components of development are hotels, resorts, spa, clubs, development of beach sports and amenities, golf courses, theatre and cultural events. Government also plans for adventures sports like canoeing, kayaking, sailing, paragliding, scuba, diving, snorkeling and nature trail hike. Estimated investment for this project is about INR 100 crores.
Proposed locations identified for beach tourism development are...

<table>
<thead>
<tr>
<th>Sr.no.</th>
<th>Location</th>
<th>District</th>
<th>Total Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Naliya, Mandvi</td>
<td>Una, Junagadh</td>
<td>25 hectares</td>
</tr>
<tr>
<td>2</td>
<td>Suvali</td>
<td>Surat</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Bet Dwarka</td>
<td>Jamnagar</td>
<td>87 hectares</td>
</tr>
<tr>
<td>4</td>
<td>Okha Madhi</td>
<td>Jamanagar</td>
<td>250 hectares</td>
</tr>
<tr>
<td>5</td>
<td>Nargol</td>
<td>Umbargaon, Valsad</td>
<td>25 hectares</td>
</tr>
<tr>
<td>6</td>
<td>Gopnath reliya</td>
<td>Talaja, Bhavnagar</td>
<td>19 hectares</td>
</tr>
<tr>
<td>7</td>
<td>Somnath</td>
<td>Junagadh</td>
<td>92 hectares</td>
</tr>
</tbody>
</table>

When it comes to Gujarat, it reminds of huge coastline. Government of Gujarat has focused over beaches to be developed as tourists are more attracted to sand and sunshine. Government has recognized various destinations for these projects. Infrastructure facilities along with resorts, hotels and spa are to be focused by the government.

**B.2. Heritage Tourism Project**

Heritage tourism is also one of the key components of tourism industry. One can attract tourists from world by conserving heritage sites. Gujarat has also made efforts in the same direction and planned for the same. Gujarat once has more than 200 princely states and varieties of architectural styles of places were constructed that can be utilized to showcase historical heritage to world. Moreover, cultural fairs and festivals add flavors to experience of tourists from globe.

Government has planned to convert and conserve these places in form of Star category Heritage Hotel with exhibition cum convention centre. This will be a kind of dual experience of eco tourism and rural craft tourism. Locations are to be focused under Heritage Tourism are Wankaner, Vadodara, Palitana, Chhota Udaipur, Rajpipla, Gondal, Poshina, Patan, Modhera, Balasinor etc. Government is obvious expecting favorable results to be realized by planned efforts.
Gujarat enjoys heritage sites in the state. Government tries to focus on these heritage sites and planning to convert into hotels and museums as other states like Rajasthan have done earlier.

**B.3. Religious Tourism**

Government with a view to increase number of domestic tourists to various religious sites has already undertaken projects for upgrading basic facilities like connectivity to religious destinations, water supply, drainage and health care facilities for most religious destinations across the state to promote tourism development and private interest. Government has planned for internal roads, water facilities, electricity, solid waste management and sewerage system. Government has main focus over three religious sites with more number of tourists as follow..

**A. Holistic development of Somnath – Estimated project of Rs.200 crores**

Focused sites at Somnath are Somnath lake, Bhalka pond, and garden area, Bhidbhanjan Mahadev, Golakdham and Sun Temple

**B. Integrated Development of Dakor – Estimated project of Rs. 50 crores**

Focused sites at Dakor are Gomti Ghat, Padukali bridge, parking at 3 entry points, Jetty for boating, temple arrival plaza development.

**C. Tourism Circuit at Dwarka – Bet Dwarka – Nageshwar – Gopi Talav**

Focused areas are Parikrama Path, New Gomtighat, Restoration of old Gomti Ghat, Temple and Beach development.

Domestic tourism is very important part of tourism in Gujarat. One of the most famous destinations is Somnath. Government by establishing Pavitra Yatra Dham Vikas Board, taking initiative at pilgrimage centers for infrastructure facilities. State needs to establish infrastructure as many destinations are showcased to world through “Khushboo Gujarat Ki Campaign”. Government will also focus on other less known destinations to have equal development of different pilgrimage sites in the state.

**B.4. Amusement Park**

Amusement parks also facilitate flow of tourists to boost tourism development. Essel world and Disney Land are such examples which succeed to attract tourists to these destinations. Gujarat has these kinds of theme based parks. Still only water parks have
become popular. Creative and innovative thoughts can be studied to create opportunities for phase to phase development of these kinds of parks. Vintage cars, Jumping sites, Scary house, Striking cars, Jumping sites, huge roller coaster, Air fighter can work better in these parks.

Projected amusement park at multi locations can attract around 4000 people a day. Taken into consideration 10 locations, total investment will be around USD 36 million to develop such parks. Suggested locations for these kinds of theme based parks are Sapurtara, Porbandar, Junagadh, Rajkot, Bhavnagar, Jamnagar, Valsad, Navsari, etc. Approximately duration of 6 to 8 months required to develop this kind of project. Major infrastructure required for these are – Road connectivity, Land availability, power, water and sanitation facilities.

Under this projects government has identified various destinations for establishing amusement parks at different destinations. Even government has also planned to make investment in amusement parks to attract tourists from India. Only Water Park as a theme park has got popularity in the state. So, initiative in different direction can be successful to offer Varity.

B.5. Apartment Hotels

Accommodation at tourist destinations works more than 60% for peaceful and memorable stay at tourist destinations. Gujarat has interesting tourist destinations and need to work on tourist stay. Apartment hotel is a new and emerging concept for those tourists who want to stay longer and wish to stay in homely atmosphere. Apartment hotels are proposed in destinations, which experience very high business class tourists.

Rooms in Apartment Hotel include sitting room, a bedroom, small pantry room with attached toilets and bathrooms. Normal apartment hotel comes with total room capacity of 50 rooms. Considering 6 locations, total investment in this sector works to around USD 13 million. Major infrastructure required for its development is connectivity, land availability, power, water and sanitation facilitates. Suggested locations for Hotel apartments are Ahmadabad, Vadodara, Pavagadh, Mandvi, Pingleshwar (Kutch) and Surat. Approximate time duration required for establishment of this type of project is around 12-18 months.
This is one of the initiatives of government of Gujarat to offer a different kind of experience of accommodation. This kind of accommodation facilities offers long stay particularly to foreign tourists, who generally prefer long stay of month or say. Destinations recognized are also important destination that tourists generally get transferred to other destination.

**B.6. Chain Motel cottages**

People in the present also love to travel long destinations to discover and expose unidentified locations in the country. It is also needed to develop way side amenities on highways to facilitate tourist stay in Gujarat. Government has tried to focus for the development space, seating arrangement, restaurant, small shopping arcade etc. These motels can be clubbed with facilities like local cultural activities, health club, local food etc. and should consist of 30 rooms. Considering 2 local locations, total investment in this sector works to around USD 1.4 million. Suggested locations for chain motel cottages are coastal belt of Porbandar and Jamnagar district. Basic infrastructure required is connectivity, land availability, power, and water and drainage system. Time duration decided for establishment of this facility is approximately 12 – 18 months.

Chain motel cottages add facilities to highway tourism. Government has selected coastal line to establish this kind of facility to cater accommodation to tourists. Government needs to work on basic infrastructure before proceeding further for accommodation.

**B.7. Sound and Light shows**

Tourists are not travelling only for leisure or just to expose natural destinations. Tourists at a world are now also visiting archeological and historical destination to quench their thirst of history. Tourists visit these destinations in Gujarat but history can be presented in effective and interesting manner through light and sound shows. State has already started this project at Somnath to reveal and present glory and history of Somnath temple. State wants to carry this project at other destinations too.
History is presented at these sites by using Halogen lights mixed with sound and music system through recorded or live audio stream. Voice of celebrity could be recorded and played for this purpose. This can help to protect image as historically important destination and enhancing image of the state. Basic facilities for sound and light shows are only halogen lights and a music system. This show will cater 300 persons per day. Considering 13 locations, the total investment in this sector will be about USD 1 million. Suggested locations for light and sound shows are Bhavnagar, Pavagadh, Adalaj, Vadodara, Modhera, Jamnagar, Siddhpur, Rajkot, Dandi, Dholavira and Lothal. Basic infrastructure required for this projects are good rail, road, water supply, land availability etc. Approximately project will take about 12 to 18 months for its functioning.

Government has already initiated this project at pilgrimage center Somnath, Where tourist learns the history of Somanth through light and sound show. This is successful initiative taken by the government and also attracts more tourists to be acknowledge with history of that destination.

B.8. Statue of Unity – SADHU BET, Kevadia, Narmada

Different countries in world have famous monuments to attract tourists to their countries from globe and even some them are parts of Seven Wonders of World.

“Statue of Unity” is planned by Gujarat government intends to be the tallest statue in the World at 182 mtrs. Sadhu Bet is approximately 3.5 kms south of Sardar Sarovar Dam. Project is hopeful for accelerated development in the project area benefitting large resident tribal population. Construction of Phase 1 for this project is valued at USD 500 million. Government will establish 3.5 kilometers highway will be built to connect the Statue of Unity in Sadhu Island to Kevadia town in Gujarat. Government has tried to connect farmers of India to their leader by initiating “Loha” Campaign and collecting one farm implement from each of 6,50,000 villages and will use it for reinforcement bar have bonding with their leaders. 5700 Metric ton structural steel, 18500 metric tons of reinforcement bars, and 22500 Metric tons cement will be used. Structural monument will have a gallery to accommodate 200 visitors at a go. Visitors will be able to see Sardar Sarovar Dam and its 200 kilometers long reservoir, Saputara and Vindhya mountain ranges from the gallery of Statue of Unity. “Shrestha Bharat Bhavan” - 3 star
hotel facility with food service, guest amenities and conference are going to be built up by the government adjoined with “Statue of Unity”. Construction duration of monument is fixed at 42 months.

Gujarat government will not establish statue of Sardar as mute monument as others but government works to have fully functional and purpose serving monument. It will inspire tourists to inculcate Sardar Vallabhbhai Patel’s visionary ideologies of Unity, patriotism, inclusive growth and good governance. Monument will serve to realize objective of economic development in form of better connectivity, healthcare, educational infrastructure, research center for agriculture development and other tribal activities. Underlying themes of this project are…

1. Livelihood generation  2. Tribal development
3. Research and Education  4. Social Infrastructure

A. Government focuses on modern connectivity infrastructure such as express highways, improved rail system, helipads etc.
B. With scientific area planning clean industries will be located around the project site.
C. Government will also develop research facilities in the area of biotechnology, clean energy and ethnic crafts to generate white color jobs in this area.
D. Establishment of educational institutions in the field of agriculture, animal husbandry will help to generate educational and skill development complex to support economic activities in the region.
E. Development of tourism infrastructure to support MICE – Meetings, Incentives, Conference, Exhibitions which will generate huge livelihood opportunities for local tribal population.

Gujarat government has formed a separate society named Sardar Vallabhbhai Patel Rashtriya Ekta Trust(SVPRET) under enthusiastic chairmanship of chief minister Smt. Anandiben Patel to ensure seamless execution of entire project. A high level committee has been formed with participation of various departmental secretaries, engineers and structural experts to oversee various aspects of project development.
The trust has also appointed a team of world renowned design and project management consultants with rich experience of 13 of world’s 100 tallest buildings – A Turner Project Management India Ltd. – Joint venture with Michael Graves and Associates, USA and Meinhard India Pvt. Ltd. EPC contract has been awarded to L & T Chennai on 27th October 2014.

Government with aim to have marvelous monument in the country and at a globe, started working with one of biggest projects of government. Research has studied that government also took cooperation of people by collection iron from people. This smells different to feel proud of their leader and to contribute for the same. Its an excellent project with different objectives to be satisfied namely economically in terms of tourism, social as it will work for local community and environmentally as care of nature is taken while establishing and maintaining projects. Even it will generate employment opportunity for local community.

B.9. Science City

Gujarat – a state with population of more than 48 million and spread over an area of 1, 60,000 square kilometers. Knowledge upgradation in the field of science is essential in the present era. State with objective to upgrade their society and to attract tourists has established science city in Ahmedabad and Surat. Gujarat government has established the Gujarat Council of Science City, a registered city, to achieve Gujarat Science City mandate. In Ahmedabad, government is already in possession of 107 hectares land. Furthermore 300 hectares of land is being acquired for future expansion of science city and related projects. Present world is knowledge driven world that leads to economic growth, with objective of popularizing science and creating scientific temper in the community to realize priority. It’s a kind of perfect blending of education and entertainment. Government of Gujarat has created suitable infrastructure to showcase modern and imaginative exhibits, minds on experiences, working models, lab and live demonstration, activity corners, virtual reality to offer easy understanding of science and technology to common man.

Government of Gujarat has set up Gujarat Council of Science city for the purpose of conceptualizing, developing and operating Gujarat Science city. The Council is
registered autonomous society. Its governing body includes eminent Indian scientists, architects and planners. Various attractions established by government in science city at Ahmedabad are…

1. 3D Theatre
2. Life Science Park
3. Hall of Space
4. Musical Dancing Fountain
5. Hall of Science
6. Amphe Theatre
7. LED Screen
8. Planet Earth
9. Energy Education Park
10. Thrill ride

Science city not only works on established infrastructure and just providing entertainment but it also arranges various programs and seminars on regular bases for science popularization. Various programs and events organized under various umbrellas like...

1. Science Popularization Program – Vigyan Mela, Science Week, Scientific event related days.
2. Academic Program on Science and Maths – Talent programs in science, Interacting with Scientist, Short term training workshop
3. Material Development – Development of Activity modules, Theme based posters, games
4. Training Students volunteers – Skill enhancement, training and guidance for professional development.
5. Media Resource Center
6. Science Club
7. Popular Science lecture series

Science city is really a bold initiative of government of Gujarat to bring in science and innovation in the land of Gandhi. Science city is ranked amongst top 10 theme parks of India. Science city is must visit on the list while planning a holiday to Gujarat. Science City offers the visitor a glimpse into the world of technology and development. It also houses various entertainment zones within campus to learn while having fun. It has varied displays, laboratories, activity corners and live demonstration that allows visitors to enhance knowledge in an innovative way.
B.10. GIFT CITY – Gujarat International Finance Tec City

Singapore, and Dubai have created extra ordinary infrastructure in their countries to attract tourists from global level. MarinBay sands (Resort), Merlion Park, Esplanade – Theaters, Art Science Musuem, Handerson waves bridge in Singapore. Palm Jumeirah, Burj Kalifa, Dubai Land in Dubai attract tourists from globe. GIFT city is going to realize two objectives simultaneously, first, to attract tourist to see a Commercial and example of Social empowerment wonder and second, achieving economic growth. GIFT City is also going to be one of its kind and extra ordinary example of advanced and smart city.

GIFT is Gujarat International Finance Tec City – a hub for finance and IT companies in Gujarat. The project is an ideal blend of high quality residential, commercial and social facilities that optimize land and real estate values, global connectivity and gen next infrastructure. The project is located between Ahmedabad and Gandhinagar. The project is located on bank of Sabarmati river and is around 12 kilometers from Ahmedabad and 8 kilometers from Gandhinagar. Paris, Tokyo, London and Pudon already have these kinds of benchmark financial centers which contribute about 5% to 10% to GDP in the country. Gujarat also aims to offer opportunities to Finance and IT companies for potential development in the state. With reference to other financial center in world, GIFT enjoys larger land area, height of buildings, construction scale and even in greenbelt area. Government of India has approved GIFT as Multi services SEZ as an International Finance Services Center.

### Investment and Built Up area classification

<table>
<thead>
<tr>
<th>TYPE</th>
<th>B.UP AREA (SQ.FT)</th>
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</thead>
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<td>Commercial</td>
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<td>Social</td>
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<td>Total</td>
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<td>8,550</td>
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</table>
Project works on Public Private Partnership format that is positive sign for private investors to invest in GIFT city. It will encourage private investors to take initiative and boost the growth of the state.

Business tourism is one of the key components of tourism industry. GIFT city is going to attract tourists for the objective of business meetings, seminars and obviously agreements with established companies in GIFT city. This thing is going to benefited to hotels, restaurants and other sectors in a big way located in GIFT city. This will encourage domestic and international tourists for the same objective. It will also help travel agents, transportation industry, forex services to have opportunity to take in line with same perspective.

Event tourism is another key element in structure of tourism. As finance, insurance and IT and banking sectors are going to locate in GIFT city, it will also encourage tourists from country as well as overseas for event objective. These sectors will arrange conferences, business promotion event, business fairs, EXPO exhibition as part of their promotion. This will help tourism industry in long run in form of Event tourism. This will also boost tourism industry and economy of the state as a whole.

Moreover, GIFT city is going to be gigantic infrastructure wonder with advanced technology and SMART city concept for traffic management, solid waste management, and irrigation for landscape, District cooling system, drainage system, multi level parking and much more. So, it will encourage town planners and policy makers of

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<table>
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<th>Use</th>
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<tr>
<td>Commercial</td>
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<td>Residential</td>
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<tr>
<td>Green &amp; Open Space</td>
<td>34</td>
</tr>
<tr>
<td>Utilities</td>
<td>5</td>
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</tbody>
</table>
underdeveloped countries to study the system of GIFT city and explore innovations of government of Gujarat. This will also push tourism industry in the state.

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Moreover, GIFT city is going to be gigantic infrastructure wonder with advanced technology and SMART city concept for traffic management, solid waste management, and irrigation for landscape, District cooling system, drainage system, multi level parking, eco living, gas system, power system and much more. So, it will encourage town planners and policy makers of underdeveloped countries to study the system of GIFT city and explore innovations of government of Gujarat. This will also push tourism industry in the state.

There is no doubt that GIFT is going to be huge leap for government of Gujarat in the field of overall economic growth. It should be noted that Gujarat is becoming more popular amongst corporate leaders and investors so it will also help the state to create a new chapter in the field of business tourism. Moreover, Vibrant Gujarat or Kuchh ranotsav as a form of event tourism are live examples of successful event organizers. This thing also shows potential of Event tourism in the state to enhance scope of tourism and lastly government officials of underdeveloped countries will also contribute for the same. All in all GIFT is going to be real GIFT for tourism industry.
C. Event based Plans

C.1. VIBRANT GUJARAT – A GLOBAL SUMMIT (BUSINESS TOURISM)

Vibrant Gujarat is an excellent initiative taken by Gujarat government to offer bilateral platform for investors, policy makers, corporate, business leaders and sharing idea to realize bilateral interest. Vibrant Gujarat was introduced first in the year 2003 and summit was advertised globally to attract foreign investors to Gujarat.

Government has introduced it in 2003 and has announced 7\textsuperscript{th} Vibrant Summit during 11\textsuperscript{th} to 13\textsuperscript{th} January, 2015. Following Gujarat summits held between 2005 to 2013.

\begin{itemize}
  \item 1. 2005
  \item 2. 2007
  \item 3. 2009
  \item 4. 2011
  \item 5. 2013
\end{itemize}

As a part of Vibrant Gujarat, government has focused on planned development of industry and service sector. Tourism has also been given special importance under umbrella of Vibrant Gujarat Summit.

As it is an initiative of government of Gujarat with participation of more than 20 states and 150 countries to encourage investment in Gujarat. Gujarat itself proved to be investor friendly region and government tries to facilitate environment for countries at global level to offer warm welcome for investments. All these efforts of Gujarat government is getting success from 2003. All these investments benefit industrial development as a whole.

Vibrant Gujarat also breathes life into tourism sector also. As this global summit is organized for two to five days, this event provides an opportunity to domestic hotels of Gujarat to invite customers from globe. Following details are offered for amount of MOUs undertaken in different vibrant summits.

<table>
<thead>
<tr>
<th>Year</th>
<th>MOUs</th>
<th>Amount (In USD billion)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
<td>76</td>
<td>14</td>
</tr>
<tr>
<td>2005</td>
<td>226</td>
<td>20</td>
</tr>
<tr>
<td>2007</td>
<td>343</td>
<td>152</td>
</tr>
<tr>
<td>2009</td>
<td>8668</td>
<td>253</td>
</tr>
<tr>
<td>2011</td>
<td>7936</td>
<td>450</td>
</tr>
<tr>
<td>2013</td>
<td>18000</td>
<td>4874</td>
</tr>
</tbody>
</table>
This shows that this investment is going to add employment opportunities to state. This investment will create opportunities in infrastructure for employment. Event also offers an opportunity to have a trip to specific circuit to foreign delegations. Following are main focused sectors under Vibrant Gujarat – A global summit.

1. Health Care Industry  
2. Shipbuilding Industry  
3. Energy Sector  
4. Tourism Industry  
5. Agriculture Industry  
6. Manufacturing sector
   a. Pharmaceuticals   b. Textile   c. Gems and Jewelry  
7. Service Sector

Encouragement to these industries simply means encouragement to sound infrastructure facilities. This will help to create better roads and transportation facilities, better accommodation, communication and healthcare. In turn, this will help a lot to boost tourism industry.

Vibrant Gujarat also creates long term gain not only in form of investments only in form of investment. It will also help tourism industry on long term basis. As delegations, corporate leaders, policy makers, potential investors visit and revisit Gujarat regularly. This will boost up Hotels and transportation industry. Moreover, they will visit tourism destinations to make their business trips more memorable in Gujarat. Insurance and health care sectors will also get a chance to develop their scope. Because better health care facilities mean upliftment to Medical tourism.9

C.2. Ran Utsav (Kutch)

Kutch is located at the far western edge of Gujarat. Kutch is not a usual track for tourists. Its not only desert but rather cultural celebration and something that Gujarat has now tried to present in its annual festival of Ran Utsav. Ran Utsav is really a rare opportunity to visit Kutch and to have enchanting experience of its own. Dazzling white salt covers the desert plains of Kutch which reveal the most beautiful scenario. Landscape of Kutch is one of the world’s largest seasonal wetlands when covered with water in monsoon turns into salt impregnated flat land in water. The most beautiful thing about the Ran Utsav is Kutch landscape shimmering in moonlight attracts tourist

138
destination. Ran Utsav is actually worth living experience and crucial project of Gujarat tourism. Gujarat government annually arrange Ran Utsav during December to March. Tourists are offered accommodations and meals are arranged in tent village especially created at Dhordo for Ran Utsav. Tourists also enjoy regular performances and falk songs, handicraft demonstration during their stay at tent village. Kutch Ran Utsav offers glimpse of the incredible diverse attractions of Kutch. It also offers camel car at selected sites add to memorable experience of Sunset. Tourists can enjoy dinner in wilderness of desert with sindhi bhajans, falk songs, sufi songs while waiting for scenario of full moon light in white desert. Government also arranges optional tour nearby tourist destinations like live handicrafts at villages, Kala dungar, Narayan Sarovar, Koteshwar temple, Mata No Madh. Moreover, it’s a rare opportunity for civilians to see the work of BSF (Border Security Force) at border and experience the expanse of wilderness of desert.

Tourists at tent city can also enjoy activities like Archery, Helicopter joy ride, Rifle shooting, Tandem bicycle, traditional music, dance and All Terrain Vehicle etc. Tourist can also get facilities like Wi-Fi, Spa, Kids entertainment zone, conference and meditation hall, cafeteria etc. to facilitate their stay. Tourists at tent city can also be the part of celebration of festivals from December to February like New Year celebration, Valentine’s Day, Kite festivals and Holi celebrations that also make tourists familiar with various festivals of Gujarat.

According to Business Standard Report (December 16, 2013) Kutch region has witnessed 110% growth in tourist arrivals over the past six years. According to the data provided by the government. 7,71,000 tourists visited during 2007’08 where as 16,19,000 tourists visited Kutch during 2012’13 which indicates growth of 110%. Government also explored the thing that Ran Utsav was initiated in the year 2005 for three days but later it was expanded to three months due to overwhelming response of tourists. Most importantly this event is organized on Public Private Partnership format.

Undoubtedly government has done very good job to encash opportunity from desert by celebrating Rannotsav. Government can work more by promoting specifically this even in other countries by more promotional efforts through advertisements and international even participation. Data of tourists arrivals of different years explain more about success of Kutch Rannotsav.
C.3. Bird watchers’ Conference (NATURE TOURISM)

Government of Gujarat has not only focused on only tourism destinations to promote tourism. But also focused on nature to develop and sustain eco tourism. With objective to draw a line towards different horizon, Gujarat government took initiative to organize Bird Watchers’ conference in the year 2010. Main objectives to organize Bird Watchers’ conference were…

1. To promote Gujarat as a Birding destination.
2. To enhance Gujarat as fast emerging eco tourism destination.
3. To offer a platform of deliberation on birds, Birding and Bird watching for tourism promotion.
4. To provide a forum for deliberation on conversion of birding habitats.

1. First Bird Watchers’ Conference 2010

Gujarat government took intuitive to organize Bird Watchers’ conference first in 2010 for 3 days from 25th to 27th November 2010 to encourage locals to protect and care for environment. The main objective was to capitalize the location and natural advantage of Khijadiya in promotion of tourism. Conference expected 500 ornithologists, travel writers, photographers from 45 nations and from across India. This conference was joint effort of Tourism Department of Gujarat and Federation of Indian Chamber of Commerce and Industries (FICCI).

2. Second Bird Watchers’ Conference 2012

Gujarat government organized 2nd conference for 3 days from 19 to 22nd January, 2012 at Gandhinagar in partnership with Gujarat and Federation of Indian Chamber of Commerce and Industries (FICCI) to promote avian tourism by showcasing spectacular bird life in the region. Mr. Jaynarayan Vyas, Honorable Minister of Tourism, Gujarat spelled out the richness of biodiversity of the state situated in the migratory path of birds during winter. Mr. Jaynarayan Vyas also explored that Gujarat offers 502 species of birds out of total 1241 listed species in India. Moreover, state also attracts about 250 migrated species. Total 402 participants get registered in conference from 38 different countries and 18 different states of India.
3. Third Bird Watchers’ Conference 2013

Third Bird Watchers’ Conference was organized for three days from 29th January to 31st January 2013 at Dhordeo, Kutch. Again objective was to offer platform for contribution on spreading message on how to sustain and maintain eco system for both human as well as some endangered species pretended threats by modern world.

4. Fourth Bird Watchers’ Conference 2014

Fourth Bird Watchers’ Conference was organized from 31st January to 3rd February, 2014 by Gujarat government in partnership with Gujarat and Federation of Indian Chamber of Commerce and Industries (FICCI) and Forest Department of Gujarat. Conference proved to be success for the last three years and government was appreciated by overwhelming success. The discussion will be on how to preserve winged visitors who are facing many threats. The conference will discuss migratory route of birds from Europe and Island in Gujarat.

5. Fifth Bird Watchers’ Conference 2015

Fifth Global Bird Watchers’ conference is going to be held from 31st January to February, 2015 at Porbandar. Birding sites in 5th Global Bird Watchers’ Conference will be Nal Sarovar, Indroda Park and Thol Bird sanctuary.11

Global bird watchers’ conference is an event organized from 2010. Many special interest tourists participate in this event. Government generally plans the event on same dates every year as it is the duration of different international birds travel to India at various destinations of Gujarat. It also offers a platform to discuss on various environmental issues as well as various species of birds. This is the best time selected by the government to have opportunity to showcase Gujarat at international level in nature or eco tourism development.

C.4. VadFest 2015 (CULTURAL TOURISM)

VadFest is going to be organized in Vadodara. It is one of India’s biggest multi arts and multi venue culture festivals as its famous for rich heritage, fine art, performing arts and academic infrastructure. It is an event for 4 days encompass 50 events at 15 venues. From January 23rd to 26th 2015 celebrities and legends of different fields from across India and around the world will grace the city space for fabulous four day festival
of art, music, dance, drama, food, culture and special kids’ theater fest. Event itself holds diversity with late night heritage bus rides, royal and street cuisines, vintage car show, pop up bazaar, dance and mega concerts to offer something for everyone. Government of Gujarat and Tourism Department jointly has made efforts for transportation facility from airports and railways and special local festival buses. Moreover, state has made arrangement for Hotel rooms, paying guest accommodation and Home stay accommodation to facilitate and ensure memorable stay at Vadodara.

Government has also planned for shopping festivals from 15th January to 25th January to grab opportunity during VadFest at Vadodara. It will be another star attraction for foreign tourists and NRIs. The festival of shopping will offer a world of attractive discount, bumper prizes, lucky draws and turn entire city into lively shopping paradise. Almost every Mall, shop, restaurant and theatre will offer attractive schemes and discounts to attract NRI community owing to onset of wedding season in Gujarat. Vadodara shopping Festival is expected to be a sure shot platform to achieve greater footfall and boost up sales at negligible cost.12

Government this year has organized an event to promote fine arts as well as cultural tourism in the country. As government has concentrated on various areas of fine arts, potential to get huge number of tourists has increased. Moreover, artists from different corners are invited in this event. Again this attracts tourists to reach destination to be viewer in their special interest area. This event has lot more to offer to all tourists something to make it memorable for them. Even it includes shopping festivals and visit to heritage sites that makes it more interesting. Success of this event will boost enthusiasm of government to work more over cultural tourism and cultural exposure of Gujarat.

C.5. Tourism – An event orientation

Gujarat is most favored tourism destinations from the perception of trade, religious, cultural and above all historical events and freedom fighters like Gandhi and Sardar. Gujarat in the recent time is highlighted at a globe and world has experienced economic might of Gujarat. Gujarat has potential to grow as a dynamic tourist hub with unspoiled beaches, exquisite rural handicrafts and heritage offerings. Tourist flow in the
state has been constantly growing and the gross flow during the year 2013-14 was approximately 28.79 million.

Gujarat government plans various events in different festivals to attract tourists from across the world to Gujarat as following.

1. International Kite Festival – 11 to 15 January
2. Ran Utasav – Kutch – December to February
3. Kankariya Carnival – Ahmadabad – 25th to 31st December
4. Global Navratri – Ahmadabad/ Baroda – October to November
5. Tarnetar Fair – Tarnetar – August
6. Mango Festival – Gir – June
7. Saputara Monsoon Festival – Saputara – August to September
8. Modhera Dance Festival – Modhera – 3rd Week of January

1. **International Kite Festival**

Kite has been attraction from many decades; even it was used to send message in the past too. Various destinations like Ahmadabad, Surat, Baroda and Rajkot are most favored destinations for kite flying in Gujarat. To encash this opportunity, government of Gujarat organize International Kite Festival every year and attracts kitists from India and
Globe. Many participants from world participate in the event. More than 200 participants participate in the event from different parts of country and world. Same time, government also plans to showcase potential of investment in Gujarat. Government is organizing this event very successfully for the last many years.

2. Ran Utsav kutchh

This is an amazing event and experience for the tourist organized during December to February in Dhordo village of Kutchh. In initial stage, on experimental base, it was organized for short span but achieving success and getting more number of tourists every year, government of Gujarat organizes for three months. Government gives experience of sports, hot balloon flying experience, desert driving and much more. Moreover, tourists are being offered various tourist circuits to various destinations in Kutchh that is add on experience to tourists to enjoy cultural essence of Gujarat. Gujarat has got prestigious status in world by arranging such kind of event in desert.

3. Kankariya Carnival

Different carnivals are organized at world level. Many destinations are well known for this kind of celebration like Brazil, Singapore, Africa etc. Government of Gujarat has also taken such initiative to connect people to world trends. Kankariya Carnival is held every year during 25th December to 31st December at Kankariya. People participate in this event with full zeal and event has got success to push domestic tourism in the state. Government organizes various cultural programs under cover of Kankariya Carnival and experiencing the real taste of celebration.

4. Global Navratri

It is world’s longest dance festival taking place in Gujarat held in month of October or November according to Gujarati Calendar. In the present time, it is celebrated in many states of India and world where Gujarati people reside. Actually its spiritual event to offer prayers to nine goddess and with this objective people dance for continues nine days. Global Navaratri is held by government of Gujarat under vibrant Gujarat to attract foreign tourists from all over world. Many people from globe participate with enthusiasm in Global Navratri. It offers sufficient safety for people to surf in cities and enjoy night life during nine days. Again it adds to attract people with safe and secure environment even at night.
5. Mango Festival

It is another innovative event organized by the government to appreciate and encourage farm tourism. Mangoes of Gujarat are known worldwide for its delicious taste and government by exposing at domestic and international level can encourage farmers to export more. Government of Gujarat invites farmers to grow various breeds in the field of agriculture to grow mangoes and to participate in the event to take economic advantage of their innovation. Successful organizing event again creates hope for agriculture to contribute more to the nation and agriculture.

6. Tarnetar Fair

Fair and festivals are part of Gujarat tradition. People of Gujarat are very enthusiastic in celebration. Above all Tarnetar fair organized in Surendranagar district fully showcase real classic culture of Gujarat. This fair goes on day and night for continues three days in month of August. It attracts not only domestic tourists but international tourists get their tickets booked in advance to enjoy such an extra ordinary event. Important element of this fair is full participation of local people from surrounding areas with colored and fancy clothes in their classic traditions. International tourists can’t resist themselves to capture this experience in their cameras to make it more memorable and wonderful. This has also add to success list of government of Gujarat.

7. Saputara Monsoon Festival

Saputara Monsoon Festival is held generally in August at one of the very few hill station of Gujarat. Government again grabs opportunity to benefit tourism development in Gujarat. It caters scenic beauty experience at hill station to tourists. People feel oneness with nature and life time experience of tour. Different forest destination and waterfalls at Saputara attract people to the destination. Gujarat has rare hill station still it’s an effort of government to make it more adventurous with paragliding and other such sports.

8. Modhera Dance Festival

Government organizes Modhera Dance Festival at Modhera during third week of January. Again its an effort of government to expose another peculiar feature of Gujarat to world. Different people from world from the field of fine arts specifically Dance take
part in Modhera Dance Festival. Government invites various classical Dancers from the state and Indian to take part in this event.
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