FINDINGS
Findings of Research

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FINDINGS

COMPARING GUJARAT TOURISM WITH DOMESTIC AND INTERNAL DESTINATIONS

Research has tried to find out certain innovative ways to attract more number of tourists to destination. Under this research, study is carried out for three different states of India and three countries of world. Criteria are just something innovative measure of respective government in the field of tourism. Every innovative plan is followed by taking reference of Gujarat, and required measure to implement of its kind.

A. Innovative plans of three state governments.

A.1. Kerala – A lesson to Responsible Tourism

Responsible tourism simply means “A tourism that creates better places for people to live in and better places to visit.” This is not a form of tourism but it’s a phenomenon occurs at any destination with responsible citizens. Kerala adopted the aspect of responsible tourism in 2007. Its triple bottom line concept, Responsible Tourism means 1. Economic Responsibility 2. Social Responsibility 3. Environmental Responsibility. The objective of Responsible Tourism is to minimize negative impacts over economy, society and environment. It tries to make positive contribution to conservation of natural and cultural heritage and maintenance of world’s diversity. Kerala is very successful in implementing Responsible Tourism because it enjoys availability of plenty natural resources, skilled manpower, streams of professional and academicians, responsible media and tourism industry provide the state an ideal setting to implement and practice “Responsible Tourism”.

“Responsible Tourism” was first introduced at Kovalam, Kumarakom, Thekkady and Wayanand. Kumarakom is declared as “Special Tourism Zone” by government of Kerala in 2005. “Kumarakom Responsible Tourism Project” has also won UNWTO Ulysses Award for innovation in Public Policy and Governance Award. Now, Kerala is planning to introduce the concept of Responsible Tourism at some other destinations.

Gujarat can improve tourist destinations by adopting phenomenon of Responsible Tourism as Kerala has done. It’s an excellent concept to benefit environment and local community. Tourism destination should generate fruits for local community financially and socially. If it is done, local community will automatically care for the destination.
Gujarat tourism destinations need extra care by the government and local community towards being responsible. The essence of Responsible Tourism is Mutual interest of society and environment both. Gujarat can initiate even at one destination on experiment base and can move forward to other destination alike Kerala. 


A.2. Assam – Encouraging small entrepreneurs for balanced tourism development

It is has been experienced by Assam government that the tourism projects are mainly concentrated in the urban areas, along the National Highway and in an around the tourist hot spots. As a result, there is regional disparity in the field of tourism. It also generates shortage of tourism facilities and basic infrastructure like accommodation because people of rural area hesitate to venture business activities which again create more gaps in equal development which may not be fair enough. However, where there is potential, government can add some fiscal incentives in setting up tourism related projects would bring about qualitative changes in providing facilities and even can cater more facilities to tourists to reduce imbalance. With this view, a specific thrust needs to be given in and around the lesser known tourism products like temple, monuments, water bodies, sanctuaries, health resorts, wayside dhaba especially in the rural and semi urban areas. Government will identify these kinds of tourism spots and will work out on gap for tourism facilities by inviting local entrepreneurs for setting up of projects by giving financial incentives. Financial incentives like reimbursement of actual electricity consumption, assistance for setting up infrastructure and furniture, will be provided only in identified areas for exclusive new units. Government is expecting employment to 200 persons and betterment in facilities.

Assam government has also invited applications for vehicle operation. People are invited to own vehicle and run to better transportation facilities at tourism destinations. Pilot project is planned for 177 vehicles. Applicant if selected first need to deposit 10% of cost of vehicle and government will assist for 30% subsidy in case of agreement. This opportunity will also work for self employment and transportation facilities. 

(http://assamtourism.gov.in/pdf/rural_areas_schemes - 12 -01- 2015)
Gujarat is also facing unequal development of tourism destinations as well as the problem of unemployment in rural areas. Certain areas can be identified in especially in rural areas to generate employment opportunities as well as tourism facilities to balance tourism development. Government can encourage local entrepreneurs by assisting them financially under different forms to awake them for self employment and to support them financially to venture. Government can realize establishment of basic infrastructure for tourism and self employment to youth in rural areas. Another scheme for transportation can also be more effective at tourist destination to bridge the gap of transportation and obvious for self employment in rural areas.

A.3. Tamil Nadu – Branding “Discover Tamil Nadu Campaign”

Tamil Nadu is an enchanting and ancient land in the extreme south of peninsular India. It has an impressive coastline along the Bay of Bengal over 1000 kms. Tamil Nadu can be said to be a multi dimensional tourist product. Its temple towns, historical monuments, wildlife and bird sanctuaries, hill resorts, waterfalls, beaches, breathtaking valley views, backwaters, mangrove forests, numerous places of worship, historical forts, rich heritage and culture, music and dance festivals comprise the tourism wealth of Tamil Nadu.

Vision Tamil Nadu – 2023” released envisages a major role for Tourism in the overall development of the state. To achieve the targets set in the Vision document, a new Tourism Policy is being formulated. The new Tourism Policy aims to attract more high spending tourists and also investments in tourism and hospitality related infrastructure.

Discover Tamil Nadu 2012-2016 is being rolled out. The Department will arrange for Fairs & Festivals and special events during this period in India. Art & craft will be given fillip by organizing sale-cum-demonstration events making it interesting for the tourists to participate. All these events will be held in the backdrop of important tourist destinations and adequate multi-lingual publicity will be given to attract international as well as domestic tourists.

Government has also planned for long term brand building and Promotion and for that the long term time frame for the policy is taken to be from 2012 to 2023 and beyond. The campaign will project that Tamil Nadu is not only the land of temples but
also a state endowed with many tourist attractions to enhance quality and comprehensive visitor experience and an all season destination. The focus is on to expose Tamil Nadu as diverse destination as well as all season destination for tourist that can attract domestic as well as foreign tourists. All the tourism offices will be upgraded to give an international look which will act as the projection of the improved image. Recognizing that the largest contribution to the tourism sector comes from the domestic tourist visits, a separate full fledged strategy will have to be rolled out for them while foreign tourists continue to be important targets. Continuous research and planning will be undertaken to evolve new tourism products / circuits / destinations. This will be done in-house or will be outsourced by hiring experts. The new products will be given adequate publicity. To keep the interest of the tourist alive, products will be remodeled at least once every three years.


Gujarat has also been promoted by the government with “Khusboo Gujarat Ki” Campaign to showcase Gujarat. Gujarat also needs to be promoted as all season destinations as Saputara for both summer and monsoon, Kutchh as Winter destination for Rannotsav. Moreover, state needs to be developed with built infrastructure to make it more tourists’ friendly and varied interest tourists. Government can work further by modernizing tourism offices and state owned hotels to create international image in the minds of tourists. Moreover, separate strategies can be framed to attract domestic tourists and international tourists considering their motivation to travel. Important factor is to upgrade tourism policy and tourism products according to changing demand in tourism industry to maintain interest of customers. It can be worked out by appointing research agencies to be familiar with trends of market. Government can work out with long term vision to develop tourism because fruits will ripe with long term tourism efforts.

B. Innovative plans of three countries

B.1. AUSTRALIA – A class to innovative Programs.

Australia is emerging as one of the favorite destination amongst global tourists for experiencing best cuisine, excellent quality wine and natural destinations. Even government is aggressive to introduce innovative concepts in the sphere of tourism. Some of the leading campaigns are briefly discussed as given below.
1. “There is nothing like Australia”

“There is nothing like Australia” is Tourism Australia’s global consumer marketing campaign highlighting some of very best attractions and experiences Australian Tourism has to offer. This is best campaign covering other initiatives of Australian Government for Tourism development. Government covered various programs under umbrella of “There is nothing like Australia” campaign. It was launched in the year 2010 with 180 Tourism Australia partners including airlines, State Tourism Organizations and Travel distributions. Ordinary Australians were engaged in campaign. About 60,000 stories and photos uploaded by Australians. It was proud for them to be the partners to expose their country to be best in world. It proved to be very good platform to showcase Australia as “Must see Destination” to stay relevant for target consumers in highly competitive and fast changing global tourism environment. In second phase, Australia was showcased as wealth of assets natural and manmade in contemporary, sophisticated, energetic and inspiring way. Another phase of campaign will show usefulness of Australia like accommodation options, vibrancy and excitement of contemporary cities, food and wine, natural wonders to show Australia has distinctive and high quality tourism products and amongst finest in the world.

Even success of campaign will be studied by consumer awareness, consumer preference, and intension to visit Australia, visitation numbers to destination.

A. Restaurant Australia

Restaurant Australia is a part of “There is nothing like Australia”. As Australia is known for its best quality of food and best wine to be offered to tourists, government involve people of food and wine industry to showcase Restaurant of Australia at its best.

People were invited to share their history and experiences to produce and grow with the market. People share how they produce goods and deliver to customers to give insight to customers. As Australia was favored second after France and ahead of Italy with reference to quality of food and wine, Tourism Australia tried to grab the opportunity to showcase their best with participation of industry people.

Government of Gujarat can also do their best with reference to its best quality food as Gujarat is also known for its verities of best cousins. Government of Gujarat can
also invite restaurant owners to involve themselves in attracting tourists from globe. Government can also apply the same for accommodation facilities. Government can also involve people of Gujarat to post their feedbacks of their experience and images of their visits to different destinations of Gujarat. People participation also helps to boost tourism development of Gujarat.

B. Make a Track

“Make a Track” is kind of making of digital marketing campaign undertaken by Tourism Australia in the year 2009. Australia invited entries from musicians for audition to make a track for government. It was first of its kind to put forward collaborative online orchestra. In 2012 Tourism Australia partnered with Google and You tube for taking this initiative. Australia invited 4 selected people from collaborative online orchestra accompanied with contemporary artists of Australia to 4 different states to create a piece of track inspired by Australia. Collaboration resulted in four very different track, each one reflect diversity and beauty of Australia. The final compilation is of 6 minutes launched on You tube which got 33 million viewers globally.

Government of Gujarat can also create and innovate such kind of campaign to expose Gujarat destination digitally with the help of famous musicians of India to create a piece of track inspired by Gujarat with the help of musicians of Gujarat itself. This can also work better for showcasing resources of Gujarat at its best.

C. No leave, NO life

This is an innovative concept introduced by Tourism Australia. Government introduced this concept by consulting corporate of the country. “No leave, No life” concept actually was introduced for employees of company. Tourism Department convinced corporate people that if employees are getting short break that may help company financially as well as improvement in productivity as they reenergized by short breaks.

Gujarat Tourism can also introduce such innovative concept to get an opportunity by creating a different direction for increasing number of tourists to Gujarat. As Gujarat has experienced increasing number of corporate in economy, this kind of concept can be helpful to breathe life in employees at workplace and to tourism sector of the state even.
B.2. Newzealand - A destination to Business events

Newzealand is superb country to feel nature at its best and cleanest country in the world. Business tourism or Event Tourism is able to create a new opportunity in the field of tourism. Newzealand is also known for destination of business events and conferences. This is an innovative foot step of government in the field of business tourism. Newzealand’s mix of spectacular scenery, fascinating culture and modern cities help to make it perfect location for conference and business events with difference.

Newzealand offers both heritage building as well as ultra modern building as well as ultra modern buildings at Newer venues to arrange international convention. Newzealand also offers expert staff ready to help you with different aspects at whatever venue company selects.

Different venues offered by Tourism Newzealand are…

7. Dunedin Venues

Tourism Newzealand offers all these venues by specifying capacity of audience, capacity of accommodation as well as distance of airport from cities.

Moreover, Tourism Newzealand also helps organization not just make it conference but it takes conference beyond convention centers and function rooms to real Newzealand where adventure, relaxation and rejuvenation await. Tourism Newzealand make conferences more memorable for delegates by add - on itineraries of 3 days – 7 days as per convenience of host. Government also helps to suggest number of approved professional conference organizers to help in marketing, sponsorship, exhibition management, onsite management etc. to make conference smooth. Newzealand Regional convention Bureau also offers various services to help host of organization.

1. Bureaux helps host to advice on event facilities and budgets.
2. Assistance in development of programs.
3. Support for successful event
4. Coordination of site inspections and appointments with venues and suppliers.

Gujarat can also think of this direction as government has got success in organizing huge events like Bhartiya Pravishi Divas (BPD), Vibrant Gujarat, Kutchh Rannotsav etc. Government can work towards man made infrastructure if not having sufficient natural scenery. Gujarat can be good destination if venues are developed at Ahmadabad, Gandhinagar, Surat, Baroda, and Rajkot. Moreover, government can also arrange add on itineraries near these venues to offer delegates and make them familiar with cultural heritage of Gujarat. As government of Gujarat succeed to attract more foreign investors to Gujarat, a step forward for Business conference or evens can add more flavors to Gujarat Tourism.

B.3. Canada – A step towards HRD in Tourism

Canada Tourism Commission works in Human Resource Development in the field of Tourism to explore Canada and Sale Canada Tourism Packages to global tourists. This step can help develop people in the field of tourism for aggressive marketing at a globe.

The Canada Specialist Program (CSP) is an advanced and interactive education for travel trade professional operating in Canada’s key markets. With two levels of accreditation, CSP graduates are certified experts on Canada. Online destination training identifies new agents with downloadable certificates and provides them with exclusive benefits.

Explorer Program is an introduction to Canada that covers geography and helps build a foundation for the specialist level program. Specialist Program offers more in depth information about unique travel experience and itineraries. Completion of this program gives agents to access to resources and sales tools, ultimately preparing them to sell Canada more effectively.

It offers…
1. Online Training Modules
2. Selling Tools (Tools for effective Selling)
3. Access to familiarization trips
4. Invitation to Special Canada Events.
5. Listing on CTC’s market specific consumer website.

(http://en-corporate.canada.travel/markets/international-programs - 10-1-2015)
Most of travel agents or guides in Gujarat are working with little formal training or in an informal way of business therefore they haven’t professional approach or skill towards the business of travel and tourism. This informal way cannot help to them to compete globally or to expand the business in a big way. Moreover, sometimes they are not familiar with certain destinations, attractions or schemes introduced by the government. Department of Tourism, Gujarat can work for Human Resource Development in the area of Travel and Tourism to prepare workforce in Tourism Sector for the betterment of Tourism in the State as Canadian government has taken a leap in this direction.

A formal way of training can help person or business to have skill and expertise in the field of tourism. Moreover, it offers a new opportunity for employment and opens door even for entrepreneur to start their own business. These are short term course and even online courses that can offer vocation to person at the completion of course. Not only that but these courses can further improve existing business owner to dwell more into the field of tourism and to attract more number of customers. Overall, it can be said that planned and formal efforts can help tourism sector to increase number of tourists to Gujarat.

All in all findings show that with long term vision, Gujarat can move further targeting high contribution of tourism in economic growth of the state. Findings try to research various schemes of three different states of India namely Kerala, Assam and Tamil Nadu as well as three different countries namely Australia, Newzealand and Canada. The purpose of finding is to bridge the gap where Gujarat can work better and soothing the road of tourism development. Research has also put forwarded various innovative efforts of different governments to get something innovative.