CONCLUSION
## Conclusion

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CONCLUSION

As research studies that every country in the present time is giving more importance to tourism, India as well as Gujarat as a state needs to make promotional efforts for the development of tourism industry. As tourism is not solitary industry but it is interlinked industry and efforts or promotions made for the development of tourism will also give benefits to other industries allied to tourism. Development of tourism industry will contribute to GDP, employment and capital investment as well as economy as a whole. No doubt, India as a country and Gujarat as a state making positive efforts for the development of tourism industry and getting fruits of tourism development.

Indian government has taken certain initiatives which will further boost tourism industry in the country. India focuses on tourism as can be seen from below given details and data shows that India has improved much in this field. India has taken certain measures in the field of tourism by framing National Tourism Policy with broad objectives like…

1. Set tourism as major engine of growth.
2. Acknowledge critical role of private sector with government
3. Garner the direct and multiplier effects of tourism for employment generation, economic development and providing drive to rural tourism
4. Attention on domestic tourism as a major driver of tourism growth. Position India as a global brand to take advantage of the growing global travel trade and the vast untapped potential of India as a destination;
5. Create and develop integrated tourism circuits based on India’s unique civilization, heritage, and culture in partnership with States, private sector and other agencies.

India was having stagnant share of tourism at about 0.38 per cent at a globe since 1995. In case of domestic tourism, it has 4.6 per cent share of domestic tourism worldwide. International tourists have shown interest in shopping of handloom, handicraft products and diamonds that facilitate to boost tourism receipts of India. Although, India has low tourist inflow, India has found tourism as emerging industry. India has registered 11 per cent increase in foreign tourist arrivals in the year 2006.
Even Gujarat government has also thought positively and aggressively for the development of tourism in the present time and has also taken certain measures for tourism development.

In Gujarat, Government took initiative to establish separate Tourism Department in the year of 1973. Even government established Tourism Corporation of Gujarat Limited in the year 1978 entrusted with the task of developing tourism related commercial activities. At present Corporation is working on the task like developing lodging boarding, transportation, way side catering, arranging cultural festivals and exhibitions. Corporation has worked for set up accommodation facilities at Chorvad, Mandavi, Veralval, Tithal, Somnath, Dwarka, Pavagadh as well as Dakor and Palitana. Recently, Corporation has introduced The Royal Orient Train in collaboration with Indian Railways.

Government has taken various positive steps in the field of tourism by putting various projects as well as by framing certain strategies and plans dedicated to tourism that are briefly listed below…

1. Establishment of Pavitra Yatra Dham Vikas Board headed by Chief Minister to promote and develop religious sites in Gujarat.
2. Government has planned to conserve old palaces by converting them into hotels at heritage sites for the promotion and to sustain heritage tourism.
3. With co ordination of various agencies, government has planned to focus over forests and sanctuary of Gujarat to promote wild life tourism. Government has also got success in Gir by having more number of tourists in Gir.
4. Government has planned to develop water sports and adventure sports at coastal sites to promote coastal and beach tourism.
5. Government has also focused on giving promotion to art, crafts and fair as a part of development of cultural tourism in Gujarat by arranging craft fairs and cultural events like Tarnetar and Bhavnath fair.
6. Government by arranging various conferences and seminars as well as Vibrant Gujarat summit to develop Corporate or Business tourism.
7. Government has tried to work on PPP model by working with private industries for the establishment of Chain Motels and resorts on Highway to boost Highway tourism.
8. Government has also taken very aggressive initiative in the field of Tourism by the step of “Khushboo Gujarat Ki” marketing campaign which also bagged various national and international awards.

9. Government started Vibrant Gujarat summit for the last 10 years which got huge success to attract foreign investors in Gujarat.

10. Another successful example is “Rannotsav” takes place in Kutchh and got success to attract tourists from India as well as from globe as a part of Event tourism development.

11. Government also arranges Global Bird Watchers’ Conference every year to promote Eco tourism in the state.

12. This year government has also arranged VadFest in Vadodara covering Theatre, Musical concerts, Heritage site promotion and Shopping Festivals to promote event tourism.

13. Another initiatives in the field of Event Tourism are Kite Festival, Navratri Festival, Plast India and being partner of Pravasi Bhartiya Divas.

14. Moreover, government has also planned certain policies for Home Stay and Film shoots to attract tourists to the state.

All in all we can say that Gujarat Government has worked in most areas of tourism to utilize potential and resources in the best possible manner to promote Gujarat as favorite tourist destination of India.

Conclusions of research are divided into two parts

A. Limitations

Government of Gujarat has taken every initiative and has not left behind its power to explore Gujarat to tourists. Still certain measures or initiative can be taken further to get expected results in the field of tourism. Government also needs to focus on ground realities with excellent exposure through websites and tourism fairs and exhibitions. Research has various findings on ground realities that government did not focus.

A.1. Infrastructure

Infrastructure is indispensable requirements for the development of tourism sector like smooth connectivity to destinations i.e. road, rail or air connectivity, pure drinking water facilities, neat and clean accommodation, hygiene, local community cooperation. Gujarat still needs to improve in the sphere of Infrastructure.
One case of Nal Sarovar located near Bagodara can be noted here with this reference as a part of nature tourism. This tourism site is lacking of basic facilities like good connectivity to this destination, further work can be undertaken by the government to reach the destination, site is also lacking of facility of pure drinking water facility and local community has to get water from lake itself. Government still needs to work on wastage clearance system to dispose solid and liquid waste. Interpretation Center established by the government to acknowledge tourists related to various species of birds through various digital models were not working properly. Even local authority tried to hide real charges decided by the government by applying stickers on it so tourists has to spend more money. Charges decided by the government for boating in the lake are very high that may not be affordable by all classes of people that can be reframed to attract more tourists.

A.2. Information and communication Technology

Development of ICT has transformed the contemporary environment of business. Emergence of e-commerce and e-business has created more opportunities and possibilities than ever before. Development of ICT has opened the door to reach global audience, getting instant market information and even undertaking business transactions. This has also improved economic efficiency for the market of goods and services for developing world. Governments across the globe now maintain sophisticated websites for offering information related to transportation facilities, accommodation facilities, destination specialties, cultural and social aspects etc., advertising their unique features, and handling booking order and promoting specials to interested consumers. Tourism industry is currently an extremely sensitive hybrid industry and incorporates distinct features of information society. The role of ICT in tourism sector cannot be underestimated and it is crucial driving force in the current information driven society.

Gujarat can also be studied with this reference. Research studies that Government alike other states and countries also maintain sophisticated website to showcase various tourist destinations and its culture. But website needs to be updated regularly by changing time and demand of tourism industry. Gujarat tourism website does include various sections catering information to tourists. Unfortunately, various sections of website have some technical problems that do not show sufficient details and shows that data is not
available. Moreover, it contains less attractive sections, images or videos or adequate information regarding accommodation compared to the website of Kerala Tourism, Maharashtra Tourism.

A.3. Competitive Edge

Government is doing very well in the field of tourism with its different initiative like “Khushboo Gujarat Ki” as marketing campaign and other events still Gujarat has to pass through long way to prove itself in this field. Gujarat has to compete with Maharashtra, Madhya Pradesh and Kerala with their brandings. Not only has that government had to compete with other countries which are aggressively exposing their destinations by marketing globally like Australia, Singapore, and Dubai etc. Gujarat is not traditionally tourism destination for tourists globally, so it needs to make more efforts to make tourists feel extra ordinary experience in Gujarat at various tourist spots.

A.4. Safety Measures

World is at present facing one of the danger problems of terrorism and that influence tourism industry at a globe. Recent examples are Pakistan (Peshawar), Australia (Sydney), India (Bangalore). Government needs to be very alert for terrorist attack in the country. Especially when tourists are planning to visit any country they check out possibilities of terrorist attacks by viewing history. India has potential threat of terrorist attack so it may damage goodwill of India and Gujarat as tourist destination. However, Government of Gujarat has taken effective steps for the same problem that can prevent potential threat. Moreover, rap cases are also noted with foreign tourist victims in some cities that can also influence number of tourists visiting Gujarat. Government also needs to take care of these issues which matter when it comes to tourism development. Akshar Dham, Gandhinagar, Ahmadabad witnessed terrorist attack in the past.

A.5. Regular follow-ups and ground realities of plans

Government is very aggressive and effective in framing and implementing programs for the development of tourism sector. But government also needs to take regular follow ups to evaluate real picture of tourism programs. In certain cases it is found that ground realities are far from actual plans or programs. Corruption plays as problematic hurdle for effective implementation of programs. Certain programs work on paper only then reality, so government cannot get real fruits of its spending or
investment. Pravasi Bhartiya Divas celebrated at Gandhinagar was lacking of proper navigation that created difficulties for NRIs to reach the destination. Even interpretation center at Saputara or Science City is not maintained in well functioning manner; many models are not working properly. Therefore, regular follow ups are needed for required measures.

There is only one quality restaurant in Mandvi, which is very expensive. The next available option is to stay in Bhuj and take a taxi to Mandvi, Dholavira and White Rann. These are day trips . Bhuj has the facility to host around 2,500 tourists. But then again, if one wants to go to Dhordo, the White Rann, or Mandvi, one will have to drive about 70-90 km. It is worst position when tourists enter into reality at the arrival at Mandvi beach. Government needs prompt efforts for accommodation set up in this area.


A.6. Maintenance of Heritage Sites

Gujarat enjoys heritage of more than 200 princely states and some of the sites are functioning as tourist destinations. Some are also converted into hotels or museums and some are functioning as tourist destinations but when it comes to non observation or non supervised sites, tourist particularly domestic tourist spoil or damage these sites. Uparkot (Junagadh) is one of the examples of such damage.

A.7. Sustainability of Natural Sites

Natural sites can be developed best in framework of eco tourism but the question is raised about its sustainability. Gir Forest, Saputara, Nal Sarovar, mandvi beach and others are overflowed in particular season and heavy rush towards these sites may damage these spot by one or another way. Better cleanliness, peaceful environment needs to be maintained at natural sites to sustain nature and for creatures living at eco sites.

A.8. Launch of latest Tourism Policy

Tourism sector in Gujarat is emerging sector and government of Gujarat is making hard efforts for its development. In accordance with changing global demand and domestic competition, Tourism Policy needs to be updated regularly as other states as well as countries are doing the same. Gujarat needs to be upgraded in framework of Tourism Policy. Gujarat at present has latest tourism policy for the duration of 2003-
2010, that demands revision or reformation. It was announced in the year 2009 by Tourism Ministry that new tourism policy will be announced within two months (http://www.dnaindia.com/india/report-new-tourism-policy-for-gujarat-in-two-months-1315256 - Monday, 23 November 2009). Still no sign is seen from Ministry of Tourism to announce New Tourism Policy.

**A.9. Limited Fund allocation**

As government wishes tourism sector to be developed in desired line of control, government do need to fund it adequately for different projects and events. Recent example is of Kite Festival organized by Government of Gujarat, number of international kitist has fallen, which was about 120 international kitists and same number from the country. The reason is government does not offer airfare to international kitists for participation; it diverts these people to France for the same kind of event. As government is already investing money in different events sufficiently, few lakhs rupees will not be burden for Gujarat government to maintain the shine and charm of Kite Festival. (http://www.ahmedabadmirror.com/ahmedabad/cover-story/Fewer-foreignkites-to-soar-atinternationalfest-this-year/articleshow/45695098.cms - Dec 31, 2014)

**A.10. Standardization of fares and prices**

Tourists at different destinations are not familiar with geographical location or having knowledge of prices and fares at accommodation, travel charges, ferry trips, entry fees at parks, museums or amusement parks. In Gujarat, tourists sometimes feel cheated when they are charged more than normal prices but they need to pay as having no option. Therefore, government still needs taking follow ups of these charges and take initiative for standardization of prices at various tourist destinations in Gujarat.

**A.11. Limited Foreign Investment**

There are lots of opportunities in the field of tourism even at world level. Government by inviting foreign investors to Gujarat can create more facilities in field of supportive infrastructure, accommodation, transportation as well as entertainment like amusement parks. As Gujarat is lacking of such well known theme parks or amusement parks for leisure or entertainment such as in Imagica or Essel World or Disney, government can take step forward for foreign investment in this area to get rise in number of tourists to Gujarat.
A.12. Brand “Gujarat”

Gujarat is not traditional tourist destination or attraction for foreign tourists or domestic tourists. Government of Gujarat has introduced extensive efforts for last few years to be one of the players in the field of tourism. Certain solid and effective plans and marketing campaigns need to be introduced aggressively at Indian pitch and global level to attract more number of tourists to Gujarat. Brand “Gujarat” is playing powerfully in the field of Business tourism through vibrant Gujarat; it can also be successful by effective marketing campaigns and sufficient infrastructure facilities at tourists’ destinations.

A.13. Underutilization of Coastline

Sand and sunshine have always been attraction for tourist to destination. Gujarat is enjoying 1600 kms. of coastline in the state. No state of India enjoys more than 100 kms. of coastline. The state is very far from the reach of any state in reference to coastline. Other states have made extraordinary efforts and plans to utilize their coastline with development of beaches like Goa, Kerala, Maharashtra, Tamilnadu, and Andhrapradesh. Beaches have also been great attraction to tourists when it comes to leisure. Gujarat government can create supportive infrastructure for the development of beaches and can get rise in number of tourists.

A.14. Cleanliness and Hygiene

Issue of Cleanliness and Hygiene has to be attended carefully by the government as limitation of cleanliness has been observed at many destinations even at pilgrimage destination. Dwarka, a well known pilgrim destination is not clean enough to attract tourist to the destination. Proper hygiene or Cleanliness is not even maintained at Ambaji, another pilgrim destination. Except Temple, attention towards cleanliness is not given. This sounds bad experience for tourists heading towards destination. Government need prompt measures to be taken to sustain dignity of Pilgrimage destination.

A.15. Visa on Arrival in Gujarat

Government of India has recently announced various relaxations for NRIs, NRGs and other tourists traveling to India. Ahmadabad has status of International Airport and many people arrive at Ahmadabad Airport, especially for business tourism. Government can smoothen the process of permission and can eliminate tedious process to make their
journey memorable one in Gujarat and crate potential for their revisit. Many states at present offer Visa on arrival to tourists of different countries.

A.16. Special committee format

Gujarat can concentrate on destinations which are more favored or tourism form which is more favored. Alike Kerala, Gujarat is not enjoying natural scenery or natural resources. That means government can focus on specialized tourism type and can grow quickly. Kerala has formed separate committee and appointed directorate for natural/ eco tourism because Kerala enjoys better status in it. Gujarat can form separate committee or department for Business Tourism or Event Tourism because Gujarat is more benefited by different events.

A.17. Transparency in administration

One of the basic requirements in accountable tourism development is transparency in system or administration. Tenders need to be announced and approved online. Moreover, registration and approval can be given online where ever possible. Gujarat government has already taken step in the field of e - governance. This can also be extended further for the development of tourism sector.

A.18. Focusing Wedding Tourism

Many Gujaratis have settled themselves abroad in different parts of world. They always want to stay connected to their culture and roots of land. Many Non Resident Gujaratis visit Gujarat during October to January when they want their children to get married in their own land. Not only that but many people visit Gujarat to attend wedding and these people spend huge amount of money in shopping in fulfilling their requirements. Government can work better for these kinds of people and to make them to shop more.

19. Promoting Aqua Tourism

Gujarat has two peculiar rare aqua or marine destination in Gujarat. Jamanager district has two marine destinations namely Pirotan Island and Narara Island. These are rare marine destinations of its kinds. This is one of the rare places in the world where one can look at corals without having to dive down into the water. One just has to walk in the water, when the tide ebbs, in about 1 to 2 feet of water and watch this fascinating underwater world of corals. But this destination is lacking of infrastructure and
promotion. Government can further work out to reach to tourists and attract special interest tourists.

A.20. Responsible tourism

Responsible tourism is being responsible to nature and local community because when tourists visit any destination, tourist enter virtually enter into someone’s home. People of local community can be made familiar to nature and environment and not damaging nature. At the same time awareness of responsible tourism should be made amongst tourist that nature is not commodity to be consumed and should be taken good care as a part of important element of earth.

A.21. Disparities of Development

Research has also studied various destinations and efforts of government for the development of destination. Government of Gujarat has focused more over certain destinations and fewer efforts have been made to other destinations for development in terms of infrastructure. Government focuses more over Dhortda Tent city in Ran Utsav for temporary infrastructure where as Nal Sarovar, Dwarka, Lothal, Dholavira are not much more focused for development by the government.

SUGGESTIONS

Research has studied various aspects with reference to tourism sector at Indian scenario and global level. Gujarat government, still facing certain limitations that can be rectified with certain measures, willingness and prompt decisions of Tourism Department. Here are some suggestions to put forward for betterment of Tourism sector as well to increase number of tourists to Gujarat.

1. Government of Gujarat needs to take more involvement of local population to show real essence of Gujarat to tourists by offering training and skill development program to local population.

2. In the field of Eco tourism and Sustainable tourism, government can have partnership with farmers in villages and to have natural set up of cottage with basic amenities to given unique experience to tourists in the state.
3. Government has framed Home Stay Policy for unique experience of accommodation and being familiar with culture of the state but success still depends on regular follow up of sites and maintenance of accommodation.

4. Government needs to start vocational courses and government educational institutions in the field of tourism to train local population in Skill development, hospitality and etiquettes.

5. Government can create more employment opportunities to youngsters by training in the field of tourists guide.

6. Government has done little in the field of Education Tourism. More efforts are needed to promote educational institutions like NID and IIM to attract foreign students to the state.

7. Government can also work in the field of Medical Tourism as Gujarat is having world class state of art Hospitals by promoting Hospitals at International stand.

8. Government still needs to work for infrastructure to make roads smooth, better connectivity, Information Technology, communication and Hygiene.

9. Government also needs to take further actions in the field of marketing by introducing innovative marketing efforts to exhibit wonders of Gujarat to World.

10. All these efforts can be supported by good governance to smoothen the trip of tourists to the state. Government needs to give smooth experience in the field of registration, visa, official permission, and other approvals promptly to have excellent image as tourist’s friendly state.

11. Government can venture into Weekend Tourism. An innovative concept to arrange tours to nearby destination during weekend days or public holidays. A one or two days trip to encourage domestic tourism.

With reference to objectives made in the research following findings can be given as…

1. The government will be able to attract the foreign investors in Gujarat

   Government has succeeded to increase number of foreign tourists to state with the success of Vibrant summit, Gir – national park, Global Bird Watchers’ Conference and Kutch rannotsav.

2. Government has opportunities to earn handsome source of foreign currency.
With success of Vibrant Gujarat Summit for investors Gujarat has succeeded to earn handsome source of foreign currency.

3. Employment opportunities are likely to increase steeply in coming years.
   With establishment of more private resorts at Gir, promotion to art and craft at Kutch rannotsav and with more foreign investments in Gujarat, government has got rise in number of employment opportunities.

4. Gujarat government is expected to get power boosters from tourism sector.
   With efforts of promotion in the field of tourism this hypothesis will take some time to be in real picture at platform. However, the process has already started.

5. Growth of tourism sector is a key to economic growth
   Gujarat has to pass through long path to get real boost from tourism to contribute to overall economic growth of the state.

   So, findings of research are both positive as well certain aspects with its own limitations for extra ordinary success in the field of tourism.