The present study deals with the "Marketing of Tourism" – An Indepth Study of Tourism Corporation of Gujarat Ltd. Tourism corporation of Gujarat limited is established to develop the tourism potential in Gujarat, the corporation is engaged in variety of activities such as creation of beautiful tourism spots along with lodging boarding facilities, providing the national and state highways, arranging cultural festivals and organizing tourist exhibitions. TCGL contributes a lot to the country’s economy, relief funds and over all development of tourism in Gujarat.

This study is aimed to analyze the activities and services provided by TCGL. The state government has made successful efforts for developing tourism within the state. Gujarat state has got much contribution by TCGL for developing the tourism factors in Gujarat like ineffective policies, inadequate infrastructure and ineffective marketing. TCGL’s aim is to provide hospitable environment to Indian as well as foreign tourists.

TCGL is mainly engaged in providing services like fairs & festivals, Royal Charm of Heritage Hotels and Palaces, wild - life sanctuary and Royal Orient. The study is made to analyze the different activities of TCGL and comparative study is made between the services provided by TCGL and MTDC.
The study is based on the secondary and primary data collected through various sources of Gujarat tourism. The period covered for the study is ten years from the accounting year 1994 – 95 to 2003 – 04. The study is not entirely formal or institutional in nature. It is also empirical and behavioural in its approach.

The present study is divided into seven chapters. The first chapter is Origin and Growth of Tourism, the second chapter focuses on tourist destinations of TCGL, the third chapter describes the services provided by TCGL, the fourth chapter is related to research methodology, the fifth chapter deals with the activity of data analysis & interpretation, the sixth chapter is a comparative study of TCGL and MTDC and the last chapter gives the summary : findings and suggestions of the study.