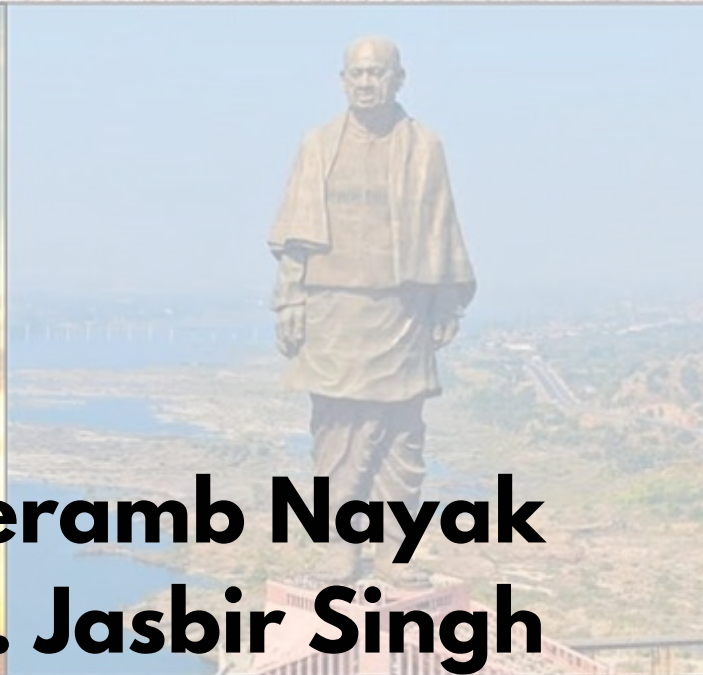




Gujarat

Tourism



Dr Heramb Nayak
Dr. Jasbir Singh



Gujarat Tourism



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PREFACE

The main objective of this book is to give awareness about the Tourism growth and development in Gujarat. How the different ways & type of marketing system is serving in the massive inflow of tourists in the study area. Other than above mentioned objectives the book also highlights that how the various resources are helping in the tourism development and how the tourism is helping in resource development in the region. This paper highlights the changing dimensions of tourism industry in Gujarat. The Hospitality, the foundation on which the edifice of Gujarat tourism built, is indigenous to Gujarat. The changing scenario from hospitality to leisure, recreation, nature-based ecotourism, environmental, sports etc. are the major features, that makes Gujarat is one of the important destinations. Historically the Gujarat remained one of the most important tourist destinations among the coastal region of India. From Gujarat every year a huge number of tourists visit other corners of the world, but its strength to be host is not yet been fully utilized due to the lack of information highway. Gujarat a mosaic of landforms with various relief features varying in ages starting from pre-Cambrian to recent is a unique landscape endowed with. It offers colorful experience to its travelers packed with pleasant surprises, endowed with forest & deserts, hills & plains, seas & lakes, tribal hinterlands & special interest destination with a strong rail, roads, & air networks. Tourism today does not linger only to economic resource development, but it also includes social and political harmonious relations among people as well as countries and also more meaningfully to the natural world. The impact of tourists visit in the destination area and interacting with the local people, itself results in both the quantitative and qualitative resource development. During their stay in the destination, tourists interact with local residents and the outcome of their relationship is, the changes in the host individual's and the host community's quality of life, value systems, labour divisions, family relationships, attitudes, behavioral pattern, ceremonies and creative expressions. Interactions of tourists do not end here, rather it has multi-facet and has its implication on the natural surroundings as well. Tourism is a

commercial organization dealing with operating, holding & a visit to places of interest. It is a major socio-cultural phenomena of the new age society & is related with economic mobility and thereby several consequences. As tourism is a highly competitive industry; the traveler has a wide range of choices and looks for good value for money. At present changing scenario of the tourism required more activity oriented tourist destinations, where people do not only enjoy by watching but also can participate in various games, sports, adventures, cultural activity etc. Various ways of marketing strategies are taken into consideration to attract tourists, especially in Gujarat. The various types of professional planning such as spatial and land use planning; strict architectural controls etc. are being carried out for appropriate facilitation of services.

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Chapter: 1

Introduction

Tourism in India is a large industry. The World Travel and Tourism Council calculated that tourism generated \$121 billion or 6.4% of the nation's GDP in 2011. It was responsible for 39.3 million jobs, 7.9% of its total employment. The GDP of the tourism sector has expanded 229% between 1990 and 2011. The sector is predicted to grow at an average annual rate of 7.7% in the next decade. In a 2011 forecast the World Travel and Tourism Council predicted the annual growth to be 8.8% between 2011 and 2021. This gave India the fifth rank among countries with the fastest growing tourism industry. India has a large medical tourism sector which is expected to grow at an estimated rate of 30% annually to reach about Rs. 9,500 Crores by 2015.

In the year 2011, there were nearly 6.29 million foreign tourist arrivals in India, up by over 8% from the year 2010 when 5.78 million foreign tourists arrived in India. Domestic tourist visits to all states and Union Territories numbered 747.70 million. The majority of foreign tourists come from the United States (16%) and the United Kingdom (12.6%). In 2011

Maharashtra, Tamil Nadu and Delhi were the most popular states for foreign tourists. Domestic tourists visited the states Uttar Pradesh, Andhra Pradesh and Tamil Nadu most frequently. Chennai, Delhi, Mumbai and Agra have been the four most visited cities of India by foreign tourists during the year 2011. Worldwide, Chennai is ranked 41 by the number of foreign tourists, while Delhi is ranked at 50, Mumbai at 57 and Agra at 65.

The Travel & Tourism Competitiveness Report 2011 ranked the price competitiveness of India's tourism sector 28th out of 139 countries. It mentions that India has quite good air transport (ranked 39th), particularly given the country's stage of development, and reasonable ground transport infrastructure (ranked 43rd). Some other aspects of its tourism infrastructure remain somewhat underdeveloped however. The nation has very few hotel rooms per capita by international comparison and low ATM penetration. The Indian government has identified a shortage of 150,000 hotel rooms, with most of the undersupply in the budget sector.

The Ministry of Tourism designs national policies for the development and promotion of tourism. In the process, the Ministry consults and collaborates with other stakeholders in the sector including various Central Ministries/agencies, state governments, Union Territories and the representatives of the private sector. Concerted efforts are being made to promote new forms of tourism such as rural, cruise, medical and eco-tourism. The Ministry also maintains the Incredible India campaign.

India's rich history and its cultural and geographical diversity make its international tourism appeal large and diverse. It presents heritage and cultural tourism along with medical, business and sports tourism.

Gujarat

Gujarat, the seventh largest state in India, located in the western part of India with a coastline of 1600 km (longest in India). Area 196077 Sq. km with Population of 60383628 (AS PER 2011Censes), its Capital is Gandhinagar, the Language is Gujarati. Religions in Gujarat are Hinduism, Islam, Jainism, Sikhism, and Christianity; there are 26 Districts which have 226 Talukas. Gujarat is fully connected with three modes of Transport Air, Surface (Road & Rail) and through sea, with major beaches, hills and Industries.

It is the tenth most popular state in the country for tourists with annual footfall of 18.9 million tourists. Gujarat offers scenic beauty from Great Rann of Kutch to the hills of Satpura. Gujarat is the sole home of the pure Asiatic Lions and is considered to be one of the most important protected areas in Asia. During the Sultanate reign, Hindu craftsmanship mixes with Islamic architecture, giving rise to the Indo-Saracenic style. Many structures in the state are

built in this fashion. It is also the birthplace of Mahatma Gandhi & Sardar Vallabhai Patel, the great iconic figures during India's Independence movement. Gujarat offers many types of tourism like Business Tourism, Archeological & Heritage Tourism, Cultural Tourism, Religious Tourism, Wildlife Tourism, Medical Tourism and much more. Amitabh Bachchan is currently the brand ambassador of Gujarat Tourism. Ahmadabad is considered an ideal hub to cover all the destinations across Gujarat.

During the early part of human history, man would have travelled under compulsion primarily to satisfy his biological needs. In the subsequent periods, the emergence of empire gave impetus to travel for political, business, social and religious reasons. Traveling during this days was very difficult because of the not having good connectivity transport facilities and lack of safety and comfort in Travel.

The incredible progress in the field of industries and other productive activities directly led to economic and social progress, greater progress, higher real income, longer leisure times, and increasingly cheaper and varied tourist plant facilities. The spread of education has created cultural awareness and has stimulated desire to travel. The progress achieved led extensively to the development of modern tourism by considerably minimizing the time and space. In fact, world has now transformed into a 'close neighborhood' where one can reach any place in a matter of hours.

To quote G. Fraustie –It is generally expected at present that fairly in near future the average citizen of the economically developed country will be able to meet his needs by working thirty hours a week. Thus the time that an individual will devote to productive in future will take up about 6 percent of his existence.¶

The tourism policy, of India recently revised and redesigned by the Government of India includes the long **Vision Statement** to promote balanced and sustainable tourism which enables socio-economic development and to establish Madhya Pradesh as a destination that provides a complete tourism experience. Set up an institutional mechanism to promote private investment. Set up an effective regulatory mechanism for sustainable tourism. Provide reception, assistance, information, amenities, hygiene, security and infrastructure for the tourists. Adopt the principle of –First Conservation Later Tourism¶ for Cultural Heritage. Make eco-tourism an effective tool to sensitize masses regarding environmental conservation. Ensure active and coordinated participation of Government departments, voluntary organizations, community and all other stakeholders of tourism sector. Develop tourism through Public Private Partnership (PPP). Tourism policy in the year 2012 was given more investment in –Special Tourism Zones¶ and to make –Tourist Friendly¶ image of the State. MICE & conference facilities will be developed across the state.

1.1 Selection of the Topic

Tourism has emerged as a dominant economic factor in India and in international horizon. With its economic and all other advantages, tourism can certainly play a dominant role in the development of under developing economies which suffer from an adverse balance of payment situation, high degree of social backwardness and besides the other environmental problems.

However, to achieve success in tourism, India needs to adopt proper planning and management approach on scientific level. Fortunately, tourism planning and development is now increasingly day by day to gaining the attention for researchers from different disciplines ranging from geography, history, sociology, economics, commerce and management and environmental sciences.

Since each state in the country represents its own geo- socio-cultural identity. Demands specific tourism development plans and action thought within umbrella of an overall tourism

prospective for the country. Being a resident of Gujarat research project related to the state naturally came as an obvious choice, of researcher. So the researcher has selected a topic related to the tourism industry.

Gujarat is very fast growing State having surplus in their Budget .In the surplus of budget tourism industry play a dominant role. Researcher wants to know the Growth and Development of tourism in Gujarat .So that we select this topic for research.

1.2 OBJECTIVES OF THE STUDY

The Objectives of the Present Study are as Under

1. To analysis the Contribution of tourism in Indian Economic.
2. To analysis the Foreign Tourism in Indian Economy.
3. To study the existing tourism facilities in the State of Gujarat.
4. To examine the existing tourism patterns, arrivals and use patterns in the state.
5. To assess the existing problems in the way of tourism development in the state particularly in terms of tourist information, publicity awareness aspects.
6. To analyses the contribution of Tourism in Gujarat Economy. (Specially Income, Employment and Infrastructure).
7. To analyses the satisfaction Level of tourist.

1.3 Significance of the Present Study

In fact, tourism is interdisciplinary subject for the study to scholar by nature. It's each aspect being too complex and too complicated. Hence any amount of knowledge may still leave many quarters for further studies.

Form the research point of view, the significance of the study lies in identifying and highlighting the problem areas in the field of tourism development. It specially aims towards finding answers to problems and shortcomings in the field of Income, Employment and infrastructure development, quantity and quality of transport, accommodation, entertainment and recreation, training, marketing and publicity etc. The suggestions from the respondents incorporated herein, would provide guidelines for future course of action to be followed. The study on tourism in Gujarat may be equally important for all those who are interested in undertakings similar studies in the context of other states and regions, because certain methods and approaches evolved and employed here by the researcher ought to be helpful in carrying out further studies of a similar nature.

1.4 RESEARCH METHODOLOGY

Present study based on Secondary as well as Primary data. Secondary data has been collected from various reports of Department of Tourism, Government of India, Government of Gujarat, World Tourism Organization (WTO) statistics and Gujarat Tourism Corporation (GTC). Besides these sources we collect data from some others relevant journals, magazines, newspapers and website also consulted.

Primary data has been collected through questionnaire .To collect the primary data, the questionnaire was prepared. It was having two sets of Questionnaires prepared to get comprehensive information about the profile of tourists, their purpose of visit, perception regarding facilities, activities and attractions, and their expectations and satisfactions. Out of 26 districts we select four districts (Rajkot, Jamnagar, Dwarka and Somnath).

1.5 Sampling

In the present study sample size is restricted to 400 respondents but only 300 tourists

give the response. So that sample size is 300 in this study. To select this sample size we adopted Random sampling method in selecting respondents. Out of total sample we find that 153 respondents are male and 147 are female. After collecting data we classified it in various group as like Businessman (105), Service class (105), Farming (60) and others (30). The inquiry is in the form of a sample survey. Out of 26 Districts we select four districts (Rajkot, Jamnagar, Dwarka and Somnath) .To give equally weight age we select 75 respondents from each district accordingly.

1.6 Research Tools

The calculated data is presenting in the tables form. Researcher in order to justify the perception level researcher has used chi-square test co-efficient of correlation for hypothesis testing. In order to check satisfaction level, chi-square & coefficient of correlation is considered.

1.7 LIMITATIONS OF THE STUDY

In true sense, research in any field of knowledge makes the ground for more researches and this process Continues. Obviously, all studies and researchers have their own limitations. The researcher while working on this topic had many limitations, some are situational and a few are self-imposed. The main limitations of the study are follows:

- 1) The sample of the study is only limited to State of Gujarat and thus the result may not represent the entire nation.
- 2) Sample size is 300, from various groups. This doesn't represent whole purpose of Gujarat.
- 3) The researcher is based on primary data. Which can be based due to respondents' awareness & readiness my study.
- 4) Time and Sources.

1.8 Outline of Chapter Plan

Chapter 1

Introduction - It covers the growth and development, the objectives of the study, hypothesis formulated, and scope of the study, research methodology, data collection analysis, utility and limitations of the study.

Chapter 2

Literature Review - In this chapter various authors have given their view of Growth and Development of Tourism in India its States and international. For the purpose of simplicity, the literature has been studied different literature into various topic and subject for analysis of the research done in the area of Growth and Development of Tourism.

Chapter 3

Tourism in India - In this chapter the Government tourism policy, various, organization, growth, problems, developments and measures discussed in detailed as theoretical framework.

Chapter 4

Profile of the Study Area - In this chapter detailed profile of the study area with some basic characteristics like; area; population; business and industrial development and cultural factor etc. The purpose of this chapter is to briefly introduce the general profile of the tourism activities in Gujarat.

Chapter 5

Analysis of Tourism Growth and Development - In this chapter analysis of the places, services and Tourists of the area structured by me.

Chapter 6

Findings, Conclusions and Suggestions - The last final chapter gives us conclusion and suggestions bases on interview of all categories to improve the tourism in area Gujarat.

Chapter: 2

Literature Review

2.1 Introduction

This chapter arranges the available literature, related to the study undertaken. Various Authors have given their view on Growth and Development of Tourism in India and its States and international how to overcome the rest of the tourism place for Growth. For the purpose of simplicity, the literature has been studied different literature into various topic and subject for analysis of the research done in the area of Growth and Development of Tourism. But we found that there is a lack of review of Literature regarding to India tourism development by state. So that, there is a gap in review of literature. Scholar tried to their best to fulfill this Gap. So that he take some selected research work.

Tourism development in India has passed through many phases. At Government level the development of tourist facilities was taken up in a planned manner in 1956 coinciding with the Second Five Year Plan. The approach has evolved from isolated planning of single unit facilities in the Second and Third Five Year Plans. The Sixth Plan marked the beginning of a new era when tourism began to be considered a major instrument for social integration and economic development.

But it was only after the 80's that tourism activity gained momentum. The Government took several significant steps. A National Policy on tourism was announced in 1982. Later in 1988, the National Committee on Tourism formulated a comprehensive plan for achieving a sustainable growth in tourism. In 1992, a National Action Plan was prepared and in 1996 the National Strategy for Promotion of Tourism was drafted. In 1997, a draft new tourism policy in tune with the economic policies of the Government and the trends in tourism development was published for public debate. The draft policy is now under revision. The proposed policy recognizes the roles of Central and State governments, public sector undertakings and the private sector in the development of tourism. The need for involvement of Panchayati Raj institutions, local bodies, non-governmental organizations and the local youth in the creation of tourism facilities has also been recognized.

The other major development that took place was the setting up of the India Tourism Development Corporation in 1966 to promote India as a tourist destination and the Tourism Finance Corporation in 1989 to finance tourism projects. Altogether, 21 Government-run Hotel Management and Catering Technology Institutes and 14 Food Craft Institutes were also established for imparting specialized training in hoteliering and catering.

Vision the dynamic and growth oriented Govt. of Gujarat is determined to develop Tourism as a key industry to make it an important contributor to the state's economic and social growth and to offer a right blend of Business and Pleasure. This will be achieved by active participation of private, national and international corporate bodies to bring in their expertise and investment with supportive Govt. policies and facilitation. Government will offer the most conducive climate for the industry to grown Tourism a growth Engine Hospitality Industry Growth Indirect Employment Cultural Development The current world tourism contribution to GDP is 11%. The current Indian tourism contribution to GDP is 1.8% and it is targeted to reach 6% in the next decade. If this can be re-targeted to reach 10% an additional 1.2 Crore jobs can be created. A majority of the 2 Crore NRIs are Gujaratis who are prosperous as professionals and traders. This untapped resource can be motivated to become prospective tourists and investors in this sector and the GDP level can be improved considerably.

2.2 LITERATURE OF REVIEW

Ahmad Jafari Samimi, Somaye Sadeghi and Soraya Sadeghi (2011), in their study "Tourism and Economic Growth in Developing Countries: P-VAR Approach" find that causality and long-run relationships between economic growth and Tourism development in developing countries using P-VAR approach during 1995-2008. The findings reveal that there is

a bilateral causality and positive long-run relationship between economic growth and Tourism development. On the other words, the tourism-led growth hypothesis is confirmed, as well as, output level which relates to economic well being and level of development is important in attracting tourist. The significant impact of tourism expanding on developing countries economy justifies the necessity of governments intervention aimed, at promoting and increasing tourism demand by providing the tourism facilities. As well, the economic expansion in developing countries affects the tourism growth which is reflected by the development in infrastructure and tourism resorts.

Tomy K. Kallarakal Jain Mathew, George A.Paul³ and Kennedy Andrew Thomas

2011 in their study “ Organizational Culture in Tourism Industry in India” that Most Tourism organizations are individual run or family run and therefore reinforce the narcissistic cultural aspect more often. There is a conflict between narcissism and universalistic aspect of culture. If tourism organizations are to be effective, they need to balance the needs and aspirations of themselves (narcissistic) and other stakeholders (universal). Inclusiveness of employees, customers” needs and concerns will increase the effectiveness of these organizations.

Service Sectors need to have minimal rules and regulations and procedures and increase tolerance to ambiguity by equipping employees to creatively and innovatively respond to situations. There seems to be too much of parity between members working in tourism organizations. Employees preferred a little more hierarchy and power distance among members. Standardization of basic transactions should be kept to the maximum i.e. reinforcing creativity and innovativeness by encouraging employees to engage in higher order activities by co-creating new packages, products etc. Tourism sector needs to engage more on collaborative strategies rather than on competitive strategies. Tourism organizations need to be more generous in terms of rewards and recognition mechanisms towards their employees and in some cases a praise is better than raise. Cultural Aspects which are positively correlated should be generally strengthened to build a strong culture in the Tourism Industry. The tourism industry is more of an unorganized sector. At the same time it is one of the fastest growing industries in India. The projection is that in the coming years this industry is going to be more organized with more of government intervention and assistance. Hence a study like this is very important for this industry to make it more effective. The study indicates that tourism industry employees prefer a more modern Cultural Aspect at work rather than the traditional cultural aspect. There were significant differences between type of organization and preference for modern versus traditional aspects of culture. The study conclusively states that for the Tourism Industry to grow it should become more professional in its management. Tourism Organizations need to create an informal environment that can support creativity and competitiveness. Responsibility with defined roles will enable Tourism Industry to grow and sustain itself in the long run. Tourism Industry will gain more from collaboration than from competition. Collaborating and networking with constituent sectors of Tourism Industry would go a long way toward helping in its growth. The Industry as a whole should develop policies for employee rewards and recognitions to create a strong and modern Organizational Culture.

Purna Chandra Padhan 2011 in the study Forecasting International Tourists Footfalls in India: An Assortment of Competing Models in 2011 find that the tourist demand forecasting applying various alternatives forecasting models and asses the forecasting performance. Using uni-variate forecasting model, the forecasting performance of various models are evaluated, based on alternative model selection criteria, such as MAD, MAPE and MPE. For empirical analysis monthly data over the period Dec 1990 to Jan 2010 is applied. The result found that SARIMA model provides better forecast values than other competing model. The advantage of this model is also that it not only captures Autoregressive and moving average process in the series but also the seasonal process. As policy implications, for uni-variate series SARIMA

model can be applied for forecasting tourists demand in India. However, other factors affecting tourist demand should also be taken into consideration while forecasting tourists' demand, which perhaps is one of the limitations of this paper.

Adamos Adamoua and Sofronis Clerides 2011 in the study "Tourism, Development and Growth: International Evidence and Lessons for Cyprus study find that the investigate the relationship between tourism specialization, development and economic growth. Descriptive cross-country comparisons indicate a link between tourism specialization and level of development. Econometric analysis shows that tourism specialization is associated with higher rates of economic growth at relatively low levels of specialization but eventually diminishing returns set in and tourism's contribution becomes minimal. Cyprus was one of the success stories of international tourism in the 1980s and 1990s but has since struggled to position itself in the international tourism landscape. Its example illustrates well both the promise and the limitations of tourism-driven economic growth.

Dr. Suman Kumar Dawn, Swati Pal in July 2011 in their Study "Medical Tourism in India: Issues, Opportunities and Designing Strategies for Growth and Development" find that India is in an advantageous position to tap the global opportunities in the medical tourism sector. The government's role is crucial to the development of medical tourism.

The government should take steps in the role of a regulator and also as a facilitator of private investment in healthcare. Mechanisms need to be evolved to enable quicker visa grants to foreign tourists for medical purposes where patients can contact the Immigration Department at any point of entry for quick clearance. Tax incentives to the service providers, import duty reduction on medical equipment, committees to promote and foster medical tourism are some of the initiatives that can be undertaken. There is also a need to develop supporting infrastructure such as transport services to facilitate tourism in India. The tourism, health, information and communication departments need to work in tandem for efficient patient care. This paper has recommended some of the medical tourism strategies for further promoting medical tourism in India. These include building and promoting the image of India as high quality medical tourism destination, creating and promoting new combination of medical tourism products, keeping up the high standard of quality treatments at a reasonable price, providing informative online and offline materials and make them available to the potential customers. Also attaining the accreditation/standard to reassure the quality of treatments as well as emphasizing on the needs and demands of the existing target markets must be incorporated.

B Seetanah , T D Juwaheer , M J Lamport, S Rojid, R V Sannassee & U Subadar Agathe 2011 in the study "Does Infrastructure Matter In Tourism Development?" find that Although many writers have acknowledged the need for infrastructure in successful program of tourism development, very limited empirical research exists to shed light on this hypothesis. The effect of such capital on total tourist arrivals and on arrivals from Europe/America, Asia and Africa into Mauritius is investigated in a panel data framework. This paper uses panel data estimation techniques and finds that the infrastructure has been contributing positively to tourist arrivals, particularly from Europe/America and Asia. Moreover tourism infrastructure, relative prices, distance and income in the origin countries are important ingredients in their own respect in the tourism demand equation. The paper also finds that Mauritius is an expanding destination, with the European and American markets being most promising. The findings in this study lend support to the current policy of the government whereby significant marketing effort is being made at the international level to further promote the Mauritius tourism product. The authorities should also be given due credit for constantly upgrading the infrastructure base around the island since the 1980s. However, while not necessarily pertinent at this point in time, the tourism absorption capacity of Mauritius is

likely to become a relevant issue in the not too distant future. Research on this issue as well as on the dynamic modeling in tourism should start in the very near.

Scott, Daniel. (2011) in the study “Why sustainable tourism must address climate change” find that this opinion piece examines Weaver’s thesis that sustainable tourism’s current expanding engagement with climate change may not necessarily be conducive to the interests of tourism sustainability. It critically examines and responds to the seven interrelated issues presented by Weaver to support that opinion. This paper dispels some common climate science myths that continue to hamper scientific progress and complicate debate over climate change policy responses and specifically refutes recent claims of compromised and inaccurate research findings. It is argued that climate change studies reveal a deficiency in past conceptualizations of sustainable tourism that focused almost exclusively on destination scale issues and highlight the need to properly account for the environmental and social impacts of tourism’s travel phase. Addressing climate change is considered a prerequisite to sustainable development and therefore germane to advancing sustainable tourism research. Tourism is currently considered among the economic sectors least prepared for the risks and opportunities posed by climate change and is only now developing the capacity to advance knowledge necessary to inform business, communities and government about the issues and potential ways forward. Any retreat from engagement with climate change issues by the tourism industry or its researchers would be to their substantial detriment.

Weaver, David. (2011) in the study “Can sustainable tourism survive climate change?” find that this opinion piece contends that tourism’s expanding engagement with climate change, as it is currently unfolding, is not necessarily conducive to the interests of tourism sustainability. Inherent unpredictability, long-term timeframes, lack of directly tangible consequences or clearly identifiable villains, issues with credibility and vested interests and cost implications in an era of chronic economic uncertainty all combine to increase the likelihood of unsuccessful climate change policies and strategies. Additional complications arise within the tourism sector from the rudimentary state of knowledge about the relationships between tourism and climate change, an apathetic and fickle travelling public and a reciprocally uncommitted tourism industry. I argue that adaptation is a rational business response to climate change that is not directly related to environmental and socio-cultural sustainability, and that mitigation measures should be supported to the extent that they yield practical and tangible short- and medium-term benefits and address local sustainability issues such as air quality and biodiversity protection.

Madhusmita Mishra and Prabina Kumar Padhi 2010 in the Study Emergence of Tourism In The Sustainable Growth of India: An Empirical Analysis Study Find The Tourism Is An Important And Flourishing Industry In The Country. It Is Termed As A Useful Measure For Employment Generation, Poverty Alleviation And Sustainable Human Development In India. It Accounts For One-Third Of The Foreign Exchange Earnings Of India And Also Gainfully Employs The Highest Number Of People Compared To Other Sectors. This Sector Also Attracts The Domestic Tourist And Foreign Tourist In An Enthusiastic Way Which Resulted In Improving Well Balanced Economy For The Nation Like In India. The Present Paper Elaborates About The Status And Development Of Tourism In The Context Of India. It Shows That Due To Tourism Sector India Has Gained Brand Image In The Mind Of Foreign Tourist And The Data Regarding Tourism Shows About The Increasing Trend Of Foreign Tourist Arrival Which Resulted The Boosting In Foreign Exchange Earnings In The Year 2001 To 2010.

Mc Kercher, Bob, Bruce Prideaux; Catherine Cheung; Rob Law. (2010) in the study “Achieving voluntary reductions in the carbon footprint of tourism and climate change.” find that this study examined attitudes to tourism and climate change among residents of Hong Kong and evaluates their willingness to voluntarily modify travel behaviors to reduce

environmental impacts. Previous studies on environmental behavioral change identified a significant gap between awareness and action, with some studies even suggesting that the most aware individuals are unlikely to change their behaviors. Similar findings were noted in this study. Cluster analysis identified four cohorts of tourists, ranging from the regular international tourist to the least travel active. The regular international tourist group was most aware of global warming and climate change, but least willing to alter its travel behavior. By contrast, less travel active tourists seem most willing to travel less. The paper concludes that government intervention may be required to create meaningful behavioral change in travel patterns.

Peeters, P., & Dubois, G. (2010) in the study “Tourism travel under climate change mitigation constraints” find that this article presents a simulation study of Water emissions caused by global tourism. The article focuses on inventory for 2005 and provides a 30 year projection based on the 2005 inventory. The objective of this article is to describe the current and future of emissions, demonstrate tourism in the light of reduced emissions, and present scenarios. The article states that emissions are expected to grow by 3.2% per year until 2035. The increase in emissions is a direct contraction to the global push to reduce emission by 3-6% yearly. The study proposed 70 scenarios which are presented in a

‘landscape’ graph exploring the effect of possible ways to reduce the emissions.

Furthermore, the study also explored automated scenario generation as a way to define back casting scenarios that meet the emissions target and promote economics. The study compared the value of different ways to approach a (desired) future and gave insight into the kind of structural changes required within tourism and tourism transport in the event that very strong emission reductions are required. The findings of this study indicate that improvements in technology alone are insufficient to reach sustainability targets for CO₂ emissions. Rather, major shifts in transport modes and destination choice are necessary.

Endler, C., Oehler, K., & Matzrakis, A. (2009) in the study “Vertical gradient of climate change and climate tourism conditions in the Black Forest” find that this article describes the impact global and regional climate change may have on the Black Forest and its subsequent effect on tourism within the area. An emphasis is placed on what these environmental effects may have in the near future specifically. Three different locations in the Black Forest were used within climate simulations to obtain the outcomes. The results show that climate change will have both negative and positive effects on the tourism industry. At higher elevations, winters may shorten while summers may lengthen which provides opportunities for offering more warm weather activities (mountain biking, hiking) in place of winter sports. Moving ski areas to higher elevations is not an option because the highest elevation analyzed shows a high vulnerability to future climate scenarios. The changes in climate will also increase precipitation which can result in increased flooding and consequently reducing outdoor activities. Drier summers pose a risk of increased forest fires which also can be threat to tourism infrastructures. The higher elevations will have a greater prevalence of thermal comfort while lower elevations will experience lower thermal comfort due to heat stress. Overall, the climate simulations of the Black Forest areas show an increase in temperature and subsequent environmental effects will occur. The article calls for more flexibility and adaptability on the part of both the tourism industry and the tourists due to the impending changes.

Pickering, C., Castley, G., & Burtt, M. (2009) in the study “Skiing less often in a warmer world: Attitudes of tourists to climate change in an Austrian ski resort “find that the article states climate change will be detrimental to ski destinations. The article also states that currently there is limited research into attitudes, intentions and actual visitation patterns of skiers in

response to reduced snow cover. In order to address this question, a survey composed of 351 ski 27 tourists in Australia was designed and executed. The survey, which was conducted in 2007, was also to serve as a comparative study, replicating a survey conducted in 1996. The 2007 survey demonstrated that 90 percent of skiers would ski less often in Australian resorts if the next five years had low natural snow. This is an increase from 1996 when 75 percent said they would ski less often with decreased levels of natural snow. Nearly all skiers thought that climate change would affect the ski industry (87 percent in 2007, compared with 78 percent in 1996). Despite extensive snow-making, visitation in Australian resorts was low in poor snow years and visitors stated that this trend would continue. Thus, the article states that visitor attitudes and perceptions reflect the current changes in climate and such trends will continue unless there are significant changes reversing global warming. The article also states that tourism cannot be generalized since it is activity-based and some may benefit, at least in the short term, from climate change. However, the article states that the changes will inevitably be detrimental.

Bark, R.H., Colby, B.G., & Dominguez, F. (2009). In the study “**Snow days- Snowmaking adaptation and the future of low latitude, high elevation skiing in Arizona, USA**” find that this article states that climate change models predict declining snowpack, shorter and more variable snow seasons, warmer winter temperatures with increased snowmelt, and increased snowmelt at higher elevations. These implications are significant for the ski industry since many ski resorts are located at relatively low elevations levels. Poor skiing conditions can deter potential new skiers, or beginner skiers who normally ski in lower elevation levels, thus potentially causing some ski areas to close due to lack of skiers. A possible solution (although short –term) is to make snow.

Snowmaking is costly which might be reflected in increased lift ticket prices, also deterring skiers especially if better quality snow is available at higher elevations. In addition to the additional costs of snowmaking, availability might become an issue as well. The article focuses on two, low-latitude, high-elevation ski areas in Arizona (Snowbowl and Sunrise). Using information from USDA, NOAA and IPCC and other worldwide climate research organizations, future predictions of climate change effects were made. The article also emphasizes snow-making economics and capability for the sites and states that visitation will not necessarily increase with more snowmaking. However, the article points out that there are limited choices for the ski areas since the higher elevations areas are not available. Future ski seasons may be a series of skiable weekends and holidays rather than a season characterized by a single opening and closing date. Snowmaking investments provide resorts a window in which to adapt to global warming, and more general climate variability, but it is a temperature, water, and cost constrained adaptation. These challenges may incentivize the snowmaking industry to improve the efficiency of snowmaking and thereby delay future resort closures. It is incumbent on mountain managers, in an era where ski seasons may shorten, to adopt other strategies to ensure that every good snow day is a good revenue day.

Nafees A. Khan 2008 in their study “Human Resource Development in Tourism Industry in India” find that Tourism is a human experience, a social experience, a geographical phenomenon, a resource value, and a business industry. It is a major social phenomenon of the modern society with enormous economic consequences. Its importance as an instrument for economic development and employment generation, particularly in remote and backward areas, has now been well recognized the world over. The industry today is globally recognized as a major economic contributor and employment generator. The investment flows into this field are constantly on the increase. The tourism industry faced with various challenges in the field of human resources, one of the crucial issues in this regard is the quality of manpower. The industry is vitally faced with the demand for qualified quality

personnel. Today, human resource planning is considered as the way management comes to grasp the ill defined and tough-to-solve human resource problems facing an organization. The role of HR manager is very crucial in selecting and recruiting the right kind of people who can be an asset for the tourism sector. The training and development plans are aimed at developing talents to perform effectively in the present and future higher levels on more challenging work situations. The success of an organization depends on its ability to affect continuous improvement and provide quality products and services to its customer. This will require every personnel in the organization to possess the requisite knowledge, skill and attitude. For the purpose of determining training requirements, two levels of supervision could be identified. Each level of supervision should have a curriculum that addresses competencies required at that level. Work can be a significant source of satisfaction if opportunities are provided for the recognition and meeting of employee's needs. Rewards for an employee including both monetary compensation and non-monetary recognition must meet his basic needs and conform to the three parameters of external equity, internal equity and individual equity. Organizational culture is extremely important to create an environment of respect for each other build team spirit, provide enlightened leadership and capable supervision, and show that employees are wanted. The developing countries must first develop the human resources in order to develop the Tourism institutional structure in which technological innovation can occur on a large scale. Economic development can succeed only when the environment as a whole is conducive to change and innovation at all levels and on all fronts especially in Tourism Industry. This will require educated masses, literate and national masses. The strategies supported to achieve the goal of human resources development in Tourism Industry include more open government, more transparent and accountable public administration and development of energetic entrepreneurship in developing countries and further liberalization of markets and goods, capital, technology and tourism products. This would require joint action programmes. A new vision for global co-operation for the next century is needed. It has become imperative that Tourism Industry should concentrate on HRD system for grooming HR in such a manner so as to flourish and achieve international competitiveness in tourism. The Tourism Industry faces with various challenges in the field of human resources; one of the crucial issues in this regard is the quality of manpower. The industry is vitally faced with the demand for qualified quality personnel. The Government of India has shown some interest, though obviously not enough, in the promotion of Tourism Industry over the years, the Government has realized the importance of the skilled manpower in the field at different level to train and develop human resources. The government should set up a high power committee consisting of Human Resource Development professionals, professionals from the Tourism Industry, prominent economists and intellectuals to study and assess various aspects of HRD and conclude on a National Tourism Policy on HRD. Inadequate infrastructure is another factor of much concern for Indian tourism. As matter of fact, one of the major setbacks that the Department of Tourism has suffered is that its demand for substantial investments amounting to Rs. 45,000 Crores which involves centre, states financial institutions and private sector to develop tourist infrastructure. Modernization of Delhi and Mumbai airports is needed urgently. It is believed that the Department of Tourism has been unable to convince the Finance Ministry and the Planning Commission to grant adequate resources for the development of infrastructure. It is imperative on the part of the Department of Tourism to fight all the way to acquire those sources for integrated infrastructure development. For the up gradation of Human Resources there should be a career planning, career development and career counseling mechanism to make employees aware of the general phases of their growth and development. It is the right time to accord the status of tourism in priority due to increase in tourist arrivals and the socio-economic benefits of the tourism phenomenon. It is recommended that the Government of India should form a

HRD Board', which should encourage the researches upon increasing potentiality of human resources. It should take many productive and aggressive steps for the promotion of HRD. The need of the hour is to tackle grassroots realities of HRD and then take some harsh measures to infuse a new blood in Air India Ltd.

Scott, D., Jones, B., & Konopek, J. (2008) in the study "Exploring potential visitor response to climate induced environmental changes in Canada's Rocky Mountain National Parks" find that the authors emphasize that climate change could have detrimental effects on the natural landscape of mountain parks world-wide and as a result, efficient conservation and planning are necessary. The authors also state that there is limited information on tourists' perceptions of such a projected environmental change. A study was conducted to explore this question in the context of Canada's Rocky Mountain national parks. A visitor survey was administered in two national parks: Banff and Waterton Lakes. Different environmental change scenarios were constructed. The scenarios for the early and mid decades of the 21st century were found to have minimal influence on intention to visit. The environmental change scenario for the latter decades, under a high emission climate change scenario, was found to have a negative effect on intention to visit, 36 percent of respondents indicated they could visit the parks less often and 25 percent stated they would not visit them at all. Visitors most likely to be negatively affected by climate-induced environmental change were nature-based tourists from overseas, motivated by the opportunity to view mountain landscapes and wildlife. The study is significant in that it presented a new layer of information regarding tourist's perceptions and response to environmental changes induced by global climate change.

Agrawala, S. (Ed.) 2007 in the study "Climate change in the European Alps: Adapting winter tourism and natural hazards management. Paris, France: Organization for Economic Co-operation and Development" find that this report provides a review of

Assessments of impacts and adaptations to climate change in winter tourism areas. The Alps are particularly sensitive to climate change, shown by record high temperatures in recent years. Models have shown that this warming trend will continue which creates a critical need to identify and adapt to the impacts of climate change. These changes will have significant effects on the tourism industry within the Alps because of the type of recreation and activities tourists seek within the area. Some areas are especially vulnerable to climate change effects such as Germany, which will experience a 60 percent decrease in snow reliable ski areas with only a one Celsius temperature increase. The implications of climate change on already existing natural hazards in the Alps is just an additional reason to implement effective management of the hazards. The winter tourism industry of the area is already using certain adaptation measures; however the costs and limitations must be assessed to identify their effectiveness. Adaptation strategy adoption will be an imperative factor for tourism areas to continue being destination areas for Europe.

Amelung, B., Nicholls, S., & Viner, D. 2007 in the study "Implications of Global Change for Tourism Flows and Seasonality" find that the article identifies the possible future implications of climate change for tourism on a global level with a seasonal emphasis. The study reveals that areas that retain conditions ideal for tourism will be shifting towards the poles due to the increased temperature and sultriness. Areas similar to the Mediterranean will experience a shift from summer being their primary tourism season to the shoulder seasons. Also areas that are higher in elevation will experience a longer summer and a shortening of the winter season. This will result in some places experiencing a decrease in tourism attractiveness while other areas will become substantially more attractive. Note that this article focused primarily on European countries and did not emphasize other

popular tourism areas.

Moen, J., & Fredman, P. (2007) in the study “Effects of climate change on alpine skiing in Sweden” study finds that it provides a general overview of the effects of climate change in many parts of the world and specifically focuses on Sweden. The article states that in Sweden, the last decade was wetter and warmer than the preceding 30-year period. These changes have inevitably affected activities that depend on the physical environment, such as alpine winter tourism. This article discusses the future development of the skiing industry in Sweden by reviewing trends in alpine winter tourism in relation to climate change together with regional projections of climate change. The article examines climate trends in Sweden during the last 30 years in relation to downhill skiing. The article also discusses potential projections using regional estimations of climate change. In particular the article discusses the effects of climate change on the number of skiing days and potential monetary loss for the ski industry in Sweden. The article states that the predicted losses are larger than current ski-ticket sales. As a result, and in order to mitigate the economic losses, the article suggests that year-round tourist activities be developed in winter tourism areas as soon as possible.

Becken, Susanne. 2007 in the study “Tourists’ perception of international air travel’s impact on the global climate and potential climate change policies” find that this study sought to explore tourists’ knowledge and awareness of aviation’s impact on the climate, their sense of personal responsibility and their reactions to specific climate change policies. A focus group approach – informed by interviews with international tourists leaving New Zealand – was chosen to involve tourists in discussing climate change and travel. In the focus groups, three policy options were discussed: voluntary initiatives, a global air travel charge and a per capita carbon budget. The global air travel tax emerged as a realistic compromise between restricting travel and achieving emissions reduction. When discussing individual responsibility for greenhouse gas (GHG) emissions, tourists distinguished between their travel and their everyday life, where responsibility for mitigation was perceived to be greater. The value of freedom to travel is firmly established in the minds of many tourists and limiting travel is considered unacceptable by the (hyper) mobile tourists who participated in this research. Only major societal changes which would bring about traveler behavioral change are likely to reduce air travel’s contribution to climate change.

Becken, S., and Hay, J. 2007 in the study “Tourism: risks and opportunities. Buffalo, New York” find that this book ties the theoretical underpinnings of tourism, climate science and policy. It analyzes the interactions between tourism and climate change using an integrated assessment approach to gain an understanding of the relationship between the two. The book uses multiple cases studies throughout different tourism regions such as alpine Europe and small island countries. It also identifies measures for mitigating climate change within the tourism sector, as well as means of adaptation to its upcoming effects. Finally, the book gives recommendations for best practices and underlying policy principles within the tourism sector.

Hamilton, L., Brown, C., & Keim, B. D. (2007) in study “Ski areas, weather and climate: Time series models for New England case studies” find that this article focuses on the threats to ski areas from wintertime warming trends in recent decades. It presents innovative research in that the research discussed focuses on the local-scale impacts of climate variability, using detailed daily data from two individual ski areas. The article also discusses a time series models that predicts day-to-day variations in skier attendance from a combination of mountain and urban weather, snow cover and cyclical factors. ARMAX (autoregressive moving average with exogenous variables) is used to explain half to two-thirds of the variation in these series. The models discussed in this article explain the direct and indirect impacts and perceptions of climate change. The direct or narrower perspective is easily measurable including; urban

snow conditions which significantly affect skier activity. The indirect or wider perspective assesses the larger context of climate change including some adaptation changes. The article advocates for ARMAX or a model to conduct more comprehensive climate change research with viable solutions and recommendations.

Smit, B., & Wandel, J. (2006) in the study “Adaptation, adaptive capacity and vulnerability” find that this paper reviews the concept of adaptation of human communities to global changes, especially climate change, in the context of adaptive capacity and vulnerability. It focuses on scholarship that contributes to practical implementation of adaptations at the community scale. In numerous social science fields, adaptations are considered as responses to risks associated with the interaction of environmental hazards and human vulnerability or adaptive capacity. In the climate change field, adaptation analyses have been undertaken for several distinct purposes. Impact assessments assume adaptations to estimate damages to longer term climate scenarios with and without adjustments. Evaluations of specified adaptation options aim to identify preferred measures. Vulnerability indices seek to provide relative vulnerability scores for countries, regions or communities. The main purpose of participatory vulnerability assessments is to identify adaptation strategies that are feasible and practical in communities. The distinctive features of adaptation analyses with this purpose are outlined, and common elements of this approach are described. Practical adaptation initiatives tend to focus on risks that are already problematic, climate is considered together with other environmental and social stresses, and adaptations are mostly integrated or mainstreamed into other resource management, disaster preparedness and sustainable development programs.

Berritella, M., Bigano, A., Roson, R. & Tol, R. 2006 in the study “A general equilibrium of climate change impacts on tourism” find that this article focuses on climate change induced variations in the demand for and the supply of tourism services and provides a projected assessment of the redistribution of tourists and revenue as a result of changes in climate. This article projects international tourists’ flows for 2050, which significantly vary due to origin and destination regions. In order to assess the changes in tourism linked to climate change this study employed a multi-country computable general equilibrium model to simulate adjustments and changing economic and travel trends. The model was adjusted to simulate vast economic changes due to climate change effects on tourism. The results demonstrated that economic impacts get more substantial with time, because of rising temperature levels. Time also plays a role in the distribution of costs and benefits, bringing about a few important qualitative changes. The results also demonstrated that impacts on domestic demand and household income spread to the rest of the economy through substitution with other goods and services, and through induced effects on primary factors demand and prices. Moreover, the simulations show that time plays a critical role for tourism and climate change, and that in 2050 climate change will ultimately lead to a non-negligible global loss. Net losers are Western Europe, energy exporting countries, and the rest of the world.

Gossling, S., & Hall, M. (2006) in the study “Uncertainties in predicting tourist flows under scenarios of climate change. Climatic Change” finds that this article reiterates that tourism is largely dependent on climate and natural resources. Generally, tourists prefer environments for recreation and leisure, and natural resources with access to fresh water, biodiversity and beaches. Climate change, however, threatens the environmental foundations that tourism is built on. As a result, this has raised concerns that tourist flows will change to the advantage or disadvantage of destinations. This is of major concern to local and national economies, as tourism is one of the largest economic sectors of the world, and of great importance for many destinations. This article argues that statistical models intending to predict travel trends and reasons for shift in travel are insufficient. This article argues that while weather is important, currently there is no information that travelers base their decisions

on whether/climate alone when booking a vacation. Moreover, the article also presents terrorism, war, epidemics and natural disasters as extremely influential in tourism destination planning, all of which could increase with limited access to resources resulting from climate change. Moreover, the article offers case studies (Israel, Tanzania) which indicate that there are a plethora of considerations aside from weather alone in decision making regarding travel and also vast implications of climate change which should be considered in future tourism planning endeavors.

Ceron, J., & Dubois, G. (2005 in the study “The Potential Impacts of Climate Change on French Tourism” find that this paper examines the potential implications of the effect of climate change upon the tourism industry within France. Three different tourism issues raised by climatic change are addressed. These issues are: the effect of climate change on tourism resources, tourism’s contribution to climate change, and possible outcomes of mitigation policies on tourism. It states that there are certain climatic conditions of an area that are required by tourists, which include safety, presence of sunshine periods, absence of daily rainfalls, thermal comfort, hydrous comfort (low humidity), and minimal health risks associated with the climate. The more an area meets these requirements, the more likely an area is considered a desirable tourism destination. With the use of a regional climate change model, the future of French tourism has been broken down into some key possibilities. First, with a temperature increase, French Mediterranean tourism could have a competitive advantage over already hotter Mediterranean areas. Second, Mediterranean hinterlands may become more desired due to their overall cooler climate. Third, the Atlantic coast’s potential increase of winter rainfall could negatively impact the tourism of the area. Fourth, artificial resorts with controlled environments may be favored. And fifth, autumn and spring could become more favored. The article also identifies the impacts of climate change on non climatic resources of tourism. A decrease of snow for winter sports is a significant constraint for tourism within the winter season. Potential sea level change is driver in a multitude of impacts upon French tourism. There are also indirect impacts on landscapes, biodiversity and water resources that are too variable to be assessed at a national scale, though they may have a long term impact on the attraction of destinations. Overall, there is a call to tourism entities for proactive adaptation to the effects of climate change.

Grothmann, T., & Patt, A. (2005) in the study “Adaptive capacity and human cognition: The process of individual adaptation to climate change” find that this article focuses on the behavioral components of climate change, predominately, adaptation to climate change. This article argues the importance of measurable and alterable psychological factors in determining adaptation. Drawing from the literature in psychology and behavioral economics, a socio cognitive Model of Private Proactive Adaptation to Climate Change (MPPACC) was developed. MPPACC separates out the psychological steps to taking action in response to perception, and allows one to see where the most important bottlenecks occur—including risk perception and perceived adaptive capacity, a factor largely neglected in previous climate change research. Two case studies are presented—one from urban Germany and one from rural Zimbabwe—to explore the validity of MPPACC to explaining adaptation. In the German study, it was found that MPPACC provides better statistical power than traditional socio-economic models. In the Zimbabwean case study, a qualitative match between MPPACC and adaptive behavior was found. Finally, the important implications of the findings are discussed. Topics include both vulnerability and adaptation assessments, and efforts to promote adaptation through outside intervention.

Hamilton, J., Maddison, D., Tol, R. (2005) in the study “Climate change and international tourism: A simulation study” find that the this article uses a simulation model of international tourism which shows that growth is likely to continue its upward trend at a

similar rate to past growth. The primary driver of international tourism is economic growth, and consequently primary growth of international tourism will be concentrated in high economic growth regions. The article also states that climate change will lead to a shift of tourism destinations toward higher latitudes. There is also a prediction that sun and beach seeking tourists of Western Europe will begin to stay closer to home. Even so, the tourism trends induced by climate change are outweighed by the changes resulting from population and economic growth. Note that this simulation was conducted in

2005 and projections may have changed since that time.

Gómez Martin, MaB. (2005) in study “Weather, climate and tourism A geographical perspective. Annals of Tourism Research” find that this article discusses the relationship among climate, weather, and tourism from the perspective of the geography of tourism and climatology. Climate is one of the geophysical elements that make up geographical space, contributing to the environmental conditions that facilitate or hinder human settlement. People seek to settle in those spaces that offer the greatest comfort and possibilities of survival in terms of climate. Climate (sun hours, temperature, snow, wind, etc.) is often the main resource upon which a whole series of activities designed to satisfy tourist demand depend. Therefore, climate is an important criterion for locating tourism centers, helping to determine how an area is to be used. Additionally, the article argues that climate and weather have implications for tourism planning. This paper analyses the nature of the influence that climate has on tourism and recreation, stressing the need to improve upon the simplistic descriptions traditionally reported in planning projects, which are often unconnected to the requirements of tourism, and revealing the links that atmospheric elements maintain with different facets of this industry. Specifically, the paper considers the influence that climate and weather exert on the geographical space, demand, supply, and market agents of the tourism system. It also shows the significance of this relationship in the context of climate change. This article highlights the close relationship between climate, weather, and tourism, and shows the need to understand the nature of these relationships. This would result in more effective tourism planning. Further, it asserts that tourism planning should incorporate more than simple, general descriptions of the climate, which are often unconnected to the needs of tourism.

Casola, J., Kay, J., Snover, A., Norheim, R., & Binder, L. (2005) in the study “Climate impacts on Washington’s hydropower, water supply, forests, fish and agriculture” find that Washington’s economy and natural resources are sensitive to climatic changes. This article provides an overview of the potential causes of climate change and its impacts on natural resources. The article discusses the effects of climate change on hydroelectric power production (potential shifts in production and availability of resource), municipal water supplies (availability limitations), flood and storm water management (potential increased frequency), and forests (shifting geographic range- seeking cooler temperatures at higher latitudes/elevations). The article also presents some of the negative impacts of climate change on natural resource dependant industries including fisheries and agriculture. Fisheries are at risk with increasing stream and lake temperatures, as well as, volume and timing of stream-flow. These risks are of particular threat to Salmon populations which thrive in cold waters and are the region’s most important fish species. The agriculture industry also faces similar risks with potential decreases in production levels as a result of limited water and shifting seasons. Additionally, the threat of new pests as a response to shifts in climate/temperature could further exacerbate the problem. Considering these threats, the article states that efficient and proactive planning needs to occur rapidly. Washington relies on natural resources ranging from oceans to mountains to forests, thus adaptations and planning need to occur to mitigate the impacts of climate change on these resources.

Hamilton, J., Maddison, D., & Tol R. (2005) in the study “Effects of climate change on international tourism” find that this study uses an international tourism model to simulate the impact of climate change on international tourism. The basis of the model follows 207 countries’ tourism flows. What the model showed was that climate change affects international tourism; however the effect is relatively small compared to other changes such as population growth and per capita income fluctuations. Overall, the model shows that the past growth rate of international tourism –may well continue unabated in the medium term, but will saturate in the long term. Climate change will eventually lead to a shift in popular tourism destinations towards the poles and to higher elevations. Countries that are currently cooler will receive more tourism in the future and citizens will be less likely to travel abroad for holidays. The opposite is true for currently warmer countries;

less tourism and more citizens travelling abroad. Even so, the overall impact of climate change predicted by the model is minimal.

Becken, S. (2004). In the study “Harmonizing climate change adaptation and mitigation: the case of tourist resorts in Fiji” find that this article focuses on the impacts of climate change on island tourism. The article states that islands are under particular threat to climate change because of rising sea level, erosion, deforestation, changes in wind patterns, flooding, etc. In particular, this article profiles the island of Fiji and economic importance of tourism in the island. The article also focuses on a study of resort adaptations to climate change conducted via interviews and site visitations. The study reinforced tourism’s dependence and need to maintain and properly manage natural resources since these are the foundation for tourism in the island. The study also demonstrated the current effects of climate change on various natural resources including coral reefs. The study also placed emphasis on adaptations undertaken by resorts to mitigate the effects and impacts of climate change including appropriate construction (sites and materials), water storage, reforestation, energy supply, guest education, reef protection, etc. Some of the adaptations are being followed, but for the most part these adaptations are neglected due to lack of information, proper assessment, and lack of funds to execute such projects. The article states that there is no initiative that addresses the effects of tourism on climate change and vice-versa. A proper risk assessment plan is necessary for the island with both low and high level technologies available for the implementation of climate change mitigation efforts and projects.

Becken, S. 2004 in the study “How tourists and tourism experts perceive climate change and carbon offsetting schemes” find that this article focuses on the perceptions of tourists and tourism experts on climate change and forests carbon sinks as a means to offset carbon dioxide emissions. The study consisted of three different surveys conducted in Australia and New Zealand that contained the same two questions: is climate change seen as an issue for tourism, and would tourists be willing to participate in tree-planting to offset their greenhouse gas emissions. The results of the study demonstrated that nearly half of all tourists questioned a link between climate change and tourism, but nonetheless were willing to plant trees. The study identified five groups of tourists based on their field of interests. The groups were: university/academia, research, industry, education, government.

Moreover, the article states that the groups require different approaches for the development of educational campaigns on climate change. Tourists were also categorized into green tourists, skeptics, resisters, and undecided based on the answers to the questionnaires and campaign strategies informing them of climate change differ for each group based on cognitive and, or affective factors. Another component of the study was that of tourism experts, with the vast majority of this group perceiving changing climate as a potential threat for tourism. This group however, did not necessarily see tourism’s fossil fuel consumption and the resulting carbon dioxide emissions as a contributor to climate change.

De Freitas, C.R. (2003). in study “**Tourism climatology: Evaluating environmental information for decision making and business planning in the recreation and tourism sector**” find that this article reviews the work so far on climate and tourism with a view to identifying useful concepts and theoretical frameworks, and looks to ways these may be drawn together in future research. It proposes that a fundamental –driver‖ of tourism climatology is the identification and evaluation of environmental information for business planning and decision-making in the recreation and tourism industry. Tourism climatology deals with the concepts of –climate‖ and –tourism‖ in the broadest sense. Climate invokes the concept of –weather‖ in that it is defined as the accumulation of daily and seasonal weather events over a long period of time, where weather is the condition of the atmosphere at any particular time and place. Climate is a resource exploited by tourism, and the resource can be measured. In this way climate can be treated as an economic asset for tourism. Most research on tourism climate appears to be motivated by the potential usefulness of climatologically information within planning processes for tourism and recreation. Climate and weather are pervasive factors in many economic activities, agriculture and tourism being foremost among these, and financial returns depend directly on them. In order to bridge the gap between science and business, this article advocates that climatologists should translate their technical work into simple language and explain this in uncomplicated terms for planners, tourist operators, the tourist sector generally, as well as the public.

Adger, N. (2003). In the study “**Social capital collective action and adaptation to climate change in Economic Geography**” find that this article focuses on the necessary social adaptations in response to climate change. The author argues that a large part of the adaptation process is to act collectively. The author also emphasizes the importance of social capital as a crucial component of collective action. Social capital is important for both private and public adaptive changes including policies which would enable society as a whole to respond to climate change. Moreover, the emphasis on social capital as an integral component of collective action is due to the fact that social capital shapes the way other kinds of capital (natural) are perceived and utilized. The article highlights cases of collective action coping with climate change such as extreme weather in coastal areas in Southeast Asia and of community-based coastal management in the Caribbean. These cases demonstrate the importance of social capital framing both the public and private institutions of resource management that build resilience in the face of the risks of changes in climate. Thus, the cases demonstrate that social capital is an effective and sustainable response to climate change and the risks associated with it.

Latenser, M., & Schneebeli, M. (2003) in the study “Long-term snow climate trends of the Swiss Alps (1931-99)” find that this paper presents a historical account of winter climate trends in the Swiss Alps. Particularly, the paper focuses on snowfall days, snow depth and snow duration. The paper indicated that regional and 23 altitudinal variations were significant. An example of the regional variations is the accumulation and retention of snow in the Northern versus the Southern Alps. The paper also stated that shorter snow duration was mainly due to earlier snow melt in the spring and later snowfalls in fall. Regional and geographical trends have demonstrated precipitation is changing from snow to rain, which is especially prevalent in middle altitude regions. The article expects that this trend of snow to rain will continue since such was the case during a warm spell in the

1980s. The paper seeks further exploration of regional trend studies since there is a vast amount of variation that has not yet been researched.

Beniston, M. 2003 in the study “Geographical change in mountain regions: A review of possible impacts” find that this article focuses on mountain regions and the impact of climate change on these importance sources of water, energy, diversity and recreation. Forty percent of the global population lives in the watersheds of rivers originating in mountain

ranges. Mountains are also unique areas for the detection of climatic change and its impacts due to the high levels of biodiversity and variety of ecotones and number of isolated species (islands, niches). Economically, mountains present many opportunities, especially related to outdoor recreation. Mountain ecosystems are therefore very susceptible to deterioration. Climate change is likely to have both direct and indirect impacts on tourism in mountain areas. Direct impacts refer to changes in the climatic conditions necessary for specific activities. Indirect changes may result from both changes in mountain landscapes and wider-scale socio-economic changes such as patterns of demand for specific activities or destinations. Warmer winters bring less snow at these low elevations, and the probability of snow lying on the ground at peak vacation periods would decline. Mountaineering and hiking may provide compensation for reduced skiing, and thus certain mountain regions would remain attractive destinations. However, global climate change has wider implications for traditional holiday breaks, with destinations other than mountains in winter becoming at least as competitive if not more. Higher temperatures may imply longer summer seasons in mid-latitude countries. Whatever the ecosystem response to multiple environmental stress factors, adaptation of natural ecosystems to climatic change in many regions cannot be achieved without some kind of human intervention, in the form of ecosystem management.

Hennessy, K., Bathols, J., Hutchinson, M., Sharples, J., Smith, I., & Whetton, P. (2003) in the study “The impact of climate change on snow conditions in mainland Australia” find that the this report is a very comprehensive assessment of past and future changes in snow condition throughout Australia. The report is composed of various climate databases with particular emphasis on past trends in alpine areas. In addition to assessing past and future trends, this report highlighted the potential of snow-making to counter the estimated effects on the ski industry. The report discussed various scenarios from low to high impact on alpine areas. The impact within each scenario was very dependent on location. The low impact scenario did not appear to have detrimental effects and the greatest impact was generally highest on lower altitude sites. The report also demonstrated that in the shoulder season, it would be increasingly harder to retain snow-pack since the accumulation from the mid season would not be as great and temperatures would be warmer sooner in the shoulder season. In order to mitigate the impacts of such a warming trend, the report considered the use of snow-making technologies as an alternative but also indicated that the current snow-making technology needs improvement. The report also discussed some limitations to snow-making including access to water, and the acceptable levels of environmental impact (energy to produce man-made snow). The report also encouraged more in-depth studies with more frequent monitoring of weather and temperature in alpine areas of Australia in order to design more appropriate solutions, especially considering that many of the articles and studies have been conducted in the Northern Hemisphere.

Elsasser, H., & Bürki, R. (2002) in the study “Climate change as a threat to tourism in the Alps” finds that this article states the importance of tourism to Switzerland’s economy. In many areas of this country, winter tourism is the most important source of income. Snow reliability is therefore essential for the continuation of tourism in the Alps. The financial viability of winter tourism, therefore, depends on sufficient snow conditions. At the end of the 1980’s the tourism industry in the Alps experienced a lack of snow which left a lasting imprint and sense of concern. Currently, 85 percent of Switzerland’s current ski resorts can be designated as snow-reliable. If climate changes continue, however, the level of snow reliability will rise from 1200 m up to 1800 m over the next few decades. Only 44 percent of the ski resorts would be reliable. While some regions may be able to maintain their winter tourism with suitable adaptation strategies, others would lose all winter tourism due to diminishing snow pack. The article argues that climate change must be viewed as a catalyst that reinforces

the pace of structural changes in tourism. Currently, a structural adaptation in winter tourism is artificial snow production. This article argues that more needs to be done, not just adaptation but also to developing ways to mitigate climate change, including producing less greenhouse gas emissions.

Gossling, S. (2002) in study “Global environmental consequences of tourism. Global Environmental Change” finds that in 2000, almost 700 million international tourist arrivals were counted worldwide. Even though a global activity of this scale can be assumed to have a substantial impact on the environment, its consequences have never been assessed and quantified. In this article, five major aspects of the leisure-related alteration of the environment are investigated: (1) the change of land cover and land use, (2) the use of energy and its associated impacts, (3) the exchange of biota over geographical barriers and the extinction of wild species, (4) the exchange and dispersion of diseases, and (5), a psychological consequence of travel, the changes in the perception and the understanding of the environment initiated by travel.

Lise, W., & Tol, R. (2002) in the study “Impact of climate change on tourist demand” finds that it is perceived that climate plays a crucial role in nature-based tourism, exact examples are lacking. As a result, this article highlights the importance of tourists’ demands for climate/weather and temperature in their ability to choose a vacation spot and the activities that will be performed once there. Three sets of data were presented: the first data-set is rudimentary but covers almost the whole world. The third data-set is very detailed but covers only Dutch tourists. The second data-set is somewhere in between, covering selected OECD countries with some detail. This article clearly states that the demands differ greatly. It also offers global perspectives of tourists’ sensitivity to climate change, where the optimal temperatures occur in countries with beaches, and the fact that tourists prefer drier to wetter areas. The article also takes into consideration tourists’ perception of temperature and weather in relation to their country of origin. Though the optimal weather was different depending on country of region, there were similar trends to that of the global analysis. The final evaluation was conducted for Dutch tourists. In this case preference or optimal weather as well as activities were evaluated. The article concludes that climate is an important consideration for tourists’ choice of destination and that 21 degrees Celsius is the ideal for the large bulk of international tourists. Preference is largely based on country of origin. The article also reported that there is no overwhelming awareness of climate change among tourists. Host regions however must make sure to make adjustments to continue to attract tourists to their areas and be inventive in the kinds of activities that they may be able to offer since they will be competing with many travel destinations.

Kent, M., Newham, R., & Essex, S. (2002) in the study “Tourism and sustainable water supply in Mallorca: a geographical analysis” find that this article examines the problem of water supply in resort towns and utilizes the island of Mallorca, Spain as a case study. 60 percent of the GPD in Mallorca is directly linked to tourism. At the same time, Mallorca has a lacking and at times faltering water supply, which is exacerbated by the large number of tourists. The sustainability and viability of tourism in the island is assessed in this article. Mallorca is somewhat indicative of other tourism islands in the region, but due to its size, is much more fragile than others. Reports indicate that tourist use more water per capita than do locals and water is also in high demand for landscaping/golf courses in resort areas. In addition, tourists expect higher water quality levels, which at times cannot be achieved in Mallorca (only 30% of the water discharged from Mediterranean islands received treatment prior to discharge). If access and clean supply of water is not available the tourism industry and all that it supports would crumble for Mallorca. The island has tried to increase abstraction from inland aquifers, construction of two main reservoirs, and shipping fresh water

from mainland Spain. Salinization, decreased water levels and expense have exacerbated the problem for the intended solutions. In addition, climate change (global warming) has increasingly exacerbated the issue and lured more tourists to the area. Steps toward potential solutions include increased charges for visitors, hotelier taxes, and eco tax, however these are in the preliminary stages and their result, if viable, remains to be seen.

Maddison, D. (2001) in the study “In search of warmer climates? The impact of climate change on flows of British tourists” finds that this paper investigates the impact of climate change on the chosen destinations of British tourists. Destinations are deemed attractive on the basis of comfortable climate and reasonable travel and accommodation costs. Climate and cost are proven to be essential variables in explaining the current observed pattern of overseas travel in terms of a model based upon the idea of utility maximization. The article states that there are trade-offs between climate and holiday expenditure which should be analyzed since often tourists will forgo their climate ideal if the costs are too high. The objective of this article is to predict the impact of various climate change scenarios on popular tourist destinations. The methods included the construction and analysis of a model referred to as Pooled Travel Cost Model (PTCM) which encompasses price and environmental quality aspects of travel. Regression models were used to analyze the PTCM. The United Kingdom, Spain and Greece were further examined since the latter two countries are most frequently visited by the former. PTCM demonstrated that quarterly climate variables are able to explain differences in flows of tourists. In particular, it showed that British tourists are attracted to climates which deviate little from an average daytime maximum of 30.7 degrees Celsius. The largest expenditure noted was that of fare, presumably airfare. These costs are likely to be reduced since destinations with close proximity to the United Kingdom including Spain and Greece will have higher temperatures due to climate change, leading to increase in British tourists. The model also reported that Spain and Greece would experience a lengthening and a flattening of the tourist season. Low-lying islands, however (Indian and Pacific Oceans) would suffer detrimentally since they are very expensive and not frequently visited. The article recommends further work on the analysis of PTCM and other models to evaluate the role of cost and climate on tourism demands and trends.

Jones, R. (2001) in the study “An environmental risk assessment/management framework for climate change impact assessments” finds that this article focuses on climate change from a risk assessment perspective. The article stresses the importance of understanding scientific research analysis within a social context. Additionally, the article argues that both risk assessment literature and climate change research requires scientific understanding within a social background. As a result, the risk assessment framework can be easily transferred to better understand the climate change discussion. The article utilizes the risk assessment framework to explain climate change. In particular this article uses climatic variables expressed as projected ranges of climate change with an upper and lower limit. It also demonstrates various impact thresholds as identified collaboratively by researchers. Thus, the article states the problem or risk and also finds a way to state potential risk mitigating solutions, or in the case of climate change, adaptation and mitigation. The application of the risk assessment framework to climate change consists of two complementary actions: 1) adaptation to anticipated changes in climate and, 2) the mitigation of climate change through reductions in greenhouse gas emissions. The intention is that this framework and the process it presents will reduce the risk of critical thresholds being exceeded. The potential of this framework for addressing specific requirements of the United Nations Framework Convention for Climate Change is discussed.

Irland, L., Adams, D., Alig, R., Betz, C., Chen, C., Hutchins, M., McCarl, B., Skog, K.,

& Sohngen, B. (2001) “Assessing socioeconomic of climate change on US forests, wood product markets, and forest recreation” find that the this paper states that the effects of climate change on forests and forest ecosystems will have drastic biological, social and economic effects. Forest products and recreation are two industries that are discussed in this article, both projected to have spiraling economic effects on the U.S and the world. The article also argues for adapting our current markets to promote what is available, and which in some cases might have to be adapted (i.e.: new species, new technologies). Additionally, the article also emphasizes new ways of utilizing forests and its products including as carbon storing deposits, increasing and widening the scope of land management so that it is accordance to the needs of the present and future for various communities. Forest recreation is a prominent section of this article and 21 highlights the physiological implications of recreation as the connection of people and the environment. The article also highlights seasonality as a major attribute of tourism destinations and the potential of such a concept to become skewed with increasing climate change. The article argues that climate effects can be both direct and indirect thus threatening various aspects of the tourism/recreation experience. The article offers various examples of potential threats, including Florida beaches, Smoky Mountains, and the ski industry. The article wraps up with suggestions for future research including cost benefit analysis of the effects of climate change on forest products and recreation opportunities and the ability of citizens and industries to adjust their perceptions in a proper fashion.

Shenggen Fan and Peter Hazell (2000) in the study should Developing Countries Invest More in Less-Favoured Areas? An Empirical Analysis of Rural India find that it made an empirical analysis of Rural India with particular reference to less favoured areas. They concluded that the poverty, food security and environmental problems of many low potential areas are likely to remain serious in the decades ahead as population continues to grow.

Shenggen Fan and Peter Hazell (2000) have made an “**empirical analysis of Rural India**” find that the with particular reference to less favoured areas of rural destination. They concluded that the poverty, food security and environmental problems of many low potential areas are likely to remain serious in the decades ahead as population continues to grow. The discussion above points out that the studies on poverty focused on a single theme that is one of measuring the impact of poverty alleviation programmes in the country adopting different methodologies. The yardsticks employed by the researchers have helped only to quantify the positive impact of various developmental programmes. They have neglected the negative externalities in their exercises. Thus the available literature on development and environment as well as the view of policy makers of various national and international organizations lead towards a new conceptualization and consequent policy framework. In view of this development all over the world, policy makers have of late turned their attention towards environmental issues, in achieving faster economic development. The time has come now to review all the developmental projects from totally a different perspective. It warrants reconceptualization of various developmental projects, and evolving of a suitable methodology for adoption. The studies above point out that the access to CPRs by the poor is diminishing due to various factors. CPRs have been and still remain crucial resources and provide substantial benefits to the poor. It could be listed some shortfalls of the Govt. They are: a) lack of suitable policy to manage the common property resources, b) the resources accessible to the whole community of a village and to which no individual has exclusive property rights, c) lack of incentives and appropriate institutions, d) the Govt. policies of population, food, natural resources, etc. are not well integrated, they obstruct the optimal use of the local resources and e) less favoured areas have not been paid much attention and deserve to earmark more funds

to solve the problems of poverty, food insecurity and environment. The complex relationship in between poverty, environment and development has to be identified, zone-wise and activity wise. The present project intends to give certain specific policy directions to conserve the local resources and to provide a better security of livelihood to the poor. This leads to drawing up objectives for prosecuting a fresh study in the micro setting of the seven selected villages in the State of Tamil Nadu.

Tony Beck and Madan G Ghosh (2000) in the study “Common Property Resources and the Poor: Findings from West Bengal” find that the estimated roughly that the CPRs currently add some US \$ 5 billion a year to the incomes of poor rural households in India, or about 12 % to household income of poor rural households. In Pani (water) panchayats every rural household has an equal share in irrigation and water resources. The water rights are tradable, so that even the landless labourers’ gain from the irrigation resources generated. Grass roots democracy is used to integrate environmental regeneration and rural development to alleviate poverty. Less favoured lands are extensive in the developing world. These lands are characterized by lower agricultural potential, often because of poorer soils, shorter growing seasons, and lower and uncertain rainfall, but also because past neglect has left them with limited infrastructure and poor access to markets. Population size continues to grow in many less favoured areas, and this growth has not been matched by increases in yields. The result is worsening poverty and food insecurity problems, which in turn is contributing to the widespread degradation of natural resources (e.g. mining of soil fertility, soil erosion, deforestation, and loss of bio-diversity) as people seek to expand the cropped area.

Tony Beck and Madan G Ghosh (2000) in the study “estimated roughly that the CPRs” find that the currently add some US \$ 5 billion a year to the incomes of poor rural households in India, or about 12 % to household income of poor rural households. In Pani (water) panchayats (R.S. Deshpande and Ratna Reddy: 1990), every rural household has an equal share in irrigation and water resources. The water rights are tradable, so that even the landless labourer’s gain from the irrigation resources generated. Grass roots democracy is used to integrate environmental regeneration and rural development to alleviate poverty.

M.V. Nadkarni 2000 in the study “Unsustainable use of natural resources” find that the poor natural resources in this view are perceived as having a short time horizon, discounting the future benefits from conservation rather heavily owing to the urgency to make a livelihood and avoid hunger. Such a time horizon leads to unsustainable use of natural resources.

O’Connor, R.E., Bord, R. J., & Fisher, A. (1999) in the study “Risk perceptions, general environmental beliefs, and willingness to address climate change” Study find that the this article discusses the relationship between risk perceptions and willingness to address climate change. The article discusses a national study which evaluated a national sample of 1225 mail surveys that included measures of risk perceptions and knowledge tied to climate change. The survey instrument included questions regarding: support for voluntary and government actions to address the problem, general environmental beliefs, and demographic variables. The breakdown of responses was in order to assess personal versus governmental changes to mitigate climate change. The article broke respondents into –believers (those who will take both personal and legislative action) and

–nonbelievers (for those who will opt out of either personal or collective action), this breakdown was critical in demonstrating the values associated with believing and action to mitigate current climate change. The survey also highlighted a difference between respondents who believed in voluntary self-action versus those who expected governmental action. The analysis of the questionnaire aimed to identify the different perceptions of what causes global warming since this is an important predictor of behavior. Finally, the success of the risk

perception variables to account for behavioral intentions should encourage greater attention to risk perceptions as independent variables. The article concluded that despite the fact that risk perceptions, knowledge, and general environmental beliefs are related, these attributes are also independent predictors of behavioral intentions; thus intentions, values, and action are often not synonymous.

Trudy Owens and John Hoddinott 1999 in the study “**Investing in Development or Investing in Relief: Quantifying the Poverty Tradeoffs Using Zimbabwe Household Panel Data**” find that according to a report prepared by the Technical Advisory Committee of the CGIAR, marginal and sparsely populated arid lands account for 75 % and 85% respectively, of the total agricultural area in Asia and Sub-Saharan Africa (CGIAR 1998). Their shares in total agricultural production are lower but still large.

Wall, G. (1998) in the study “**Implications of global climate change for tourism and recreation in wetland areas**” find that the Tourism and recreation are important economic activities which are major agents of change globally and, more specifically, in wetland areas. There is a regular round of activities associated with the seasons and anything which influences operating seasons is likely to have substantial consequences for tourism businesses. Atmospheric conditions can influence participation and quality of the experience. In marine coasts, wetland recreation may be threatened by rising sea levels but recreation in inland water bodies may be affected more by deficiencies rather than superabundance of water. Marinas and recreational boating are harmed by extremes of both high and low water, particularly the latter which are the most likely situation under global climate change. Two main groups can be considered with respect to the potential to adapt to climate change. These are the participants themselves and the businesses that cater to them. It is argued that the former are likely to be much more adaptable than the latter.

A similar study carried out by **Manikkumaran (1997)** in the study “**Agricultural Growth, Rural Poverty and Environmental Degradation in Tamil Nadu**” find that the in the State of Tamil Nadu. He has examined last 30 years secondary data from 1960-1990 and found that the agricultural growth is inversely related to rural poverty and directly related to environmental quality in the State of Tamil Nadu.

Bina Agarwal (1997) in the study “**Social Security and the Family: coping with Seasonality and Calamity in Rural India**” find that the analyses the interrelationships between gender, poverty and the environment in rural India, focusing especially on regional variations and temporal shifts over 1971-91. Briefly identifying the major factors underlying environmental degradation, the study traces why and how this degradation and the appropriation of natural resources by the state (statization) and by some individuals (privatization), tend to have particularly adverse implications for the female members of poor rural households. She further examined Governmental and community initiated attempts at environmental protection and regeneration and computed an aggregate index GEP (V) to address those issues. The relationship between poverty, environment and development is quite complex and not amenable for easy generalization. There is a widely held view, particularly in the West; the poverty is the main cause of environmental deterioration, because the poor are not in a position to use natural resources sustainably (Duraippah 1996, Prakash 1997). The degradation in turn, it is believed leads to aggravation of poverty. The poor in this view are perceived as having a short time horizon, discounting the future benefits from conservation rather heavily owing to the urgency to make a livelihood and avoid hunger. Such a time horizon leads to unsustainable use of natural resources (M.V. Nadkarni 2000). Poor farmers put in a tremendous amount of planning and labour into building and maintaining terraced fields, controlling soil erosion, nurturing tree species for fuel, fodder and soil fixing, and intricate soil and engineering mechanisms responsible for conserving, harvesting and distributing irrigation water

(Prakash 1997). When the poor appear to degrade the environment, it is basically because of lack of incentives and appropriate institutions, including lack of clarity on property rights.

According to **World Bank 1996 in the study “Tourism Economics” find that** this is not to be surprising that the tourist industry is, from a number of different viewpoints, the largest in the world and shows a very rapid rate of growth. While tourism economics is offered as a subject in most courses on tourism management, it is rarely offered in economics courses per se or even as a part of industry economics courses. This is regrettable given the significance of the tourism sector. In fact, most courses in industry economics give little attention to industries in the service sector even though it is by far the largest sector in high income countries both in terms of its contribution to GDP and employment. Even in a low income country such as India, the service sector accounted for 42 per cent of its GDP in 1994, agriculture for 30 per cent and industry for 28 per cent.

Hanumantha Rao (1994) in the study “Agricultural Growth, Rural Poverty and Environmental Degradation in India. New Delhi” finds that the Various studies undertaken by distinguished scholars have broadened the understanding of the related issues. Interrelated the five themes viz., agricultural growth, rural poverty, environmental degradation, participatory rural development, and economic reforms in relation to agriculture. Both growth and poverty interact with environment in complex ways, each affecting the other. The author makes a critical appraisal of the participatory processes and also of some recent reforms – which have implications both for poverty and environment

Jodha (1986) in the study “Population Growth and the Decline of Common Property Resources in Rajasthan, India” defines CPRs as –the resources accessible to the whole community of a village and to which no individual has exclusive property rights. In the dry regions of India, they include village pastures, common forests, waste lands, common threshing grounds, waste dumping places, watershed drainages, village ponds, tanks, rivers

/ rivulets and river beds, etc. There are number of factors attributed for the marginalization of the use of CPRs. (Jodha 1986 1985a, 1985b, 1990, Iyengar and Shukla 1999, Iyengar

1997, 1989, Chen 1991, Singh et al. 1996, Agarwal 1991, 1995, 1997, Beck 1994, Pasha 1992).

Chapter: 3

**Tourism In India Growth
of Indian Tourism**

3.1 INTRODUCTION

Tourism is the most important industry in the service sector of the Indian economy. It is one of the world's fastest growing industry and it can play role in accelerating the economic development of the country is widely recognized. It has generated a number of social and economic benefits, promotes national integration and international understanding, and creates employment opportunities to a large number of people and foreign exchange earnings. Tourism also supports local handicrafts and cultural activities. For many developing countries, particularly the small country. They are mainly dependent upon tourism; this tourism offers a more reliable source of income Number of factors, such as, population growth, shorter working days, larger paid holidays, increase in general awareness among people for traveling the need for recuperation from tensions of modern life, have created favorable conditions for the growth of tourism. So this industry has registered a tremendous growth all over the world during the last few years.

Over the years, tourism has emerged as a major segment of the Indian economy, contributing substantially to the foreign exchange earnings and creating large-scale employment opportunities. Various aspects of the development of tourism in our country are briefly reviewed below.

3.2 Tourism Policy of Government

Tourism in country really came of age when the national policy began laying stress on the sector from the Third Five Year Plan during which the plan outlay for developing tourism was raised to RS. 8.00 Crores from a mere Rs. 1.58 Crores during the Second Five Year Plan. Increasing public sector Outlays have been allocated to tourism during the successive five-year plans, Rs. 195 Crores during the Sixth Plan and Rs. 345 Crores during the Seventh Plan. The outlay for the Eighth Plan period has been fixed at a substantially higher level of Rs. 804.10 Crores. The plan outlay for the Ninth Plan developing tourism was raised to Rs. 859 Crores from a mere Rs. 798 Crores during the Eighth Five Year Plan. The plan outlay for the Tenth Plan developing tourism was raised to Rs.1592.30 Crores from a mere Rs. 859 Crores during the Nith Five Year Plan. The plan outlay for the Eleventh Plan developing tourism was raised to RS. 3644.71 Crores from a mere Rs. 1592.30 Crores during the Tenth Five Year Plan.

A tourism policy was formulated and presented to Parliament for the first time only In November 1982. This policy was, unfortunately, more a statement of purpose than a concrete plan, which was operationalised. The Sixth Plan document spelt out the objectives of the tourism but it was far from being a comprehensive policy document or an action plan for the development or promotion of tourism in the country. The Seventh Plan outlined a long-term perspective on the development of tourism. It also advocated granting industry status to tourism, clear demarcation of the roles of the private and public sector and encouragement of investment in the public sector exploiting tourism potential to support the local arts and handicrafts sector and to promote national integration. A significant milestone in the evolution of a tourism policy was the comprehensive report presented by the National Committee on Tourism in May 1988, which provided the basis of a long- term perspective plan for tourism.

During the Seventh Plan several new policy initiatives were taken to develop the tourism sector on an accelerated growth path. Tourism was accorded the status of an Industry. At present, 15 states and 3 Union Territories have declared tourism as an Industry. In addition, four states have declared hotels as an Industry⁴. Consequently, a number of incentives have been provided to private entrepreneurs for investment in tourism activities. The future growth, of tourism will be achieved through private initiative. The state can contribute to tourism by planning broad strategies of development, provision of fiscal and monetary incentives to catalyze private sector Investments and devising effective regulatory and supervisory

mechanism to protect the interest of the industry, the consumer and the environment. During the Eight five plan there was great political instability in India which hindered the implementation of any five years plan for the following two years after the Seventh Five Year Plan. This period is characterized by extreme FOREX reserve crisis and introduction of liberalization and privatization in Indian economy. To invite FDI in Indian industrial sector and to follow free market reforms were the only possible ways to revive the country from foreign debt. The Ninth Five Year Plan India looks through the past weaknesses in order to frame the new measures for the overall socio- economic development of the country. However, for a well-planned economy of any country, there should be a combined participation of the governmental agencies along with the general population of that nation. A combined effort of public, private, and all levels of government are essential for ensuring the growth of India's economy.

3.3 Organizations Involved in Tourism

The various organizations engaged in the development of tourism are given below:

I) Department of Tourism

It is responsible for promotion of India as a tourist destination, development of tourism Infrastructure and facilities in the country, and performing regulatory functions in the field of tourism. It has four regional offices at Delhi, Mumbai, Kolkata, and Chennai and a sub-regional office at Guhawati. The regional offices supervise the working of other tourist offices situated at different places throughout the country. Tourist offices are also located at various places abroad.

II) Indian Tourism Development Cooperation

ITDC came into existence in October 1966 and has been the prime mover in the progressive development, promotion and expansion of tourism in the country. Broadly, the main objectives of the Corporation are:

- To construct, take over and manage existing hotels and market hotels, Beach Resorts, Travelers' Lodges/ Restaurants
- To provide transport, entertainment, shopping and conventional services;
- To produce, distribute, tourist publicity material;
- To render consultancy-cum-managerial services in India and abroad;
- To carry on the business as Full-Fledged Money Changers (FFMC), restricted money changers etc;
- To provide innovating, dependable and value for money solutions to the needs of tourism development and engineering industry including providing consultancy and project implementation.

The Corporation is running hotels, restaurants at various places for tourists, besides providing transport facilities. In addition, the Corporation is engaged in production, distribution and sale of tourist publicity literature and providing entertainment and duty free shopping facilities to the tourists. The Corporation has diversified into new avenues/innovative services like Full-Fledged Money Changer (FFMC) services, engineering related consultancy services etc. The Ashok Institute of Hospitality & Tourism Management of the Corporation imparts training and education in the field of tourism and hospitality.

Presently, ITDC has a network of eight Ashok Group of Hotels, five Joint Venture Hotels,

1 Restaurant, 11 Transport Units, one Tourist Service Station, 9 Duty Free Shops at airports and seaports and two Sound & Light Shows Besides, ITDC is also managing a hotel at Bharatpur and a restaurant at Kosi on behalf of the Department of Tourism. In addition, it is also

managing catering services at Western Court, Vigyan Bhawan and Hyderabad House, New Delhi.

III) Indian Institute of Tourism and Travel Management (IITTM)

Indian Institute of Tourism and Travel Management (IITTM), an autonomous organization of the Ministry of Tourism, Government of India, is one of the premier institutes in the country offering education, training, research and consultancy in sustainable management of tourism, travel and other allied sectors. The stakeholders' realization that the country is in need of such professionals who can provide an excellent standard of products and services, resulted in the creation of IITTM in 1983 at New Delhi. It is devoted to the pursuit of higher knowledge in tourism and its dissemination to a diverse audience. Over the years, Institute has established a distinguished identity of its own and reached at a commanding position among sectoral B-Schools in the country. With its focus in meeting the changing needs of the tourism industry, it has played a pioneering role in the propagation and professionalization of tourism education. The management of the Institute is entrusted in the hands of the Board of Governors having the Union Minister for Tourism as its Chairperson. The efforts of the Institute have been instrumental in evolving the fundamental framework for tourism education and training in the country as it exists today. The Ministry of Tourism, Government of India has also entrusted the institute to conduct regional level guide training programmes for all the regions of the country.

Having set the benchmark in Tourism sector, we have begun the journey to define excellence in field of ever expanding Service sector. IITTM, with its vast resource pool and enormous experience will set trends and create new paths which will set the pattern to be followed in future.

The Mission

IITTM is committed to developing quality human resources for tourism and allied services. The target groups of its educational/ training programmes extend much beyond the organized sectors of the economy. IITTM Endeavour's to nurture professional and managerial excellence, social and cultural sensitivity, moral and ethical responsibility with concern for the environment and strive for latest techniques to develop decision making abilities with a resolute approach towards productivity, excellence, innovation and value for others to enable its participants to keep pace with the changing scenario of the economy and its environs.

The Culture

The faculty, staff, students and the administration of the Institute contribute to the building up an organizational culture marked by team spirit, confidence, mutual respect and concern for others. The students of the regular courses and the participants of various training programmes enrich the culture of the Institute with their diverse background and experience. IITTM welcomes people working at different levels to attend MDPs and various tailor-made training programmes in IITTM centers at Gwalior, Bhubaneswar, New Delhi, Goa and Nellore as well as in other parts of the country.

IV) National Council for Hotel Management & Catering Technology

(NCHMCT)

In order to harness the resources and also to provide a central thrust to the programme, Ministry of Tourism also established the National Council for Hotel Management and Catering Technology (NCHMCT) in the year 1982. Main objectives for setting up the Council at the apex level were:

- To advise the Government on coordinated development of hotel management and catering education.

- To collect, collate and implement international development in the area of human resource development for the hospitality sector.
- To affiliate institutes and prescribe courses of study and instructions leading to examinations conducted by it.
- To standardize courses and infrastructure requirements for institutes imparting education and training in hospitality management.
- To prescribe educational and other qualifications, experience, etc. for members of staff in the affiliated institutes and organize faculty development programs.
- To award Certificates and Diplomas in Hospitality and Hotel Administration.

As a result of vast expansion and modernization of the country's hospitality industry, hotel management and catering education programmes gained tremendous popularity and the profile of students seeking admission to these courses also underwent a transformation. As a result, courses offered by the National Council are of international standard which have been recognized by the hospitality industry.

V) Tourism Finance Corporation of India Ltd. (TFCI)

Yunus Committee set up in 1988, under the aegis of Planning Commission recommended the need of an All-India Financial Institution for providing financial assistance to tourism sector in the country. In accordance with the above recommendation, IFCI Limited, other All-India Financial Institutions, Investment Institutions and nationalized Banks promoted a public limited company under the name of -Tourism Finance Corporation of India Ltd (TFCI) to function as a specialized All-India Financial Institution to cater to the financial needs of the tourism industry.

This Corporation, sponsored by the Industrial Finance Corporation of India, was set up in April 1988 with initial seed capital of Rs. 50 Crores to provide institutional assistance to tourism projects other than those in the accommodation sector, as the Industrial Finance Corporation of India at concessional rate of Interest was financing these. It started its operations from 1-2-1989.

In addition to the above mentioned organizations at the Central level, the State governments and Union territories have their own Departments of Tourism. Tourism Development Corporations and other Institutions or organizations formed for the purpose of helping the development of tourism industry in their areas. Besides this institutional support, a large number of other agencies, such as the Department of Archaeology, International Airport Authority of India, Indian Airlines, Vayudoot, Indian Railways, Customs Department, Reserve Bank of India, Forest Departments, Handloom and Handicrafts Boards and Corporations and Individual travel agents, hotels and tour operators are engaged in the promotion of tourism in India.

3.4 Growth of Tourism

As evidenced by the following data, tourism industry has recorded a substantial growth in India over the years.

a) Foreign Tourist Arrivals in India

Table No: 3.1 show the data regarding Foreign Tourist Arrivals (FTAs) in India. FTAs in India has increase from 2.37 million in 1997-98 to 6.29 million in 2011-

12. The growth rate of FTAs was Maximum (26.8%) in 2004-05 and it was Minimum (-6.0%) in the year 2002-03. So that we can see the increasing trends in growth rate of FTAs in India is Fluctuating during the study period.

Table: 3.1 Foreign Tourist Arrival in India (in millions)

Year	FTA	Percentage Change over the Previous year
1997-98	2.37	3.8
1998-99	2.36	-0.7
1999-00	2.48	5.2
2000-01	2.65	6.7
2001-02	2.54	-4.2
2002-03	2.38	-6.0
2003-04	2.73	14.3
2004-05	3.46	26.8
2005-06	3.92	13.3
2006-07	4.45	13.5
2007-08	5.08	14.3
2008-09	5.28	4.0
2009-10	5.17	-2.2
2010-11	5.78	11.8
2011-12	6.29	8.9
2012(Jan-Jun)*	3.24	7.4@

Source: World Tourism Organization & Bureau of Immigration, India 2012

*it shows that the data 2012 (Jan-Jun)

b) Foreign Exchange Earnings

Table No: 3.2 indicate the Foreign Exchange Earning (FEE) from tourism in India. Foreign Exchange Earning Fee in India has increase from Rs 10511Crores in 1997 to Rs 77591Crores in 2011.As per yearly estimated by the Ministry of Tourism, the fee was Maximum (37.6%) in 2003 and it was Minimum (-3.5%) in 2001. So that we can see the increasing trends in growth rate of Foreign Exchange Earning FEE in India is not consent but Fluctuating.

Table: 3.2 Foreign Exchange Earning (Fee) in Rs Crores from Tourism in India 1997-2012

Year	FEE From Tourism in India(in Rs Crores)	Percentage Change over the Previous year
1997	10511	4.6
1998	12150	15.6
1999	12951	6.6
2000	15626	20.7
2001	15083	-3.5
2002	15064	-0.1

2003	20729	37.6
2004	27944	34.8
2005	33123	18.5
2006	39025	17.8
2007	44360	13.7
2008	51294	15.6
2009	53700	4.7
2010	64889	20.8
2011	77591	19.6
2012 (Jan-Jun)	43670	24.4@

Sources: Reserve Bank of India from 1997-2012

Ministry of Tourism Govt. of India from 2010, 2011, 2012.

c) Employment Generation

Table No: 3.3 indicate the data regarding direct employment by Indian Tourism industry. It shows increasing trends every year. So this industry can play its important role in economic and social developments. The table shows the increasing trends from the year 2000-01 was 12.50 lacs to 2011-12 is 43.84 lacs and it is estimated that till 2016-17 will 63.79 lacs direct employment by Indian tourism industry. The trend shows the positive impact of Indian tourism industry.

Table: 3.3 Direct Employment by Indian Tourism Industry

Year	Direct Employment (in Lacs)
2000-01	12.50
2001-02	13.50
2002-03	14.50
2003-04	15.70
2004-05	17.00
2005-06	18.30
2006-07	26.10
2007-08	30.72
2008-09	32.50
2009-10	36.28
2010-11	39.17
2011-12	43.84

2012-13*	47.26
2013-14*	50.94
2014-15*	54.91
2015-16*	59.18
2016-17*	63.79

Source: 12th Five Year Tourism plan

*it shows that data is estimated

Tourism industry which Generate employment. Being a labor intensive Industry, tourism has immense potential for generating employment, particularly for the educated unemployed. So the economy can developed, sub area of economical activities like Hotels, Restaurant, Transports, Telephones, Caterings, Food processing, local handy Craft, so this sector can generate large number of opportunities and possibilities for growth of social sector.

d) Provision of Accommodation

The growth of tourism can also be measured in terms of the availability of hotel rooms, one of the most important infrastructure facility needed for the industry, in the country. Table No: 3.4 show the data of No of Approved Hotels in India (Stars, Resorts, Heritage, and Guest & Unclassified) including no of room. In which it shows that the trend of yearly increasing in no of Hotels and no of Rooms in India from 977 Hotels & 52011Rooms in 2000 to 3455 Hotels & 167023 Rooms in 2011.

Table: 3.4 Approved Hotels in India

Year	No of Approved Hotels in India (Stars, Resorts, Heritage, Guest & Unclassified)	No of Rooms
2000	977	52011
2001	1037	54142
2002	1103	59330
2003	1722	91720
2004	1892	97770
2005	1190	67613
2006	1208	75502
2007	1425	83781
2008	1593	95087
2009	1829	92784
2010	2483	117815
2011	3455	167023

Source: Administrative records on Hotels Maintained by Department of tourism. 2012

FHRAI Publication detail 2012

3.5 Problems of Tourism Industry

The foregoing analysis of the growth of tourism in India shows that although the industry has registered an all round substantial development in the country during the last two-three decades, most of the potential, for its growth has not yet been exploited and much more is left to be desired. The limited, and rather unsatisfactory, growth of this industry in our country has been due to a number of problems it is beset with and various difficulties it has been facing. The important factors, which have limited the growth of tourism in India, are mentioned below:

- Inadequate airline capacity, particularly during the peak tourist season, bad conditions of our airports, delays in getting the bookings, flight cancellations and delays render air travel in India nightmarish for foreign tourists.
- Due to appalling conditions of traveling by trains, in India tourists prefer to avoid unless unavoidable.
- Lack of hygienic and comfortable accommodation for the tourists, in general, but reasonable good accommodation for low spending middle class tourists in particular, render tourism unattractive. Absence of motel hampers the smoothness, of long distance travels.
- There is absence of an up to date information systems with quick retrieval facilities causes inconvenience to tourists.
- Another major factor inhibiting the growth of tourism is the seasonality of the industry with the busy season being limited to six months from October to March and heavy rush in November and December.
- Lack of an integrated tourism promotion programme during the five-year plan periods has hindered the growth of tourism.
- Indifference of many states and union territories to tourism, which has not yet been accorded industry status by them, is another factor limiting its growth.
- Next factor is the failure of the mandarins of tourism to quickly adopt to the changing environment, for example the temporary closure of Jammu and Kashmir to tourists and socio-political and religious agitations in other northern states of the country rendering them unattractive to tourists, by developing and promoting alternative tourists destinations in South India.
- A lukewarm attitude towards the domestic tourism due to the emphasis placed by the authorities on foreign tourism has been another limiting factor. We should not forget that domestic tourists have its own importance and its development provides a sound basis for the growth of international tourism.

After a brief discussion of the problems and difficulties faced by tourism in India and the factors limiting its growth in the country, the researcher have studied by the various measures taken by the government recently for prompting tourism have been discussed below.

3.6 Measures Taken for Promotion of Tourism

Tourism is the biggest industry in the world from the point of view of turnover. The capital investment in this industry is now even more than oil-industry. Many countries in Europe and Asia now completely depend on the income coming from tourism. Again being labour oriented industry, tourism generates maximum number of employment directly or indirectly.

In India, tourism is a late started industry. After the independence, the Govt. started taking plans to organize and develop the tourism destinations scattered all over the country. Now tourism in

India is in such a position which is desirable countries economy. From the civil aviation to hotel industry, everywhere the infrastructural development is remarkable. After the reformation of Indian economy in 1990 with the open policy taken by the then Finance Minister Dr. Manmohan Singh, the Foreign Direct Investment (FDI) is now increasing gradually. The Central and the State governments and their concerned agencies or departments for the development of tourism in India have taken a number of measures. Some important steps taken recently in this regard are as under:

- A) Plans for regional development with the help of tourism where other industries are not in their best.
- B) Started one – window policy to boost the direct and as well as indirect investment in tourism.
- C) Plans preservation of cultural, heritage and environment at tourist destinations to attract more tourists.
- D) Development of infrastructure to meet the present and future needs of tourist.
- E) Started different types of luxurious trains like Palace on Wheels, Royal Orient or Deccan Queens.
- F) Developing basic infrastructure.
- G) Started overseas offices at different countries to promote India as a tourism destination. H) Proper coordination between the states and central tourism departments been ordered to develop the destinations.
- I) Started different packages to attract for those destinations attracting more tourists.
- J) Developed different Tourism Circuits like Golden Triangle or Buddhist Circuit to attract more tourists.
- K) ITDC is now taking part in different tourism fairs all over the world. L) Trying to provide best of the services in Air India and in Indian Rail.
- M) Building accommodation in Govt. level and encouraging the private companies to invest in accommodation sector by giving them different tax benefits.

Incredible India Campaign

To promote India as an ultimate tourist destination on the global tourism map, in 2002, Government of India promoted the –Incredible India campaign in the overseas markets. The campaign was an integrated marketing communication effort to attract tourists to the country. It projected India as an attractive tourist destination by showcasing different aspects of Indian culture, history, spirituality, and yoga. This campaign included visible branding in the outdoor media such as advertising at airports, on trams, taxis and buses and through the print, online and electronic media as well as via participation in travel marts and road shows. The campaign was conducted globally and received appreciation from industry persons and travelers.

Atithi Devo Bhavah

This is another initiative of the Ministry of Tourism to harness the potential of the tourism industry in India. It aims to create awareness about the effects of tourism and sensitize people about our country's rich heritage and culture, cleanliness and warm hospitality. It intends to instill a sense of responsibility towards tourists among the stakeholders of the tourism industry. The main components of the campaign are training and orientation of taxi drivers, guides, immigration officers, tourist police and other personnel directly interacting with the tourists, while simultaneously creating brand equity for the trained persons. This concept was designed

to complement the –Incredible India campaign.

The Atithi Devo Bhavah is a seven point programme of hospitality and training. The components are captured in the table below:

Table: 3.5 Atithi Devo Bhavah

Component	Aim
Samvedan Sheelta or Sensitization	Educate various sections of the tourism industry on how each one of them contributes to growth of the industry.
Prashikshan or Training and Induction	Teach people on how to approach and inter act with the tourist, as this forms the –moment of truth in any service industry.
Prerna or Motivation	Motivate people to participate in this programme through various measures; e.g. awards/recognition for the best worker in the segment.
Pramani Karan or Certification	Offer certifications to ensure that Standard's are maintained at all time in the training programme.
Pratipushti or feedback	Obtain feedback from the tourist about the services offered and experience
Samanya Bodh or General Awareness	Undertaken a mass media communication Campaign to create general awareness among the people about the necessity and the benefits of the Atithi Devo Bhavah programme
Swamitwa or Ownership	Adopt the Atithi Devo Bhavah movement as your own, as many livelihoods are dependent on tourism.

Visit India 2009

In an attempt to boost the inflow of visitors and tourists after the terror attacks in Mumbai in 2008 and to weather the impact of the global economic slowdown, the Ministry of Tourism and the World Travel & Tourism Council jointly announced the –Visit India

2009 scheme. The scheme which was valid from April to December 2009 and had the support of the hospitality sector, tour operators, travel and airline companies, who offered various incentives and value added services during this period. The incentives included one complimentary air passage for a travelling companion, one night complimentary stay in a hotel and complimentary sightseeing tour in a city. Rural eco-packages and wellness packages were also offered to overseas tourists. Road shows were organized in important tourist markets overseas with participation of different segments of the travel industry.

Other promotional initiatives

In addition to the aforementioned marketing and promotional activities, the Ministry of Tourism also organizes road shows in important tourist markets overseas; arranges overseas marketing meets; undertakes familiarization tours under the hospitality programme; and participates in major international travel fairs and exhibitions. It also undertakes online promotional activities on Websites in the US, UK, Germany, Italy, France, Japan, and China as well as on search portals (Yahoo! and Google). The Ministry of Tourism has 14 offices overseas, through which it undertakes these activities. It also generates tourist publications in different foreign languages to promote India as a tourist destination in other countries.

Initiatives undertaken to promote different tourism products

Several other initiatives undertaken to promote different tourism products include the following:

□ Rural tourism

Rural tourism showcases rural life, art, culture and heritage at rural locations and interactions with the tourists benefit the local community economically and socially. The existing scheme for destination development supports the development of infrastructure in rural areas. Under this scheme, the thrust is on promotion of village tourism as a primary product to spread tourism and its socio-economic benefits to rural and new geographic regions. The Ministry of Tourism has joined hands with the United Nations Development Programme (UNDP) for capacity building. Around 153 rural tourism projects have been sanctioned in 28 states/union territories including 36 rural sites where UNDP offers support in capacity building. During the -Visit India 2009 scheme, around 15 rural tourism sites were selected as rural eco-holiday sites.

□ Cruise tourism

To facilitate growth in the cruise tourism sector, GOI approved the cruise tourism policy in June 2008. The objective of the policy is to make India an attractive cruise tourism destination. With state-of-the-art infrastructure and cruise facilities across various parts of the country, the aim is to attract foreign tourists to cruise shipping in India and popularize the concept of cruise shipping with Indian tourists. The Ministry of Tourism provides Central Financial Assistance to state governments/union territories for development of tourist infrastructure and promotion of tourism including river cruises.

□ Adventure tourism

GOI is taking several measures in this regard. These include financial assistance to the state governments/union territory administrations for development of adventure tourism destinations and granting of exemption from customs duty on inflatable rafts, snow-skis sail boards and other water sports equipment. In July 2009, the Ministry of Defense gave permission for opening of 104 additional peaks in Leh area of Jammu & Kashmir for adventure tourism.

□ Medical tourism

Medical tourism has emerged as one of the important segments of the tourism industry; initiatives taken for promoting this include financial assistance to service providers under the Market Development Assistance Scheme and issuance of Medical visas for patients and their attendants coming to India for medical treatment. In addition, GOI has also requested the state governments to promote medical tourism by offering suitable packages of identified hospitals and price banding for specific treatments.

□ Open Sky Policy

GOI's Open Sky policy, which gives permission to domestic airlines to commence international flights, start-up of various low-cost carriers, and fleet expansion by domestic players have created immense incentives for domestic travelers to explore far-off destinations within and outside India. The booming aviation business is bringing an ever-increasing number of passengers to India and pulling Indians out of their homes.

□ Foreign Direct Investment

In the hotel and tourism industry, 100% FDI is permissible through the automatic route. Here, the term 'hotel' refers to restaurants, beach resorts, and other tourist complexes providing accommodation and/or catering and food facilities to tourists. The tourism industry includes travel agencies; tour operating agencies; tourist transport operating agencies; and units providing facilities for cultural, adventure and wild life experience and surface, air and water transport facilities; and leisure, entertainment, amusement, sports, health and convention/seminar units.

Table No. 3.6 reveals data about total number of foreign tourist visited from rest of the world tourism in India was 253 lacks in 1950 and expected to visit 15610 lacks till 2020. It is expected that passenger will come regularly in various parts of the country.

Table: 3.6 Arrival Tourist from Rest of the world Tourism in India (In Lacks)

Year	Arrivals of Foreign Tourist
1950	253
1960	693
1965	1127
1970	1597
1975	2151
1980	2800
1984	3000
1997	6130
1999	6570
2000	6610
2010*	9370
2020*	15610

(Source) Nation Council on Tourism Ahmadabad. Date: 18/2/2000.

* It indicate the Expected Data

3.7 CONCLUSION

Apart from the aforesaid measures taken by the Central Government, the State Governments too have taken different steps and started various schemes within their areas for the development of tourism. Some as listed below.

- Exemption of buildings constructed for the development of tourism from the payment of building tax by the Government of Kerala.
- Identification of 254 ancient buildings as heritage hotels by the tourism department Rajasthan.
- Approval of the investment of Rs. 28 Crores for setting u nine hotels in Tamil Nadu by the State Government in April 1992.
- A master plan for development of beach tourism as Puri and Konark drawn up by the Orissa Government.
- Selection of Hardwar, Varanasi, Ayodhya, Mathura and Badrinath under the scheme of developing five major pilgrim places as centers of tourism by the Government of Uttar Pradesh.
- Scheme of Maharashtra Tourism Development Corporation for the development of 34 historic forts in Maharashtra as tourist centers, and
- The proposal of West Bengal Government to develop Sunder bans as a major tourist attraction is a few examples of such measures.

The foregoing review of the tourism industry in India leads us to the conclusion that although substantial growth has been recorded by it in our country, there is a great potential,

which could not be exploited on account of inadequate infrastructure facilities. Hence, there is an imperative need for further improving the country's tourism infrastructure including accommodation, transport, and information and communication facilities.

Tourism is a product-cum service that requires continuous trimming, moderation and updating in a fiercely competitive international environment. Effective marketing is the key to the problems of development of tourism for which a detailed analysis of the market profiles of India's main tourism generating regions is required. Aggressive marketing will have to be taken up in the existing tourism generating markets abroad as well as to explore new markets. Simultaneously, all-out efforts should be made for the development of the domestic tourism, which would serve as a sound ground for the growth of foreign tourism. Proper cooperation and coordination between the public and the private sector is a must for the future growth of tourism in the country. Further, there is a need for greater coordination among the adjoining states having tourist places of international significance. It could be in terms of inter-state tours with the help of common fleet of all India permit luxury buses. Following data previous information about development of tourism consider legal structure of the country. It was not enough; government has to do more things for the growth of the Indian Tourism.

Chapter: 4

Profile of the Study Area

4.1 Introduction

In recent years tourism has emerged as a major economic activity that is employment oriented and earns foreign exchange. Its share in the World's GDP in 2011-12 was 10%, which is more than the world military budget put together. In global terms, the investment in tourism industry and travel trade accounts for 7% of the total capital investment. Today

21.2 Crore people around the globe are employed in travel trade and tourism. In future, this is likely to see unprecedented growth.

According to the World Tourism Council of Brussels, the revenues from travel and tourism in Asia-Pacific region will grow at the rate of 7.8% annually over the next decade.

Amongst the economic sectors the tourism sector is highly labour intensive. A survey by the government of India notes that the rate of employment generation (direct and indirect) in tourism is 52 persons employed per Rs.10m Lakh investment (based on

1992-93 consumer price indexes). This is much higher than the rates of employment generation in most other economic sector.

India's tourism industry has also recorded phenomenal growth. The rate of international arrivals in India in recent years has been to the tune of about 19 Lakh arrivals per year. The unprecedented growth in tourism in India has made it the third largest foreign exchange earner, after gem and jewellery and readymade garments. This is not surprising since India possesses a whole range of attractions normally sought by tourists and which includes natural attractions like landscapes, scenic beauty, mountains, wildlife, beaches, rivers and manmade attractions such as mountain forts, palaces and havelis. However, in global terms, in spite of such attractions, tourist arrivals in India a mere 0.30% of the world arrivals. Receipts are similarly low, just a 0.50% of the world receipts. We are still quite far from the target of 50 Lakh tourists' arrivals per year.

4.2 Tourism in Gujarat

A separate Tourism Department was established in 1973 to identify and develop the tourism potential in the state. This was followed by the creation of Tourism Corporation of Gujarat in 1978, which was entrusted with the task of undertaking and developing tourism related commercial activities. The corporation is presently engaged in a variety of activities such as creation of lodging and boarding facilities for the tourists and other aspects of tourists facilitation such as transportation packaged tours, wayside catering along the National and State highways, arranging cultural festivals, organizing exhibitions and producing and distributing maps, posters brochures and pamphlets. The corporation has set up accommodation facilities at Chorwad, Ahmedpur Mandvi, Porbandar, Veraval, Hajira, Ubhrat and Tithal. Similar facilities as pilgrimage centers like Palitana, Somnath, Dwarka, Pavagadh and Dakor have also been setup by the corporation. One of the recent tourist attractions introduced by the corporations in collaboration with the Indian Railways is the special tourist train, –The Royal Orient Train– which connects up various tourist destinations straddling the Gujarat and Rajasthan State.

However, the corporation has suffered losses due to a number of organizational constraints. In order to minimize these losses and also to provide better services to the tourists, the government has undertaken privatization of some of the commercial property units of the corporation. In spite of possessing a variety of tourist attraction such as wildlife scenic beauty pilgrimage centers, exotic traditional craft and festivals, beaches, hospitality of the region and a varied and healthful and tasteful cuisine. The state has not been able decelerate the pace of tourism in comparison to other states. In 1991, the state did declare a tourism policy but it did not elicit adequate response from the private sector since the policy contained only a handful of

benefits, while the implementation was difficult due to legal and administrative constraints. This was at a time when the Government of India had already declared tourism as an industry and a large number of states had followed suit. This enabled the tourism industry to avail of incentives, reliefs, and benefits available to the industry in those states.

Tourist arrivals in the state experiencing strong growth – better than the country’s average

- Total tourist arrivals to Gujarat in 2010-11 stood at approximately 19 million as compared to around 10 million in 2005, thus witnessing an 85% growth in tourist arrivals.
- International tourist arrivals grew at CAGR of 15% since 2005. This can be attributed to growing prominence of the State as a major business hub and it being one of the choicest destinations for foreign direct investments in India. Robust infrastructure, a very high rate of urbanization and supportive policies for tourism promotion has been the other contributors.
- The overall year on year growth rate of total tourist arrivals in Gujarat has been higher than that of India as a whole, indicating a better performance by the state on the tourism map.
- A high percentage of tourist arrivals from within the State indicate a stable growth of tourism in future.
- Domestic tourism primarily led by tourists from within the State is gradually giving way to tourist arrivals from other Indian states which stands at almost 22% has increased from 19% in 2007. This can be attributed to growing awareness of the state’s tourism assets and a booming economy.

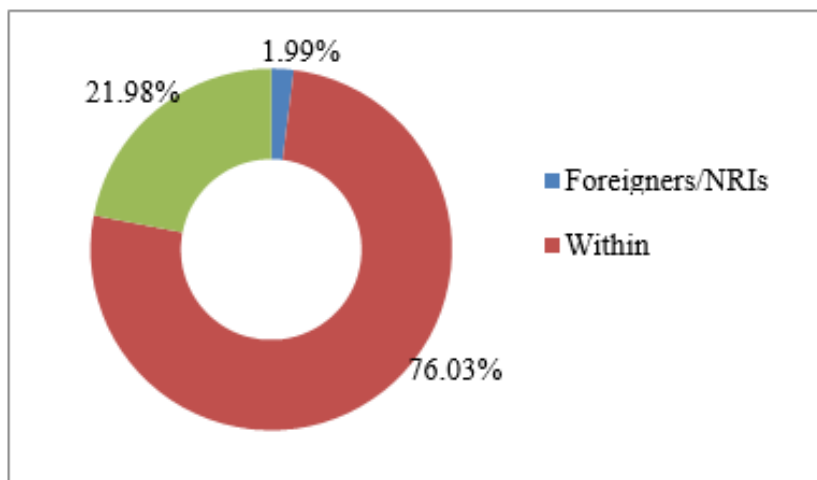
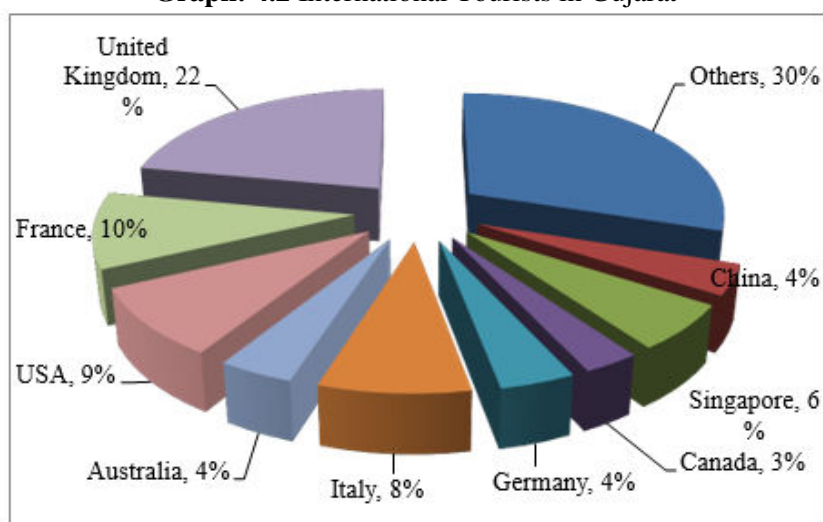
Table: 4.1 Tourist Arrival of Gujarat

Year	Tourist Arrival Data			Growth Rate		
	Domestic	Foreign	Total	Domestic	Foreign	Total
2010 – 11	19,416,869	395,067	19,811,936	16.26	27.56	16.46
2009 – 10	16,701,545	309,702	17,011,247	7.66	5.08	7.61
2008 – 09	15,512,794	294,739	15,807,031	11.65	28.72	11.93
2007 – 08	13,894,055	228,976	14,123,031	14.48	10.76	14.42
2006 – 07	12,136,599	206,729	12,343,328	15.52	19.41	15.59
2005 – 06	10,505,755	173,122	10,678,877	39.11	188.60	40.29
2004 – 05	7,552,026	59,987	7,612,013	-4.59	-7.86	-4.62
2003 – 04	7,915,487	65,107	7,980,594	----	---	---

Source:

-- It indicates that data is not available.

The Table: 4.1 show that the proportion of international tourists has been traditionally very low in Gujarat. Typically, since 2003-04, it has ranged between 1-2% of the total tourist arrivals. As a result, tourism in Gujarat is more or less a local affair. Additionally, statistics indicate that within the domestic tourist traffic to Gujarat, the majority tourists are from Gujarat itself, with few or negligible number of tourists from other States.

Graph: 4.1 Breakup of domestic tourist arrivals to Gujarat**Graph: 4.2** International Tourists in Gujarat

REVENUE

Trends in Revenue from Tourism

Table: 4.2 Revenue from tourism under different heads across periods (Rs Lakh)

Periods	Lodging	Catering	Transport	Miscellaneous	Total
2008-2009	411.5 (34)	469.5 (41)	66.64 (6)	228.56 (19)	1203.56 (100)
2009-2010	507.91 (39)	572.10 (44)	62.15 (5)	159.21 (12)	1301.37 (100)
2010-2011	635.50 (37)	618.60 (36)	128.3 (8)	320.95 (19)	1703.35 (100)
2011-2012	860.55 (38)	952.65 (65)	230.91 (10)	219.12 (10)	2263.23 (100)

Source: —Economic Review Gujarat State 2011-2012, Directorate of Economics

& Statistics

Figure in the parenthesis are in the row percentage.

□□ Over the year there has been increase in revenue under the all the heads under study.

□□ For all the periods, lodging and careering has a dominant share ranging between 73% in 20011-2012 and 83% in 2010-2011.

□□ The share of transport has increase to 10% in 20011-2012 as against 5-8% in the preceding periods.

Growth in Revenue

Table: 4.3 Total Revenue (Rs. Lakhs) and growth in revenue (%) between periods

Period	Revenue (Rs. Lakhs)	Growth Rate
2008 – 2009	1203.56	12.4
2009 – 2010	1301.37	8.1
2010 – 2011	1703.35	30.9
2011 – 2012	2263.23	32.9
Compounded annual growth		23.4

Source: –Socio- Economic Review Gujarat State 2011-2012||

□□ There has been a steep increase in the growth rate, 8.1% (between 2008-2009 and 2009-20010) to30.9% (between 2009-2010 and 2010-2011). Annual growth rate further increased to 32.9% between 2010-2011and 2011-2012.

□ The compounded annual growth between 2008-2009 and 2011-2012 is 23.4%.

EMPLOYMENT STATISTICS

Table: 4.4 Starred accommodation units – in the State of Gujarat

Departments	Number of Permanent employees	Number of casual or temporary employees
Management team	97 (6.8)	1 (0.6)
Front Office	162 (11.4)	7 (3.9)
F & B (Service)	302 (21.2)	19.2 (11.4)
F & B (Kitchen)	240 (16.8)	17 (10.2)
House Keeping	157 (11)	15 (9)
Accountants	49 (3.4)	1 (0.6)
EDP	13 (0.9)	1 (0.6)
Security	66 (4.9)	27 (16)
Sales & Marketing	19 (1.3)	7 (4.2)
Purchase & Stores	16 (1.1)	0 (0)
Human Resource	13 (0.9)	1 (0.6)
Public Relation	11 (0.8)	1 (0.3)

Engineering	22 (1.5)	3 (1.8)
Telephone	27 (1.9)	1 (0.3)
Health Club	4 (0.2)	1 (0.3)
Laundry	15 (1)	29 (17.5)
Other Departments	214 (15)	38 (22.6)
Total	1422 (100)	166 (100)

Source: –Occupational Employment statistics 2012

□□ Average number of permanent and casual employee in starred accommodation units is 1422 and 166 respectively.

□□ Among permanent employee F&B (services) had a maximum shared in the total employment at 21.2%. This was followed by the contribution from F&B (kitchen) - 16.8% and ‘_other department’ 15%

□□ In respect of the casual employees, ‘_other department’ made maximum contribution in the total employment (23%). This was followed by ‘_laundry’ (18%) and security (16%).

Table: 4.5 Un-starred accommodation units- in the state of Gujarat

Departments	Number of Permanent employees	Number of casual or temporary employees
Management team	508 (10.6)	10 (1.7)
Front Office	803 (16.8)	37 (6.4)
F & B (Service)	1074 (22.5)	108 (18.9)
F & B (Kitchen)	878 (18.4)	65 (11.3)
House Keeping	753 (15.8)	89 (15.6)
Accountants	147 (3.1)	16 (2.7)
EDP	18 (0.4)	4 (0.7)
Security	135 (2.8)	51 (9)
Sales & Marketing	50 (1)	10 (1.8)
Purchase & Stores	42 (0.9)	6 (1)
Human Resource	21 (0.4)	5 (0.9)
Public Relation	23 (0.5)	5 (0.9)
Engineering	14 (0.3)	4 (0.7)
Telephone	29 (0.6)	1 (0.2)
Health Club	5 (0.1)	0 (0)
Laundry	57 (1.2)	123 (21.5)
Other Departments	221 (4.6)	39 (6.8)
Total	4773 (100)	570 (100)

Source: –Occupational Employment statistics 2012

□□ Average number of permanent and casual employees in un-starred accommodation unit is 4773 and 570 respectively.

□ Among permanent employees, F&B (service) had a maximum share 23%.

This was followed by F&B (kitchen) 18% and front office 17%

□□ Among casual employees, maximum contribution in total employment came from 'laundry' 22%. This was followed by F&B (service) 19% and housekeeping 16%.

Table: 4.6 Heritage accommodation units – in the state of Gujarat

Departments	Number of Permanent employees	Number of casual or temporary employees
Management team	13 (9.6)	1 (4.5)
Front Office	21 (15.1)	1 (9.1)
F & B (Service)	30 (22.1)	2 (13.6)
F & B (Kitchen)	26 (19.1)	1 (9.1)
House Keeping	22 (16.2)	2 (13.6)
Accountants	4 (2.9)	1 (4.5)
EDP	1 (0.4)	0 (0)
Security	6 (4)	3 (22.7)
Sales & Marketing	2 (1.5)	0 (0)
Purchase & Stores	1 (0.7)	0 (0)
Human Resource	1 (0.4)	0 (0)
Public Relation	2 (1.1)	0 (0)
Engineering	3 (1.8)	0 (0)
Telephone	1 (0.7)	0 (0)
Health Club	1 (0.7)	0 (0)
Laundry	2 (1.5)	2 (13.6)
Other Departments	3 (2.2)	1 (9.1)
Total	136 (100)	11 (100)

Source: –Occupational Employment statistics 2012.

□□ With respect to heritage hotels, average number of permanent and casual employees was 136 and 11 respectively.

□ Among permanent employees, F&B (service) had maximum contribution 22% this was followed by F&B (kitchen) 19%, housekeeping 16% and front office 15%

□□ In respect of casual employees, major contribution came from security 23%, this was followed by F&B (service), housekeeping and laundry each contributing 14%.

Table: 4.7 Other Accommodation Units (Guest House/ Rest House/ Tourist

Bungalow, Youth Hostels/ YMCA Etc, Dormitory, Dharmshala, Others) In the State Of Gujarat

Departments	Number of Permanent employees	Number of casual or temporary employees
Management team	126 (16.3)	2 (4.5)
Front Office	155 (20.2)	1 (9.1)
F & B (Service)	79 (10.2)	4 (13.6)
F & B (Kitchen)	56 (7.3)	5 (9.1)
House Keeping	154 (20)	19 (13.6)
Accountants	26 (3.4)	1 (4.5)
EDP	1 (0.1)	0 (0)
Security	8 (1)	6 (22.7)
Sales & Marketing	2 (0.2)	1 (0)
Purchase & Stores	1 (0.1)	0 (0)
Human Resource	0 (0)	0 (0)
Public Relation	1 (0.1)	0 (0)
Engineering	0 (0)	0 (0)
Telephone	10 (1.3)	0 (0)
Health Club	0 (0)	0 (0)
Laundry	3 (0.3)	5 (13.6)
Other Departments	151 (19.6)	19 (9.1)
Total	796 (100)	60 (100)

Source: –Occupational Employment statistics 2012

□□ Among other accommodation units, average number of permanent and casual employees was 769 and 60 respectively.

□ Among permanent employees maximum contribution came from front office, ‘other department’ and housekeeping – each contribution around 20% in the total employment.

□□ In respect of casual employees, maximum contribution came from housekeeping 32%. This was followed by ‘other department’ 31%.

Gujarat Tourism Drivers

□ Innovative Campaigns, Festivals and Events

Khushboo Gujarat ki – Brand Campaign with great Indian star Amitabh Bachhan - Several Campaign featuring the star shots at multiple locations across the state to increase the awareness of the state drivers’ tourism assets. The festival and the event are Modhera Dance Festival, International Kite Flying Festival, Navratri – 9

Nights Dance festivals, Rann Utsav - Kutch Desert.

Robust Infrastructure

Airport Infrastructure: 12 Domestic Airports (highest in any Indian State) and 1 International Airport.

Road, Rail Network & Port Infrastructure: Over 74,000 km of road network and

5,000 km of rail network connecting all parts of the State. Well developed Ports, opportunities for Sea Cruises & ferries.

Educational Infrastructure: Well established institutes of Hospitality and Hotel Management which provide a ready talent pool for the tourism industry.

Power: A power surplus State with excellent availability of electricity for hospitality and other industries.

Urban infrastructure: Several urban infrastructure initiatives including development of urban transport like BRTS, Metro.

Tourism Corporation of Gujarat Limited (TCGL) Setup in 1975– has been responsible for promoting tourism related commercial projects. It has a special cell for mobilizing investment in the tourism sector. Two SPVs have been set up for tourism development in Gujarat:

Gujarat Tourism Opportunities Ltd (GUJTOP)

- Setup in 2007 to identify tourist sites for development and to set up project development fund.
- Responsible for conducting feasibility studies for several locations across Gujarat and spotting tourism opportunities.

Guj-Tour Development Company Ltd (GUJTOUR)

- Being set up with a corpus of INR 1 billion to develop, create and market tourism-related infrastructure, products & projects.
- Process for selecting the financial partner of GTDC is currently underway.

Marketing & Promotion

- FAM tours organized for tour operators, column writers of travel magazine and photographers.
- Tourism Information Bureau (TIB) opened at Jaipur and 14 new Tourist Reception Centers. (TRCs) opened at ST bus stations.
- Websites started in 7 different languages.
- Road shows on regular basis all over India.
- Gujarat Tourism Guide published as PPP initiative.
- MOU signed with West Bengal, Tamil Nadu, Rajasthan, Kerala, Uttar Pradesh and Himachal Pradesh.

Highlights of the Tourism Policy 2010

- Industry Status to the Tourism sector - this will enable investors to avail benefits which are extended to other industries through Industrial Policy 2009.
- Land Acquisition & Allotment.
- Concession in Electricity Duty / tariff.
- Tax holidays (as and when proposed).

- Tourism Incentive Package Scheme (TIPS): 2010-2015 is being proposed by the Government, which shall offer special incentives.
- Tax holidays on Luxury Tax, VAT on food and beverages, Entertainment Tax.
- Concessions such as interest subsidy, reduction of Electricity duty and VAT on natural gas.
- Modifications in the lending criteria to cover wider tourism related projects like amusement parks, wayside facilities , service oriented projects like travel agencies, tour operators etc.

Other Policies

- Entertainment tax reduced to 25% as compared to the earlier rate of 50%
- from INR 501 to INR 2,000 - 4%
- above INR 2,000 per room - 6%
- Electricity duty reduced to 25% from earlier 35%
- 12% in most other states

The Table 4.8 Show that the allotment of Fund for the development of tourism was Rs. 35 millions in 1996-97 to Rs 10050 millions in 2010-11. This shows that the increase in the fund by the DOT yearly.

Table: 4.8 Allotment Fund for the development of tourism in India

No.	Year	Allotment of Rs (in millions)
1	1996-97	35
2	1997-98	35
3	1998-99	130
4	1999-00	245
5	2000-01	292.50
6	2001-02	810.00
7	2002-03	947.00
8	2003-04	792.80
9	2004-05	718.70
10	2005-06	786.00
11	2006-07	836.95
12	2007-08	9530
13	2008-09	10000
14	2009-10	10000
15	2010-11	10050

Sources: Reserve Bank of India from 1997-2012

Ministry of Tourism Govt. of India - From 2010, 2011, 2012.

The data indicate the information about fund allocation for this Industry soneyment of buy mat. It shows the lowest fund allocation was in 2003-04 (792.80 millions) & 2004-05 (718.70 millions) compare to 2002-03 (947.00 millions) & 2005-06 (786.00). And the constant/same fund allocation was in the year 2009-10 & 2010-11. This shows the fund

allocation to the industry was low & high by Department of Tourism. While the state governments made successful efforts in Gujarat State towards growth and development of his full tourist potential by making his policies, adequate, infrastructure, effective marketing and a focusing of decent facilities for the tourists.

The main rationale for formulating a comprehensive tourism policy is rooted on the one hand, in the convergence of socio-economic spread benefits, environment friendliness and employment potential of tourism industry and on the other hand, in the growing demand for tourism products in the state, brought by a rapid industrial growth in the state during the recent years that has led to tremendous increase in number of business as well as non business travels .

Objectives

The objectives of tourism policy of the state could be classified into main objective and other related objectives.

Main objective

To undertake intensive and extensive development of tourism in the state and hereby increase employment opportunities.

Other related objectives are

- Identify and develop tourist destinations and related activities.
- Diversification of tourism products in order to attract more tourists through a varied consumer choice.
- Comprehensive development of pilgrimage centers as tourist destinations.
- Create adequate facilities for budget tourists.
- Strengthen the existing infrastructure and develop new one where necessary.
- Creation of tourism infrastructure so as to preserve handicrafts, folk arts and culture of the state and thereby attract more tourists.

4.3 Approach and strategy

In addition to the facilitation role assigned to itself by the Government in the development of tourism, the Government will adopt the following strategy towards the private sector with the objective of securing its active involvement in leading the development of tourism in the state.

- The tourism will be given the status of industry in order that the facilities and benefits available to the industry are also made available to tourism projects.
- A special incentive packages will be made available for encouraging new tourism projects as well as expansion of existing tourism units.
- Infrastructure facilities will be strengthened and developed within the state, particularly in special tourism areas which will be notified later and which will be developed by adopting an integrated area.
- Effective mechanism will be set up to build meaningful co-ordination with the Central Government and the State Government agencies the local self- government bodies and the NGOs.
- Government will encourage building effective linkage with the relevant economic agents and agencies such as the national and international tour operators and travel agents of reputed hotel chains and global institutions connected with tourism such as WTO.

4.4 Policy Proposal

Tourism is industry like other industrial projects, and it also involves professional management capital investment, special skills and training. The Government of India and a number of other states have declared tourism as an industry. Gujarat State which is at the forefront of the industrial development will also declare tourism as an industry. This will enable the tourism projects to be eligible to get benefits. Availability of land is primary requirement of any project. The process of grant of land will be facilitated in urban areas for the projects concerning setting up of hotels restaurants and apartment hotels etc.

Existing arrangements for grant of government waste land to industrial units will be made applicable to various tourism projects.

Arrangement will be made to acquire private land for various tourism projects by companies registered under the Companies Act. The existing commercial rates of NA assessment applicable to land involving tourism projects would be reviewed and rates of NA purpose will be made applicable to them.

As infrastructure creating institutions, the State Financial Institutions have made an important contribution in creating conducive environment for industrial entrepreneurs. They will be called upon to do the same for tourism entrepreneurs in terms of making available adequate finance.

So far, the leading from the state financial institution has been largely confined to hotels only. In reality, the range of activities for tourism projects is far larger than just hotels as can be seen from the following illustrative list:

4.4.1 Accommodation Projects

- Hotels
- Resorts
- Motels
- Apartment hotels
- Heritage hotels

4.4.2 Food Oriented Projects

- Restaurants
- Way side facilities on the state highways

4.4.3 Other Tourism Related Projects

- Amusement parks and water sports
- Handicraft village complexes
- Fairs and festivals
- Camps and facilities encouraging adventure
- Train travel projects
- Sea / River cruise project
- Sound and Light Shows
- Museums
- Natural parks / zones

- Safari projects
- Rope-ways
- Sports / Health facilities complexes
- Training schools for the managerial expertise for hospitality industry
- Golf courses

4.4.4 Service Oriented Projects

- Travel agency
- Tour operation
- Transport operation
- Linkage with the international hotel chains (Franchise)
- Human Resources Development (HRD) for tourism industry and necessary training facilities.

Table No: 4.9 show the data of no. of Approved Hotels in India (Stars, Resorts, Heritage, and Guest & Unclassified) including no. of room. In which it shows that the trend of yearly increasing in no of Hotels and no. of Rooms in India from 977 Hotels & 52011 Rooms in 2000 to 3455 Hotels & 167023 Rooms in 2011.

Table: 4.9 Approved Hotels in India in absolute number

Year	No. of Approved Hotels in India (Stars, Resorts, Heritage, Guest & Unclassified)	No. of Rooms
2000	977	52011
2001	1037	54142
2002	1103	59330
2003	1722	91720
2004	1892	97770
2005	1190	67613
2006	1208	75502
2007	1425	83781
2008	1593	95087
2009	1829	92784
2010	2483	117815
2011	3455	167023

Source: Administrative records on Hotels Maintained by Department of tourism. FHRAI Publication detail.2012

Augmentation of Accommodation Facilities and Wayside Amenities

Gujarat's popular religious and spiritual destinations witness long queues and heavy rush especially during festivals. Budget hotels and accommodation facilities provide a potential investment opportunity. State government also envisages development of Wayside amenities centers.

Table: 4.10 Augmentation of accommodation facilities

Envisaged accommodation type in Dakor-Utkantheswar Fagvel – Champaner – Pavagadh Circuit alone	Suggested locations	Indicative cost (INR million)	Public funds (INR million)	Private investment (INR million)
Star rated (3/4) leisure, adventure and entertainment park cum resort	Utkantheswar	2000	500	1500
Star rated (3/4) leisure, adventure, ecotourism resort	Balasinor	150	37	113
Economic accommodation facilities	Balasinor	5	1	4
Development of star rated (3/4) leisure resort / hotel	Dakor , Champaner	Each 600	Each 150	Each 450
Economic accommodation facilities	Champaner	25	6	19

Way Side Amenities

- Rest rooms /Budget Hotels / Motels.
- Restaurant / Food / Refreshment facilities.
- Tourist information centre, Internet Cafes / kiosks, Telephone booths, ATMs / FOREX providers.
- First aid.
- Petrol pumps, Car-wash, Auto-parts shops, repair Shops, Parking Lots.
- Highway Facility Centre separate for Truckers/Passenger cars and buses.

Most of the projects on this illustrative list are not eligible for loans from the banks of the State Financial Agencies. It will be necessary to make suitable changes in the lending criteria for viable projects in the listed activities in order that their financial requirements are met.

The modification of the lending criteria of the State Financial agencies will be made with regard to the financial ceiling, debt equity ratio, recovery period etc. Necessary arrangements will be made to ensure that the state financial agencies and the banks attach adequate priority to the financial requirements of the tourism projects.

A new incentive package will be made available to replace the existing incentive policy. A tax holiday of 5 – 10 years in respect of following taxes will be made available up to 100% of capital investment to various tourism projects located in special tourism areas whether declared by the Central Government on the state government located in designated areas and located on National and State highways. The scope and the extent of the benefits of tax holiday will vary according to certain considerations such as the admissible expenditure, the size of the capital investment etc. The benefit of tax holiday will also be made available for the purpose of expansion of the existing tourism projects in these areas under

- Sales Tax
- Purchase Tax
- Electricity Tax
- Luxury Tax

□ Entertainment Tax

Necessary administrative arrangement will be made at the State and district levels to implement the incentive schemes. Suitable scheme will be designed to market tourism products and particularly wide publicity will be secured in respect of various facilities being offered by the travel agents, tour operators etc. Special paying guest scheme will be formulated for providing adequate and inexpensive lodging and boarding facilities to take care of seasonal flows of tourists to the pilgrimage centers during festivals. Financial assistance will be provided for the preparation of feasibility reports by consultants in respect of tourism projects. Structure of the taxes and tariffs, e.g. luxury tax, entertainment tax, sales tax etc. will be received with reference to developmental needs of tourism sector and necessary amendments will be made.

4.5 Redefining the Roles of the States and the Markets

Since the approach of the Tourism Policy focuses on market-led development, the role of the state would be as follows

- To ensure timely provision of necessary funding, the Government will earmark funds in the annual budgets of the departments concerned for securing the purpose mentioned.
- In conformity with state's promotional role in the development of tourism sector, all competitive and commercial activities of Tourism Corporation of Gujarat will be privatized except where no entrepreneur is coming forward to meet the existing need. This privatization would help strengthen the financial position of the corporation and also help provide qualitative services to the tourists.

Tourism corporation of Gujarat will assume a catalytic role focused on acting as clearing house of information, production and distribution of promotional literature, policy advice etc.

The tourism corporation will assist entrepreneurs and agencies in tourism sector and will try to help alleviate their difficulties particularly viz-a-viz the Government and its agencies.

A computerized information center will be set up at the state level to make available necessary information to the agencies / entrepreneurs who wish to set up tourism projects. In addition to its existing offices in Mumbai, Delhi and Chennai, the tourism corporation will also open its offices in other major cities of India to give wide publicity and disseminate information on Gujarat tourism and market tourism products through these offices and through reputed travel agents in other big cities. Thus, the information about Gujarat Tourism's tourist destinations and related information would be made available to tourists from outside the state in their own cities.

- There is already a scheme of 50% marketing grant from the state government to the local self governing bodies for the development of local tourist's destinations. This scheme will be made more effective and attractive and necessary provisions in the budget will be made. This will help decentralize the process of developing tourist destinations.

The process of decentralization will be further strengthened by delegation of administrative and executive power of approval of incentives to small tourism projects to district level bodies headed by the collector. These bodies, in addition will also secure co-ordination from other departments /agencies of the Government in development and promotion of tourism representation will be given on this body to the experts, individual's agencies and individuals connected with the tourism.

- A single window clearance system will be instituted for speedy clearance of various permissions, approvals required under different laws and rules. Necessary modification /

amendment will be made to various administrative arrangements and laws which are not consistent with the approach of this policy. Care will be taken to ensure that prospective investors do not have to suffer from the complex administrative process.

- Intensive efforts will be undertaken to attract investors from outside the states as well as from other countries including non-resident Indians to invest in tourism sector large scale in Tourism Corporation of Gujarat and Directorate of Tourism will play active role to ensure that investors get various permissions easily and are provided with all the necessary facilities.
- A high powered committee under the chairmanship of Chief Secretary with Director of Tourism as the member secretary will be constituted with the objective of securing effective co-ordination among various Government department and agencies as also to speed up decision making process concerning tourism. The committee will meet regularly and enjoy full powers of Government provided the approval of the Chief Minister and the council of minister will be obtained wherever required.
- In order to create a participative forum for deliberation and discussion concerning tourism industry, a tourism advisory council headed by the Chief Minister will be set up. The Ministers and Secretaries of administrative departments concerned will be the members. The representative of tourism industry, experts and related organizations will be nominated as members. The additional Chief Secretary (Tourism) will be the member of this council.

The council will meet periodically to deliberate upon policy as well as individual issues and offer suitable advice to the Government.

4.6 Perspective Planning

Perspective plan for tourism development will be prepared in consultation with experts. An overview of possible tourism products is offered below:

□ Pilgrimage and Archaeological Tourism

Gujarat has a preponderance of pilgrimage centers as in some other States. Somnath and Dwarka – some of the well known and revered sites of ancient Hindu temples are situated in the States. The temple architecture has reached heights of excellence in Jain temples at Shetrunji, Girnaar and Taranga. The temple of Ambaji situated in Aravalli range in North Gurajat is an important religious centre for devotees in the country. Dakor, Pavagadh, Bahucharaji, Shamalaji, Narayan Sarovar, Sudamals Porbandar, Kabirvad, Shuklatirth, Kayavarohan, Bhadrakali Temple Ahmadabad and Maharshi Dayanand Sararwati's birth place are also important pilgrimage destinations which have kept alive the religions of pilgrims visit these places every year.

These places are visited not only by the devotees from all over the country but also by the non-resident Indians and travelers especially from the eastern part of the world. Necessary accommodation facilities and related service will be created on those sites. For ensuring orderly and planned development of Pilgrimage centers, the Government has constituted –Pavitra Dhaam Vikas Boardll chaired by the Chief Minister. The board will prepare and implement plans to provide necessary facilities to devotees and also ensure conservation of cultural atmosphere consistent with sentiments of visiting devotees.

Shamalaji is an ancient site for Buddhists. The excavated relics of Buddhist period at the site are now kept in a museum of Baroda.

There are number of places of archaeological importance such as the temple-town of Palitana, Modhera with its Sun Temple, historical Ranker Vav at Patan with relics of an ancient capital, the Girnar Hills with Hindu and Jain temples, Junagadh with a historical fort, Dabhoi, Champaner, Pavagadh, Shaking minarets, Gandhi Ashram, Siddi Syed Jali etc. These can be developed by providing necessary infrastructural facilities and marketed as tourist

destinations to attract tourists.

□ **Heritage Tourism**

A large number of old places, Havelis, Darbargadhs exist in the state. These historical building can be converted into hotels, restaurants or museums by providing suitable incentives to owners. Wildlife and Pilgrimage Tourism Circuits can be linked to Heritage Properties exploiting the geographical congruity. Development of this sub-sector will not only attract foreign tourists but also provide encouragement and support to local art and craft. Government will take necessary steps to promote Heritage tourism in the state.

□ **Wildlife Tourism**

There is a substantial scope for development of tourism based on wildlife in the state. Gir forest of Gujarat is the last stronghold of Asiatic Lions. The Bear Sanctuary at Ratan Mahal (Dist. Panch Mahal), Black Buck Sanctuary at Velgradar (Dist. Bhavnagar), Bird Sanctuary at Nal Sarovar (Dist. Ahmadabad), Wild Ass Sanctuary at Kutch etc. can be effectively developed into tourists' destinations by providing infrastructural facilities. In order to facilitate visitors to these areas, coordination among various agencies will be established.

□ **Medical Tourism**

Ahmadabad leading city of the state is the most preferred place for medical tour or medical treatments in India. With world class health facilities and affordable cost, the city is becoming one of the most sought medical tourism center in the country. The 108 Service is the highly appreciated 'Medical at doorstep' Service. More than 1500 foreigners visit the state per year for various treatments in the state. Ahmadabad Civil Hospital is the biggest hospital in Asia located at Ahmadabad. There are many new upcoming hospitals coming in the city too.

□ **Religious Tourism**

Gujarat- Home to multitude devotional centers and temples with Famous Religious Centers like Dwarka, Dakor, Ambaji, Palitana, Mahudi, Shankheshwar, Somnath, Shamlaji, Bahucharaji, Pavagadh, Kabirvad, Sun Temple, Sun Temple, Modhera, Akshardham (Gandhinagar), Shri Swaminarayan Mandir, Ahmadabad,

Jain temples, Hindu Temples and Sudama Mandir. Ashapura mataji madh- Kutch, Swaminarayan Mandir - Bhuj, Narayan Sarovar, Tulsi Shyam, Sattadhar, Lojpur etc.

□ **Coastal and Beach Tourism**

The Gujarat State has the longest coastline among maritime states of the country. Identified stretches of the coastline can be developed into beaches. From tourism point of view it will be the endeavor of state to develop beach potential by providing such facilities as may attract foreign tourists. Various tourists' destinations easily accessible from the coast will be linked through Coastal Shipping Circuits.

□ **Tourism based on Traditional Arts, Crafts and Cultural Activities**

'Banni' in Kutch, Khambhat, and Junagadh etc. are known for their craftsmanship. Similarly there are hundreds of fairs that are celebrated throughout the year with enthusiasm. Tarnetar fair in Surendranagar District, Chitra-Vichitra fair at Poshina in Sabarkantha District, Kanwat fair at Chhota Udaipur District, Dang-Darbar in Dang, Bhavnath fair of Junagadh etc. have immense tourism value. By developing accommodation, transport and other facilities these fairs and festivals will be promoted nationally and internationally. The places of importance from art and craft point of view will be included in the tourist circuits and necessary facilities provided to tourists.

□ **Co-operate Tourism**

Private sector will be encouraged to build the state of the art convention centers, seminar halls etc. so as to attract co-operative events like seminar, workshops and annual general meeting

participant in such events generally have high purchasing power and provide a boost to local economy.

□ **Adventure Tourism**

This is also a territory with possibility of development as a sub-sector will be examined and new activities like Camel Safari in Kutch, Horse-Riding in Aravali Hill Ranges, Parachuting in Satpura, trekking in Dang, Pavagadh, and Palitana etc. will be promoted. Such activities will create large scale employment opportunities for guides, coolies, traders for hire of tents and equipment etc. and will also encourage paying guest accommodation in such areas. Private entrepreneurs and institutions will be encouraged to develop such facilities.

□ **Highway Tourism**

There is good network of State and National Highways, which criss-cross the state and large number of travelers prefer road journey. Because of large geographical expanse of the State, these journeys tend to be quite long and boring. There is a need for creating necessary facilities like hotels, restaurants, picnic spots, water parks etc. along the highways at suitable intervals for the highway travelers to relax. In fact, travelers can be induced to follow certain traffic routes if such facilities are better developed. Highway facilities and wayside amenities are so well developed in some states that this has become the mainstay of tourism. State shall encourage private investors to create such facilities on highways.

□ Various sub-sectors of tourism activities listed above will be encouraged by marking new tourism units eligible for incentives under Tax Holiday incentive scheme in designated areas.

□ As mentioned earlier, the State Government intends to designate certain areas having significant tourist potential as Special Tourism Areas. To this end, reputed consultants and institutions will be engaged to prepare area development plans in respect of various areas such as Kutch District areas around Sardar Sarovar project area, South Gujarat area covering Gir, Porbandar, Varaval, Somnath, Ahmedpur Mandvi etc. identified stretches of beaches and areas of pilgrimage / heritage towns. These areas will be developed by following interested area development approach. The State Government will make efforts to tap all the sources of national and international funding for development of these areas and provide special encouragement to tourism projects being established therein for ensuring faster development of these areas, Area Development Committee will be constituted.

4.7 Human Resource Development

Human Resource Development is an important aspect of service industries. Tourists depend upon travel agents, guides and hence trained manpower is an important for tourism industry. On the basis of available statistics, training facilities can be safely said to be totally inadequate if trained manpower is not available locally, the objective of local employment will not be achieved.

Keeping in view the approach of market-led development, the State Government will encourage and support certain of training facilities in the private sector by private agencies / individuals.

Hotel Management Courses, courses meant for guides, carter and other supervisory and non-supervisory staff of hotel will be introduced in industrial training institutes. Approved hotel associations and private entrepreneurs will be encouraged to create new training facilities making available land to them for this purpose and by giving other appropriate incentives. The Government will consider setting up a Hotel Management Training Institute at the state level preferably in private sector.

Residents of Gujarat, especially local youths would be encouraged and facilitated to take

part in such training courses.

The institute of Hotel Management catering and nutrition which is working under the administrative control of the central Government will be utilized to start new training courses so that the residents of Gujarat can get admission and manpower requirement of this sector is met.

The residents of Gujarat undergoing such training will be reimbursement a part of the tuition fees through scholarship. To make the new tourism policy result oriented implementation will be monitored by a high powered committee under the chairmanship of chief secretary.

A management information system will be set up to assist the committee to make available information on various aspects of implementation on a continuous basis the committee will also review the policy from time to time.

It's not one of India's most visited regions, but Gujarat was good enough for Krishna and Gandhi to hang out there, and has long been an important centre for Jains. Today, Gujarat is one of India's wealthiest states, supporting modern industrial complexes as well as thriving village handicrafts. The last Asiatic lions are here, and the pleasant beaches are just perfect for plunking down with a scoop of wonderful Gujarati ice cream.

Gujarat has endured the longing gaze of many conquerors: Moghuls, Marathas, the Portuguese and the British have all rubbed their acquisitive hands while peering at the area's enticing perch on the Arabian Sea. Two hundred years of Muslim rule from the 13th century was initially marred by destructive impulses but later led to a fruitful amalgamation of Muslim, Jain and Hindu architecture, giving rise to the unique building styles still apparent in the area today. Surprisingly, the British were the least successful interlopers, the eastern portion of Gujarat surviving British rule as a collection of princely states right up to Independence. In 1960 the current borders of Gujarat were established, creating today's linguistically unified state.

Diu

One of India's undiscovered gems, Diu was a Portuguese colony until 1961 and the European influence is apparent in the wooden balconies, meandering and leafy lanes, and a couple of lonely churches. The tiny island of Diu is separated from the mainland by a narrow channel. Its crowning glory is the huge fort, a sight, which justifies the long trip here. The northern side of the island is tidal marsh and salt pans, while the southern coast alternates between limestone cliffs, rocky coves and the beaches where swimming is possible. The somewhat windswept and arid island is riddled with quarries from which the Portuguese removed vast quantities of limestone to construct their huge fort, city walls, monuments and buildings. Cheap and clean hotels are at a premium in Diu, but you might find a decent(ish) room around the town square. Buses run directly to the island from Veraval and Bhavnagar; otherwise, there are slow steam trains from Sasan Gir and Junagadh to Una, 10 km. from Diu.

Somnath

Along the coast to the west of Diu, Somnath is most famous for the long history and holiness of its temple, said to have been originally built out of gold by Somraj, the Moon God, later to be rebuilt by Rawana in silver, by Krishna in wood and then by Bhimdev in stone. None of this fazed Mahmud of Ghazni, an 11th-century Afghan king, drawn to this temple so wealthy that it had 300 musicians, 500 dancing girls and even 300 barbers to shave the heads of visiting pilgrims. Mahmud took the town, moved on to the temple, looted it, and then destroyed it just to show he really meant business. So began a pattern of Muslim destruction and Hindu rebuilding which continued for centuries. The builders gave up for a couple of hundred years until 1950 when the current monastery spewed forth from the ruins. To the east

of the town is the confluence of three rivers where Lord Krishna was mistaken for a deer (easy to do). There are plenty of buses running from Junagadh and Veraval and there is a vast guesthouse near the temple.

Sasan Gir Lion Sanctuary



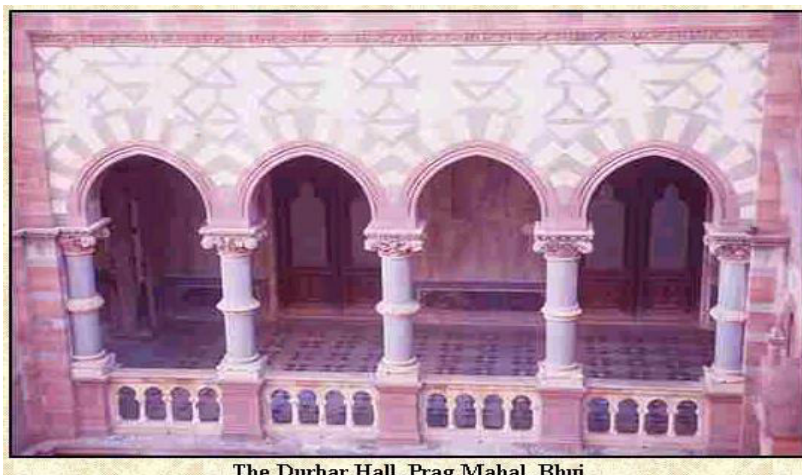
An Asian lion, Sasan Gir Lion Sanctuary

The last home of the Asiatic lion is 100km north-west of Diu. The sanctuary, which covers 1400 Sq. km, has proved a haven for the growlers who are breeding keenly; there are now about 300 lions roaming around, up from under 200 in 1980.

Apart from the lions there are also bears, hyenas, foxes, deer and antelope, including the graceful chinkara gazelle and the canine-oriented barking deer. Peacocks preening and monkeys doing the monkey thang can also be seen on safaris. The best time to visit the sanctuary is from December to April, and it is closed completely from mid-May to mid- October. There are a couple of lodges at Sasan Gir village (where you can pick up a safari permit and a guide), and buses travel frequently between the sanctuary and Junagadh,

50 km to the north.

Bhuj



The Durbar Hall, Prag Mahal, Bhuj

Bhuj is an old walled city in the Kutch region. Kutch, in western Gujarat, is virtually an island; indeed, during the monsoon period from May onwards, it really is an island. Bhuj resembles the state of much of India before the tourist invasion. People remain largely

unaffected by what goes on outside the area, so you're much more likely to come across the disarming hospitality which was once the hallmark of rural India. Where else would someone offer you a lift on their bicycle? You can lose yourself for hours in the maze-like streets and alleyways of this town. There are walls within walls, crenellated gateways, old palaces with intricately carved wooden pavilions, Hindu temples decorated with the gaudy, gay abandon of which only tribal people seem capable, equally colorful tribes' people, and camels pulling huge cartfuls of produce into the various markets. The villages of the Kutch region are also worth exploring as each specializes in a different form of handicraft, from block-printing to nut-cutting. There are pleasant guesthouses in the heart of the bazaar. Trains connect daily to Ahmadabad and a quicker service runs overnight through Gandhidham.

Palitana

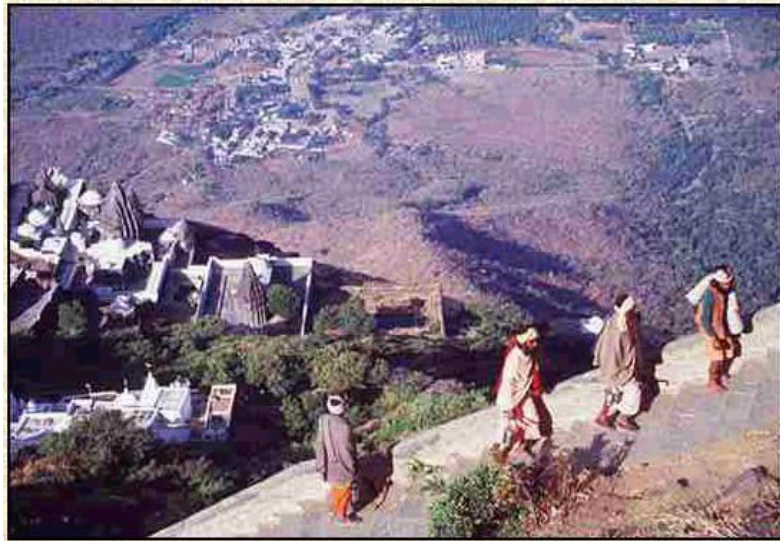
Just over 50 km. south-west of Bhavnagar, Palitana is the gateway to one of Jainism's holiest pilgrimage places. Over a period of 900 years, 863 temples have been built on the hilltop overlooking the town, and even after large-scale Muslim campaigns of destruction in the 14th and 15th centuries, the crest looks like a giant, glistening marble wedding cake. The most notable of the temples is dedicated to Shri Adishwara, the first Tirthankar (Jain prophet or 'Finder of the Path'). Adjacent is the Muslim shrine of Angar Pir. Women who want to have children make offerings of miniature cradles at this shrine. Buses connect daily with Diu and Ahmadabad, and there are some good hostels in the centre of town.

Junagadh



Shrine atop Girnar Hill, Junagadh

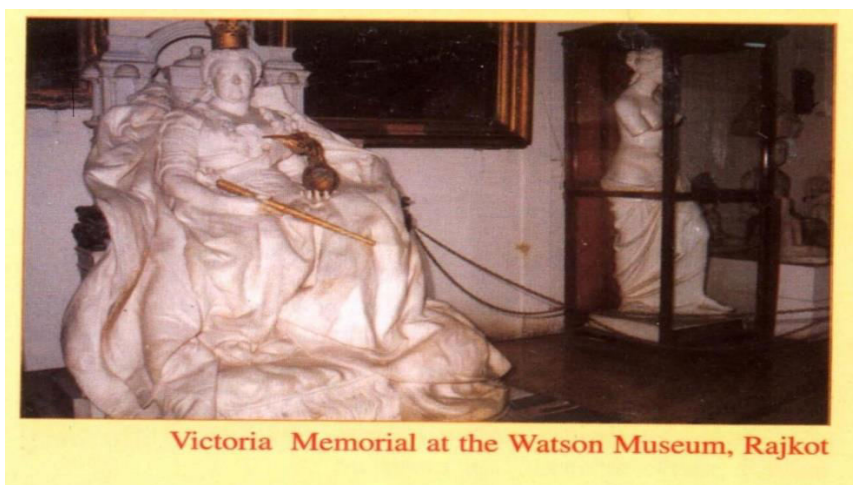
Few travelers make the trip out to Junagadh, but it's an interesting town right at the base of the temple-studded Girnar Hill. The city dates from 250 BC and is full of exotic old buildings, most in a state of disrepair. As well as the gargantuan fort, the temples, mosques and the intricate mausoleum, the soft rock on which Junagadh is built encouraged the construction of caves and wells. Some ancient Buddhist caves cut in the hillside to the east of the city are thought to be at least 1500 years old.



Ascending the 10,000 steps of Girnar Hill, Junagadh

The 600 m climb up 10,000 stone steps to the Jain temples on the summit of Girnar is best made at dawn. (That way you have the rest of the day to recover). You'll see monkeys by the path and eagles soaring overhead, and you'll wonder why the monkeys are laughing at your red face and why the eagles got all the wings. If you really can't face the walk, doolies (rope chairs) carried by porters can be hired; for these you pay by weight, so you have to suffer being weighed on a huge beam scale, just like a sack of grain. However, given that taking your belly to India is now a recognized supermodel diet strategy the indignity may not be too great. There are regular bus and train connection to Ahmadabad and Mumbai (Bombay), as well as the Sasan Gir Lion Sanctuary, 50 km south.

Junagarh has a museum is set in the Sakkarbagh complex, with a fine collection of prehistoric stone and bone implements sculptures, manuscripts, copper inscriptions, handicrafts and princely relics dating to the reign of the Nawab including porcelain, glassware, carpets and silver. More relics of the nawab can be seen at the Darbarhall museum which is housed in a former palace, with its silver polished throne, howdahs and palanquins, gem studded carpets, arm and armor, paintings, photographs and portraits.



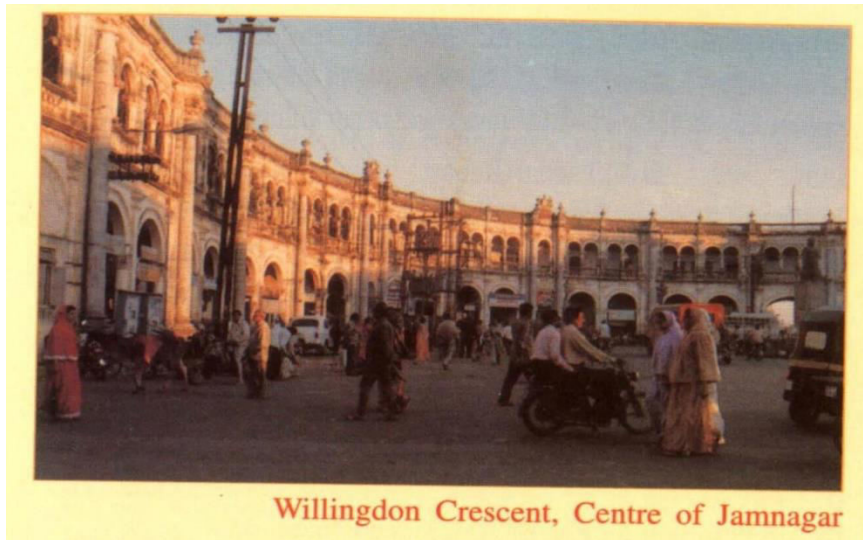
Victoria Memorial at the Watson Museum, Rajkot

Further north of Junagdh, Rajkot has one of Gujarat's most attractive museums, the Watson museum, named for Colonel Watson who was the local political agent from 1886 to 1893.

The museum has a Durbar displaying royal portraits of the princes of Gujarat, portraits of royals and European guests, Albert Gilbert's sculptural reproduction of Queen Victoria dated to 1899, archaeological finds from different periods, medieval manuscripts and miniatures, historic inscriptions, prehistoric exhibits, fine bronzes and other historic displays. The first floor mainly dedicated to ethnology offering an insight into the culture of Rabaris, Ahirs and Mehrs, handicrafts, musical instruments and utensils of Gujarat

Jamnagar

Jamnagar is a sizeable city way off the tourist trail. It's best known today for the Bala Hanuman Temple where, since 1964, there's been 24-hour continuous chanting of the temple becomes lively and animated when people come to promenade, and chai and kulfi stalls set up and ply their trade.



There are heaps of cheap hotels in Jamnagar, with the dosshouses near the railway station winning our prize for most disgusting in India. The hotels in the centre of town are a better bet. There are direct trains from Jamnagar to Ahmadabad, Mumbai (Bombay) and Dwarka.



Porbandar

Gandhiji was born at Porbandar in 1869 AD. His father, Karamchand Gandhi, was the minister of the royal family of Porbandar, and his home was a mansion near the Darbargadh palace complex. Just next to Gandhiji's home is the Kirti Mandir commissioned to commemorate the birthplace of the world's best loved Gujarati. Gandhiji went to school at Rajkot, where his childhood home is now a memorial. A plaque outside the Shamaldas Arts College and Sir P.P. Science Institute campus reminds students that Gandhiji was an alumnus of this 1885 AD university, and the Gandhi Smriti in the Barton museum building has copies of his mark sheets. After spending some time overseas, Gandhiji returned to India and soon after that established his Kochrab ashram at Ahmadabad, from where he moved to a new site on the banks of the river Sabarmati in 1917 AD. The Sabarmati ashram was the launching pad of Gandhiji's many movements including the struggle for freedom from British rule, the fight against caste discrimination in India, and the swadeshi movement. The Hriday kunj where he stayed houses his simple belongings, while Charles Correa has designed a suitable memorial keeping in mind Gandhiji's policy of simplicity and non- possession. In 1921

Gandhiji inaugurated the Gujarat Vidyapith which is working on tribal welfare research even today.

Gandhi ashram was the staging post for Gandhiji's march to Dandi in 1930 AD. The march protesting against the salt act, that prevented Indians from earning from salt trade, ended at Dandi with the Mahatma picking salt from the coastal marshes, an act that broke the back of the British Empire in India by inspiring various patriotic uprisings. A memorial and a picture gallery mark the spot where Gandhiji's disobedience act was committed. Gandhiji left Gujarat after the Dandi march and settled in Mumbai, Delhi and other cities of India, but the Satyagraha, self government and village upgradation movements he had instilled with the help of Sardar Patel, starting with south Gujarat, remained alive after his death. In 1942, Ahmadabad was one of the focal points for the Quit India movement. Gujarat has many Gandhian institutions and ashrams based on his principles today.

In Marketing Management the 4 P's viz; Price, Promotion, Place and Product are the important factors. These factors are very important in the marketing of tourism which is essentially a service industry. Study and analysis of the topic under investigation has been done from the point of view the 4 P's mentioned above.

The history of Gujarat that can be measured by time dates back to the last stages of the fourth century B.C. The history of human culture prior to that period begins with the Stone Age. The references of Gujarat and Gujarat are to be found in the Mahabharat,

'Arthashastra' of Chanakya, Deval Smriti and Buddha stories written during the 1st century

AD. Clear references to Gujarat in the stone inscriptions at Girnar, of Maha Kshatrap Rudradama of 150 AD, of the remains and reminiscences of the people living at Rozdi (Shrinathgadh) near Gondal in Gujarat of 1850 BC and different strata of cultural life found at various places prove that the culture of Gujarat is at least no less than 4,000 years old!

According to the Hindu epics, Lord Krishna and his elder brother Balarama evacuated Mathura and established them at Kushasthali, now known as Dwarka and started what is known as the Yadava dynasty. Dwarka subsequently became one of the four seats (mathas) set up by Adi Shankaracharya.

The Parsees when they fled from Iran in the eighth century first landed at Sanjan on the shores of Gujarat with the holy flame, which still burns in Udwada in Valsad. The Muslim influence

left its lasting imprints on the local art and architecture and it came to be known as the Indo-Saracenic style.

Among the earliest Europeans in Gujarat were the Portuguese who settled in Diu, a small island off the southern coast of Gujarat. After that came the British who set up warehouses in Surat in 1612.

Gujarat was a part of the erstwhile Mumbai state during the British Rule. But in

1960, the 'Gujarati' population decided to secede from that union, which resulted in the formation of two new states, namely Gujarat and Maharashtra. The new State of Gujarat came into existence on 1st May, 1960 because of this bifurcation.

Gujarat is the birthplace of many who played an important role in shaping modern India. Prominent among them are Shri Dadabhai Navroji, the grand old man of the freedom fight, Sardar Vallabhbhai Patel, the architect of a united India and Mahatma Gandhi, the father of the Nation. These men carried the torch of national freedom and integration infusing the qualities of tolerance, brotherhood, non-violence and patriotism amongst Indians.

Gujarat gets its name from "Gujjar Rashtra", the land of the Gujjars, a migrant tribe who came to India in the wake of the invading Huns in the 5th century. The history of Gujarat dates back to 2000 BC. It is also believed that Lord Krishna left Mathura to settle on the west coast of Gujarat at Dwarka.

The state saw various kingdoms like Mauryas, Guptas, Pratiharas etc, but it was under the regime of Chalukyas (Solanki) Gujarat witnesses progress and prosperity. In spite of the plundering of Mahmud of Ghazni, the Chalukyan kings were able to maintain general prosperity and well being of the state. After this glorious respite, Gujarat faced troubled times under the Muslims, Marathas and the British rules.

The dark ages ruled after the death of Lord Krishna and no accurate information has been made available about the huge leap of 3000 years till we reach Ashoka, the great.

3000 years slide away into oblivion and we come to the Emperor Ashoka, whose tales tell the stone inscriptions at the foot of Girnar. Chandragupta Maurya had a sovereign rule from Patliputra in Magadha in 319 BC. Gujarat and Gujarat were also part of his expanding Kingdom. The autonomy of the Kings Bindusara and Ashoka remained a glorious facet of the Maurya rule.

Ashoka was a war loving king and his main ambition in life was to capture as many territories and kingdoms as possible. Cruelty, treachery and violence of battles, on his way to Kalinga, however, aroused in him the fear of God and the love of human beings. This divine transformation gave him the title of Priyadarshi. Ashoka had several stuti stambhs, singing the praises of God and establishing sermons and religious dictums for the reformation of the people and for reinstating the faith of his subjects. The stone inscriptions at the foothills of Girnar preach the eternal message of non-violence, peace and love towards human beings as propagated by Lord Buddha. The seal of that pillar, has been sacred for Indians for centuries and now presides over our conscious patriotism in the form of our National Emblem – The Ashoka Chakra.

The poet Nanhalal had described the 4 meter tall and 8 meter round stone at Girnar as 'Shailakan' (the molecule of a stone) in his famous poem 'At the foot of Girnar' (Girnar ne charne).

Then inscriptions sing praises of three great Indian emperors: Ashoka, Kshatrap and Skadagupta. These monarchs ruled between 234-237 BC, 150 AD and 456 AD respectively. The

inscriptions of Ashoka are in the Prakrit language and the rest are in Sanskrit. The Brahmi script, the mother of Devnagari, Gujarati, Bengali, Telugu and Tamil scripts was used during those times.

The Present state of Gujarat was formed in 1st May 1960, as a result of Bombay Reorganization act, 1960. The state is bounded by the Arabian Sea on the west, Pakistan and Rajasthan in the north and north-east respectively, Madhya Pradesh in the south east and Maharashtra in south.

4.8 Milestones

- ☐ 2500 BC Harappans appeared from Northern India to settle down, and established over a hundred towns and cities.
- ☐ 100 to 500 BC Yadavas, Krishna's clan, held power over much of Gujarat, with their capital at Dwarka.
- ☐ 200 BC Political history began with the powerful Mauryan Empire, established by Chandragupta with its capital at Junagadh, and reached its peak under Ashoka.
- ☐ 100 AD. Satraps, members of the Saka tribes, gained control over Gujarat
- ☐ 388 AD Guptas, and then Maitrakas, established their capital at Valabhi.
- ☐ 1100 AD Gujarat came under sway of the Solanki (Chauhan) dynasty.
- ☐ 1299 AD Khalji conquered and the Muslim rule was established.
- ☐ 1307 AD Muzaffar Shah's declaration of independence from Delhi marked the foundation of the Sultanate of Gujarat.
- ☐ 1500 AD Moghul emperor Akbar conquered.
- ☐ 1531 AD The Portuguese already settled in Goa, captured Daman and Diu.
- ☐ 1613 AD The British East India Company set up original Indian headquarters in Surat.
- ☐ 1818 AD British sovereignty was established.
- ☐ 1960 AD Bombay state was split and Gujarat state was created.
- ☐ Today, Gujarat's textile industry is still the largest in India, with the trading of the business-minded community helping to maintain its wealth.

4.9 The people and Their Habitat

The State of Gujarat is inhabited by many people of different ethnic origins, belonging to different social communities and following different religious beliefs. The variety of groups, which are distinct from one another in their language and social and cultural traditions resulted from successive immigrations from land as well as from the sea. While the Aryans came by land, the Persians, the Arabs and the Africans came by sea, but irrespective of their route of immigration, they were fused into a mass of humanity which carries groups of people with distinct physical and cultural traits. The Aryans were perhaps the first people to come from the north, which either conquered or drove away the Bhils, the traditional rulers of Gujarat. Apart from these two distinct classes, the Aryans now commonly recognized as Hindus and the Bhils, a third class of people known as 'Kolis' are equally important and occupy an intermediate social position between the Aryans and the Bhils. The immigration during the medieval period brought Islam and Zoroastrianism to Gujarat and initiated the growth of a multi-religious society. Subsequent developments and the internal migrations in the country led to the growth

of a society in Gujarat which is characterized by the following religions and regional groups:

Religious groups

- Hindus
- Buddhists
- Jains
- Muslims
- Christians
- Aboriginals

Hindus

Vedic Dharma was popular and from the remains found from the Indus valley Civilization, it is believed that worship of goddesses, Sun, Shiva, was followed. The temple of Somnath, in western coast, is one of the twelve jyotirlingas of Shiva. There is no definite record of the origin of the temple (which is believed to have been built during Mahabharat times) but the earliest record is of the dates of 10th century. In northern Gujarat, there is an eleventh-century Sun-Temple, at Modhera. Near Mehsana, the town of

Siddhpur is known for Rudramala Temple, built in 12th century. Goddess-worship was followed in ancient times and popular amongst them are temples at Pavagarh, Kherhbrahma and Ambaji. The oldest temple of Dwarika has become a pilgrimage place to worship Krishna.

Jains

The Jainism is widely followed in Gujarat since years. The oldest temple is believed to be of Shankheshwar Parshwanath in North Gujarat. Taranga temples were built during the Solanki period and they are better preserved than the temples of Mount Abu, Girnar and Shatrunjay.

Palitana is India's principal Jain pilgrimage site, the temples dated 5th century.

Muslims

Through the sea-route which was open for trade, the people from Iran and Arabic countries started coming in Gujarat. The trade system was established and the Indo-Islamic culture got flourished. This is a marked feature of many Gujarati cities. The famous mosques are built during Mughul times. These include Sidi Sayyid's mosque, Jami Masjid, of Ahmadabad, Alif Khan's mosque in Dholka, Jama Masjid of Bharuch, etc.

Buddhists

About the same time as Jainism, Buddhism also got popular. There were Buddhist temples also and the remains of the same are found from all over Gujarat. Ashokan Buddhist edicts engraved on a rock are near Junagadh. These remains are

of 3rd century BC.

Parsis

In 10th century, Iranian Jarthost followers came to Gujarat and got settled here first at Diu, and then at Sanjan, Udvada -in South of Gujarat. Sanjan and Udvada are today main pilgrimage places of Parsi followers.

Regional Groups

- Kutchis
- Kathis
- Aborigines
- Gujaratis, a most comprehensive group covering the entire population of the state.

Despite the fact that the peninsula of Kathiawar is named after the Kathis, the latter are no longer the only people in Gujarat. Successive waves of immigrants from other parts of India have led to the superimposition of different communities and cultures in Kathiawar. The powerful royal families, which conquered Gujarat later on, established their rule, letting the

Kathis accept their sovereignty and follow their own pastoral occupations or take to more settled occupations like farming.

The nomadic people of Kathiawar without past royal glory like that of Kathis are the Rabaris. They are essentially a community of cattle-breeders who have migrated from Sindh and Marwar and claim a Rajput ancestry. Tall, strong and well-built, the Rabaris stand out prominently by their features and dress. Often they lead a nomadic life.

The Gujaratis, the people of Gujarat, are found all over the State. These people trace their lineage from the people originally known as Gurjars, after whom Gujarat is named. They are believed to have come to India with Huns and passing through Punjab settled in Gujarat. Gujaratis were highly influenced by the cultural waves from the mainland and accepted the monarchies that ruled over them. Various Hindu traditions like Shaivism and Vaishnavism which sprang upon the mainland were imbibed by Gujarat which in turn developed its own galaxy of saints and devotees and its own art and culture. The successive waves of immigration were absorbed in the society that was fast evolving and today the word Gujarati does not seem to suggest any definite association with a particular stock, a tribe of immigrants, or a specific group of people.

Though the general term Gujaratis can be applied to the entire population of the State of Gujarat, the sense of regional affiliation, which in certain cases reflects a common origin, is so strong that a feeling of group identification of common interests is developed and which the members of groups are reluctant to part with. The Kutchis, the natives of peninsula of Kutch, a district of Gujarat, have their own dialects, and while letting themselves be known as Gujaratis, outside the State, they prefer to retain their identity as a people within the State.

The Kutchis are both Hindus and Muslims and a large number of them have migrated from Sindh. The Jadeja Rajputs, the Lohanas, and even the Muslims many of whom are Maldharis, the cattle-breeders, have all come from Sindh consequent upon their defeat at the hands of some kings or as a result of some religious persecution.

Unlike the Kutchis, the Kathis, the settlers of Kathiawar, after whom the peninsula was named, came to Gujarat at the close of the fourteenth century. Their origin is not fully known but it is quite possible that they were driven southwards by the Muslim invaders. Khachar and Chotila were the most important seats of the Kathis. Worshipers of sun, they were essentially nomadic and had, among other pastoral occupations, developed the art of horse-breeding.

The castes and sub-castes among the Hindus of Gujarat are strictly adhered to. Besides the Brahmins and the Banias whose functions and occupations are fairly well determined, the community of Patidars owning land is the strongest force in the economic and political life of the State. Patidars, also called Patels, are the best agriculturists of Gujarat. Often they have a share in the village in which they live. They are grouped into four

categories – Levas, Kadawas, Anjana and Uda. Of these, the Levas are concentrated in central Gujarat, whereas the Kadawas are most numerous in Mehasana district.

The fourth regional group which may have been a native of Gujarat, but which does not resemble any of the previous groups, is the community of aboriginals living in the rugged borderlands of the State. The aboriginals, locally known as 'Bhils', inhabit the hilly tracts of Gujarat that border the plains from Abu in the north to Dangs in the south. The Bhils may be regarded as a hybrid group in Gujarat, on the one hand absorbing Rajput blood and on the other representing a tribal sub-stratum. Some believe that the Bhils are the Aryans of the outer band in Gujarat. They were driven from the plains into the adjacent hills by the next major Aryan wave which belonged to the inner band. According to their own oral tradition, the Bhils regard themselves as belonging to the Kshatriya caste who had to take shelter in the hills of the Vindhya and the Satpuras along the lower Narmada to save themselves from the wrath of the Brahmin hero, Parashuram. The Bhils of Gujarat thus do not possess any racial basis distinct from the other inhabitants of the region.

The tribals of Gujarat are found concentrated in the south-eastern part of Gujarat particularly in the districts of Panchmahals, Surat, Baroda and Broach, of which the first two have the maximum number. The majority of the total tribal population is composed of Bhils. The main tribal groups are the Bhils, the Dublas, the Naika-Narkdas, the Gamits and the Dhankas. The infertile soil in the hilly areas of tribal settlements has left no choice except that of subsistence farming to the tribal people. Rice, jowar, bajri and groundnut are the main crops grown by them. For three or four months in the year, these tribals engage themselves in wood-cutting with which they descend to the small towns for getting the daily necessities of life. Many have been engaged in organized forest industry, some collect lac and toddy but the general economic level of their society is still very low. Tied down to their own where they are governed by their own social laws, the tribals of Gujarat have yet to develop an awareness of the fast-changing social and economic condition of life in the out world.

4.10 The Villages in Gujarat

A village is an expression of community living with agriculture as its essential base. As an important element in the rural landscape, the villages occupy the valleys, the alluvial interfluvies or any other site that ensures some economic return from the soil or offers opportunities for sedentary occupations like fishing. In the plains of Gujarat susceptible to periodic inundation, a village occupies a site above flood level and very often on the fertile alluvial terraces. But in Gujarat, the villages are often on the banks of a stream which, while assuring perennial supply of underground water from the wells in its bed, does not bring on devastating floods so very common in the Narmada and the Tapi. Most of the villages in the Gujarat plains and even in Gujarat are accessible by automobile during the dry part of the year, and they are usually located on an approach road branching off from the main road. The villages along the main roads are invariably large and have developed a large segment of non-agricultural occupation. Accessibility to these villages is considerably reduced during the monsoons when water-logging in the coastal areas and small flooded streams in the plains make the movement of vehicular traffic difficult. Irrespective of seasons, the hilly villages are always less accessible, since transport is not well developed in these areas.

The built-up area of an average village is a mass of unplanned houses with mud walls and tiled roofs. An exception has to be made here in the case of the villages of Charotar which are large and, with more than 50% of their houses built of brick and stone, resemble a small town. In all the villages, however, the lanes are narrow and circuitous in which the effluent from the houses on each side is discharged. Sometimes a house is occupied by several families in which case the rooms or blocks are allocated to individual families. This often results from the breaking-up of the joint family and partition among its members.

The general lay-out of the village and its morphology, however vary widely from one region to another. In south Gujarat, a village is a cluster of houses with no definite plan and often intersected by a street and a few lanes. The house frontages are not in a straight line and their facades have no uniformity. The village is arbitrarily divided into

'mohollas', named after a community or an important ancestor. The roofs of the houses are invariably sloping and are tiled, thatched or covered with corrugated iron sheets. Wood is used extensively as a building material, and elaborate carving on the threshold is a common feature of the houses belonging to the head of the village or a prosperous farmer. The interior is decorated with a series of utensils of all sizes displayed on shelves paneled against the walls. In the more prosperous region of central Gujarat, the village is characterized by rows of houses, each row inhabited by a particular community. In the centre of the village is the Panchayat office and a "chora", a miniature square. Many of these villages are electrified and have a dispensary, a primary school and a high school, besides a temple, a mosque, a burning-ghat and a graveyard. Often one finds the village gods installed on all corners of a village. Communal grouping of houses is very apparent. Some of the local communities named after their professions like Thakarda, Patidar, Wankar, Suthar and Chambadia occupy rows of blocks in strips. Thus there often emerge parallel strips, each inhabited largely by a single community. Big villages in central Gujarat have a variety of residential structures. A flat-roofed house built of bricks and cement is symbolic of one's prestige and is often built by big cultivators, usually the Patels. The houses with mud walls and tiled and thatched roofs belong to the poorer sections of the population like Bharwads, the cattle-breeders. The low rainfall of the area has done away with the necessity of solid houses with sloping roofs that have to stand stormy monsoons. The houses belonging to the lower economic group appear fragile but are well kept.

A village in Gujarat presents a different spectacle. Its lay-out is different from a village in central Gujarat. Often the villages are on the river-side. The importance of the latter can be assessed by the existence of several wells in the bed of rivers themselves. In areas of low rainfall, the basaltic rocks with their partial impermeability present a serious problem of water supply and the villages are drawn close to the rivers. The systematic rows of houses typical of central Gujarat villages tend to assume a pattern in Gujarat which suggests greater individual independence. The orientation of the settlement is often linear, spreading along the river and divided by a lane often running parallel to the river. This compact and linear pattern of the village usually along the river-side changes into a village of scattered houses bearing hardly any relation with the rivers in the alluvial parts of the coastal districts. The temple, the school and the 'chora' remain; however, the common features of a village in all parts of Gujarat. The village tank so typical of south and south-central Gujarat is also found in Gujarat, but is not common in the riverside villages.

The house type remains essentially the same in all parts of Gujarat and the variations show only the economic status of the households. Middle-class houses, the largest in number, do not have an enclosed courtyard and could be described as a rectangular block divided into one or two rooms on the rear and a verandah in the front, a part of which is sometimes used as a kitchen. The building material is the uncut basalt piled up with clay as mortar to form the walls, which support the sloping tiled roofs. The richer villagers build 'pucca' houses, flat-roofed and well-ventilated. Such houses are, however, rare.

The settlement and life of a Gujarat village is often dominated by 'Kolis', 'Kathis' and 'Rabaris'. These communities, though not on the same social and economic level as the

'Thakardas' and 'Patidars' of central Gujarat, play an equally important role in the village life

of Gujarat While the Kathis are prosperous and own lands, the Kolis are often landless labourers and are sometimes engaged in skilled arts like stone-cutting. The Rabaris, on the other hand, are cattle-breeders with a nomadic habit which is fast disappearing. This perhaps is one of the reasons why a Rabari village in Gujarat is not a compact unit and appears like a random grouping of temporary huts. Other, communities which inhabit the villages of Gujarat includes 'Bharwad', 'Lohana' and artisans like tailors, potters, carpenters and barbers.

A village in north Gujarat is not very different from the one in central Gujarat and Gujarat Occurring in a semi-arid region; the villages rely for their supply of water on tanks lying on their outskirts. A temple on one side and a deep well inside are occasionally associated with the tank. A well inside the tank is fairly common all over Gujarat and is possibly a way out to save part of the tank from pollution by enclosing it in a well which is perennial in normal years, in contrast to other wells which run dry during summer. Communal segregation is common in a village and one does find groups of houses belonging to Patidars, 'Prajapatis' and Thakardas.

The houses occur in rows, often with common outer walls, with the result that no space is left between them. These are made of stone, brick or mud and could have a flat roof as in the case of a well-built house of a Patidar, or a sloping roof covered with tiles. In some cases, however, the roof could be even a thatched canopy on a circular hut. These three types represent the three economic classes in village. The houses have generally poor ventilation, low roofs and appear more like temporary shelters. An open varandah in front of the house is common and appears indispensable in view of the climatic conditions of the area and the social requirements of the family characterized by an exclusive get-together of males in the evenings.

The Districts

The State of Gujarat has 26 districts. The details regarding the districts are listed below:

Table: 4.11 the List of District

District	Area in Sq. Km	Population	Headquarter
Ahmadabad	5,404	6,959,555	Ahmadabad
Amreli	6760	1,513,614	Amreli
Anand	2,942	2,090,276	Anand
Banaskantha	12703	3,116,045	Palanpur
Bharuch	6,524	1,550,822	Bharuch
Bhavnagar	8,334	2,388,291	Bhavnagar
Dahod	3,642	2,126,558	Dahod
Dangs	1764	226,769	Ahwa
Gandhinagar	2163	1,387,478	Gandhinagar
Jamnagar	8,441	2,159,130	Jamnagar
Junagarh	3,932.5	1,159,727	Junagarh
Kheda	2,381	1,544,831	Nadiad
Kuchchh	45,652	2,090,313	Bhuj
Mahesana	3,998	1,551,709	Mahesana
Narmada	2,749	590,379	Rajpipala
Navsari	2,211	1,330,711	Navsari

Panchmahals	3,060	1,590,661	Godhara
Patan	5,738	1,342,746	Patan
Porbandar	2,294	586,062	Porbandar
Rajkot	7,617	3,021,914	Rajkot
Sabarkantha	4,100.5	1,425,827	Himmatnagar
Surat	4,418	6,079,231	Surat
Surendranagar	9,271	1,586,351	Surendranagar
Vadodara	4,674	3,249,008	Vadodara
Valsad	3,034	1,703,068	Valsad

Sources: census 2012

4.11 Physiography

The state of Gujarat occupies northern extremity of the western sea-board of India. It comprises three geographical regions.

- The peninsula, traditionally known as Gujarat It is essentially a hilly track sprinkled with low mountains.
- Kutch on the north-east is barren and rocky and contains the famous Rann (desert) of Kutch, the big Rann in the north and little Rann in the east.
- The mainland extending from the Rann of Kutch and Aravalli Hills to the river Damanganga is on the whole a level plain of alluvial soil.



The Rivers

The plains of Gujarat are watered by rivers like:

- Sabarmati
- Mahi
- Narmada
- Tapi
- Banas
- Saraswati and
- Damanganga
-

Rainfall

The rainfall in the state, except in the arid zones of Surendranagar and north Gujarat, varies between 65 and 127 cms.

Climate

As the Tropic of Cancer passes through the northern border of Gujarat, the State has an intensely hot or cold climate. But the Arabian Sea and the Gulf of Cambay in the west and the forest-covered hills in the east soften the rigorous of climatic extremes.

4.12 AGRICULTURE

Agriculture Production: The production of total food grains during the year 2010-11 is estimated at 100.71 lakh tonnes as against 56.05 lakh tonnes in the previous year, showing an increase of 79.65 percent over previous year. The production of cotton during the year 2010-11 is estimated at 98.25 lakh bales as against 74.01 lakh bales (170kgs. per bale) in 2009-10, showing an increase of 32.75 percent over the previous year. The production of total oil seeds during the year 2010-11 is estimated at 51.42 lakh tonnes, which is 70.83 percent higher than that in 2009-10 (30.10 lakh tonnes).

- The success of Krishi Mahotsav in Gujarat has brought about a revolution of sorts in a predominantly agrarian country like India. The Krishi Mahotsav being launched on the auspicious occasion of Akshay Tritiya every year for the seventh successive year (Seventh in 2011-12) has helped the state increase its agricultural production as well as establishing its identity as the front ranked agricultural state. Nearly one lakh government employees, besides 700 agricultural scientists from the four state agricultural universities covered all the villages in the state during the month-long Mahotsav, creating awareness about the advantages of standard seeds, optimum use of water and other inputs.
- In a bid to help farmers of Gujarat to get better agricultural yield, the state government has undertaken a massive drive to issue Soil Health Cards (SHCs) containing details on various properties of the soil. The SHCs, which are given under the Soil Health Programme of the agriculture Department, is prepared after the soil is tested scientifically for various properties like productivity, mineral composition, water retaining capacity and others. The SHCs also contain information on what kind of pesticides, fertilizers, seeds and how much water should be used to get better productivity from the land. The Government plans to issue SHCs to 42.39 lakh farmers out of which 38.20 lakh cards were issued by the end of December 2011.

- The Gujarat Government has initiated a programme to cover all its farmers under the 'Kisan Credit Cards' issued by commercial banks which aims at augmenting their borrowing capacity from banks and will also take care of their day-to-day needs. The Government has directed all officials to cover those farmers who have so far not been issued Kisan Credit Cards. The no. of KCC a/cs have increased from

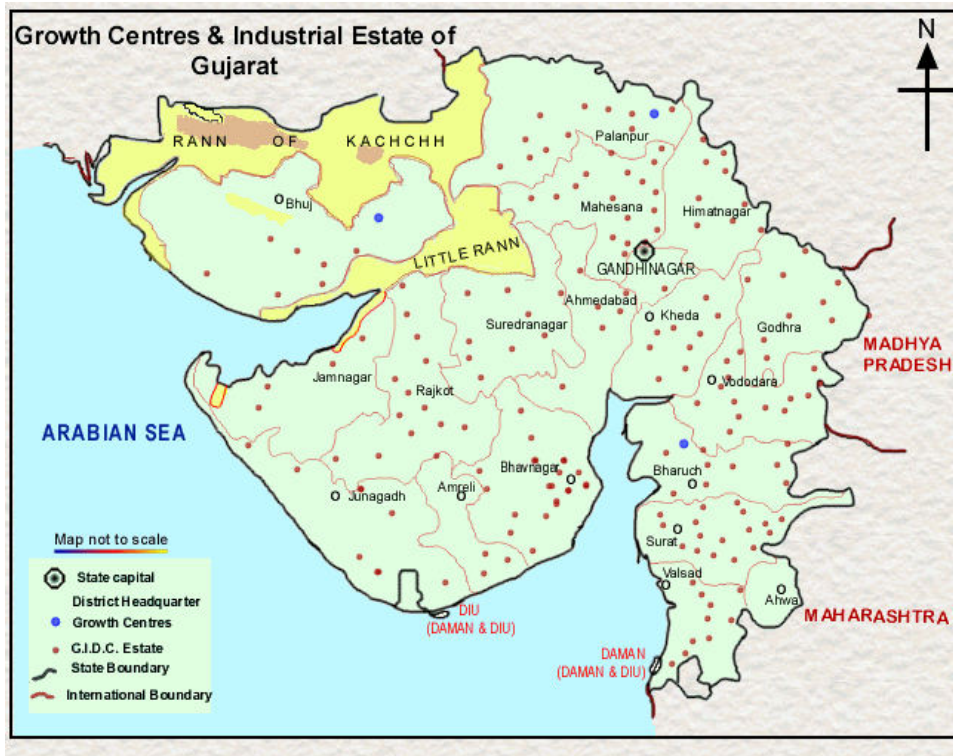
22.25 lacs with an amount of Rs.10824 crore as of March 2010 to 25.28 lacs with an amount of Rs.12684 crore as of March 2011.

Some of the features regarding agriculture are listed below:

- Gujarat ranks first in the country in the production of cotton and groundnut.
- Gujarat ranks second in the country in the production of cotton and tobacco.
- Other important cash crops are isabgol, cumin, sugarcane, mangoes and bananas.
- The chief food crops of the state are paddy, wheat and bajra. Tuwar and maze are produced in local areas.
- Valsad has become India's first integrated horticulture district – which is expected to boost exports of vegetables, fruits and flowers from the country.
- Gujarat has 19.66 lakh hectares of land under forest. Forest spices available in the state are teak, khair, sadad and manual bamboos.

Industry

The state of Gujarat is one of the highly industrialized states in India. With its reputation of being a highly investor-friendly state, the state has a proven track record of attracting high volumes of investment becoming the most favoured investment destination in India. In the backdrop of these developments, the Government of Gujarat has declared Industrial Policy - 2009.



□ Under the liberalized procedure introduced by Government of India, Gujarat has continued to witness impressive industrial development. Since January-1983, the State has received acknowledgments of 13231 Industrial Entrepreneurs Memorandum (IEM) filed by entrepreneurs till September -2011 with an estimated investment of Rs.1025510 crore. The State has also received 1415 Letters of Intent (LoI) having proposed investment of Rs. 63758 crore and 1577 Letters of Permission (LoP) for setting up 100 percent Export Oriented Units (EOUs) having total investment of Rs. 7966 crore till September- 2011.

□ Gujarat has set up a mechanism to monitor implementation of all investment proposals.

As on 30th September-2011, 5538 projects were implemented aggregating total investment of Rs. 185198 crore. In addition, 3063 projects are under implementation aggregating total investment of Rs. 699592 crore. These include 1695 projects each having less than Rs. 10 crore of investment, 705 projects having investment between Rs. 10 crore to Rs. 50 crore, 212 projects each having investment between Rs. 50 crore to Rs. 100 crore and 451 projects each having investment of over Rs. 100 crore. The state has implemented Micro, Small and Medium Enterprises (MSMED) Act 2006 from 2nd October, 2006. During the year 2011-12 (Up to November 2011), 29089 units have been registered having investment of Rs. 8465.92 crore and employment generation of 218054.

□ **Vibrant Gujarat- Global Investors' Summit:** "Vibrant Gujarat Global Investors' Summit- 2011" was organized on 12-13 January-2011 at Mahatma Mandir, Gandhinagar to attract the investors to establish projects in the State. In all 8380 MOUs have been signed / announced in different sectors with total proposed investment of Rs. 20.83 lakh crore.

□ Preparations have begun for the Vibrant Gujarat 2013. This time, the event will be organized, during 11th to 13th January, over an area of about one lakh square meters or four times larger than the one organized in January 2011.

□ **Special Economic Zones (SEZs):** Gujarat has the distinction of being the first state to enact the Special Economic Zone (SEZ) Act, 2004. Special Economic Zones (SEZs) are growth engines that can boost manufacturing, augment exports and generate employment. The Government has enacted Special Economic Zones Act, 2004 in order to provide a hassle free operational regime and encompassing state of the art infrastructure and support services. The Government of India has also enacted the Special Economic Zones Act, 2005. Board of Approval (BOA) in Ministry of Commerce and Industries (MoCI), New Delhi has accorded approvals to 60 SEZs in Gujarat at the end of March-2011. The total proposed investment by the SEZ Developers is around Rs.267373.45 crore.

□ **Salt Industries:** State produces more than 70 percent of the salt produced in our country. About 91400 workers (Agarias) are directly involved in this activity. In the year 2010-11, total production of Salt in State was 145.16 lakh M.T. Salt Industries and Industries depend on salt have been developed in the State, which includes Bromine and its derivatives etc. Over and above Gypsum is the by-product in salt production.

□ According to provisional results of ASI 2009-10 as per NIC-2008 the industry group (20)- Manufacture of Chemical and Chemical Products accounted 30.59%, of net value added by factory sector, followed by industry group (24) - Manufacture of Basic metals accounted 14.39%, industry group (28) -Manufacture of Machinery and equipment accounted 5.69%, industry groups (23) - Manufacture of Other Non-Metallic Mineral Products accounted 5.56%, industry groups (13) - Manufacture of Textiles accounted

5.07%, industry group (10) – Manufacture of food products accounted 4.91%, industry group (21)- Manufacture of Pharmaceuticals, medicinal chemical & botanical accounted

4.49%, industry groups (25)– Manufacture of fabricated metal products except machinery accounted 4.42%, and industry groups (19) Manufacturing of Coke Refined Petroleum products and Nuclear fuel accounted 4.16%, Net Value Added in Factory Sector. The contribution of these nine industry groups together accounted about

79.29% in the net value added generated by State factory sector as per the ASI- 2009-10 provisional results.

□ The number of factories has increased from 14863 in 2008-09 to 15576 in 2009-10, showing an increase of 4.80 percent over the previous year. The net value added by factory sector in the State has also increased from Rs. 60417 crore in 2008-09 to Rs.

76938 crore in 2009-10, showing an increase of 27.34 percent over the previous year.

□ The value of output at current prices of all registered factories covered under the survey in State has increased from Rs. 5,08,088 crore in 2008-09 to 6,29,513 crore in 2009-10, showing an increase of 23.90 percent over the previous year.

□ The fixed capital employed by the factory sector in the State has increased from Rs.1,72,367 crore in 2008-09 to Rs. 2,39,650 crore in 2009-2010, which also shows an increase of 39.03 percent over the previous year.

□ The employment in all factories covered under the survey, inclusive of managerial, supervisory and clerical personnel has increased from 11.26 lakh in 2008-09 to 11.59 lakh in 2009-10. It shows that about 0.33 lakh additional net employments has been generated in the State during the year 2009-10.

□ **Factories:** The number of working registered factories in the State has increased from 24453 at the end of the year 2009(P) to 25206 at the end of the year 2010(P). The average daily employment in the working factories has also increased from 12.58 lakh at the end of the year 2009(P) to 13.18lakh at the end of the year 2010(P).

□ **Industrial Disputes:** During the calendar year 2011 (up to September-2011), incidence of 23 strikes and lockouts have reported which have affected 3944 workers and the total

33987 mandays were lost as against incidents of 20 strikes and lockouts having affected

2966 workers and total 41520 mandays were lost during the year 2010.

4.13 Roads

The total length of roads (except Non-plan, Community, Urban and Project roads) in the State has increased to 74117 Kms. at the end of 2008-09 from 74112 Kms. at the end of

2007-08. Out of the total road length of 74117 Kms, the length of surfaced roads was

71662 Kms. (96.69 percent), where as unsurfaced roads was 2455 Kms, (3.31 percent) by the end of 2008-09.

4.15 Man: the Creator of Culture

The word folk culture consists of two words- 'Folk' and 'culture'. 'Folk' and 'of the folk' pertaining to the folk - being used in expression since Vedic times. That which does not relate to Vedas has been termed 'of the folk' - 'pertaining of folk'. In this word 'folk culture', 'folk' means a group of people (not small) engaged in agriculture and agri-based occupations and live amidst the age old traditions, amid the under-currents of ever flowing tradition, that includes rustic living in rural areas as well as forest dwellers of hilly areas.

Folk culture could be considered as the psychological expression of ADIMANAV, the oldest lot of human beings on earth. The concept of religion prevalent among the folk, their trust, faith, even blind faith, conservatism, old traditions, customs and rituals, unwritten literature-that dwelt on tongue and being recited-fancy and fantasy of ghosts and witches, hypnotic, Tavis, deities and divinities, dresses and costumes, dialects, festivals, celebrations, brawls, scuffles, duels, combats and battles, arms and weapons, animal husbandry, navigation, tillage-whatever mentally and physically was available to the soul of the folk-all this is enshrined in the ambit of folk culture. Folk culture is the creation of the folk mass. It is the collective outcome. People for the sake of their conveniences, facilities and liking, began with some rite-rituals, customs and continued traditions which subsequently happen to be the main aspects and ingredients of folk life. Thus, literature, arts, creative activity and religion - the main and supportive pillars of folk culture are the creations of human endeavor and not the outcome of Nature and godly efforts. Therefore, it could be said that folk culture is as old or ancient as the human race on earth.

Folk-culture of Gujarat must have its origin on the banks of river Sabarmati where men of old living in kumbas (round shape huts) prepared by them might also have created its cradle. Whereas folk culture of Gujarat (saurashtra-Gujarat) had its cradle in nesda wherein forest dwellers engaged in animal husbandry must be its original craftsmen.

Research by Dr. Sankalia on the Sabarmati Valley Civilization supports this fact that before the development of Mohenjo-Daro and Harappan civilization of Urbanity, folk civilization of nomadic tribes was in existence. Reminiscences of that of animals, plants, trees, and of the deities-gods and goddesses and even in the worship of or faith in BHUVA necromancers and removers of ills and evils through magic, strange recitation of mantras and performance of irrational rituals.

Since ancient times, human beings had started living in lush green forests and hills, on the banks of rapidly flowing rivers and on the wide and vast coasts of the seas. The people of Gujarat are endowed in their living and culture with varied aspects and elemental simplicities of that very Nature which has given them love of nature, simple pleasures, love for truth, non-sophistication and straight-forwardness, being the dominant factors shaping their lives and culture. From the deep and narrow valleys of high dyked hills, streaming and flowing rivers have nourished in the life of the folk, virtues of valor, bravery and chivalry coupled with love and loyalty. On account of human beings settled in this pleasant soil of Gujarat with a coast of sea of about 1600 Km to its West, since ancient times, the shaping spirit of its culture is naturally the endless sea and maritime climate. About eight thousand years ago, a tribe called nishad living the life of fishermen put their first steps on the land of Gujarat. Koli, kharva, vagher, and miyana of the present are considered as successors to nishad tribe. In fifth century BC came to Gujarat Ionians, Beks, Yons and Greek tribes and brought with them wooden deities and worship of Gods and Goddesses. Reminiscences of Greek culture relating to this are still found extant in MER community of BARDA hills. About five thousand years ago from amongst the wandering tribes that came to Gujarat, gop culture emerged. Yadava and ahira coming from Mathura and brindavan brought with them raaslila (art of dancing with singing, using flutes and wooden sticks). Their daughter- in-laws taught lasya nritya to the gopis of

dwarka. Dandiya raas of today in its origin is the gift of that tribe and this gop culture subsequently gave birth to several unique festivals in Gujarat. It also generated fairs (mela) giving joy and rapture to human hearts both of males and females. During Tenth century, came to Gujarat white hun (Mongols) who brought here sun worship. This hun of yore is the kathi darbars of our time. Horse, she-buffalo and weapons are the main ingredients of their culture.

Numerous sea-faring tribes came to the seacoast of Gujarat Anthropologists believe that most of the tribes that settled in Gujarat, have come from other regions of the country and the continent. From North came Aryans, Rajputs and Gurjars. From South Kanbis, Siddis and Arabs (therefore Ratnakar Sagar bears the name of Arabian Sea) came through sea routes.

Baluchs and Lohanas came traversing the desert of Kachchha. Subsequently from time to time with the passing of years came more than one hundred and seventy tribes in Kathiavad (The region of Kathis) viz. od, atit, satwara, saraniya, salat, sidi, jat, mahiya, dhadhi, chamtha, baloch, babar, langha, kharak, vanjara, rawal, purbiya, targala, thori, khoja, kumbhar, sanghar, sumra, sarvan, bhangi, bhopa, bhoi, luharia, limbadiya, mumna, mochi etc.

Under the influence of Islam, Kshatriyas and a tribe known as Kantiavaran shone out themselves as fighters and swordsmen. Their fighting spirit and warriors' blood have greatly influenced in shaping and molding the life of other tribes in Gujarat as well. As a result, horse-riding, sword-playing, and art of using and manning weapons have been greatly developed by the folk of this religion. Ethos includes virtues such as faithfulness and chivalry.

All the tribes that put their feet on the soil of Gujarat since primitive times have brought with them their traditionally owned varieties of costumes and dresses of varied colors and shapes, deities-gods and goddesses, art of singing, dancing, music and even instruments, literature-folk tales and lores, customs, rituals and also festivals, beliefs, concepts of ethics and aesthetics, ways and manners of living and enjoying life including eating and drinking habits. Numerous tribes in the process of churning of the ocean, in folk creating culture have contributed what was their own and unique to make the common culture for the folk, rich and prosperous. The streams and currents thus, intermingled flowed as such that the culture today is finally the culture of the folk of Gujarat. Thus folk culture is not the outcome of efforts of an individual or a group of few people. In a way many rivers create the sea and many seas the ocean, so also it is the mixture and mingling of several tribes that created varied forms and substance of folk-culture as we have it today and all such varied aspects of various tribes have given shape to the folk culture.

To comprehend the folk-culture of Gujarat, it is necessary to have awareness of its different panthakas or regions. In Gujarat traditionally known as aabhiradesh-kachchha have vagad, garda, pavar, makvat, meani, abdaso, modaso, kanthi and pranthead. In kathiavad, there are okhamandal, halar, machchhu kantho, zarmario zalawad, panchal, baradi, nagher, simar, babariyawad, vadak, vagad. In naher, vadhiyar, dhandhar, chhappan, patanwada, dandhavy, khambhatbaru, bhalbaru, vankal, sankheda, mahuvan, kanthal, nimad, khandesh, mevad, rajmathor, dang, baglan, and then bhal, kaner and nalkantha of ahmedabad district. All the various tribes of these regions have developed regional culture typical to that tribe.

It is necessary to study the life of the folk in order to know the folk culture. Artistic costumes and dresses of varieties of colors and of innumerable types could be seen its folk using in Gujarat. Dresses greatly differ from caste to caste, tribes to tribes. Dresses greatly differ from caste to caste, tribes to tribes. Dresses add to the bravery of men and that which also protect. Dresses dyed in deep colors and richly embroidered clothes adorn their bodies. Together with a variety of ornaments ANAVAT-VINCHIYA, KADALA and KAMBIYU, ZUMNA,

TUNPIYA, TROTIYA in different shapes add to the beauty of the bodies, both of men and women. The culture also introduced the beautifying aids such as Mehendi, Chhundana (tattoo) and Alata. Necessity brought the use of shoes, stitched and decorated artistically, to the taste of art-loving folk. This beautiful culture did not remain confined to aspects of the beautification of human bodies.

Culture of House Decoration

Folk women adorned rooms and verandahs of their dwellings and houses, by rubbing the floors and plastering walls with clay mixed dung (gargormati) and Khadi (red chalk for painting) and Okali (designing with fingers and palms, the undried mixture of clay and dung).



They decorated BHINTDA (walls) with drawings and by hanging embroidered wall pieces on festivals. Their rooms beautified with madi, mand, patara, majus, kothi, and so on. Just as they adorned their kids - sons and daughters so also for their tamed animals they stitched, sewn and embroidered colorful pieces seemly to their folk art, traditionally drawn which then continued flowing into endless ocean of folk culture.

Folk Life Abounding In Folk Literature

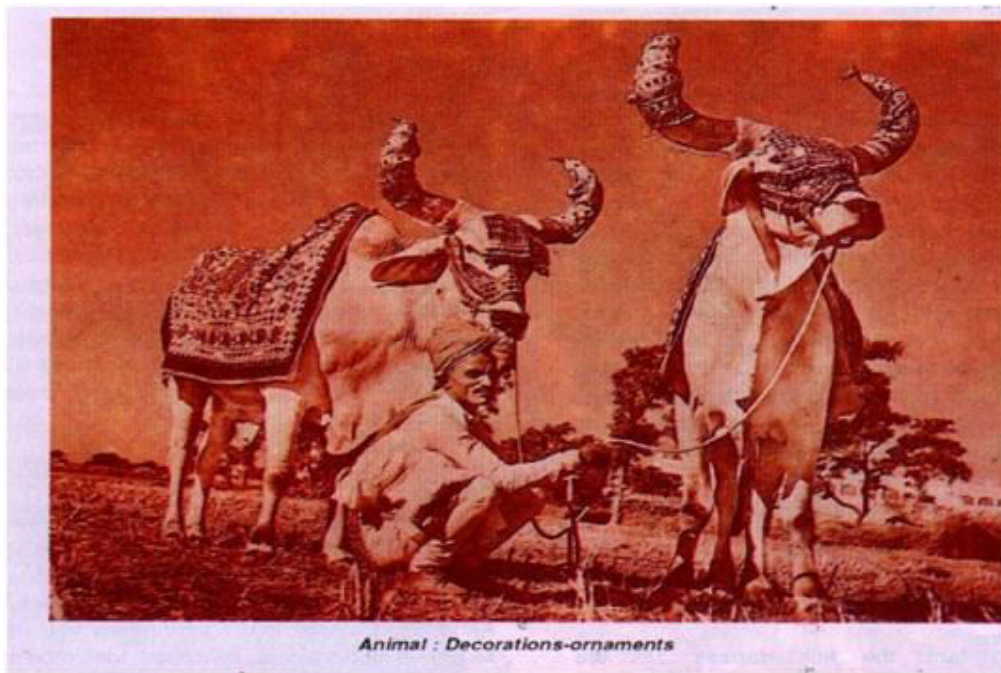
Breezes of folk-culture are there in the folk literature. The chief embodiment in this literature is their folk tales, romance, love stories, tales of chivalry, adventure and dedication, tales of Nag (cobras considered as deity), othans, tales of observance and vow, (vratas), of proverbs, sayings, of trees, vegetation, tales of cheaters, of lakes, of ghosts, witches and fairies and tales of horses of several kinds. Likewise in folk songs there are Garba, Garbi, Raasda, Prabhatiya or Probiya; sung on marriage ceremonies are the songs for Mandava, Mayra, Fuleka, Chori, and songs of Sanji, songs of Ukandi and Ponkhana, Fatana, Hariali songs of bride's departure after wedding; songs of sixth day of child birth, of pregnancy ceremony; and songs for Randal calling; Duhas in which there are chhakadia, Dumelia and Dodhia; lane songs Jodakana, Nachaniya and Kudaniya; Charni songs consisting of songs of seasons, ballads and heroic songs, chhandas; Adivasi songs; Bhavai songs consisting of Sorthas, Kundaliya; Rekhta and Panchakada; songs of observances and vows (vratas) Khayana, Halarda; Mourning songs consisting of Marasia, Chhajiya, Rajiya and Aaza. During procession of bride groom songs sung with longer cadence such as Saluka; Ramvada and Chandrawala sung on holi festival and Aranyu, Sarju, Savalyu sung before the goddess, Prabhati, Pad, Chopai, Sandhyaarti, Aaradhan -

Stavana, Aagam, Pyala Aambo, Barmashi, Ramgari, Dhol, Kirtan, Chadkha, Bhet, Kafi, and several others grouped in Bhajans- in all these types and kinds, there are variations from one region to the other in its contents, mode of recitations and all that; but one thing is common: the representation of feelings and emotions of the throbbing folk hearts is the same lot- the common themes, ever lively and always abounding.

The study of folk culture would not be complete unless the dialect and the colloquy

- the spoken language of the folk of this region is not understood or studied. The spoken language is different at a distance of every eighteen miles-is the saying. Thus in Gujarat colloquy Sorthi, Vagadi, Charotari, Marvadi, Kachchhi, Bhili, Surati, etc. of respective regions have its own native words, proverbs, sayings and innumerable phrases with unique touchiness that characterizes its folk.

Naming Humans and Animals



Animal : Decorations-ornaments

Proper nouns most prevalent among the folk have typically for instance, of the males are Rukhad, Kamlo, Ragho, Rudio, Melo, Pocho, Nagji, Vaghji, Gaghdubha, Nondhubha, Parsotam etc; of the females are Zadki, Kadvi, Savli, Daval, Jiku, Zamku, Nathi, Shivi etc. All such proper nouns are derived traditionally down to the new generations. Folk having gayful and pleasing temperament have classified their mares as Pirani, Tajan, Heman, Manki, Pati, Norali, Fulmal, Resham etc. in all thirty six types: whereas devangi horses have been termed as Chhabilo, Dhol, Chhanchhal, Reshamio etc. in all about fifteen. All types of horses account for fifty five. Cows are termed as Jambavi, Kabri, Gori, Jari, Kavli, etc. in all twenty. Kundhinyu she-buffaloes of elephant stature have been termed as Nagalyu, Bapalyu, and Hetalyu etc. Bullocks classified as Makdo, Munzado, Rozdo, Khavdo, Bavdo, Dolio, Kundalo, etc. Besides names of step wells (VAV) wells, (Kuva), river, streams (Vankla), rivulets (Zara), vehicles, agricultural implements (santi) and carts (santi-gada). Tools and implements for agriculture and those of the artisans, as well as household furniture have been typically named by folk of the various regions and are worthy to be collected for a separate dictionary.

Religious Observations in Folk Life

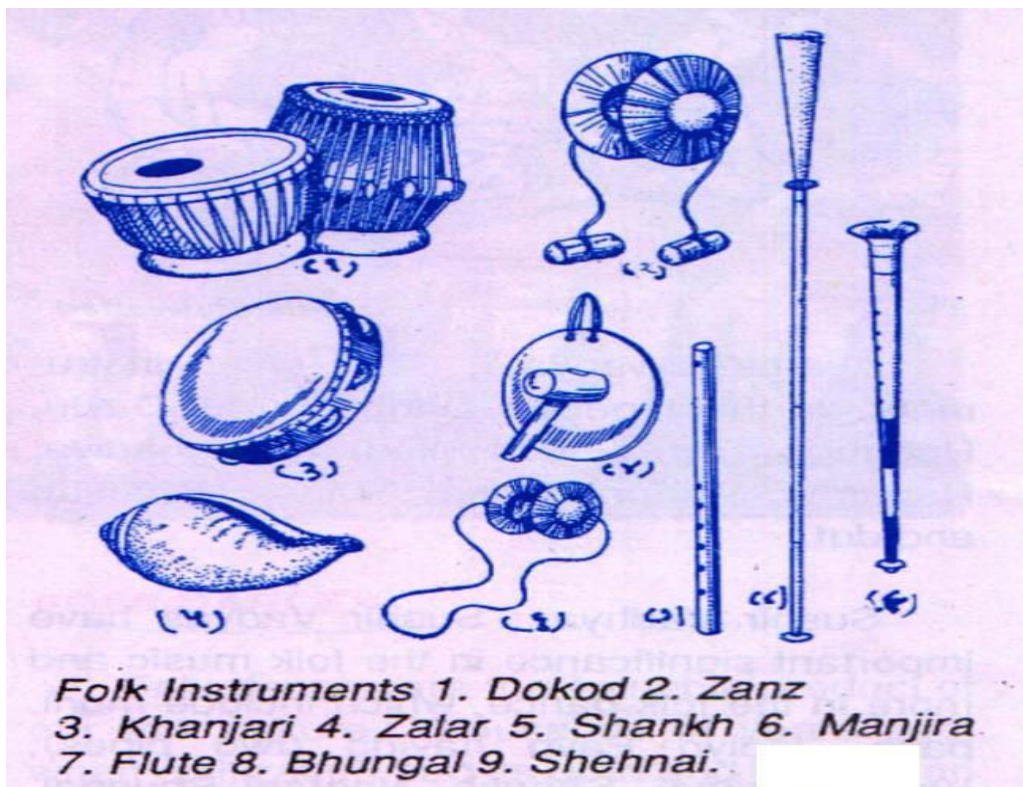
Religion could also be termed as specified aspect of the folk culture. The dominant element of religious tolerance and the sense of unity in diversities in the life lived by the folk led them to the worship of innumerable gods and goddesses and deities consisting of vegetation such as Vad, Piplo, Bordi; of creeping animals such as Nag, Nolio; of tailed animals such as Vanar (monkey), cow, crocodile and also of Surdhan (idol installed in the house) and Surapura (installed as Khambhi). Palia-khambi indicating father-worship is of great importance. Among deities several gods and goddesses in the folk life are static or native in origin, whereas others such as Randalma were brought in Gujarat in fourth century with the advent of Magga Parsee Barhmans throughout Punjab having its dominance in the life of the folk of this soil. Each tribe has its ancestral god and goddess (Kul devta- devi) being worshipped and offered Novej at particular hours. On austere days as fixed up, with erection of Mandava; Dakla-musical instrument being played and Bhuvo (mysterious enchanter) vibrantly turning his head and arms and even body, this way and that, recites illegible words, as if to please the deity. Thus religion is tinged with devotion and blind faith in the life of the fork of all the tribes. As a normal routine, birds are served at Chabutara; flour and sugar are served to ants at Kidiyara, cows fed with grass or bread;

dogs given bread and Brahmins bestowed with gifts of money, food and food grains - all this, indicative of the faith of the folk being nurtured as from olden times.

Folk Songs, Folk Dances - full of lyric Life



In fact, the folk dances are the throbbing and the spirit of the folk life of Gujarat. Among the folk dances are the Garba and Garbi of Mataji- the goddess; then Raas of Aayar, Mer, Bhavad, and Padhar; then Gheriya Raas, Dandiya Raas, Tappa, Tipani, Mashira Nritya, Matki Nritya, Ashva Nritya, Hinch, Hamchi, Titodo, Luvar and Adivasi dances need mentioning. Lok Nritya- folk dances are supported by folk music traditionally since ages. Although Bhupali, Ahir Bhairav, Pahadi and Sarang Raag have its shadows over the folk music, it is quite distinct from the classical music ever since its origin and growth.



Sharnai, Zanz, Kartal, Ektaro, Ghughra, Manjira, Ravanhattho, Dholak, Duf, Khanjari, Mukhchang, Sundari, Kanthvas, Kani, Shinghi, Shankh, Bhungal; whereas of the Adivasis, are Tur, Thali, Bhajania, Bhangal, Zarikanthi, Dobru, Ghanglo, Chonku, Chehkya, Khanglo, Malango, Ambada's Thali, Dhako. Vahali, Dhunak, Dayro, Karges Khapat, Tadku, Narhilo, Pavri, Robi, Kahdo, are the chief instruments.

Celebration of Folk Festivals



Shepherdesses playing Raas on Janmashtami

Festivals Celebration of Folk Festivals on religious holidays and folk fairs (LOKMELA) are of unique importance in the folk-life as for bringing to them, rapturous joys and colorful gaiety. Holi, Gokul aatham, Akha trij, Divaso, and Vasantotsav are of seasonal importance. Whereas Mer tribe's horse-rides, Kachchhi Rabari's camel-rides, and santi-dod of Bhai farmers have astonishing characteristics that give surprise, awe and wonder.

Traditional Folk Culture & Rituals

Study of folk culture includes folk ceremonies of sacraments called sanskaras. There are in all sixteen Sanskaras. At celebrations of pregnant woman Rakhdi is tied to her wrist; on sixth day of the birth of a child, sacrament is performed and the child is named; at the age of seven to eleven, sacred thread (yagnopavit) ceremony, and ceremonies at wedding (Saptapadi) are performed as drawn out in Shastras. However the most of such ceremonies are the outcome of its observances in folk life and include ceremonies performed at death and then-after too.

Traditional Beliefs in Folk Life Omens-good and bad, faith and blind-faith, wrong beliefs and doubts do prevail in the life of the folk. While going for a good work if a dog would raise his ear, someone sneeze, snake comes across, widow comes from the front, someone would ask 'where are you going?' - these are considered as bad omens. At the hour of cow dust, the one who sleeps under 'neva' then the chariot of goddess would pass over the body; and one gets lunatic; if a child is not adorned with black spot beneath the ear, a bad sight might harm the child; if a crow speaks 'Ka, Ka' in the morning in front of the house, a guest is sure to come. Such are the beliefs and faiths traditionally prevalent among the folk.

Folk Games

Folk games are the precious gifts and assets of the folk culture. Boys would play Moi dandia, Gedidado, Bhagdati, Aambla Pipli, Dadkidodo, Odakambli, Hadiyu, Jitvu etc. whereas girls play more interesting games and important among their games are Dedo Kutvo, Tachak Tildi, Dalo Fufufu, Tap Makhi Maru, Chaki Khande Chokla, Chalak Chalanu, Haka popatdi, Dhabu and Zabu. Grown-ups and adults play Talwar Samanavir, money on Dhol, aiming, Padvu, chopat, ghodadod (swift running), carts run, taking out branch of a tamrind tree on holi festival. Many such games among adiwasis are very well known.

Folk Recipes and Dinners

Folk culture is also rich in the habits and pleasures of drinking and eating. The varieties of recipes have tastes as bitter, sour, sweet, queer, spicy, juicy, smacky, salty, sapid, flavor, savory, tanging, relishing etc. The recipes of sweets are of thirty two types and vegetable curries are of sixteen types. The dishes to serve gods are called *‘Rajbhog’* and to dignitaries are *‘manbhog’*, the most typical in folk life on important occasions are churmu and vedmi, ladva, lapsi, kansar, sukhdi, shiro, jadariyu, tal sankari etc. whereas for daily food are rotla, rotli, bhakhri, dhebra, ghensh, bodo, raab, coupled with jadariyu, kadhi, supported by pickles of keri, gajar, garmar, and papad, sarevda have importance. A poet of kathiavad has composed on bajra-rotla the typical food of ordinary folk, a nice stanza which runs as follows: "if there be bajra of mangalpur, for flour making, from dharangadhra's stone, turing wheels, clay pan prepared by didhadia's potter; dry coudung cakes for fuel gathered from the wasteland of golasani village, And the break of day, by a house wife Having physique of a Bhimnath bull; Baked by giving very low heat, of copper color in appearance; Together with it be the curry of bringals and fresh warm milk. Even God would wish to come down to earth to enjoy this simple yet pleasant folk-food.

There is also a DUHO on this:

God: let thou come down to our Kathiawad, Someday perchance unknowingly;

And be our guest and I bet;

I would make Thee forget thy Heaven, O shamla: (Thou cloud coloured one)

The folk have a unique system at dinner. Chakla and Bajathiya for sitting and putting dishes, Dhichaniya for support to legs, Vinjanas for fanning and the host would force housewife to serve more to the guests, young, adults and elders as well. Even housewife would not herself leg behind in over-serving varieties of recipes to the guests. Here one finds how the folk culture has that noble element of hospitality unique in its own way.

Paliya-Khambhi

Palia on the periphery of every village with inscription of valor and heroics in memory of noblest of human beings are the pillars of folk civilization. Palia not only creates history, but in itself, each of the Palia reveals its history of human behavior, full of heroic temperament that has its ethos. It is also the symbol of hero-worship. So also Khambhi erected in the memory of kin and kith speak for itself about the cherished memory of bravely departed.

Code of Conduct of Folk Culture

Thus folk culture through its ways of living, habits, customs, traditions and behaviors takes for itself a form of code of conduct. The call of the culture from the folk of Gujarat is that of hospitality, nobility, benevolence, honesty, integrity, generosity and above all character and grandeur combined to produce beauty and culture. This hereditament of greatness has not fed its folk with pleasure-seeking dullness but in fact has advocated toils and moils of hard work, noble deeds-the religion of SHRAMA and DHARMA. It speaks of *‘VIJAY’* Victory through Dharma. It speaks of confluence of all the religions and unity in diversities.

Chapter: 5

Analysis of Tourism Growth and Development in Gujarat

5.1 INTRODUCTION

The tourism industry is playing important role in national growth and development. Every country, every space every location has its own identity. As such, several location of Gujarat state has their own importance. Specifically the Gujarat state has its unique characteristic with historical values, national beauty, commercial importance and different cultural heritage, so this topic has unique method of an inquiry and investigation. For this, total three hundred respondent's responses were evaluated by the researcher to know their perception for growth & development of Gujarat.

In this research, it was decided to administer two kinds of schedules for field workers of tourism administration and travelers of Gujarat state.

[I] The survey of tourists- foreign and domestic:

This survey consist 300 respondents, who were on visit of Gujarat. The visitors are based from all over the country as well as abroad also. So in this reference, data have been tabulated and presented as under.

5.2 Age Wise Classification

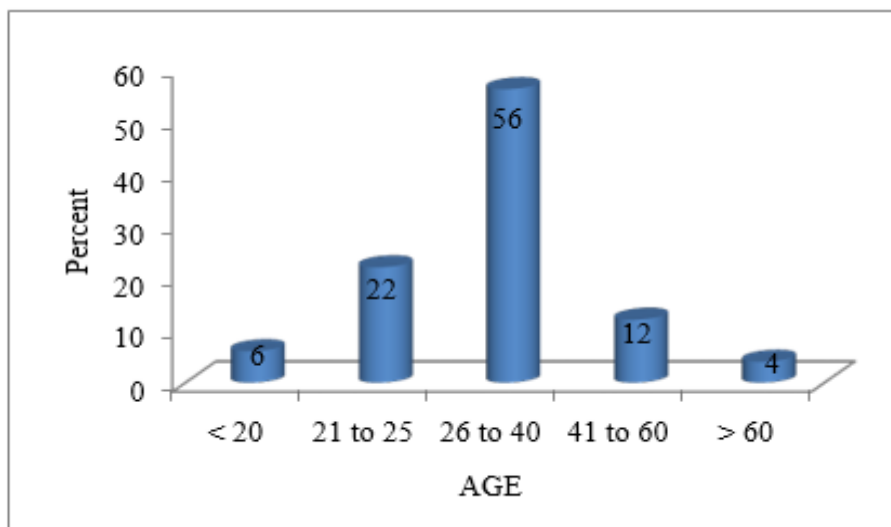
Age gives different analytical thinking process for the person according to their preferences and response will be decided. So the researchers have taken up this factor for the analysis.

Table: 5.1 Age wise Classification Respondents

Age Group	Frequency	Report
< 20	18	6.0
21 to 25	66	22.0
26 to 40	168	56.0
41 to 60	36	12.0
> 60	12	4.0
Total	300	100.0

Above table reveals the data related to the different age group of the respondents, out of 100 respondents, 6% were below 20 year, 22% were between 21 to 25 years, 56%

fall 26 to 40 years age group, 12% fall in 41 to 60 age group and 4% were above 60 years.



Graph: 5.1 Age wise Distribution of tourists

The above table 5.1 shows that the tourists have been classified on the basis of their age into five categories. The table shows that the most of the tourists i.e. 168 percent belong to the age group of 26 to 40 years, while the next 66 percent tourists were in the age group of

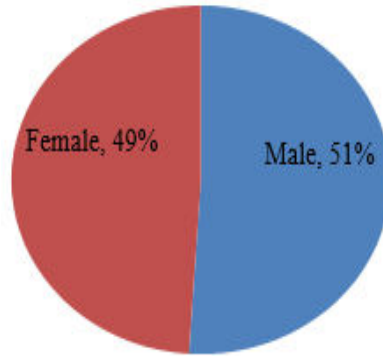
21 to 25 years, 36 percent tourists identified themselves with the age group of 41 to 60 years and the percentage of tourists belonging to the age group of above 60 was small i.e. only 12 percent each. Tourists' up to 20 years were only 18 percent.

[II] Sex Wise Classification

Researcher believe that for Gujarat state, this state is popular in both the sex. There is no any gender preference, but here, there is safety, security, peace and pleasure, for journey so the family can enjoy their group and visit of several places.

Table: 5.2 Distribution of tourists according to gender

	Frequency	Percent
Male	153	51.0
Female	147	49.0
Total	300	100.0



Graph: 5.2 Distribution of tourist accounting to gender

Table No. 5.2 shows that out of 300 Tourists, 153 were males and 147 females. It indicates that tourism in Gujarat is slightly more popular with the males, than with the females. It was also noticed that even young women alone prefer to visit Gujarat, which means they Gujarat a relatively safe. Therefore, the female tourists prefer more outings to far places of Gujarat to have a glimpse of the old and ancient cultures.

[III] Family wise Classification

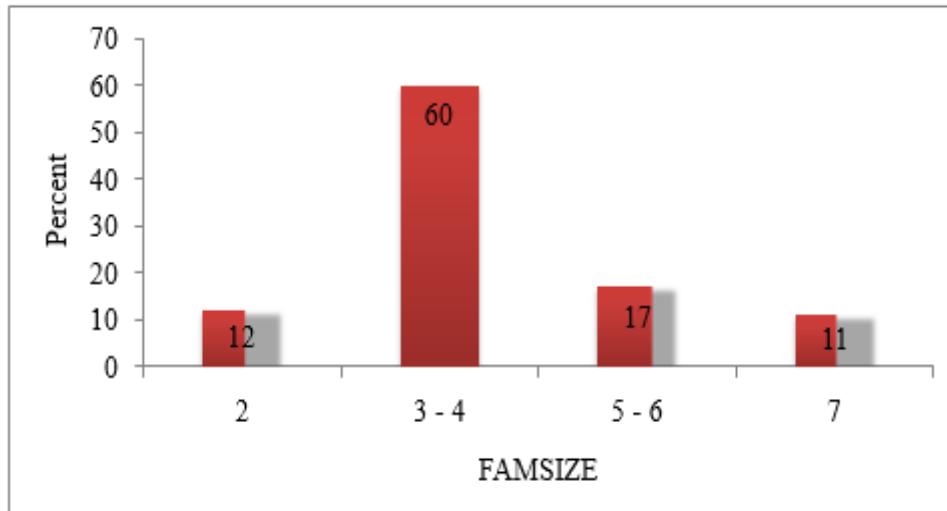
Family is the heart of Indian culture. The family exists in Indian culture, for love, relationship, sharing, happiness and milestone for growth. It is obvious for Indian people to move or to visit the place in group with friends and family.

Table No: 5.3 Family wise Classification

Size	Frequency	Report
2	36	12.0
3 to 4	180	60.0
5 to 6	51	17.0
7	33	11.0
Total	300	100.0

Table 5.3 indicates the size of the family. According to the data, out of 300 respondents,

12% respondents have visited with two family member, 60% respondents visited with 3 to 4 family member, 17% percent with 5 to 6 and 11% respondents came with 7 persons of in family.



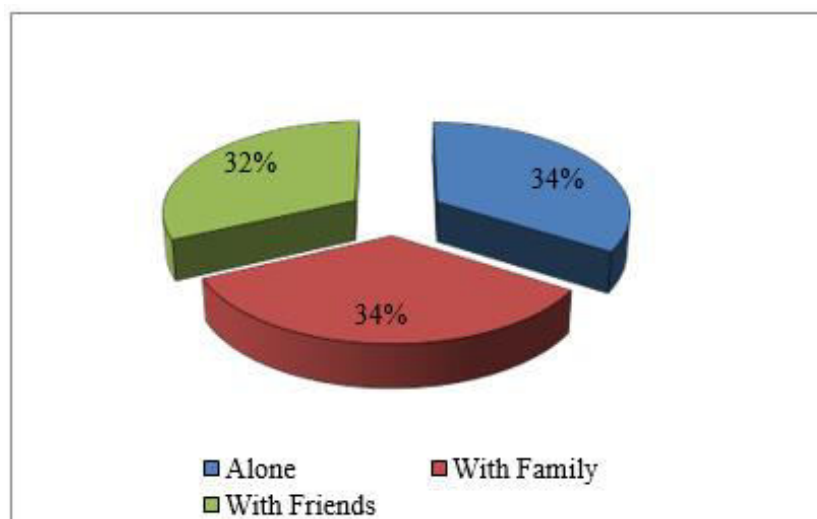
Graph: 5.3 Classification of tourists according to family size

[IV] Classifications accounting to the no. of accompany

It is necessary to move or to visit place with company. In going to gather, person can share the views, pain, happiness, love, brother hood and they enjoy the real relationship with sharing of expenses also. So the recreation has evaluated this aspect for study.

Table: 5.4 Classification of family according to accompany

Sr. No.	Classification	No.	Percentage
1	Alone	102	34.0
2	With Family	102	34.0
3	With Friends	96	32.0
	Total	300	100.0



Graph: 5.4 Classification of family according to accompany

Table: 5.4 shows that 34 percent of tourists came alone, while 34 percent of them visited along with their kids and relatives, and the remaining 32 percent arrived with their friends. The table shows that the largest numbers of tourists who belong to the age group of 20 years prefer to come along with their friends, and the tourists in the age group of 21-25 also choose to visit the Gujarat usually without family but sometimes with friends. Further, it has to be noted that tourists from the age group 25 – 30 and 30 – 35 years prefer to visit along with their spouses while the tourists of the age group of 36 – 40 years also choose to come here along with their families showing that the whole family likes to enjoy the tourists' trips.

[V] Classification according to the profession

Researcher has classified the data according to the profession. Like, business, service, farming or other. This classification is as under.

Table: 5.5 Profession wise Classification

Profession	Frequency	Percent
Business	105	35.0
Service	105	35.0
Farming	60	20.0
Other	30	10.0
Total	300	100.0

Above table reveals the data of classification according to the profession, 35% belongs to business, 35% belongs to services, 20% belongs to farming and, 10% belongs to other profession.

[VI] Academic qualification

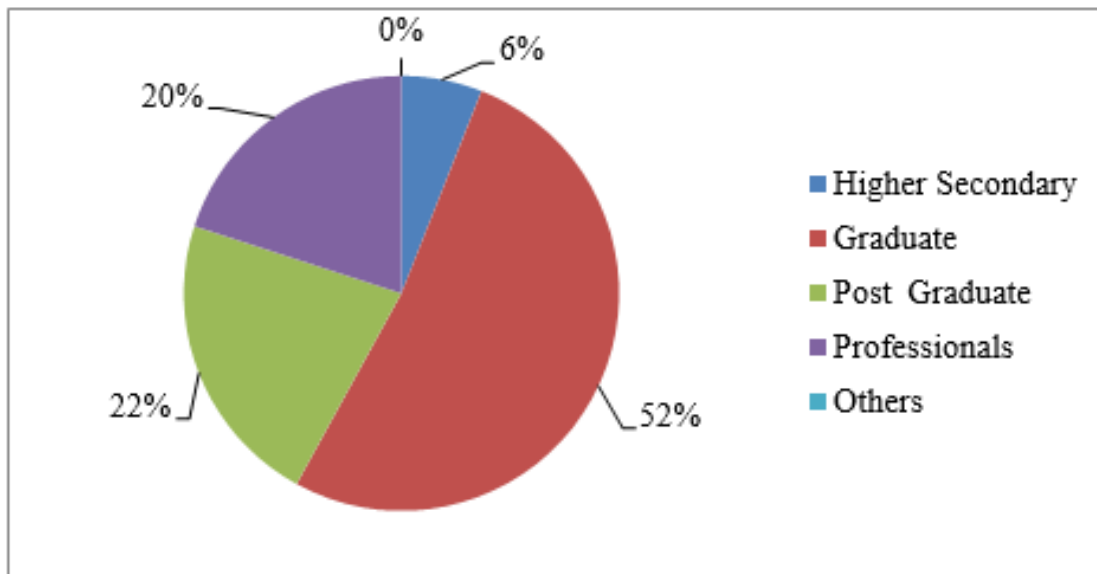
Academic qualifications explain the mental traits of the respondents. The various background of academic qualification may represent different understanding for tour and travel. Their preference for it may be differ from each other. So the researcher has taken this classification with specific objective of evaluation by considering academic

qualification.

Table: 5.6 Education wise Distribution of Tourists

Education	Frequency	Percent
Higher Secondary	18	6
Graduate	156	52
Post Graduate	66	22
Professional	60	20
Others	0	0
Total	300	100

The above table indicates the information about academic qualification of the respondents. Out of 300, 18 tourists were higher secondary pass, 156 were graduates, 66 were post graduates and 60 were professionally qualified.



Graph: 5.5 Tourist Classification according to Education qualification

To identify the preferences of tourists, it is important to know their educational background. Hence, they were classified into five group like according to their educational qualifications, higher secondary, graduate, post-graduate, doctors and technical etc. About

6 percent H.S.C, 52 percent graduate while 22 and 20 percent each belonged to categories of Post-Graduates and Professionals.

[VII] Income wise Classification

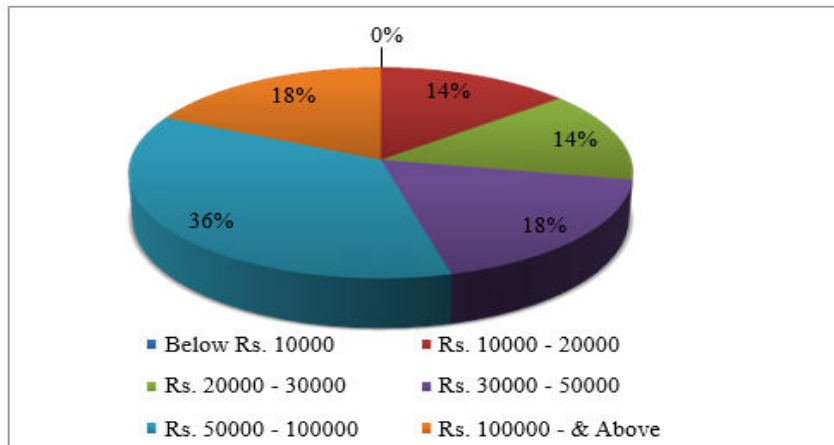
Income is prime consideration of any country life. At present destination – luxury, comforts etc. depends on the income of that person. According to the income, family can decide the options of the traveling. So the researchers have decided to take these criteria for evaluation.

5.3 Analysis of Tourist Perception for Tourism

The Tourists were classified into 5 categories on the basis of the stated incomes. This classification can gives an idea about the probable spending for tours. This will help in planning tourism programmers and facilities. According to this classification highest 36 percent of Tourists belong to that income group which having income between Rs. 50,000 to Rs. 1, 00,000. While 14 percent of tourists belong to the income group of Rs. 10, 000 to Rs. 25, 000 and above perineum.

Table: 5.7 Classification of tourists according to family size Income Wise Classification

Income (in „,000 ^{rs})	Frequency	Percentage
> 10	42	14.0
10 – 25	42	14.0
35-50	54	18.0
50-100	108	36.0
< 100	54	18.0
Total	300	100.0



Graph: 5.6 Classifications of Tourists According to their Income

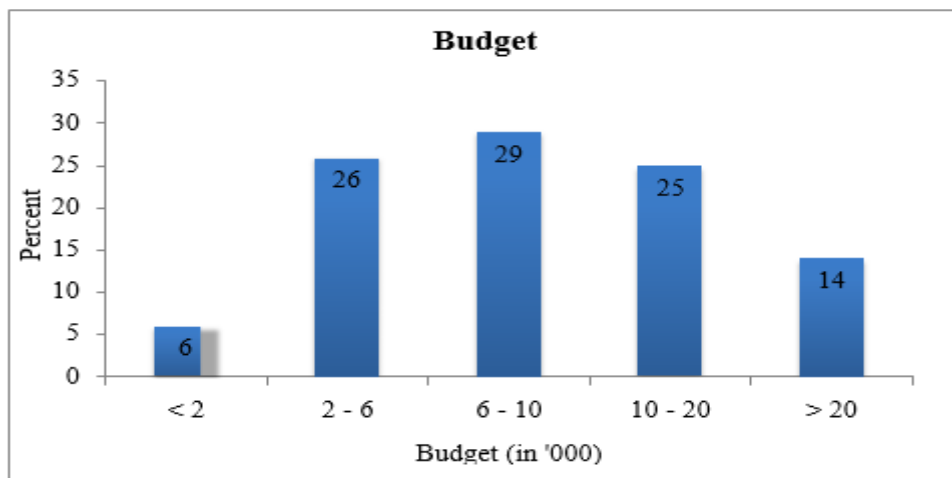
[VIII] Budget Criteria of respondents for tour

It is interesting classification that shows that how much budget, the tourists expected to spend for their visit.

Table: 5.8 Budget Spend for Visit (in '000)

Rs. (000)	Frequency	Percent
Below < 2000	18	6.0
2000 to 6000	78	26.0
6000 to 10000	87	29.0
10000 to 20000	75	25.0
20000 above	42	14.0
Total	300	100.0

Above table reveals data about different groups of income. It has been classified into five groups. 18 respondents fall in below 2000 rupees expected budget for tour, which 78 comes in between 2000 to 6000, 87 comes in between 6000 to 10000, 75 remains in 10000 to 20000 rupees and 42 respondents consider budget for travel more than 20000 rupees.



Graph: 5.7 Showing Budget for visit

[IX] Perception towards Financial Aspect of Tourist

Finance is life blood of business. It is important for tourist to see the cost, and the comparative analysis of it. The comparative analysis may consist cost of transport, stay, food, purchase and other emergency need during the tour. There are many options available. So the tourist will have to consider it according to the financial aspect of family's income source.

This aspect has been evaluated by the researcher for understanding of behavioral aspect of tourist. For this researcher has raised the issue on,

- a) Budget for traveling
- b) Budget for entertainment c) Budget for purchase
- d) Income, budget and age variables

a) Budget for Traveling

Researcher would like to about the budget provision of tourist for their tour. Out of 300 tourists 204 tourists expressed their view that they do not consider the need of budget beside this, 96 consider it for tour. It is clear from following tables.

Table: 5.9 Budgets for Traveling

	Frequency	Percent
No	204	68.0
Yes	96	32.0
Total	300	100.0

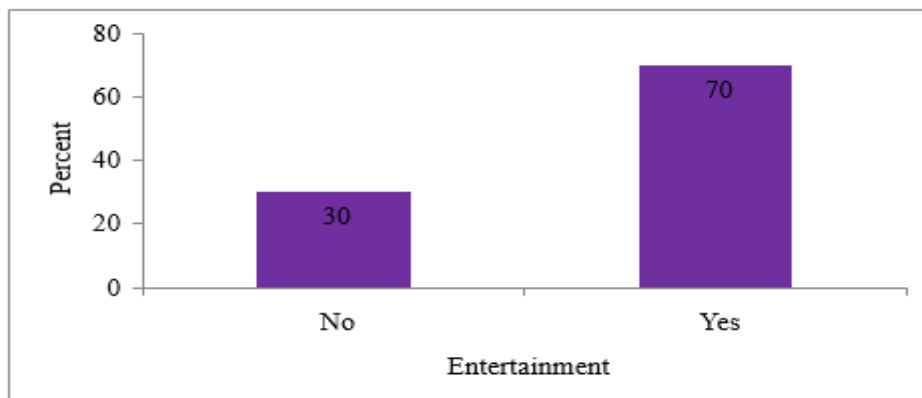
Graph: 5.8 Budget for Travelling

Traveling towards new destination is full of zeal and strong desire. In response, to provision for entertainment, 90 respondents did not agree for provision for entertainment while 210 respondents were agreed to have provision for budget. Data has been classified

as under:

Table: 5.10 Budgets for Entertainment

	Frequency	Percent
No	90	30.0
Yes	210	70.0
Total	300	100.0



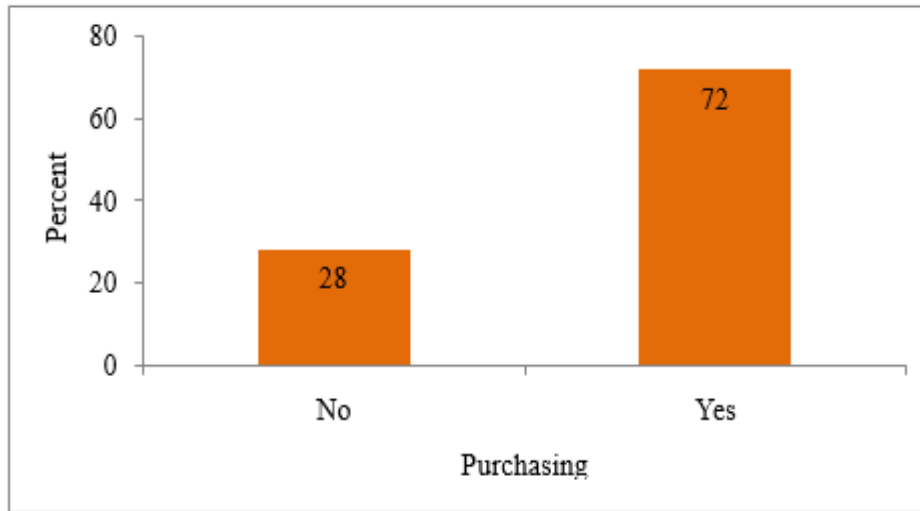
Graph: 5.9 Budget for Entertainment

c) Purchasing provision

In this aspect, researcher raised the question that do you make any provision out of your budget about purchase. In this context, out of 300 respondents 84 respondents believes that there is no consideration for the budget, while 216 respondents were in favour of this budget for purchase. It is clear from the table and graphs also.

Table: 5.11 Budget for Purchasing Purchasing

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No	84	28.0	28.0	28.0
Yes	216	72.0	72.0	100.0
Total	300	100.0	100.0	



Graph: 5.10 Budget for Purchasing

5.4 Perspective Evaluation

A) Income Budget and Age Variables for Tourism Perspectives

The researcher believes that there are several factors which determine the perspectives of tour. Researcher has made an attempt to evaluate the income, budget and age factors to identify their perspective for it. It is believe that, these factors are dominating factors for tour. So, in this aspect, age has been considered as independent variable. It is classified in major five groups. Less than 20, 20 to 25, 26 to 40, 40 to 60 and more than 60 years. In less than 20 years age groups, the provision for budget only 3 respondents agreed for less than 10000 rupees budget, while total 18 persons are making provision for tour like 6 respondents less than 2000 Rs., 6 were for 2000 rupees to 6000 and 6 from 6000 rupees to 10000 rupees, for 21 to 25 age group, there are total 75 respondents, out of this, 18 were ready for pay less than 2000, 15 were ready for 2000-6000 rupees, 24 were ready for 6000 to 10000 rupees and 3 was ready for more than 10000. In age group of 16 to 40, out of 168 respondents, 6 for less than 2000, 54 were for the 2000 – 10000, 54 were more than 10000,

36 for up to 20000 and 21 for more than that budge limit. In age group of 40 to 60 year, out of 36 respondents, only 6 respondents were ready for more than 20000 budget provisions but for remaining all categories 3 respondents express his provision in each category (three in each category).

Hypothesis Testing

H_0 = There would be no significant difference in perspective provision of budget and income of respondents.

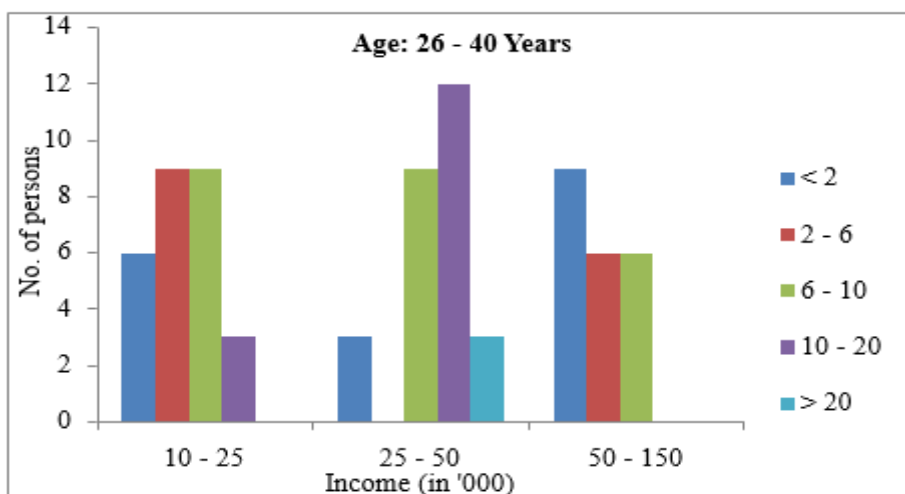
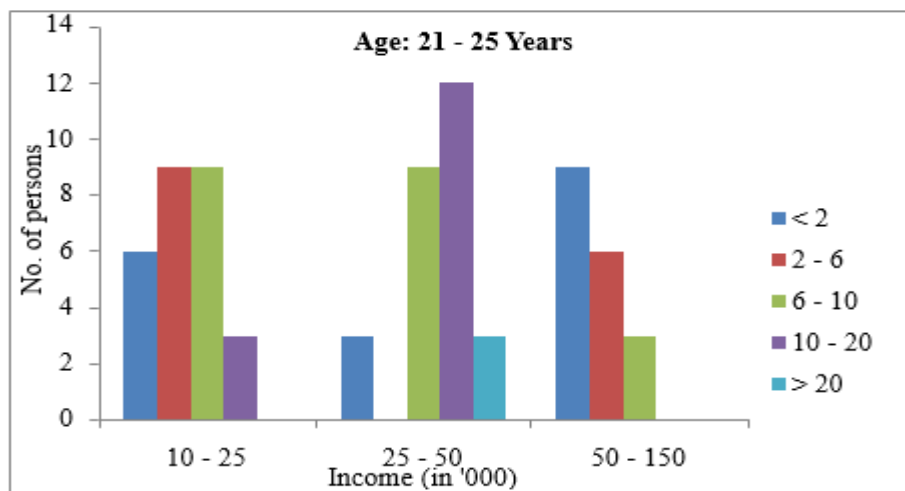
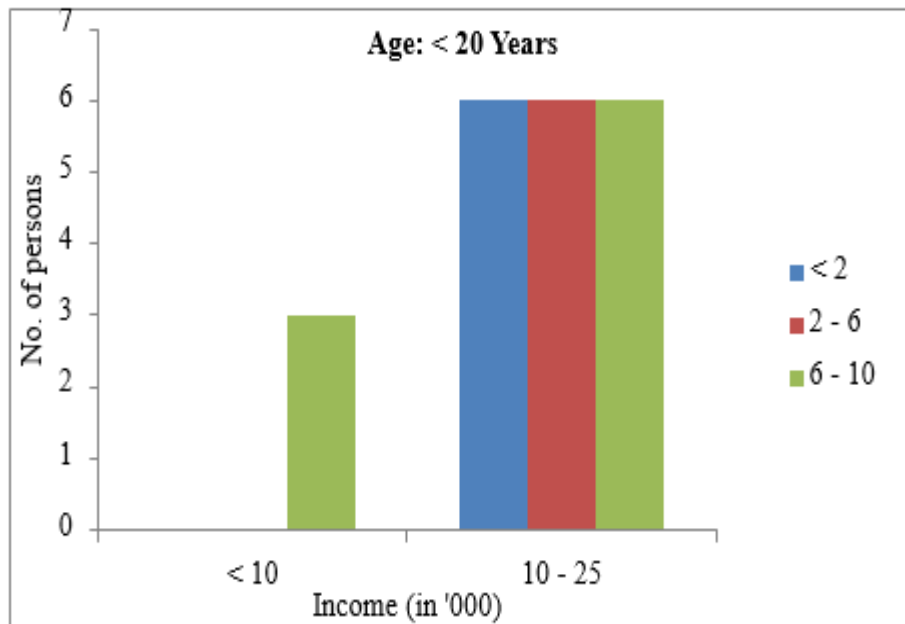
H_1 = There would be significant difference in perspective provision of budget and income of respondents.

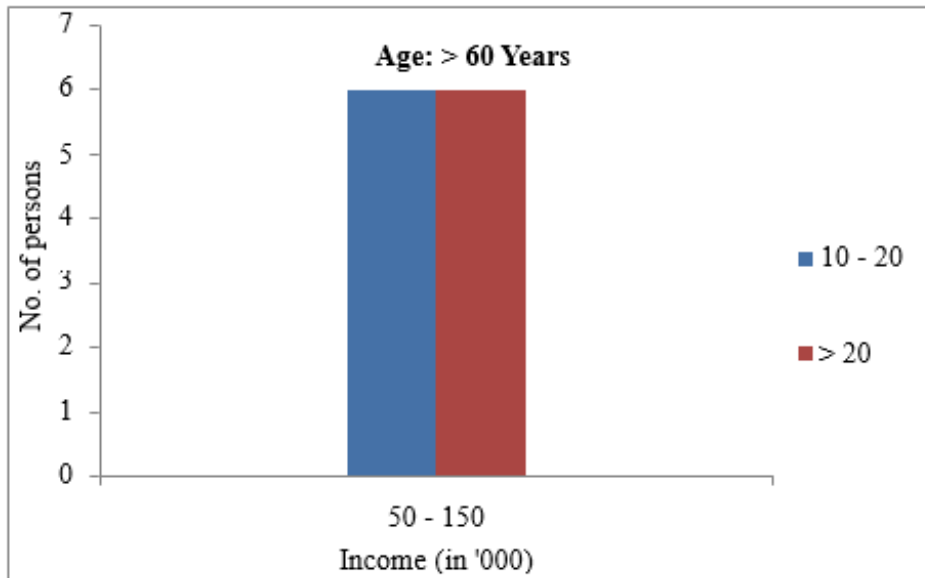
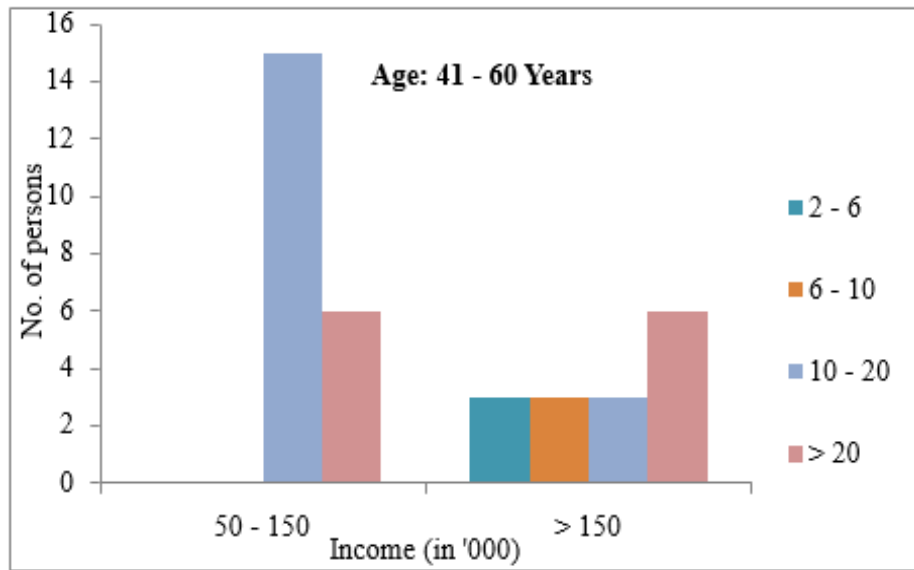
Above table indicate the information about income and provision for spending. For their purpose, the X^2 value is 20:30 while the table value is 19:33 which is lower than the X^2 value so the hypothesis stand rejected so the alternative hypothesis would be accepted so further researcher can conclude that there is significant association between this two variables.

Further it would be concluded with approximate p value is high so there is significant differences in this two variables.

Table: 5.12 Income (In '000) * Budget (In '000) * Age Cross Tabulation Count

AGE			BUDGET					Total
			< 2	2 – 6	6 – 10	10 – 20	> 20	
< 20	INCOM	< 10			3			3
		10 – 25	6	6	6			18
	Total		6	6	9			21
21 – 25	INCOM	10 – 25	6	9	9	3		27
		25 – 50	3		9	12	3	27
		50 - 150	9	6	6			21
	Total		18	15	24	15	3	75
26 – 40	INCOM	25 – 50		3	6	3	3	15
		50 - 150		15	15	9		39
		> 150	3	36	33	24	18	114
	Total		3	54	54	36	21	168
41 – 60	INCOM	50 - 150				15	6	21
		> 150		3	3	3	6	15
	Total			3	3	18	12	36
> 60	INCOM	50 - 150				6	6	12
	Total					6	6	12





Graph: 5.11 Income, Budget and Age cross Tabulation

Table: 5.13 Income (in '000) * Budget (in '000) Cross Tabulation Count

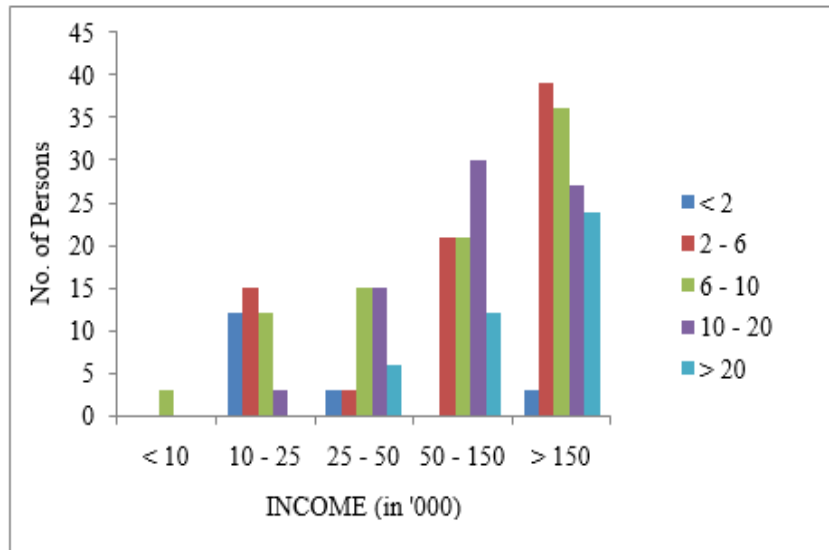
		Budget					Total
		< 2	2 - 6	6 - 10	10 - 20	> 20	
INCOME	< 10			3			3
	10 - 25	12	15	12	3		42
	25 - 50	3	3	15	15	6	42
	50 - 150		21	21	30	12	84
	> 150	3	39	36	27	24	129
Total		18	78	87	75	42	300

X^2 Value = 20.30 df = 20

Approximate p value = .022

Table value = 19.33

Income and Budget of a person are statistically related to each other.



Graph No: 5.12 Income and Budget Cross Tabulation

[I] Relation of age and income variable in behavioral perspectives of respondents

In order to tend out the level of difference between age and income for tourism purpose, the researcher has evaluated as under.

The table No. 4.15 indicates the basic data about age and income.

Table 5.14 Age and Income wise Classifications AGE * INCOME Cross tabulation

		Income (In '000)					Total
		< 10	10 - 25	25 - 50	50 - 150	> 150	
AGE	< 20	3	15				18
	21 - 25		27	27	12		66
	26 - 40			15	39	114	168
	41 - 60				21	15	36
	> 61				12		12
Total		3	42	42	84	129	300

Chi-square value = 162.76 df =20

Approximate p value = 0

Table value = 19.33 (at 0.5 level)

Hypothesis Testing

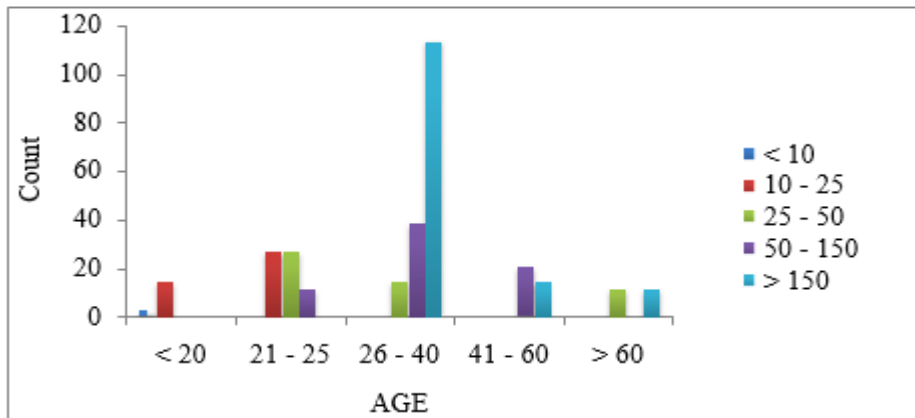
H₀ = There would be no significant difference according to the in various group and income group.

H₁ = There would be significant difference according to the age group and income group.

$$H_0 = \mu_1 = \mu_2$$

$$H_1 = \mu_1 \neq \mu_2$$

The calculated value of chi-square is 162.76 and beside this the table value is 19.30 at 0.5 percent level of significant with 20 df, so the null hypothesis stands rejected and alternative hypothesis remain stand. So there would be significant difference. It would be further tested with approximate p value, which was zero, so there is significant difference.



Graph: 5.13 Age and Income wise Classifications

[II] Age and Income wise Classifications

This group explains the relationship between budget and the age.

Table: 5.15 age and Budget wise Cross Tabulation Age * Budget (in '000) Cross Tabulation Count

		Budget					Total
		< 2	2 - 6	6 - 10	10 - 20	> 20	
AGE	< 20	6	6	6			18
	21 - 25	9	15	24	15	3	66
	26 - 40	3	54	54	36	21	168
	41 - 60		3	3	18	12	36
	> 60				6	6	12
Total		18	78	87	75	42	300

$$X^2 \text{ value} = 36.15$$

$$P \text{ value} = 0$$

$$\text{Table value} = 15.33$$

$$df = 16, (0.5\% \text{ significant})$$

Hypothesis Testing

H_0 = There would be no significant association between age and budget provision of respondents

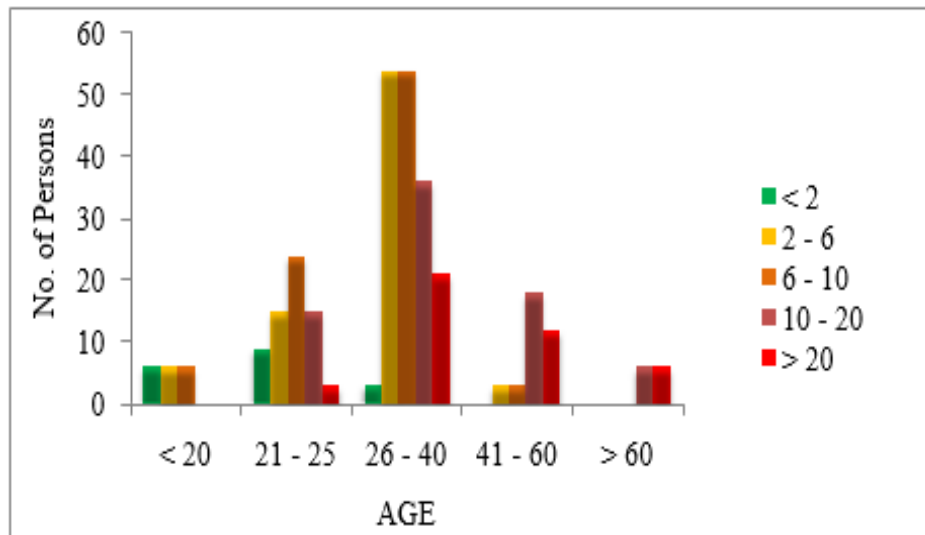
H_1 = There would be significant association between age and budget provision of respondents.

Above table indicate the X^2 value is 36.15, at 16 df, and 0.5 level of significant the table value is 15.33 which higher than X^2 , so the hypothesis stand rejected. Further, it was justified

with p value it is 0, so there is significant difference in this two variables.

$$H_0 = \mu_1 = \mu_2$$

$$H_1 = \mu_1 \neq \mu_2$$



Graph: 5.14 Age and Budget wise Classification

[III] Analysis and hypothesis testing of an association between tour's days, age and budget

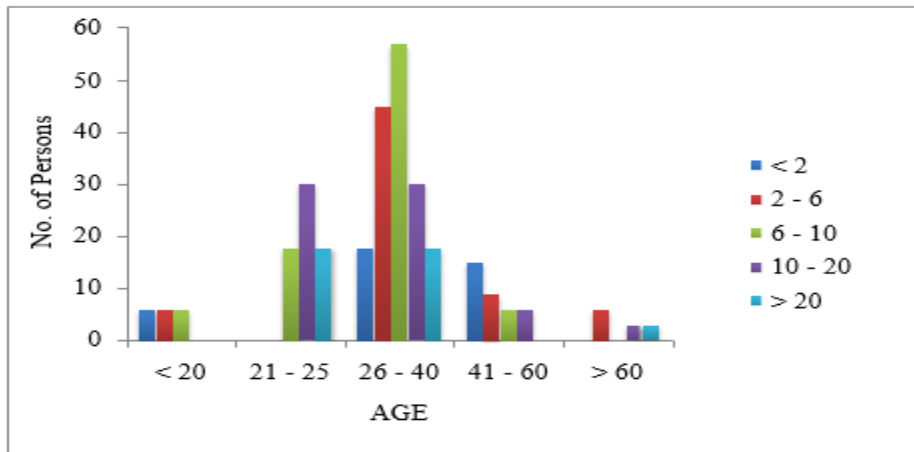
Tour days depends on the individual perception of tour and capacity of payment this the perceptions depends on age wise maturity. Researcher believes that there is some significant association between this variable. So the data in this respect have been analysis in the table 5.16.

Table: 5.16 Planning for Tour's Days * age * Budget (in '000) Cross Tabulation Count

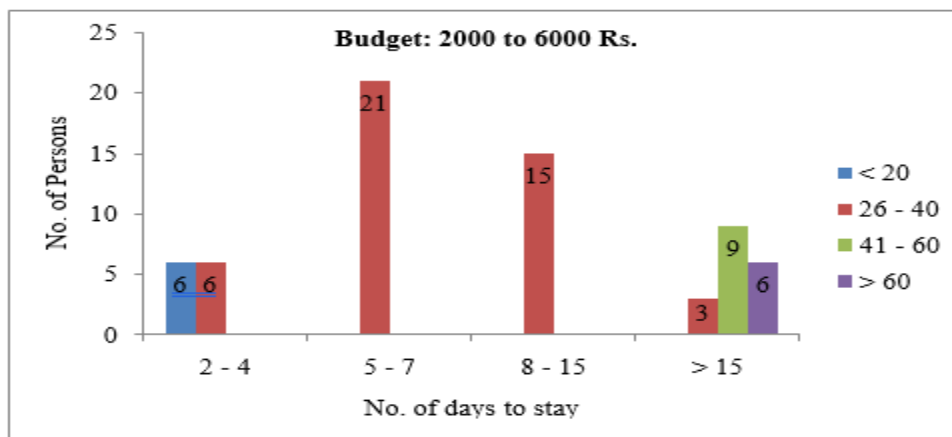
Budget		Age					Total
		< 20	21 - 25	26 - 40	41 - 60	> 60	
< 2	STAYED 2 - 4	6					6
	8 - 15			18	3		21
	> 15				12		12
	Total	6		18	15		39
2 - 6	STAYED 2 - 4	6		6			12
	5 - 7			21			21
	8 - 15			15			15
	> 15			3	9	6	18
	Total	6		45	9	6	66
6 - 10	STAYED 2 - 4	6	18				24
	5 - 7			30			30
	8 - 15			21			21
	> 15			6	6		12

	Total	6	18	57	6		87
10 – 20	STAYED 2 – 4		30				30
	5 – 7			21			21
	8 – 15			9			9
	> 15				6	3	9
	Total		30	30	6	3	69
> 20	STAYED 2 – 4		18				18
	5 – 7			15			15
	8 – 15			3			3
	> 15					3	3
	Total		18	18		3	39

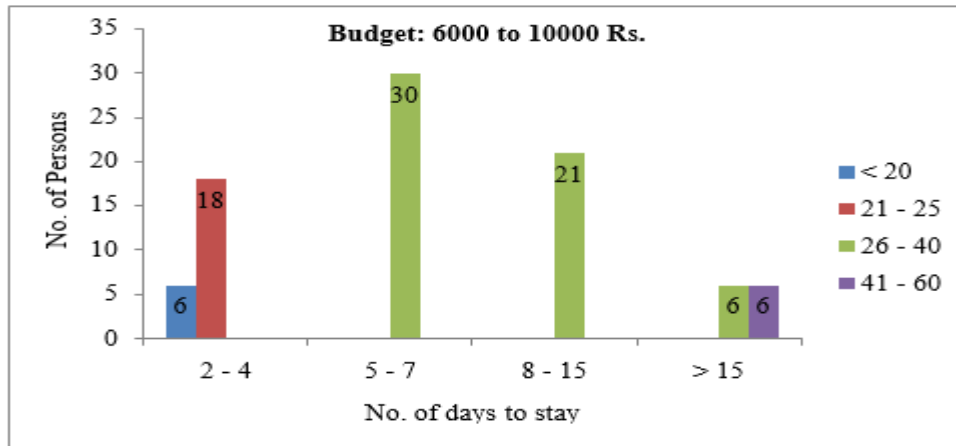
Table 5.16 explains the raw data from the questionnaires regarding this. The provision for budget has been classified in five groups. And age has been classified in five groups. The tour days options also classified in four options.



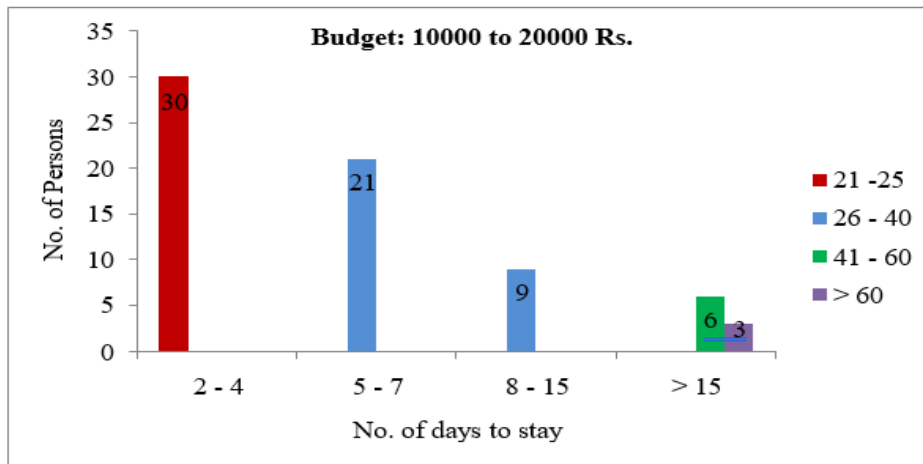
This graph explains the relationship between options of budget and respondents group. The group between 26 – 40 was spending much money for tour.



This graph explains the budget and age relationship. Where, the respondents of age between 26 – 40 have spending highest, but in number of members for tour are 5 to 7.

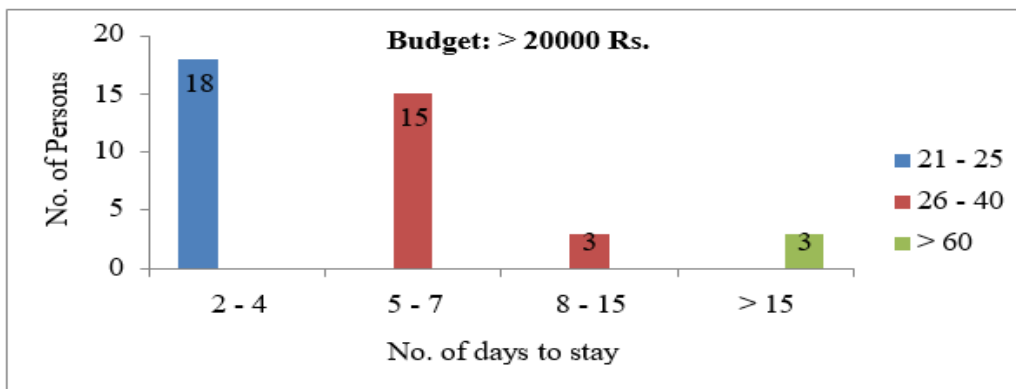


This graph explains their relationship between various age groups and budget of 6000. The age group of 5 to 7 person is highest for 6000 budget.



This graph for budget 10000 to 20000, in 2 to 4 persons, which were the highest in numbers.

This graph for budget for more than 20000 Rs. It indicates that 2-4 persons groups were highest.



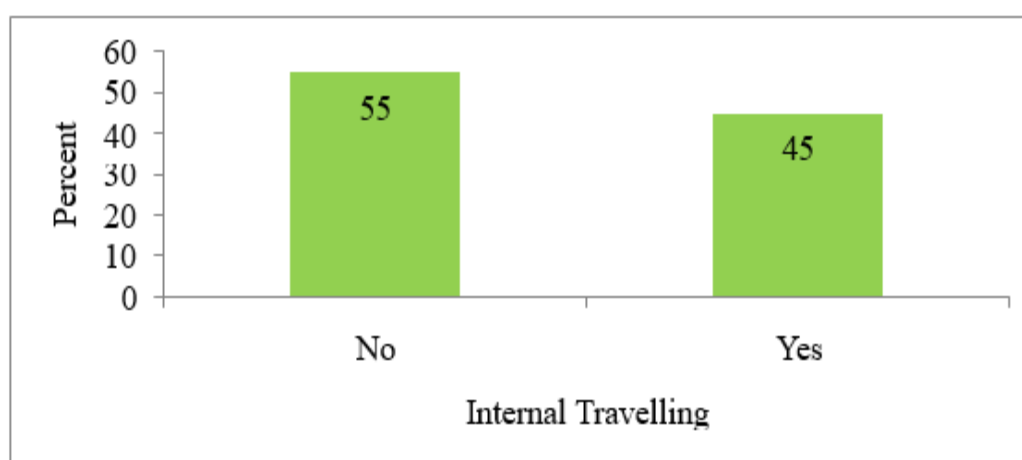
Graph: 5.15 Planning for Tour days* Age*Budget

Table: 5.17 Foreign and Domestic Tourist Budget

Internal Travelling

	Frequency	Percent
No	165	55.0
Yes	135	45.0
Total	300	100.0

This table indicates the data regarding internal traveling. The data represent yes and no options. Out of total 300 respondents 165 expressed their view in no options and 135 expressed their view in yes.



Graph: 5.16 Budget for internal Travelling

This graph explains that options with 55 opinions, no options score is high with comparison of yes.

Table 5.18 Budget for Transportation * Age Cross Tabulation Count

		Age					Total
		< 20	21 - 25	26 - 40	41 - 60	> 60	
TRAN	No	9	15	36	9		69
	Yes	9	51	132	27	12	231
Total		18	66	168	36	12	300

X^2 Value = 3.77

P Value = .184 df = 4

Table value = 3.35 (at significance level)

Above table indicate the data about age and provision for transportation. Out of 100 respondents' 23 respondents' believes that there is no provision for budget for internal transport while 77 were in favour.

H_0 = There would be no significant association between age and provision for internal budget.

H_1 = There would be significant association between age and provision for internal budget.

Table 5.18 indicate the relationship of these two variables the chi-square value is

3.77 (calculated value); against this table value is 3.35 with 4 df at 0.5 significant level. Which explain that, the table value is lower than the calculated value, so the hypothesis would be research, which indicate that there would be no significant association between age and provision for internal budget. Further, P- value is 0.184 which so the significant difference.

B) Behavior of budget provision for purchase and family size.

The table indicates that out of 100 respondents 28 were expressed their disagreement and 72 were agreed for need for budget provision for purchased.

Hypothesis Testing

H_0 = There would be no significant relationship between behavior for provision for purchase budget and size of family.

H_1 = There would be significant relationship between behavior for provision for purchase budget and size of family.

$$H_0 = \mu_1 = \mu_2$$

$$H_1 = \mu_1 \neq \mu_2$$

Table 5.19 Budget for Purchasing * Famsize Cross Tabulation Count

		Famsize				Total
		2	3 – 4	5 – 6	7	
PUR	No	9	54	12	9	84
	Yes	18	126	39	24	216
Total		36	60	51	33	300

$$X^2 = \text{value} = 0.344$$

$$P \text{ Approximately} = 0.896 \text{ df} = 3,$$

$$\text{Table value} = 2.36 \text{ coefficient correlation } 0.0015$$

Above table indicate the calculated X^2 value is 0.344, while the table value is 2.36 at $df = 3$ and 0.5 percent level of significant, which explain that the table value is higher than the calculated value, so the hypothesis would be accepted which indicate that there is no significant association between this variable. Besides this, P- value is 0.879 which is higher than 0.879 which is higher than 0.05. So it indicates that significant correlation.

C) Behavior of respondents for guide and age

The table indicates that out of 100 respondents 68 respondents said that there is no consideration for guide beside this, 32 respondents expressed that there is consideration for guide.

Table: 5.20 Budget for Guide * AGE Cross tabulation Count

		AGE					Total
		< 20	21 - 25	26 - 40	41 - 60	> 60	
Guide	No	18	54	108	12	12	204
	Yes		12	60	24		96
Total		18	66	168	36	12	300

X^2 = value 13.61

df = 4

Approximate Probability = 0.32

Coefficient of correlation = 0.212

Level of significance = 0.5

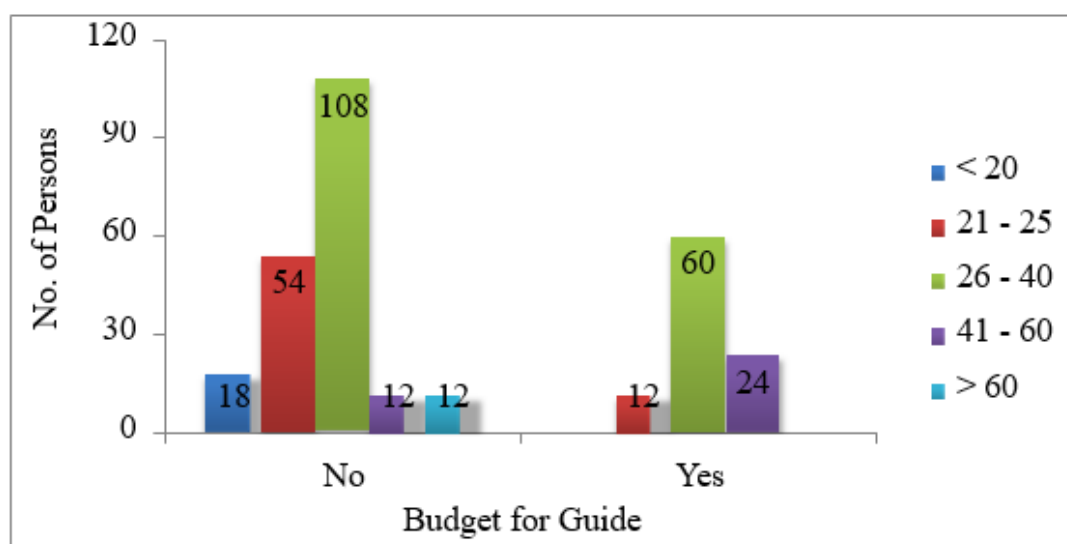
Table value = 3.35

Hypothesis Testing

H₀ = There would be no significant association between provision for guide and different age group.

H₁ = There would be significant association between provision for guide and different age group.

The calculated chi square value is 13.61 and the table values is 9.488 at 5 percent level of significant. This was lower than the calculated value, so the well hypothesis stand accepted. The coefficient of correlation is 0.216, which was marginally low and it was justified with approximate probability is 0.032 which highly significant.



Graph: 5.17 Classification of tourist Budget, Guide and age

This graph explains the clearest idea of age, guide and provision of budget.

D) Behavior of budget provision for entertainment and age

Table: 5. 21 Budget for Entertainment * AGE Cross tabulation Count

		Age					Total
		< 20	21 - 25	26 - 40	41 - 60	> 60	
ENT	No	9	6	66	9		90
	Yes	9	60	102	18	12	210
Total		18	66	168	36	12	300

chi - square calculate value = 9.879 df = 4,

Coefficient of correlation = 0.021

Approximately probability is 0.839

Table value = 3.35

The table reveals data regarding provision of budget for entertainment in different age group.

Hypothesis Testing

H_0 = There would be no significant association between provision for entertainment in various age group.

H_1 = There would be significant association between provision for entertainment in various age group.

5 cells (50.0%) have expected count less than 5. The minimum expected count is 1.28. The X^2 value is 9.871, and table value is 3.35 at 0.5 percent level of significant with 4 df; The calculated value is higher than the table value, so the level hypothesis would be rejected.

The co-efficient of correlation is 0.021, which indicate the negligible correlation, and appropriate value of P is 0.829, which is higher, it also indicates the less significant association.

E) Behavior for purchasing and age

In order to find out the relationship between budget for purchase and age, following data have been calculated.

Table: 5.22 Budget for Purchasing * AGE Cross tabulation Count

		Age					Total
		< 20	21 – 25	26 – 40	41 – 60	> 60	
PUR	No	6	15	51	12		84
	Yes	12	51	117	24	12	216
Total		18	66	168	36	12	300

$X^2 = 2.267$ Co-efficient of Correlation = 0.028

Df =4 Appropriate P = 0.780

Table value = 3.35

Hypothesis Testing

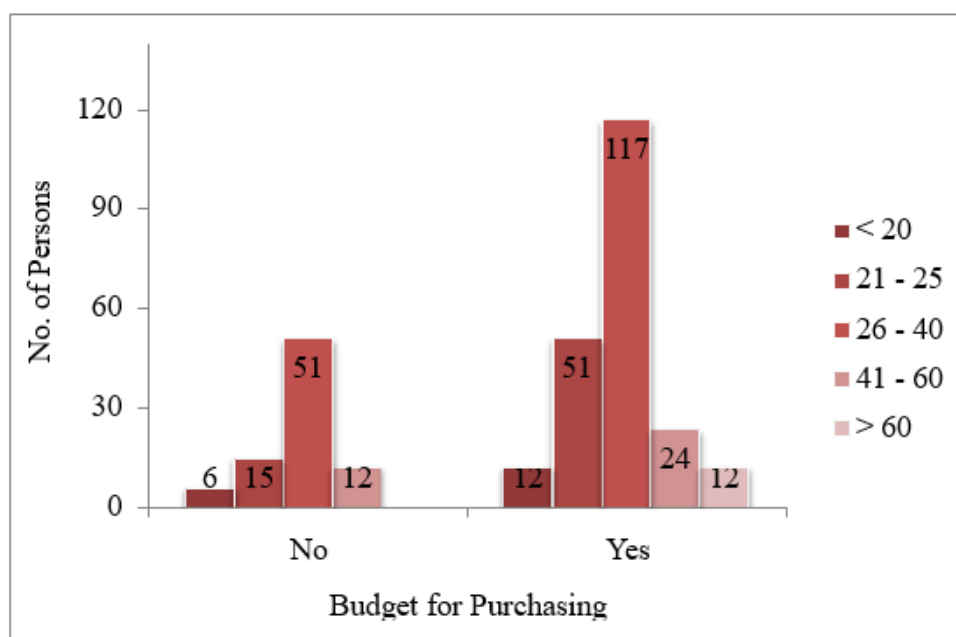
H_0 = There would be no significant association between provision for purchase in age group.

H_1 = There is significant association between provision for purchase in various age group. $H_0 = \mu_1 = \mu_2$

$H_1 = \mu_1 \neq \mu_2$

The calculated X^2 value of these two variables 2.267, beside this, Table value with 4 df at 0.5 percent level of significant is 3.35, which is higher than calculated value. So the hypothesis stand accepted.

The co-efficient of correlation is 0.026 which shows low level of relationship, while p calculation also indicate the 0.780 high value, which justified that low level of association.



Graph: 5.18 Budget for Purchasing

F) Behavior internal traveling and age distribution

Researcher has calculated the data about these two variables has been given below

Table: 5.23 Budget for Internal Travelling * AGE Cross tabulation

		Age					Total
		< 20	21 - 25	26 - 40	41 - 60	> 60	
IT	No	12	48	99		6	165
	Yes	6	18	69	36	6	135
Total		18	66	168	36	12	300

Chi-square Value = 18.18

Coefficient Correlation = 0.291

Approximate p = 0.003 df = 4

Table value = 3.35 (at 0.5 level of significance)

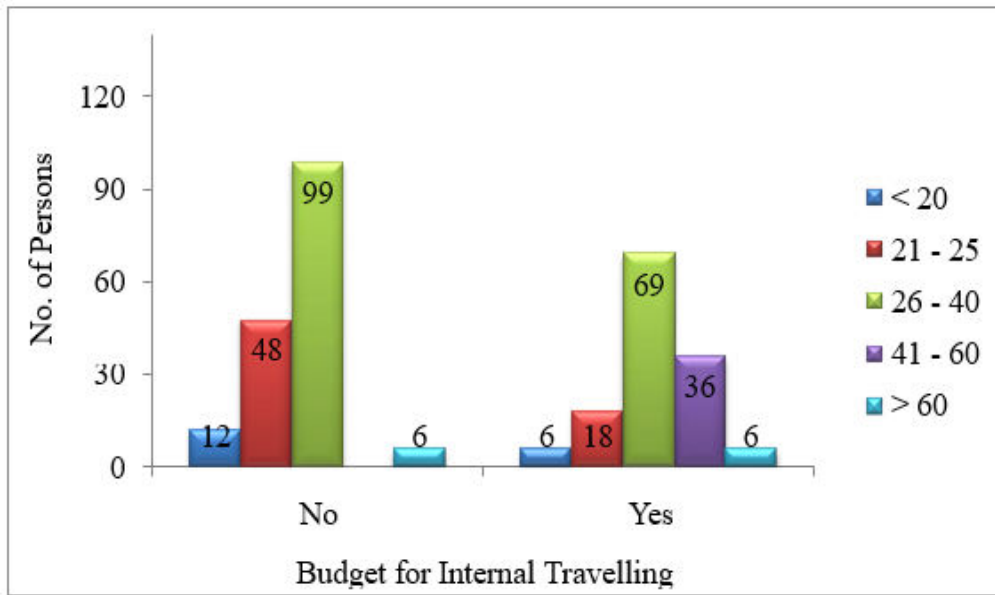
Hypothesis Testing

H₀ = There would be no significant association between provision for internal transport in various age group.

H₁ = There would be significant association between provision for internal transport in various age group.

The X^2 value is 18.18 while table value at 0.5 present level of significance with 4 df, is, 3.35 which lower than the calculated values, so the null hypothesis would be rejected. So the alternative hypothesis stands.

The co efficiency of correlation is 0.291, which indicate low correlation, and appropriate p value is 0.003 which indicate significant difference in variables.



Graph: 5.19

G) Total Financial Provision for Tour and Size of Family

The fund of major source to move from one place to another. So the researcher believes fund is major source for tour plan. So the following data indicate the calculation in this regard.

Table: 5. 24 Budget (in '000) * Famsize Cross tabulation Count

		Famsize				Total
		2	3 - 4	5 - 6	7	
Budget	< 2	6	12			18
	2 - 6	9	60	9		78
	6 - 10	15	54	18		87
	10 - 20	6	39	15	15	75
	> 20		15	9	18	42
Total		36	180	51	33	300

$$X^2 = 31.37$$

$$df = 12$$

Coefficient of correlation = 0.467

Approximate p = 0.003

Table value = 11.34 (at 0.5 level of significance)

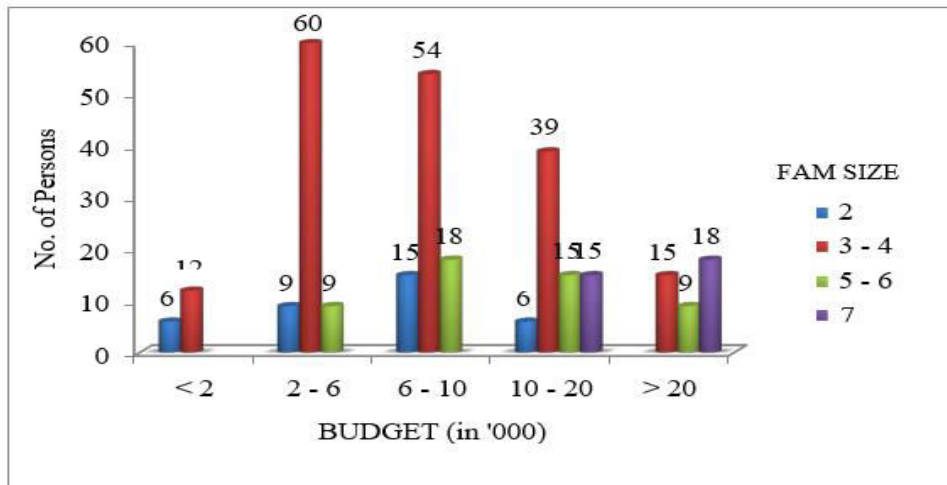
Hypothesis Testing

H_0 = There would not be significant association between budget provision and family size. H_1

= There would be significant association between budget provision and family size.

In order to evaluate this, the researcher has calculated the X^2 test for it. So the value of X^2 is 31.37. Against this, the table value with 5 percent level of significance with 12 df, is 3.35. Which is lower calculated value, so the null hypothesis stand rejected so the alternative hypothesis remain which reveals that there is significant difference. In association travel budget provision and family size.

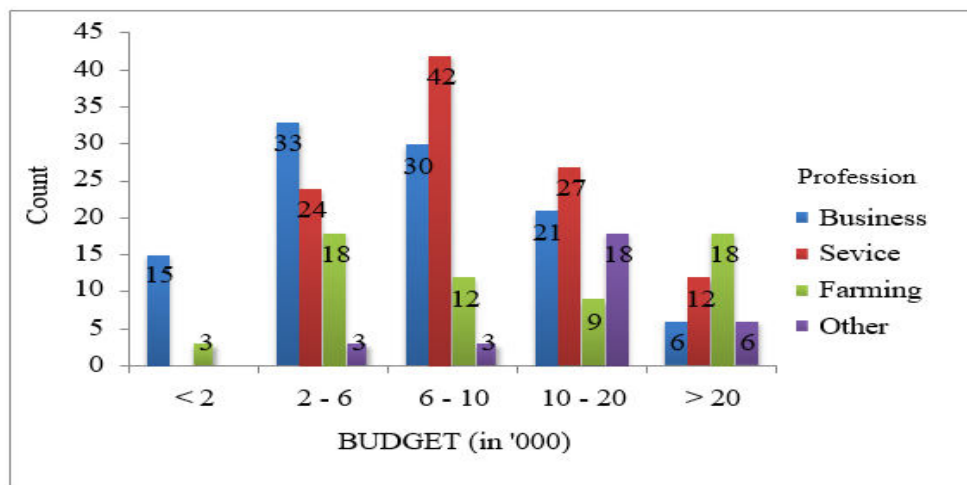
The coefficient of correlation is 0.467, so light correlation but appropriate p is 00, it farther indicate that highly significant differentiate.



Graph: 5. 20 Budget family size Cross tabulation

Table 5.25 Budget * Profession Cross tabulation Count

		Profession				Total
		Business	Service	Farming	Other	
BUDGET	< 2	15		3		18
	2 - 6	33	24	18	3	78
	6 - 10	30	42	12	3	87
	10 - 20	21	27	9	18	75
	> 20	6	12	18	6	42
Total		105	105	60	30	300



Graph: 5.21 Budget profession

H) Study of type of profession and vehicles

Researchers have made an attempt to evaluate and identification between types of profession and selection of vehicle.

Table: 5.26 Profession * Vehicle Cross tabulation Count

		Vehicle					Total
		Luxury Bus	Taxi	Private Vehicle	S.T. Bus	Other	
Profession	Business			60	45		105
	Service	54	24	15	12		105
	Farming	54	6				60
	Other	21		6		3	30
Total		129	30	81	57	3	300

$$X^2 = 83.57$$

$$df = 12$$

Table value = 11.34

Cat 0.5 level of Significance

Hypothesis Testing

H_0 = There would be no significant relationship in different professional groups behavior for selection of types of vehicles.

H_1 = There would be significant relationship in different professional groups behaviors for selection of types of vehicles.

$$H_0 = \mu_1 = \mu_2$$

$$H_1 = \mu_1 \neq \mu_2$$

The calculated value of X^2 is 83.57, which is higher than the table value 11.34 at 12 df with

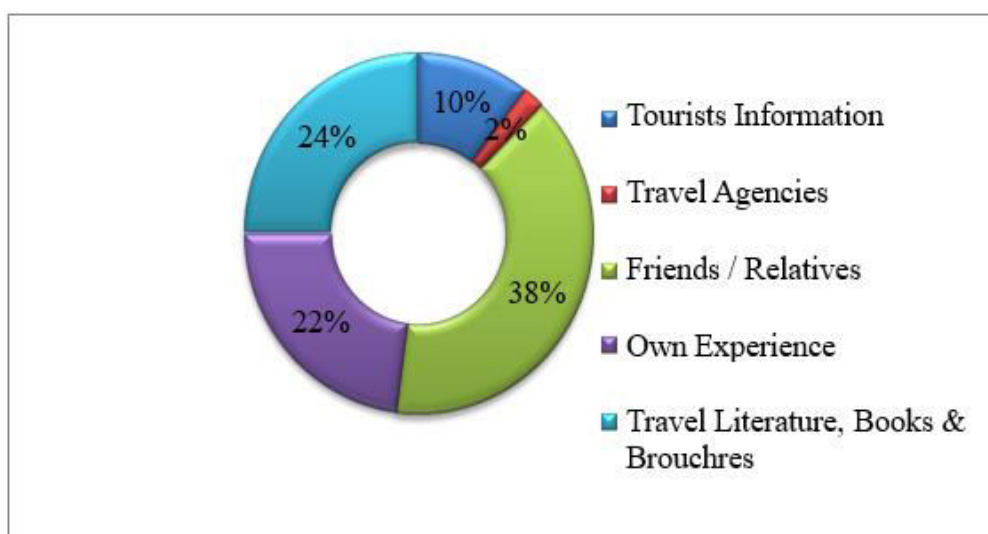
0.5 percent level of significant, so the null hypothesis stand rejected. So alternative hypothesis will remain stand. The relationship between this two variable is significant different in each group. Further, it could be conclude that people are selecting mode of travel according to behavior is not inter dependents.

I) Budget for Entertainment Size of the Family and Budget for Guide

The researcher believes that size of the family, budget for entertainment and guide, these variables are inter dependents. According to the size of the family it would be effectives. The data on this aspect is tabulated as under.

Table: 5. 27 Budget for Entertainment * Famsize * Budget for Guide Cross Tabulation Count

Guide			Famsize				Total
			2	3 – 4	5 – 6	7	
No	ENT	No	12	42	6		57
		Yes	18	84	18	18	147
	Total			36	126	24	18
Yes	ENT	No		15	12	6	33
		Yes		39	15	9	63
	Total			54	27	15	96



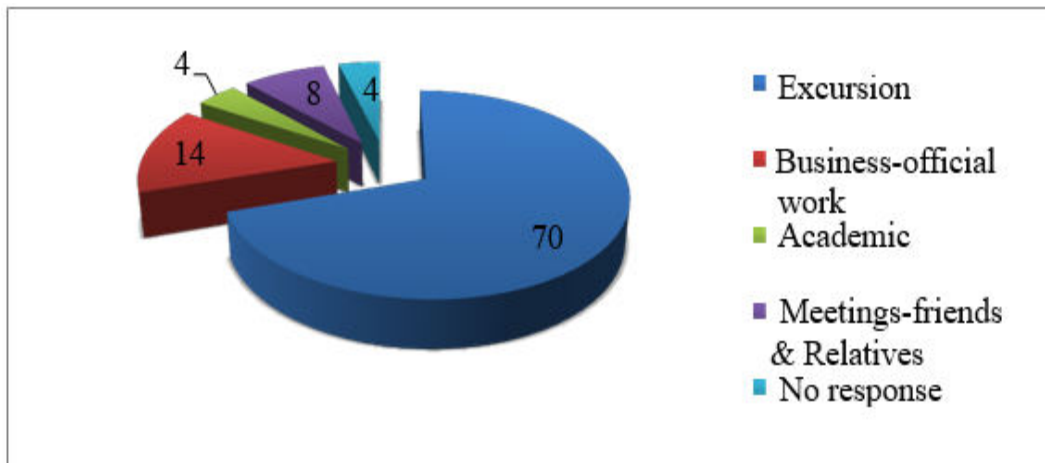
Graph 5.22 Classification of Tourist According to Their Sources of Information

One of the prime objectives is to find out how tourists are motivated to undertake an excursion to the Gujarat. Since there are many agencies involved in the services marketing or advertising the tourism potential of the state, a survey was undertaken to find out the role of the institution involved, Table: 6.30 indicates that 10 percent of the incoming Tourists are motivated through the courtesy of the Tourists information bureaus established by the Government of the Gujarat while 38 percent of them are guided, goaded and motivated by their own kith and kin or by friends. 22 percent tourists revisited experience, and 24 percent of them were motivated by the travel literature published by various sources in form of books and brochures.

The table further indicates that there had been a lack of co- ordination between the state tourism structural and private sector travel agencies, which has to be evolved and established. This is clear from the table which shows the opinion of the tourists about the travel agencies as only two percent, the travel agencies should be active both at the national and international levels and they must be well equipped by the state tourism authorities with all types of tourists literature on Gujarat.

Table 5.28 Classification of Tourist According to Purpose of Visit to Gujarat

Sr. No	Purpose	No.	Percentage
1	Excursion	210	70
2	Business – official work	42	14
3	Academic	12	4
4	Meetings – friends & relatives	24	8
5	No response	12	4
	Total	300	100



Graph: 5.23 Classification of Tourist According to Purpose of Visit to Gujarat

Region and Place selection for the tour are statistically correlated to each other. It is evaluated by the researcher to identify the relationship. (1) Classification of purpose of tourist place selection (2) Classification of tourist according to the selection of seasons.

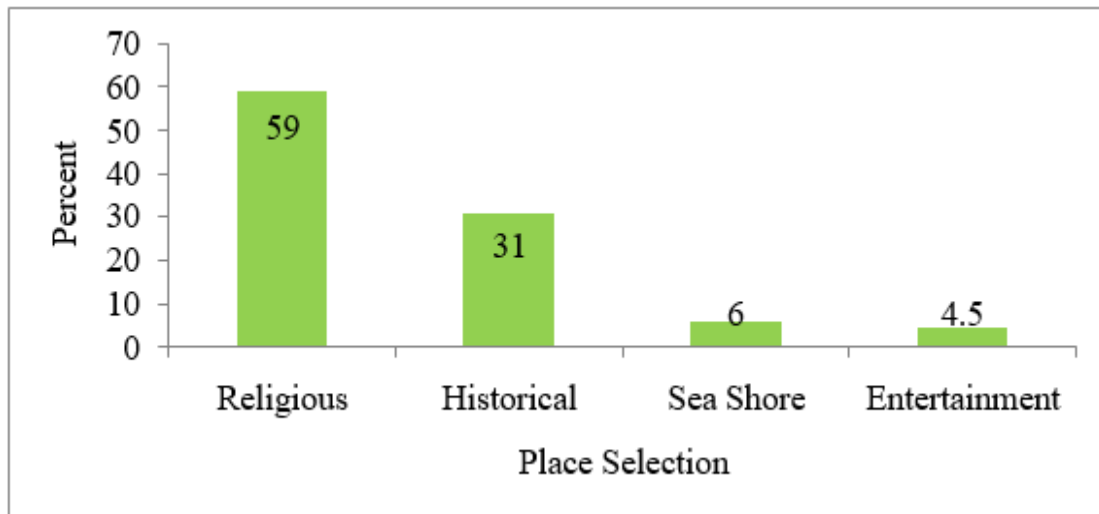
This classification has been made clearer with graphical presentation.

In our country, the tourists visit the country for different purpose to seek pleasure, on business and official work, and for academic and other purposes. The largest number of tourists of percent visited the Gujarat for its exotic culture. The next category of 14 percent visited for business and official work, 4 percent came for academic purposes like to study forts, seminars and conferences etc., and 8 percent traveled for specific purposes like working at locations of photography and meeting friends and relatives. Since the largest number of tourists belongs to the pleasure-seeking category, tourism development authorities should create more facilities to generate pleasure and fun to by synchronize with the traditional cultural heritage of Gujarat. Even otherwise, the industrial and technological growth of civilization has largely alienated modern man from his general environment so they intend to travel outside their place of work to seek both leisure and pleasure. As the historical sites are visited frequently, the tourist's authorities in collaboration with the state government must go all out to protect and renovate the places of historical importance. Naturally, a good number of tourists come here to have a close look at the intricacies and nuances of forts, old temples and other places of excavation, to know more about the past customs, culture, habit and habitat.

Table: 5.29 Classification of Tourist According to Place Selection

	Frequency	Percent
Religious	177	59.0
Historical	93	31.0
Sea Shore	18	6.0
Entertainment	12	4.0
Total	300	100.0

This table indicates the data about selection of place and objective of it. It is classified by the researcher like, religious, historical, sea shore and entertainment, so the selection of place with sea shore is highest and it was followed by historical values; religious and entertainment.

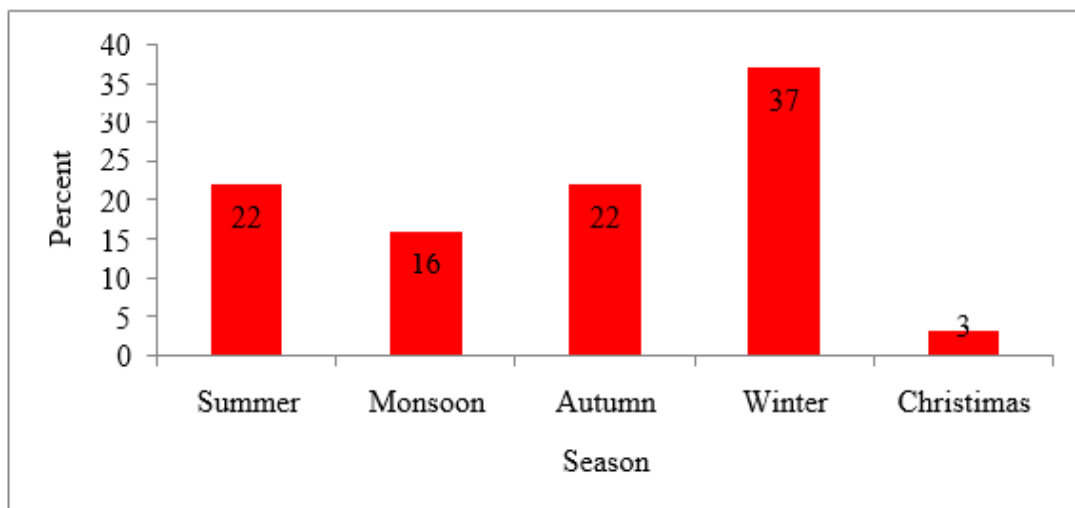


Graph: 5.24 Classification of Tourist According to Place Selection

Table: 5.30 a Distribution According To Season Of Visit Tourist Time

	Frequency	Percent
Summer	66	22.0
Monsoon	48	16.0
Autumn	66	22.0
Winter	111	37.0
Christmas	9	3.0
Total	300	100.0

This table indicates the tourist arrival in various seasons. Highest 37 tourist are coming in winter and lowest in Christmas.



Graph: 5.25 a Distribution According to Season of Visit

I. Ana Ly Sis of Res Po Ndents " Behav Io R FO R Rel Ig Io N A Nd Pla Ce Sel Ectio N

In order to evaluate the behavior of respondents significantly calculated with application of scientific tool.

Hypothesis Testing

H₀ = There would be no significant relation various religious related group and place selection.

H₁ = There would be significant relationship between various groups of religious and place selection behavior.

Table 5.31 Religion * Placeselection Cross tabulation Count

		Place Selection				Total
		Religion	Historical	Sea Shore	Entertainment	
RELIGION	Hindu	21	39	78	36	174
	Jain	15	33	6	15	69
	Sikh	9	6		3	12
	Christy	12	6	9		18
	Muslim	9			3	12
Total		66	84	93	57	300

Chi-square value = 29.43

Df = 12

Level of significance = 0.05

Table Value = 11.34 (at 0.5 level of significance)

Researcher has made an attempt to evaluate the purpose of visit researcher has evaluated this aspect with the application of scientific tools.

The X^2 = value is 29.43 and table value 11.34 is less than this, so null hypothesis stand rejected. So there is significant different in these variables.

Further, it would be conclude that the people are coming for the visit, they have their own perspective for the selection of places and their behavior for visit and religious mentality both are not dependent there is significant difference.

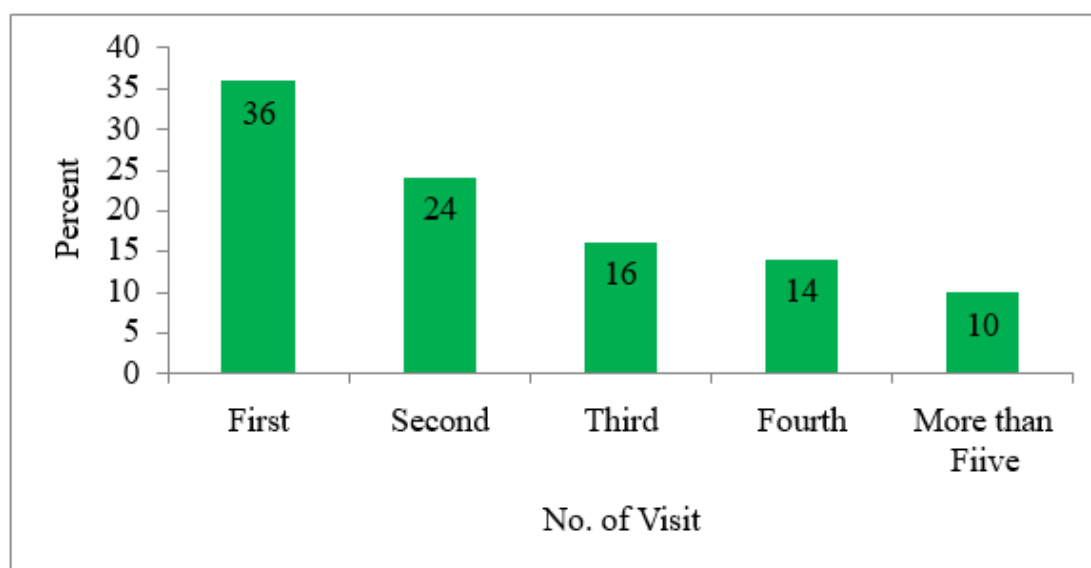
II. Number of visit to various places of Gujarat

Researchers have evaluated this aspect from the data for visit.

Table: 5.32 Distributions According to Number Visits Number of Visit

	Frequency	Percent
1 st	108	36.0
2 nd	72	24.0
3 rd	48	16.0
4 th	42	14.0
> 5	30	10.0
Total	300	100.0

Above table indicate the frequency to visits the places, out of 300, 36 percent have been visited the selected place for only five times, 24 were visited twice, and only 10 had been visited more than 5 times.



Graph: 5.26 Distributions According to Number Visits

Hypothesis Testing

H_0 = There is no significant relationship in behavior of various groups of professional and place selection.

H_1 = There is significant relationship in behavior of various groups of professional and place selection.

Table: 5.33 profession * Placeselection Cross tabulation Count

		Place Selection				Total
		Religion	Historical	Sea Shore	Entertainment	
Profession	Business	3	15	57	30	105
	Service	24	36	24	21	105
	Farming	27	27	6		60
	Other	12	6	6	6	30
Total		66	84	93	57	300

X^2 value = 32.87

df = 9

Level of significance - 0.5

Table value = 8.34 (at level of significance)

$H_0 = \mu_1 = \mu_2$

$H_1 = \mu_1 \neq \mu_2$

The X^2 value is 32.87 which is higher than the table values 8.34 at 5 percent level of significant at a df, the null hypothesis stand rejected. So there is significant different in both the variables. It further, can be concerned that the selection of places were different according to the professional groups.

Transport Mode

Transport is important infrastructure for any tourist place. The comfort and economy while moving towards the destination is prime consideration for selection of types of transport mode. For this purpose this, researcher have evaluated this aspect. Data indicate that out of 300

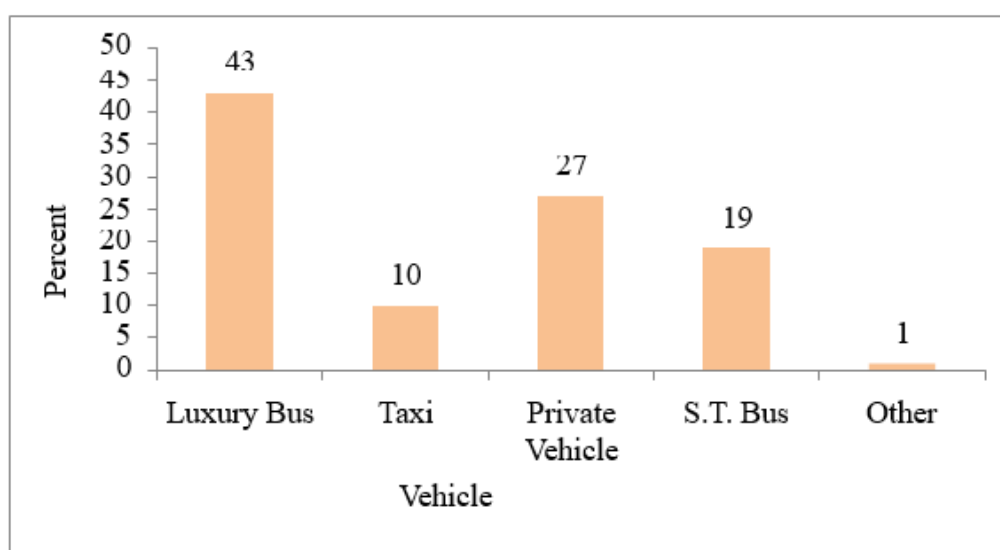
respondents 129 respondents prepare luxury buses, 81 selected a private vehicles, 57 from ST bus, 30 Taxi, and 3 from other be more clear from graphs.

Origin wise Classification

For this research, researcher has contacted various respondents out of 300 respondents 51 were Gujarati tourist, 18 were foreign tourist, and 51 were non Gujarati tourist. The given below table indicate the classification of origin wise tourist and their perception towards selections of places.

Table: 5.34 Distributions According to Mode of Transport Used Vehicle

	Frequency	Percent
Luxury Bus	129	43.0
Taxi	30	10.0
Private Vehicle	81	27.0
S T Bus	57	19.0
Other	1	1.0
Total	300	300.0



Graph: 5.27 Distributions According to Mode of Transport Used

I. Evaluation of Place Selection and Origin of Respondents

Place selection is important criteria for tour. The tourists were coming from various places for different destination. So the process of selection of places and origin of respondents has been selected by the researcher for the study.

Table: 5.35 Gujrati-Nongujarati * Placesel Cross tabulation Count

		Place Selection				Total
		Religion	Historical	Sea Shore	Entertainment	
Guj-Non	Guj	177	54			231
GUJ	Foreign			6	12	18

	Non-Guj		39	12		51
Total		177	93	18	12	300

Hypothesis Testing

H_0 = There would be no significant relation with origin of respondents and selection of places.

H_1 = There would be significant relation with origin of respondents and selection of places.

The chi-square value is 115.72 which is higher than the Table value 6 at 5 percents level of significant so the null hypothesis stands rejected so the alternator hypothesis remain with indication of significant differences in selection of places.

II. Evaluation of age and place selection

Table No: 5.36 Age * Placeselection Cross Tabulation Count

		Place Selection				Total
		Religion	Historical	Sea Shore	Entertainment	
AGE	< 20		3	9	6	18
	21 – 25	3	3	45	15	66
	26 – 40	42	66	30	30	168
	41 – 60	12	12	9	3	36
	> 60	9			3	12
Total		66	84	93	57	300

Chi-square = 35.44 df = 12

Coefficient of correlation = - 369

Approximate p value = 00

Table value = 11.34 (at 0.5 level of significance)

H_0 = There would be no association in behavior for place selection in different age groups. H_1 = There would be association in behavior for place selection in different age groups.

$H_0 = \mu_1 = \mu_2$

$H_1 = \mu_1 \neq \mu_2$

Above table indicate the chi-square value is 35.44, while table value is 11.34 at 0.5 level of significance with 12 df, so the hypothesis stands rejected, and alternative hypothesis stands.

There is strong association between place selection & region from where the tourists come i.e. different people came from different region have uncommon choice of place selection.

Table No: 5.37 Guj. - Non Guj. * Planning of Tour's Days * Tourist Time Cross tabulation Count

Tourist Time		Planning of Tour's Days				Total
		2 to 4	5 to 7	8 to 15	> 15	
Summer	Guj.	24				24
	Total	24				24

Monsoon	Guj.	24				24
	Total	24				24
Autumn	Guj.	42	36			78
	Total	42	36			78
Winter	Guj.		51	54		105
	Non-Guj			15	33	48
	Total		51	69	33	153
Christmas	Foreigner				18	18
	Non-Guj				3	3
	Total				21	21

Most of the Non-Guajarati tourists are coming in winter and Christmas. Moreover they usually planned for more than a week. Whereas Gujarati people are coming in summer, monsoon and autumn. Out of them about 25% stay for 2-4 days, 30% for a week,

22% for more than week & the rest are for more than 15 days.

Evaluation of profession, budget and Tourist time (seasons)

Researcher has evaluated this aspect by classification of seasons in five groups like summer, monsoon, autumn, winter, Christmas, the profession has been further classified as business, service, farming, other and provision of budget is less than 2000, 2000 – 6000,

6000 – 10000, 10000 – 20000, more than 20000.

Table: 5.38 Profession * Budget * Tourist time Cross Tabulation Count

Tourist Time			Budget (In*000)					Total
			< 2	2 – 6	6 – 10	10 – 20	> 20	
Summer	Profess	Business	6	6	12			24
		Service		3	21			24
		Farming	3					3
		Other		6	6	3		15
	Total	9	15	39	3		66	
Monsoon	Profess	Business			6	18		24
		Service					3	3
		Farming	6	3	6			15
		Other	3	3				6
	Total	9	6	12	18	3	48	
Autumn	Profess	Business		9	3	9	12	33
		Service		3	12	3	3	21
		Farming	9					9
		Other				3		3
	Total	9	12	15	15	15	66	
Winter	Profess	Business		3	3	6	12	24
		Service		12	15	24	6	57

		Farming	3	18	3	3		27
		Other	3					3
		Total	6	33	21	33	18	111
Christmas	Profess	Farming	3				3	6
		Other	3					3
	Total	6				3	9	

According to the data total 66 respondents are expecting to come on summer, 48 tourist have preferred monsoons, 66 would like to come on autumn, 111 in winter, 9 in Christmas.

Table: 5.39 Age * Planning of Tour's Days * Family Size Cross tabulation Count

FAMILY SIZE			TOUR'S DAYS				Total
			2 - 4	5 - 7	8 - 15	> 15	
2	AGE	< 20	18				18
		21 - 25	18				18
	Total		36				36
3 to 4	AGE	21 - 25	48				48
		26 - 40	6	87	39		132
	Total		54	87	39		180
5 to 6	AGE	26 - 40			27	9	36
		41 - 60			3	12	15
	Total				30	21	51
7	AGE	41 - 60				21	21
		> 60				12	12
	Total					33	33

Above table indicate the days. With two person 36 respondents are convey, 180 are convey with 3 to 4 person, 51 are convey with 5 to 6 persons, and 33 are convey with more than 7 person.

Hypothesis testing

H_0 = There would be no significant difference in various groups of the people in perception of selection of seasons.

H_1 = There would be significant difference in various groups of the people in perception of selection of seasons.

$$H_0 = \mu_1 = \mu_2$$

$$H_1 = \mu_1 \neq \mu_2$$

As family size increases the number of days to stay also increases.

Table: 5.40: Gujarati - Nongujrati * Tourist Time Cross Tabulation Count

		TOURIST TIME					Total
		Summer	Monsoon	Autumn	Winter	Christmas	
GUJ.- NON GUJ.	Guj.	24	24	78	105		231
	Foreign					18	18
	Non- Guj.				48	3	51
Total		24	24	78	153	21	300

Chi square = 101.82

Table value = 7.34

df = 8 (at 0.5 level of significance)

Above table indicate that chi-square value is 101.82 and which is higher than the table value 7.34 at 0.5 level of significance with 8 df ; so the hypothesis stands rejected, it indicate that there is significant difference in behavior of various groups of people in perception.

Evaluation of Satisfaction for Tour

SATISFACTION VIEW

Table: 5.41 Satisfaction View

	Frequency	Percent
Tour Place	177	59.0
Expenses	93	31.0
Purchasing	18	6.0
Entertainment	12	4.0
Total	300	100.0

For the evaluation of satisfaction, out of 300 respondents, 177 were expressed their view satisfactory for tour places, 93 for expenses, 18 for purchasing and 12 for entertainment.

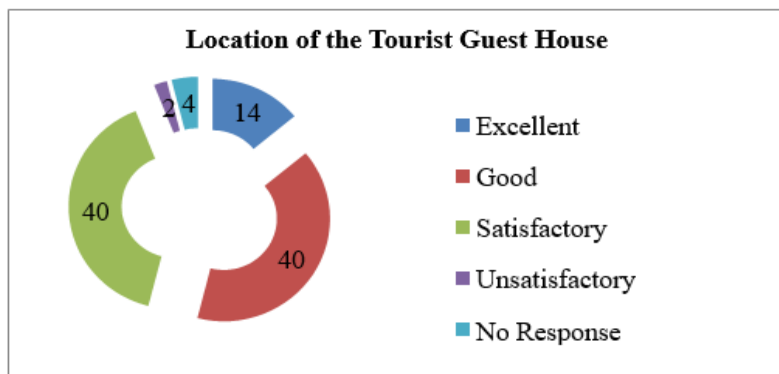
Evaluation of Location of the Tourist Guest House

The evaluation of the location of the tourist guest house, the researcher has evaluated this aspect from the data.

Table: 5.42 Location of the Tourist Guest House

Sr. No.	Classification	No.	Percentage
1	Excellent	42	14.0
2	Good	120	40.0
3	Satisfactory	120	40.0
4	Unsatisfactory	6	2.0
5	No Response	12	4.0
	Total	300	100.0

Above table evaluated that data about the location of guest house. Out of 300, 42 people has consider it has as excellent, 120 people has consider it as good, 120 people has consider as satisfactory, 6 has consider as an unsatisfactory and 12 people has not given the response.

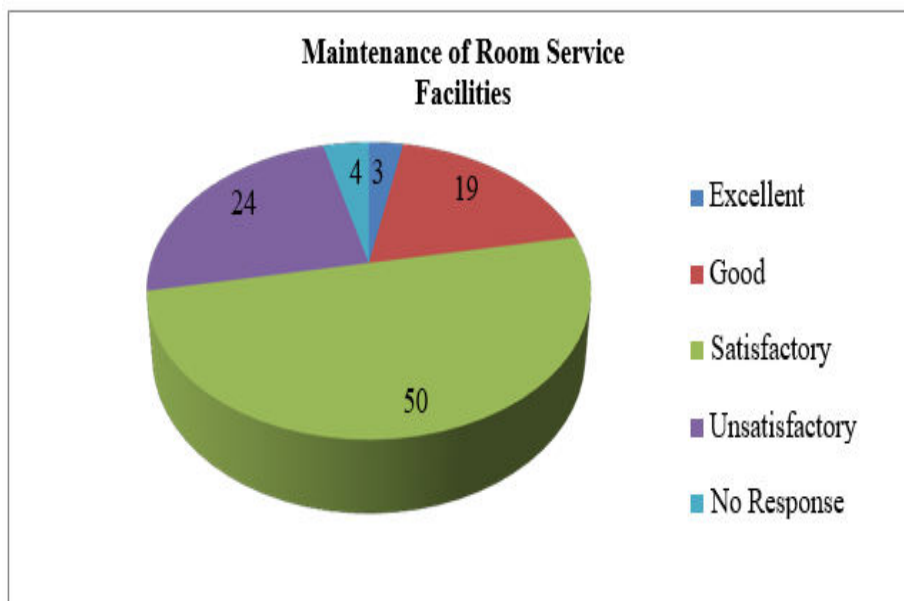


Graph: 5.28 Location of the Tourist Guest House

Table: 4.42 indicates that 14 percent of the tourists opined that the location of the tourists guest house was excellent, 40 percent found it good, 40 percent held their location to be satisfactory and the 4 percent did not respond.

Table: 5.43 Maintenance of room service Facilities

Sr. No.	Classification	No.	Percentage
1	Excellent	9	3.0
2	Good	57	19.0
3	Satisfactory	150	50.0
4	Unsatisfactory	72	24.0
5	No Response	12	4.0
	Total	300	100.0



Graph: 5.29 Maintenance of room service Facilities

Comments from the tourists were also invited on the rental charges and maintenance of room facilities available at the guesthouses. It is obvious that hotel business is largely dependent on the maintenance and quality of the services rendered to the consumer in the room.

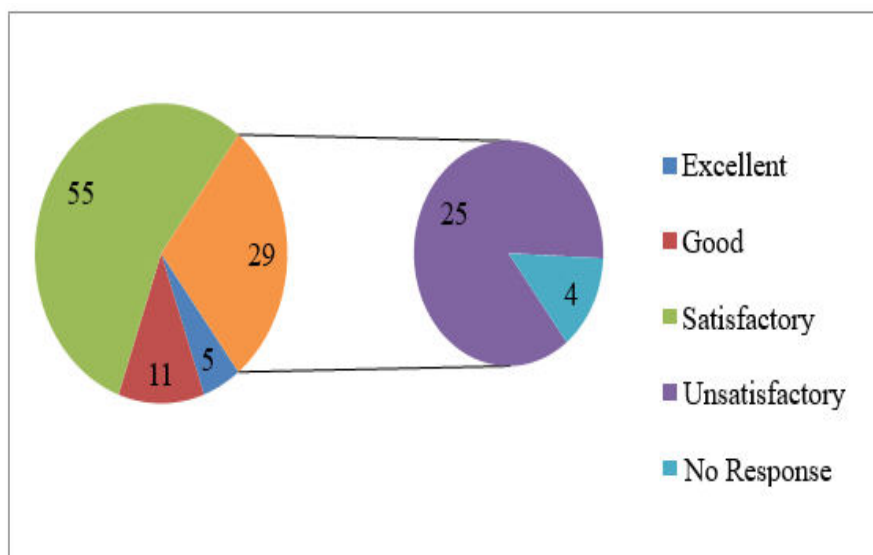
Table: 4.43 clearly shows that only 3 percent found them excellent, 19 percent termed them good while 50 percent opined that room services facilities were satisfactory. However, 24 percent found them entirely unsatisfactory and the various reasons stated by them included lack of room attendance, lack of cleanliness and the like, the remaining 4 percent preferred not to commit themselves to any position. During the survey, it was noticed that around 50 percent of foreign tourists interviewed, opined that room maintenance services were not upto the international standards mainly because of the

inadequate infrastructure facilities like the non-availability of quality furniture, lack of cleanliness etc. the staff must be properly trained in the art and craft of hotel management in various institutions in our country.

Table: 5.44 Food Services

Sr. No.	Classification	No.	Percentage
1	Excellent	15	5.0
2	Good	33	11.0

3	Satisfactory	165	55.0
4	Unsatisfactory	75	25.0
5	No Response	12	4.0
	Total	300	100.0



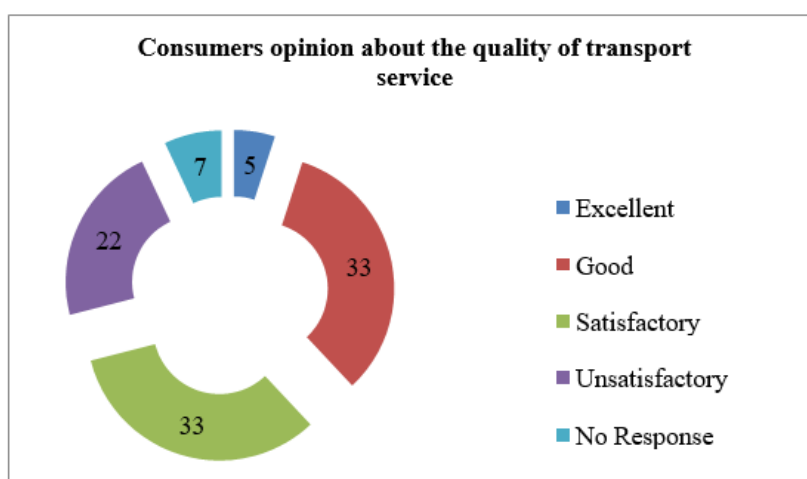
Graph: 5.30 Food Services

As table no: 4.44 indicates while 5 percent of them termed it excellent, 11 percent found it good, and the majority 56 percent put it in the category satisfactory, 25 percent found it unsatisfactory and the remaining 4 percent did not reply to this query. The tourists made the following complaints-

- {a} Mostly, the food supplied is not hot and refreshing and the soft drinks are not properly refrigerated;
- {b} When the orders are placed for food and other eatable, sometimes it takes more than an hour to comply with the order;
- {c} The quality of food services is inadequate;
- {d} Cutlery and crockery is not properly washed;
- {e} Sometimes napkins or handkerchiefs are not supplied and
- {f} The table cloth neither changed nor washed regularly.

Table: 5.45 Consumers opinion about the quality of transport service

Sr. No.	Classification	No.	Percentage
1	Excellent	15	5.0
2	Good	99	33.0
3	Satisfactory	99	33.0
4	Unsatisfactory	66	22.0
5	No Response	21	7.0
	Total	300	100.0

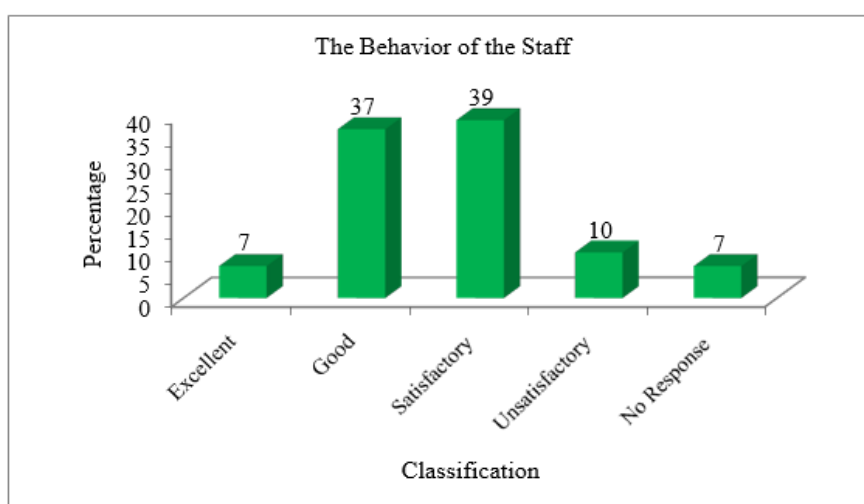


Graph: 5.31 Consumers opinion about the quality of transport service

Transport is an important part of modern tourism. As table no: 4.45 shows, 5 percent of tourists termed the transportation facility is excellent, 33 percent labeled them as good and 33 percent found them adequate. However, 22 percent of the tourists opined unfavorably and remaining 7 percent chose to be non-committal. It is really appreciably that the local body makes arrangements for buses for the purpose of local sightseeing.

Table: 5.46 the Behavior of the Staff

Sr. No.	Classification	No.	Percentage
1	Excellent	21	7.0
2	Good	111	37.0
3	Satisfactory	117	39.0
4	Unsatisfactory	30	10.0
5	No Response	21	7.0
	Total	300	100.0



Graph: 5.32 The Behavior of the Staff

There is no denying the fact that our consumer formed the services staff. Naturally, if better treatment is accorded to the tourists, more tourists would be motivated to undertake tours to the state. As table: 4.46 points out 7 percent of the tourists rated it excellent, 37 percent termed it good, 39 percent perceived it satisfactory. The remaining 7 percent did not reply. Thus, it can be

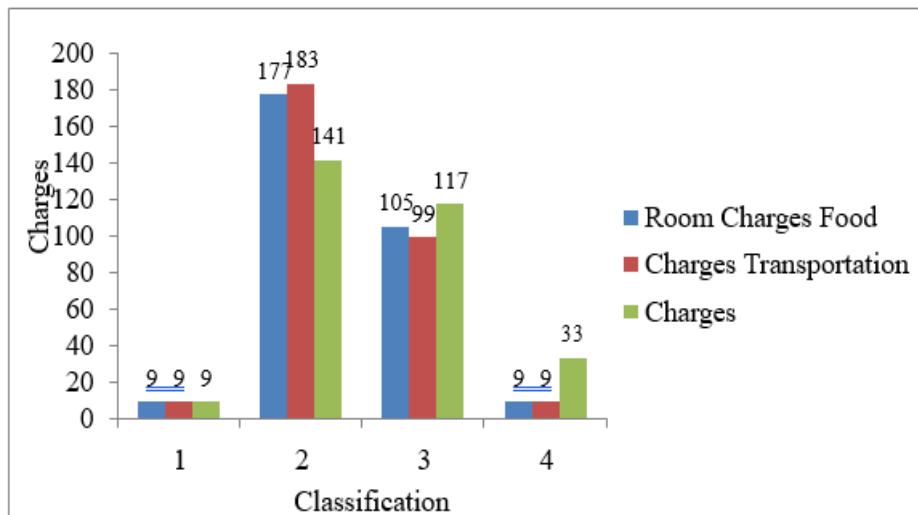
safely in agreed that largely the consumers were contented with the services provided by the staff. However, 10 percent made the following general complaints against the reception staff:

- {a} The treatment is rough and lacks courtesy;
- {b} The staff lacks communication ability on English; and
- {c} Usually they are not helpful.

The net conclusion is that the entire reception staff is not serious about its duty. They ought to be properly trained in developing lipson with tourists and for they should be made proficient in communication skill especially in English and if possible in other European languages also.

Table: 5.47 Opinions about the Charges of Room, Food and Transportation

Sr. No	Classification	Room Charges	Food Charges	Transportation Charges
1	Subsidies	9	9	9
2	Economical	177	183	141
3	Expensive	105	99	117
4	No reply	9	9	33
		300	300	300



Graph: 5.33 Opinions about the Charges of Room, Food and Transportation

First of all, the tourists' opinion about room charges: Table: 4.47 indicate that 59 percent viewed them as economical, 35 percent found them exorbitant and 3 percent remained non-committal. While domestic tourists found the room rents on the higher side, the foreign tourists termed them reasonable. It indicates that foreign tourists compared them with international charges for accommodation facilities, while domestic tourists considered them Vis-a-Vis the rates prevailing in other cities of our country. Students also undertake tours and considering their economic position, more concessions should be provided to them. Presently, my group tours are given a concession of 10 to 15 percent on room charges.

Secondly, tourists were asked to indicate their reaction to food charges. The table shows that 61 percent tourists found them reasonable while 33 percent termed them excessive. The Guest Houses should extend some relief to tourists in food charges.

Lastly, about the transport charges paid by tourists, 3 percent opined that they were subsidies, 47 percent found them economical and 39 percent labeled them excessive. The remaining 11 percent did not reply.

One conclusion again and again is that while foreign tourists remain largely satisfied with board and lodging facilities provided by Gujarat Tourism Development, domestic tourists happen to be mostly discontented. The obvious implication is that the Gujarat Tourism Department must do something to solve the problem of catering to the needs of lower- middle class tourists by providing services on subsidised rates and thereby make the tourists' movement really massive and people oriented. The authorities of the state should consider fixing such rates as may be reasonable both for the foreign as well as domestic tourists.

5.5 CONCLUSION

Study of the 300 respondents received from the various categories of tourists reveal that the factors which draw tourists to Gujarat are wide and varied. People visit this part of country laden with an ancient and rich cultural heritage for engagement complied with curiosity. The people of Gujarat who are by and large hospitable have a rich tradition which is a major tourist attraction. Their lovely and pleasant nature, mode of attractive dressing, house decoration which is distinct from other parts of the country. Dance, music and food all attract tourist in a major way to Gujarat.

But problems are plenty mainly transportation, accommodation availability of guides knowing English who could guide national and international tourist are lacking. Since India is hoping itself to become a major tourist attraction, the government has to pay immediate attention to these problems. The policy declaration of Gujarat government is a major step in this direction. Voluntary agencies could be roped in to assist the government to promote tourist. The government should set up tourism information centers in major cities. Tax holiday may be offered to hotels and tour operators who invest in the development of tourism in Gujarat. All the benefits available to industries should be offered for the development of tourism.

Chapter: 6

**Finding Suggestion
and Recommendation**

6.1 INTRODUCTION

Tourism in India is a large industry. The World Travel and Tourism Council calculated that tourism generated \$121 billion or 6.4% of the nation's GDP in 2011. It was responsible for 39.3 million jobs, 7.9% of its total employment. The GDP of the tourism sector has expanded 229% between 1990 and 2011. The sector is predicted to grow at an average annual rate of 7.7% in the next decade. In a 2011 forecast the World Travel and Tourism Council predicted the annual growth to be 8.8% between 2011 and 2021. This gave India the fifth rank among countries with the fastest growing tourism industry. India has a large medical tourism sector which is expected to grow at an estimated rate of 30% annually to reach about Rs. 9,500 Crores by 2015.

In the year 2011, there were nearly 6.29 million foreign tourist arrivals in India, up by over 8% from the year 2010 when 5.78 million foreign tourists arrived in India. Domestic tourist visits to all states and Union Territories numbered 747.70 million. The majority of foreign tourists come from the United States (16%) and the United Kingdom (12.6%). In

2011 Maharashtra, Tamil Nadu and Delhi were the most popular states for foreign tourists. Domestic tourists visited the states Uttar Pradesh, Andhra Pradesh and Tamil Nadu most frequently. Chennai, Delhi, Mumbai and Agra have been the four most visited cities of India by foreign tourists during the year 2011. Worldwide, Chennai is ranked 41 by the number of foreign tourists, while Delhi is ranked at 50, Mumbai at 57 and Agra at 65.

The Travel & Tourism Competitiveness Report 2011 ranked the price competitiveness of India's tourism sector 28th out of 139 countries. It mentions that India has quite good air transport (ranked 39th), particularly given the country's stage of development, and reasonable ground transport infrastructure (ranked 43rd). Some other aspects of its tourism infrastructure remain somewhat underdeveloped however. The nation has very few hotel rooms per capita by international comparison and low ATM penetration. The Indian government has identified a shortage of 150,000 hotel rooms, with most of the undersupply in the budget sector.

The Ministry of Tourism designs national policies for the development and promotion of tourism. In the process, the Ministry consults and collaborates with other stakeholders in the sector including various Central Ministries/agencies, state governments, Union Territories and the representatives of the private sector. Concerted efforts are being made to promote new forms of tourism such as rural, cruise, medical and eco-tourism. The Ministry also maintains the Incredible India campaign.

India's rich history and its cultural and geographical diversity make its international tourism appeal large and diverse. It presents heritage and cultural tourism along with medical, business and sports tourism.

OBJECTIVES OF THE STUDY

The objectives of the present study are as under:

1. To analysis the Contribution of tourism in Indian Economic.
2. To analysis the Foreign Tourism in Indian Economy.
3. To study the existing tourism facilities in the State of Gujarat.
4. To examine the existing tourism patterns, arrivals and use patterns in the state.
5. To assess the existing problems in the way of tourism development in the state particularly in terms of tourist information, publicity awareness aspects.
6. To analyses the contribution of Tourism in Gujarat Economy. (Specially Income, Employment and Infrastructure).

7. To analyses the satisfaction Level of tourist.

RESEARCH METHODOLOGY

Present study based on Secondary as well as Primary data. Secondary data has been collected from various reports of Department of Tourism, Government of India, Government of Gujarat, World Tourism Organization (WTO) statistics and Gujarat Tourism Corporation (GTC). Besides these sources we collect data from some others relevant journals, magazines, newspapers and website also consulted.

Primary data has been collected through questionnaire .To collect the primary data, the questionnaire was prepared. It was having two sets of Questionnaires prepared to get comprehensive information about the profile of tourists, their purpose of visit, perception regarding facilities, activities and attractions, and their expectations and satisfactions. Out of 26 districts we select four districts (Rajkot, Jamnagar, Dwarka and Somnath).

Sampling

In the present study sample size is restricted to 400 respondents but only 300 tourists give the response. So that sample size is 300 in this study. To select this sample size we adopted Random sampling method in selecting respondents. Out of total sample we find that 153 respondents are male and 147 are female. After collecting data we classified it in various group as like Businessman (105), Service class (105), Farming (60) and others (30). The inquiry is in the form of a sample survey. Out of 26 Districts we select four districts (Rajkot, Jamnagar, Dwarka and Somnath) .To give equally weight age we select 75 respondents from each district accordingly.

Research Tools

The calculated data is presenting in the tables form. Researcher in order to justify the perception level researcher has used chi-square test co-efficient of correlation for hypothesis testing. In order to check satisfaction level, chi-square & coefficient of correlation is considered.

LIMITATIONS OF THE STUDY

In true sense, research in any field of knowledge makes the ground for more researches and this process Continues. Obviously, all studies and researchers have their own limitations. The researcher while working on this topic had many limitations, some are situational and a few are self-imposed. The main limitations of the study are follows:

- 1) The sample of the study is only limited to State of Gujarat and thus the result may not represent the entire nation.
- 2) Sample size is 300, from various groups. This doesn't represent whole purpose of Gujarat.
- 3) The researcher is based on primary data. Which can be based due to respondents' awareness & readiness my study.
- 4) Time and Sources.

6.2 FINDING

Finding on the Basis of Secondary Data

This study was conceived and executed in the above mentioned context to prove that a utility-oriented regional empirical study will not only help us to meet the challenges of tourism in Gujarat but also contribute its humble mite to the formation of a national policy of tourism. The present study has been conducted keeping the national context in view. The study has, therefore, dealt at length not only with the governmental structures but also with non-governmental structures of tourism both at the National and State levels. Actually no State

Government can develop tourism without active and enthusiastic co-operation from the national tourists' structure. The need of the hour is to evolve better co-ordination between the multiple tourist structures prevalent in the country.

As evidenced by the following data, tourism industry has recorded a substantial growth in India over the years and the state of Gujarat.

- The Foreign Tourist arrivals in Indian have increase tremendous, even though there were fluctuations in between the year from the year 1997 to 2012. Foreign Tourist Arrivals (FTAs) in India. FTAs in India has increase from 2.37 million in 1997-98 to 6.29 million in 2011-12. The growth rate of FTAs was Maximum (26.8%) in 2004-05 and it was Minimum (-6.0) in the year 2002-03. So that we can see the increasing trends in growth rate of FTAs in India is Fluctuating during the study period.
- Tourist arrivals in the state experiencing strong growth – better than the country's average total tourist arrivals to Gujarat in 2010-11 stood at approximately 19 million as compared to around 10 million in 2005, thus witnessing an 85% growth in tourist arrivals. International tourist arrivals grew at CAGR of 15% since 2005. This can be attributed to growing prominence of the State as a major business hub and it being one of the choicest destinations for foreign direct investments in India. Robust infrastructure, a very high rate of urbanization and supportive policies for tourism promotion has been the other contributors. A high percentage of tourist arrivals from within the State indicate a stable growth of tourism in future.

Domestic tourism primarily led by tourists from within the State is gradually giving way to tourist arrivals from other Indian states which stands at almost 22% has increased from 19% in 2007. This can be attributed to growing awareness of the state's tourism assets and a booming economy.

- Foreign Exchange Earning (FEE) from tourism in India. Foreign Exchange Earning Fee in India has increase from Rs 10511 Crores in 1997 to Rs 77591 Crores in 2011. As per yearly estimated by the Ministry of Tourism, the fee was Maximum (37.6%) in 2003 and it was Minimum (-3.5%) in 2001. So that we can see the increasing trends in growth rate of Foreign Exchange Earning FEE in India is not consent but Fluctuating. Therefore the Foreign Exchange earnings is 85% in from both the source of FTA arrival for the Commercial tourist 80% and Non commercial Tourist 5% in Gujarat.
- The Employment in Tourism increased from that ten years in both in National level as well as in Gujarat to also an estimated more employment according to the source Ministry of Tourism in India. The data regarding direct employment by Indian Tourism industry. It shows increasing trends every year. So this industry can play its important role in economic and social developments. The table shows the increasing trends from the year 2000-01 was 12.50 lacs to 2011-12 is 43.84 lacs and it is estimated that till 2016-17 will 63.79 lacs direct employment by Indian tourism industry. The trend shows the positive impact of Indian tourism industry.
- The growth of tourism can also be measured in terms of the availability of hotel rooms, one of the most important infrastructure facility needed for the industry, in the country. No of Approved Hotels in India including no of room. In which it shows that the trend of yearly increasing in no of Hotels and no of Rooms in India. From 977 Hotels & 52011 Rooms in 2000 to 3455 Hotels & 167023 Rooms in 2011. Gujarat's popular religious and spiritual destinations witness long queues and heavy rush especially during festivals. Budget hotels and accommodation facilities provide a potential investment opportunity. State government also envisages development of Wayside amenities centers. Way Side

Amenities -Rest rooms

/Budget Hotels / Motels, Restaurant / Food / Refreshment facilities, Tourist information centre, Internet Cafes / kiosks, Telephone booths, ATMs / FOREX providers, First aid, Petrol pumps, Car-wash, Auto-parts shops, repair Shops,

Parking Lots, Highway Facility Centre separate for Truckers/Passenger cars and buses.

- Total number of foreign tourist visited from rest of the world tourism in India was 253 lacks in 1950 and expected to visit 15610 lacks till 2020. It is expected that passenger will come regularly in various parts of the country. The International tourist in Gujarat UK-22%,France-10%,USA-9%,Austria-4%,Italy-8%,Germany-4%,Canada-3%,Singapore-6%,China-4% and Other is 30%.
- The allotment of Fund for the development of tourism was Rs. 35 millions in 1996- 97 to Rs 10050 millions in 2010-11. This shows that the increase in the fund by the DOT yearly. The data indicate the information about fund allocation for this Industry soneynment of buy mat. It shows the lowest fund allocation was in 2003-

04 (792.80 millions) & 2004-05 (718.70 millions) compare to 2002-03 (947.00 millions) & 2005-06 (786.00). And the constant/same fund allocation was in the year 2009-10 &2010-11. This shows the fund allocation to the industry was low & high by Department of Tourism. While the state governments made successful efforts in Gujarat State towards growth and development of his full tourist potential by making his policies, adequate, infrastructure, effective marketing and a focusing of decent facilities for the tourists. The main rationale for formulating a comprehensive tourism policy is rooted on the one hand, in the convergence of socio-economic spread benefits, environment friendliness and employment potential of tourism industry and on the other hand, in the growing demand for tourism products in the state, brought by a rapid industrial growth in the state during the recent years that has led to tremendous increase in number of business as well as non business travels.

Finding on the Basis of Primary Data

The study has revealed that there exists no interdependence between variable as listed under it was found that the variables has not influence the others and these hypothesis are therefore rejected. But it was found that the budget for purchase and family size and behavior for purchasing and age are inter-related hence these hypothesis are accepted. Thus the quantifiable variables may not be the reasons for attracting tourist to

Gujarat. Definitely ungratefully factors like historical important, natural beauty cultural aspect like dance, house decoration etc., hospitality and behavior are the major attraction for the tourist. In order to procure tourist in Gujarat and specially Gujarat state, sincere efforts should be made to project these aspect to the outside world through tourism development. This could be done through visual presentation of the various historical culture and religious aspect of Gujarat and by cultural activities with participation of the local people of Gujarat. This will go a long way in attracting tourist to Gujarat.

Hypothesis

Study of various aspect of respondents like; income/ budget and age variable for evaluation of behavior.

- Behavior for budget decision and income of respondents. : rejected.
- Age group and income group for Behavior. : rejected.
- Behavior of budget for purchase and family size : accepted
- Education of tour days age and budget : rejected.

- Behavior of respondents for guide and age. : rejected.
- Behavior of budget provision for entertainment and age. : rejected.
- Behavior for purchasing and age. : accepted
- Behavior for internal traveling Age distribution : rejected.
- Total financial provision for tour and size of the family : rejected.
- Study of profession and vehicles : rejected.
- Evaluation of place selection and transport mode : rejected.
- Respondent behavior for religion and place selection : rejected.
- No. of visit to various places of Gujarat : rejected.
- Places selection and age : rejected.
- Evaluation of profession, budget and tourist time season : rejected.

It would be pertinent to refer to the views of the tourists to help conclude the charges of services, the level of satisfaction derived the range of services and also for considering ways for revamping the structure, to increase the level of contentment of the tourists.

As regards the charges of room, meals, soft drinks, a notable feature was that the domestic tourists were critical of them and wished them to be more subsidized / economical, whereas, the foreign tourists were satisfied with the rates. The difference in judgment is obviously based on different criterion of comparison. The domestic tourists compared the rates with the domestic expenditure they incur daily on these items. Naturally, the hotel rates are much higher if so compared. However, for the foreign tourists the rates were satisfactory because they had compared them with the prevailing international rates. In regards to the services provided like room services, transport services the reaction of both the categories of tourists was a mixed one. We also recognized the need to improve the different type of services to the national and international levels. We also have to agree to some major constraints, which are responsible for the low quality of these services in Gujarat.

To Quote Some Reasons

- Lack of finances
- Low standard of education
- Absence of training institutes leading to shortage of trained staff
- Manpower shortage
- Lack of other infrastructural facilities
- Lack of transport services
- Poor maintenance of rooms, buses, buildings etc. were additional points referred for improvements.

Since a majority of tourists come for leisure and pleasure purposes more and more entertainment facilities should be created at all the right resorts of the Gujarat Tourism Department. Also, it was felt that there is ample scope for the growth of cultural and historical tourism in the state. So it will be in the fitness of things to develop the places of historical, religious and archaeological importance. It is a fact that since tourism is an outcome of the joint enterprise of several departments there should be a close collaboration between the various departments like those of forest, archaeology, temples, museums and of course, Tourism of

Art and Cultural. It is also said that hotels are known outside not only because of their cuisine but also on the basis of boarding and lodging and equipped staff ought to be provided to the tourist bungalows, hotel, midways, night resorts run by the Gujarat tourism Department. There should be regular interaction between governmental and non-governmental sectors of tourism and there should be some regular institutional arrangement for their meeting. There should be a close liason with both national and international tourists' agencies so that foreign tourists may be tempted to visit the state of Gujarat. Since the state has to depend on the Central Government for external publicity, it must put more pressure on the center to project its image abroad vigorously. It is also felt that there should be close inter relationship between central and state tourism structures so that unnecessary overlapping and duplication may be avoided.

6.3 SUGGESTIONS

Finally suggesting the following steps to revamp the tourism administration for making tourism a grand success:

- The Gujarat Tourism Department must have an independent research, development and analysis wing to research tourist demand and tourism structure in Gujarat so as to develop the prospects of tourism in the state.
- Experts in the fields of hotel management and tourism must be associated with all the decision-making bodies of the structure.
- The Government of Gujarat must also develop an institute of hotel management and tourism guidance in the state to have better trained and equipped units like tourist bungalows, hotels, midways night resorts etc.
- Government of Gujarat must open a large tourist information complex in New Delhi to motivate and guide both foreign and domestic tourists to visit the state of Gujarat.
- All the tourist information bureaus must be adequately staffed and equipped to satisfactorily perform their functions.
- Rajkot must be declared an international airport with international tourist facilities on Goa Airport so that more and more foreign tourists may be attracted to visit this state.
- Important towns of Gujarat viz. Rajkot, Junagarh, Porbandar, Jamnagar and Surendranagar etc. should be linked with the state and national capitals by Vayudoot services.
- The state government must encourage its employees to undertake journeys providing concessions on the Central Government pattern.
- State Government should send proposals to the center for developing tourism in Gujarat and the center should provide adequate assistance to complete them. Thus the financial crunch faced by the state government would no longer hamper the development of tourism in Gujarat.
- Tourism should be declared an industry by Gujarat Government without any delay to attract the private entrepreneurs to invest in construction of hotels and other resorts.
- The State government must enact a comprehensive Tourist Act to direct and regulate the activities of the governmental and non – governmental sectors of this trade at the earliest.
- The standard of room services transport services etc. should be improved for customers' satisfaction.
- The pre-service and in-service training programmes should be started for better

results.

- Promotion prospects in Gujarat Tourism Department should be improved to attract the right type of personnel.
- Better liaison should exist between State Tourism & Department and ITDC.
- A state level Tourism Planning Board should be set up to do perspective planning to provide the required fillip to the tourism industry in Gujarat.

6.4 RECOMMENDATION

The recommendation for the study is that the steps should be taken from the suggestion to make more effective to the research work and I strongly want that the research should not stop here and further research for this topic should continue by any other scholar for the betterment of growth and development of Gujarat.

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Annexure

Annexure

Questioner

- 1) Name
 - 2) Sex Male / Female
 - 3) Caste / Religion
 - 4) From where do you come from tour? (a) from Gujarat
(b) Foreign
(c) out of Gujarat
 - 5) Age
(a) Less than 20 (b) 21 to 25
(c) 26 to 40 (d) 41 to 60
(e) More than 61
 - 6) Number of member of family
(a) 2
(b) 3 to 4 (c) 5 to 6 (d) 7
 - 7) Occupation (a) Business (b) Service (c) Farming (d) Others
 - 8) Educational Qualification
(a) Up to S.S.C (b) Graduate
(c) Post graduate
(d) Professional
 - 9) Annual Income
(a) Up to Rs.10, 000
(b) Rs. 10,001 to 25,000 (c) Rs. 25,001 to 50,000
(d) Rs. 50,001 to 1, 50,000
- Note: If tourist is foreign income should be dollars.
- 10) Which one is most favorable seasons for tour? (a) Summer
(b) Rainy season
(c) Winter
(d) Autumn
 - 11) No. of times visited name place. (a) First time
(b) Second time (c) Third time (d) Forth time
(e) More than five times

12) Days spend for tour

(a) 2 to 4 (b) 5 to 7 (c) 8 to 15

(d) More than 15

13) Means of traveling used for tour. (a) By Air

(b) By train

(c) Luxury Bus (d) Private Taxi (e) Own Vehicle (f) S.T. Bus

(g) Other

14) Lump-sum Budget for tour

(a) Less than 2000 (b) 2001 to 6000 (c) 6001 to 10000 (d) 1001 to 20000

(e) More than 20001

15) Do you have following distribution in your tour budget? (a) Lodging

(b) Fooding

(c) Traveling

(d) On touring Sights. (e) Entertainment

(f) Shopping

(g) Internal Exchange

(h) Others

16) Would you like to give information regarding to your choice of place for tour

(a) Religious place (b) Historical place (c) Sea shore

(d) Entertainment

17) From where did you get the information regarding the place? (a) News paper

(b) Magazines

(c) Friends and relatives

(d) Television

(e) On the basis of last four

(f) Air line

(g) Agent

(h) Tourism office.

18) What problem do you face during tour?

	Highly Unsatisfied	Unsatisfied	No Comment	Satisfied	Highly Satisfied
(a) Religious Place					
1. Religious Priests					
2. Religious Rowdy					

3. Theft					
4. Crowd					
5. Molestation					
(b) Hotel					
1. Room					
2. Bathroom					
3. Room Service					
4. Behavior of Staff					
5. Breakfast					
6. Furniture					
7. Food					
8. Photographers					
(c) Food					
1. Quality					
2. Price					
3. Taste					
(d) Historical Places					
1. Internal Transport					
2. Question regarding guide					
3. Trouble regarding language					
4. Internal exchange					
5. Others					
(e) Sea shore swimming etc.					
1. Theft					
2. Robbery					
3. Change room					
4. Safety					
5. Molestation					
6. Pollution					
7. First aid treatment					
(f) Other Services					
1. Banking					
2. Post					
3. T.V. / V.C.R.					
4. Music					

5. Beauty parlor					
6. Health club					
7. Bar					
8. Coffee shop					
9. Laundry					
10. Swimming pool					
(g) Question regarding guide					
1. Behavior					
2. Excess charges					
3. Lack of interest					
4. Less utilization of time					
5. Hurry					

19) Are you satisfied with this tour

(a) Satisfied with place

(b) Less Expense

(c) With Shopping

(d) With Entertainment

20) If you are understand with all above

(a) Personal problem

(b) Information about tour

(c) Illicit behavior

(d) Insecurity

(e) Excess tour (f) Lack of Time

(g) Lack of facility

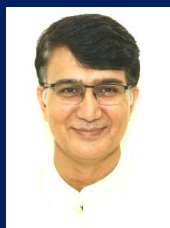
(h) Money

ABOUT THE AUTHORS



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ABOUT THE BOOK

The main objective of this book is to give awareness about the Tourism growth and development in Gujarat as well as India. How the different ways & type of marketing system is serving in the massive inflow of tourists in the study area. Other than above mentioned objectives the book also highlights that how the various resources are helping in the tourism development and how the tourism is helping in resource development and Income generation in the region. This highlights the changing dimensions of tourism industry. The Hospitality is the foundation to built-up tourism in India. The changing scenario from hospitality to leisure, recreation, nature-based ecotourism, environmental, sports etc. are the major features. Historically is the most important in tourist destinations among the coastal region of India. Every year a huge number of tourists visit other corners of the world in India, but its strength is not yet has been fully utilized due to the lack of information and advertisement. Gujarat offers many types of tourism: like Business Tourism, Archeological & Heritage Tourism, Cultural Tourism, Religious Tourism, Wildlife Tourism, Medical Tourism and much more. In the subsequent periods, the emergence of empire gave impetus to travel for political, business, social and religious reasons. Tourism today does not linger only to economic resource development, but it also includes social and political harmonious relations among people as well as countries and also more meaningfully to the natural world. Tourism is a commercial organization dealing with operating and holding a visit to places of interest. Tourism provides huge employment to the local people as well as national level. As tourism is a highly competitive industry the traveler has a wide range of choices and looks for good value for money.



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