

TOURISM DEVELOPMENT IN GUJARAT: OPPORTUNITIES

Dr. Unnati Y. Parmar*

ABSTRACT

Tourism is the act of travel mainly for relaxation and purposes. WTO (World Trade Organization) defines tourists as the people who “travel to and stay in places outside their usual environment for not more than one consecutive year for leisure, business, recreation and other purposes not related to the exercise of an activity remunerated from within the place visited.” Tourism development is very crucial for every country. The tourism industry gives a massive contribution to the GDP of any country with foreign currencies. Thus, the researcher has been selected as a research topic of Tourism Development. The researcher has been selected as a sample as the Gujarat state of India for a research work. The researcher has been selected as secondary data from various websites. The researcher has been used five parameters for data analysis, which define Gujarat Tourism Development. These parameters are: 1) Contribution of tourism to GDP of Gujarat, 2) Foreign tourists of Gujarat, 3) Domestic tourists of Gujarat, 4) Amount released under Swadesh Darshan Scheme for Gujarat, 5) Amount released under PRASAD Scheme for Gujarat. For hypothesis testing, the Chi-square test would be applied. A period of the study work is of 4 years from 2016-17 to 2019-20. The sample size is to be selected randomly and limited only to the Gujarat state. It is analytical research work.

Keywords: Gujarat Tourism, Chi-square Test.

Introduction

The tourism industry gives a massive contribution to the GDP of any country with foreign currencies. The Indian tourism industry is providing 8.78% of the total employment of a country and sharing 6.23% in GDP. The Ministry of Tourism is a comprehensive agency to promote and develop tourism in India with the campaign of “Incredible India.”

Gujarat Tourism is mainly developed by the Tourism Corporation of Gujarat Limited (TCGL). This institute is promoting Gujarat state with the campaign of “Khushboo Gujarat Ki” by the well-known face of ‘Amitabh Bachchan’ as Brand Ambassador of state. Gujarat is the sixth most significant state in India, situated in the western piece of India with a longest(in India) coastline of 1600 km. Sculpture Of Unity is the significant place of interest of Gujarat.

Review of Literature

Rajashri Chavan, Sarang Shankar Bhola (July-September, 2014) “Indian Tourism: A Conceptual Review”, described in their research paper that: Indian the travel industry examine turned out on different zones like the town the travel industry, Eco-the travel industry, ocean the travel industry, clinical the travel industry. What is more, journey the travel industry, with its potential just as dangers and difficulties? The degree of Political impact in the travel industry improvement elements viz. physical, socio-social components are answerable for the development of the travel industry. Additionally, the degree of the travel industry exercise for the business potential in the state/area. Numerous investigations have albeit taken full-scale perspective on the travel industry situation. Scientists discovered several sub-subjects, which need consideration on the size of the travel industry improvement, not a single report test into the profundity of psychographic information of vacationers and different partners. Indeed, this paper offers a degree to various investigations that can be tested at a small scale level. However. For any miniaturized scale concentrate, there must be back up of full-scale liberal concentrate also. This audit is a liberal exertion towards it.

* Research Scholar, Saurashtra University, Rajkot, Gujarat, India.

Batra and Kaur (1996), "an attempt to describe the conflict between tourism and environment with the help of environment audit approach" said that: They featured that there were two sorts of connections among the travel industry and condition for example concurrence and clashing. Conjunction relationship introduced congruity among the travel industry and condition. In any case, clashing connection among the travel industry and condition caused tremendous issues like visual contamination, sewage issue, water and air contamination, and in conclusion natural issue. They say that social expenses in the travel industry were substantially more than some other kind of business; however, these expenses were excluded from the financial report of the travel industry.

Bhatia A.K (1982) explored some essential concepts of tourism and emphasized the contribution of tourism as an essential factor in the prosperity of any nation and also deals with planning, organization, marketing, research, etc. on tourism in India.

Bhavik U. Swadia (September-2015), "To study the development of Gujarat Tourism Industry" said that: By and by a day, the travel industry is getting the chance to be one of the essential financial divisions, which influences the turn of events and improvement of an enormous number of the pieces of the world. The travel industry gives an appealing thing, which does not depend upon unrefined materials from outside. This paper includes the changing estimations of the travel industry in Gujarat. The Hospitality, the foundation on which the structure of Gujarat the travel industry built, is indigenous to Gujarat. The changing circumstance from friendliness to relaxation, entertainment, nature-based ecotourism, ecological, sports, and so forth, etc. are the vast features, that makes Gujarat is one of the fundamental objectives among various conditions of India exceptionally Rajasthan and Madhya Pradesh. By and large, Gujarat remained a champion among the most basic guest objectives among the waterfront region of India. From Gujarat reliably, a large number of explorers visit various corners of the world, anyway, its quality to have is not yet been utilized given the nonattendance of information interstate. Gujarat, a mosaic of landforms with various mitigation, features moving in ages starting from pre-Cambrian to later, is a unique scene enhanced with. It offers the bright understanding to its voyagers stuffed with charming shocks, enriched with backwoods and deserts, slopes and fields, oceans and lakes, ancestral hinterlands, and exceptional intrigue goal with a solid rail, streets, and air systems. In this exploration, study specialists focus on the guest data, vacationer passed by Gujarat latest open ten years to see headway of the travel industry of Gujarat.

According to M. J. Parmar, "It will be worth to state that Gujarat is a kind of place where there are voyagers." He has given principle accentuation on religious tourism. On the premise of the political, financial, and social existence of Gujarat, he inferred that in each work of human life is loaded with religion. The general population from Shavdharma, Vaishnavdharma, Jaindharma, Shaktidharma, Islamdharma, and Parasidharma came to Gujarat.

Objectives

For the study, following are the objectives to be taken by the researcher:

- To analyze the contribution of tourism to the GDP of Gujarat in India during the study period.
- To analyze foreign tourists arrive Gujarat in India during the study period
- To analyze domestic tourists arrive Gujarat in India during the study period
- To analyze amount released under Swadesh Darshan Scheme for Gujarat in India during the study period
- To analyze amount released under PRASAD Scheme for Gujarat in India during the study period
- To suggest appropriate strategies for the development of Gujarat Tourism in India

Hypotheses

Null hypotheses of the study are as under:

- There is no significant difference in the contribution of tourism to the GDP of Gujarat during the study period.
- There is no significant difference in foreign tourists of Gujarat during the study period.
- There is no significant difference in domestic tourists of Gujarat during the study period.
- There is no significant difference in the amount released under Swadesh Darshan Scheme for Gujarat during the study period.

- There is no significant difference in the amount released under PRASAD (Pilgrimage Rejuvenation and Spirituality Augmentation Drive) Scheme for Gujarat during the study period.
Alternative hypotheses of the study are as under:
- There is significant difference in the contribution of tourism to the GDP of Gujarat during the study period.
- There is significant difference in foreign tourists of Gujarat during the study period.
- There is significant difference in domestic tourists of Gujarat during the study period.
- There is significant difference in the amount released under Swadesh Darshan Scheme for Gujarat during the study period.
- There is significant difference in the amount released under PRASAD (Pilgrimage Rejuvenation and Spirituality Augmentation Drive) Scheme for Gujarat during the study period.

Research Methodology

The researcher has been used simple random sampling for selecting parameters to conduct a research work. The researcher has been used secondary data from various websites and research articles. The study period is of four years duration: from 2016-17 to 2019-20. The researcher has been used Chi-square test for hypothesis testing.

Table: Hypothesis Testing

The following table shows a result of research work with hypothesis testing named as Chi-square test:

Table: Result of Research work (applying Chi-square X^2 test)

No.	Parameters	Calculated value of X^2	Table value of X^2	Ho / Ha
1	Contribution of tourism to GDP of Gujarat	0.48	7.815	Ho
2	Foreign tourists arrive at Gujarat	0.83	7.815	Ho
3	Domestic tourists arrive at Gujarat	1.47	7.815	Ho
4	Amount released under Swadesh Darshan Scheme for Gujarat	24.41	7.815	Ha
5	Amount released under PRASAD Scheme for Gujarat	30.97	7.815	Ha

*source: <http://tourism.gov.in/sites/default/files/Other/India%20Tourism%20Statistics%20at%20a%20Glance%202019.pdf>

Interpretation

Above table discloses the result of hypothesis testing at 5% level of significance. It shows that there is no significant difference during the study period according to the contribution of tourism to GDP of Gujarat, Foreign tourists & Domestic tourists visit Gujarat. However, there is a notable difference during the study period according to their schemes as Swadesh Darshan & PRASAD. Thus, we may conclude here that there are some opportunities for Gujarat to develop its tourism industry. Let us give some suggestions according to our research work in the following.

Suggestions

There are some suggestions for Gujarat Government and its tourism department (TCGL) to modify its tourist places in better way, if required:

- Gujarat tourism has to work on marketing strategies for getting more visitors as international and domestic both.
- International and domestic visitors help in increasing exchange money for the economy, which will help in increasing the contribution of Gujarat tourism to the GDP of India.
- Gujarat tourism has to need more attractive promotions for increasing Gujarat tourists with well-known personalities like Amitabh Bachchan. However, it has been done in the past, but peoples need to remind once again with time to time for better results.
- Gujarat tourism has to put in the mind of tourists that Gujarat is still beautiful as even going to be in the future.
- Gujarat tourism has to tie up with more private tourist companies for accessible services and facilities provided to their tourists.

- Gujarat tourism has to give more attention to famous places for developing most like Chotila, Girnar (Junagadh), Nishkalank (Bhavnagar), Porbandar, Pavagadh (Baroda), Rani ki vav (Patan), Saputara, Bhuj, etc. These are the places where if they give attention to developing as a theme-based tourist place, they can provide a tremendous amount of contribution.
- Gujarat tourism has to apply different themes for developing tourist places like Radhakrishna theme, Babu theme (Mahatma Gandhi), Sardar Patel theme, Kathiyavadi theme (more powerful), Business personality theme like Dhirubhai Ambani, Ratan Tata, Gautam Adani, Sheth Brothers, Maharaja themes like Krishnkumarsinhji bhavsinhji (Bhavnagar), Jam Rawal & Vijayrajaji (Kutch), Vikramatji (Porbandar), Unique personalities themes like Swami Vivekananda, Narsinh Mehta, Bapa Sitaram, Morari Babu, etc.
- Gujarat tourism has to develop road facilities, hotel facilities, and services.
- Gujarat tourism has to refer to strategies of other states like Maharashtra, Kerala, Himachal Pradesh, etc.
- For developing all facilities and accommodation, Gujarat tourism has to get more funds from the Ministry of tourism with new ideas and inventions.

Conclusion

Development of Gujarat Tourism is required for the future because there is a massive competition between states, but opportunities are also there for the development. Thus, the tourism industry has to take steps in development in time to cover more tourists for the economy. Now, there is also a Covid-19 situation everywhere, thus it is also required to introduce safe areas for the tourists.

Limitations

- The scope of this study is broader, but the sample size is limited to only one state: Gujarat is covered in the study.
- This research study based on secondary data collected from various websites. Thus, the limitation of the secondary data and its findings depends entirely on the accuracy of such data.
- The study is limited to 4 years only [2016-17 to 2019-20].
- The sample size may be less representative of the whole universe.
- It may be a personal view that differs from others.

Scope for Further Research

The researcher had been used here five parameters of development of Gujarat tourism. The other researchers or academicians or students may use different types of parameters, different study periods, different states of India, different methods of hypothesis testing except for Chi-square test, etc.

References

- ✖ https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2696423
- ✖ https://shodhganga.inflibnet.ac.in/bitstream/10603/34952/10/10_chapter_02.pdf
- ✖ https://shodhganga.inflibnet.ac.in/bitstream/10603/4267/10/10_chapter%202.pdf
- ✖ [sg.inflibnet.ac.in](https://www.researchgate.net/publication/333935132_TO_STUDY_DEVELOPMENT_OF_GUJARAT_TOURISM_INDUSTRY)
- ✖ https://www.researchgate.net/publication/333935132_TO_STUDY_DEVELOPMENT_OF_GUJARAT_TOURISM_INDUSTRY
- ✖ https://en.wikipedia.org/wiki/Research_design
- ✖ <https://en.wikipedia.org/wiki/Tourism>
- ✖ <http://www.market-width.com/blogs/Importance-Tourism-Industry-Economic-Value.htm>
- ✖ <https://www.solimarinternational.com/what-we-do/tourism-development/>
- ✖ <https://www.indiastudychannel.com/resources/140791-What-is-tourism-and-its-types-.aspx>
- ✖ <https://www.quora.com/What-is-tourism-development-What-are-some-examples>
- ✖ <http://trcollege.edu.in/articles/74-development-and-impact-of-tourism-industry-in-india.html>
- ✖ <https://www.travelogyindia.com/blog/most-visited-tourist-places-in-india>
- ✖ https://en.wikipedia.org/wiki/Tourism_in_Gujarat
- ✖ <http://www.tjprc.org/publishpapers/2-56-1367644978-7.A%20Study%20of%20changing.full.pdf>

- ✖ <https://www.gujarattourism.com/general/view/2>
- ✖ <http://www.publishingindia.com/GetBrochure.aspx?query=UERGQnJvY2h1cmVzfC8xMjE0LnBkZnwwMTIxNC5wZGY=>
- ✖ https://www.researchgate.net/publication/333935132_TO_STUDY_DEVELOPMENT_OF_GUJARAT_TOURISM_INDUSTRY
- ✖ <https://www.holidify.com/state/gujarat/top-destinations-places-to-visit.html>
- ✖ <https://www.statista.com/statistics/799852/india-contribution-of-tourism-to-gdp-of-gujarat/>
- ✖ <https://www.ceicdata.com/en/india/resident-visits-by-states/visitor-arrivals-local-gujarat>
- ✖ http://tourism.gov.in/sites/default/files/Other/ITS_Glance_2018_Eng_Version_for_Mail.pdf
- ✖ <http://tourism.gov.in/sites/default/files/Other/India%20Tourism%20Statistics%20at%20a%20Glance%202019.pdf>
- ✖ https://en.wikipedia.org/wiki/Tourism_in_India
- ✖ <https://economictimes.indiatimes.com/industry/services/travel/india-moves-up-6-places-to-34th-rank-on-world-travel-tourism-competitiveness-index-wef-report/articleshow/70976484.cms?from=mdr>
- ✖ https://en.wikipedia.org/wiki/Gross_domestic_product
- ✖ <https://stats.oecd.org/glossary/detail.asp?ID=1053>
- ✖ https://en.wikipedia.org/wiki/Domestic_tourism
- ✖ <http://swadeshdarshan.gov.in/>
- ✖ https://en.wikipedia.org/wiki/Swadesh_Darshan_Scheme
- ✖ <https://pib.gov.in/newsite/mbErel.aspx?relid=119771>
- ✖ <https://www.insightsonindia.com/2019/07/25/prasad-scheme/>
- ✖ <https://www.tourism-of-india.com/blog/tourist-attractions-and-places-to-visit-in-gujarat/>
- ✖ https://en.wikipedia.org/wiki/Category:Maharajas_of_Porbandar
- ✖ https://en.wikipedia.org/wiki/Category:Maharajas_of_Bhavnagar
- ✖ https://en.wikipedia.org/wiki/Category:Maharajas_of_Kutch
- ✖ [https://en.wikipedia.org/wiki/Category:Maharajas_of_Vadodara.](https://en.wikipedia.org/wiki/Category:Maharajas_of_Vadodara)

