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1. Contributors to Tourism Industry
Contributors to Tourism Industry

TOTAL CONTRIBUTION TO GDP AND EMPLOYMENT

DIRECT

INDIRECT

INDUCED

ATTRIBUTES
• Accommodation
• Transportation
• Entertainment
• Attractions

Industries
• Hospitality
• Food & Beverage Services
• Retail Trade
• Transportation Services
• Cultural, sports and recreational services

Sources of spending
• Residents’ domestic spending
• Business’ domestic travel pending
• Visitors exports
• Individual govt. spending

• Travel and tourism investment spending
• Govt. collective travel and tourism spending
• Impact of purchases from suppliers
• Increase in employment generation

(Spending of direct and indirect employees)
• Food & beverages
• Recreation
• Clothing
• Housing
• Household goods
2. Tourism Industry: India Scenario
**Tourism Contribution to GDP (USD Billion)**

<table>
<thead>
<tr>
<th>YEAR</th>
<th>Total Contribution to GDP (USD Billion)</th>
<th>% Contribution to GDP</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>106.42</td>
<td>6.6</td>
</tr>
<tr>
<td>2013E</td>
<td>114.23</td>
<td>6.7</td>
</tr>
<tr>
<td>2023E</td>
<td>245.37</td>
<td>7</td>
</tr>
</tbody>
</table>

**Tourism Contribution to Employment (‘000 Jobs)**

<table>
<thead>
<tr>
<th>YEAR</th>
<th>Tourism Contribution to Employment (‘000 Jobs)</th>
<th>% Contribution to Employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>39,512</td>
<td>7.7</td>
</tr>
<tr>
<td>2013E</td>
<td>39,420</td>
<td>7.6</td>
</tr>
<tr>
<td>2023E</td>
<td>48,592</td>
<td>8</td>
</tr>
</tbody>
</table>

**Tourism Spending in 2012**

- Leisure spending: 27.70%
- Foreign visitor spending: 72.30%

**Tourism Contribution to GDP (2012)**

- Direct: 30.10%
- Indirect: 15.10%
- Induced: 54.80%

3. Tourism Industry: Gujarat Scenario
3.1 Tourist Flow
GUJARAT BOASTS OVER 3500 YEARS OF HISTORY, NATURAL AND CULTURAL DELIGHTS, BEACHES, FAIRS AND FESTIVALS, TEMPLES, HOLY SITES COUPLED WITH WARMTH OF ITS PEOPLE

THE GROSS FLOW DURING THE YEAR 2013-14 WAS APPROXIMATELY 28.79 MILLION

TOURISTS IN MILLIONS

TOURIST FLOW: PURPOSE

• Top-draw destinations - Ahmedabad, Ambaji, Dwarka, Surat and Vadodara
• These destinations account for over 40% of gross tourist flow to Gujarat

Source: GITCO
3.2 Tourism Hub, Initiatives, Festivals & Tour Packages
Gujarat is divided into different hubs from a tourism point of view:
- Ahmedabad Metro
- Ahmedabad Rural (North Gujarat)
- Rajkot
- Junagadh (Saurashtra)
- Jamnagar (Saurashtra)
- Bhuj (Kutch)
- Vadodara
- Surat
- Valsad

These hubs are well equipped with modern infrastructure, facilities and services in the areas of commerce, communication, connectivity, hospitality, transportation, medical facilities, etc.

Branding Initiatives
- ‘Khushboo Gujarat Ki’ campaign by Mr. Amitabh Bachchan has attributed significantly to the growth of tourism activities in Gujarat
FESTIVALS

- **Kankaria Carnival, Ahmedabad**: 25-31 Dec
- **Saputara Monsoon Festival, Saputara**: Aug-Sep
- **Mango Festival, Gir**: June
- **Rann Utsav, Kutch**: Dec - Feb
- **Tarnetar Fair, Tarnetar**: Aug
- **International Kite Festival, Ahmedabad**: 11-15 Jan
- **Global Navratri, Ahmedabad/Vadodara**: Oct-Nov
- **Modhera Dance Festival, Modhera**: Jan 3rd week
<table>
<thead>
<tr>
<th>No.</th>
<th>Tour Package</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Textile with Wildlife Tour – Bhuj, Morbi, Junagadh, Somnath, Diu, Bhavnagar, Velavadar &amp; Dasada (Little Rann of Kutch)</td>
</tr>
<tr>
<td>2</td>
<td>Heritage and Pilgrimage Tour – Ahmedabad, Pavagadh, Lothal, Bhavnagar, Palitana, Diu, Somnath, Dwarka &amp; Rajkot</td>
</tr>
<tr>
<td>3</td>
<td>Wildlife Tour II – Dasada (Little Rann of Kutch), Bhuj, Junagadh, Diu, Palitana &amp; Ahmedabad</td>
</tr>
<tr>
<td>4</td>
<td>Temple Tour – Ahmedabad, Rajkot, Jamnagar, Dwarka, Somnath, Junagadh &amp; Virpur</td>
</tr>
<tr>
<td>5</td>
<td>Mango Festival – Junagadh (Sasan Gir)</td>
</tr>
<tr>
<td>6</td>
<td>Majestic Tour – Gondal, Junagadh, Somnath, Veraval, Porbandar, Dwarka, Jamnagar, Gandhinagar and Ahmedabad</td>
</tr>
<tr>
<td>7</td>
<td>Religious Tour – Junagadh, Somnath, Porbandar &amp; Dwarka</td>
</tr>
<tr>
<td>8</td>
<td>Navratri Tour – Ahmedabad, Patan, Vadodara</td>
</tr>
<tr>
<td>9</td>
<td>Buddhist Circuit – Talaja, Junagadh &amp; Bhuj</td>
</tr>
<tr>
<td>10</td>
<td>Gandhi Circuit – Porbandar, Rajkot, Surat, Vadodara &amp; Ahmedabad</td>
</tr>
<tr>
<td>11</td>
<td>Textiles and Handicrafts Tour – Ahmedabad, Gondal, Junagadh, Rajkot, Jamnagar, Anjar, Gandhidham, Bhuj, Dasar &amp; Patan</td>
</tr>
<tr>
<td>12</td>
<td>Wildlife Circuit – Junagadh, Ahmedabad, Velavadar &amp; Dasada</td>
</tr>
<tr>
<td>13</td>
<td>Ex Saputara Monsoon Package Tour</td>
</tr>
<tr>
<td>14</td>
<td>Mandvi Beach Tour – Ahmedabad &amp; Mandvi</td>
</tr>
<tr>
<td>15</td>
<td>Saurashtra Darshan Tour – Rajkot, Jamnagar, Dwarka, Porbandar, Somnath, Junagadh &amp; Virpur</td>
</tr>
<tr>
<td>16</td>
<td>Shakti Peeth Tour 1 (Ambaji &amp; Mt. Abu) – Patan, Mt. Abu, &amp; Ambaji</td>
</tr>
<tr>
<td>17</td>
<td>Shakti Peeth Tour 2 (Pavagadh, Champaner) – Pavagadh &amp; Jambughoda Forest</td>
</tr>
<tr>
<td>18</td>
<td>Kutch Nahi Dekha To Kuch Nahi Dekha – Morbi, Bhuj &amp; Anjar</td>
</tr>
<tr>
<td>19</td>
<td>Khushboo Gujarat Ki (KGK) – Rajkot, Junagadh, Somnath, Porbandar, Dwarka &amp; Jamnagar</td>
</tr>
<tr>
<td>20</td>
<td>Birding Tour – Velavadar, Junagadh, Jamnagar, Bhuj, Naliya, Mandvi &amp; Dasada</td>
</tr>
</tbody>
</table>

Source: Tourism Corporation of Gujarat Limited
3.3 Tourism Projects
Statue of Unity - Sadhu Bet, kevadiya, Narmada

TALLEST ICONIC STRUCTURE IN THE WORLD – 182 MTS.

A NOTCH ABOVE THE REST

Estimated project cost – USD 416.67million

INVESTMENT OPPORTUNITIES

- Development of iconic structure
- Tourism project and services around the structure
- Hotel, Convention Centre, Memorial Garden and Visitor Centre Building
### Major Completed & Ongoing Projects


<table>
<thead>
<tr>
<th>Project Description</th>
<th>Amount (USD Million)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sapatara Destination Development, Dang</td>
<td>1.097</td>
</tr>
<tr>
<td>Development of Kalka Garden, gandhi garden &amp; renovation of trikam barot vav, Patan</td>
<td>1.095</td>
</tr>
<tr>
<td>Infrastructure Destination Development at Bindu Sarovar, Patan</td>
<td>4.572</td>
</tr>
<tr>
<td>Dandi Heritage corridor</td>
<td>2.73</td>
</tr>
<tr>
<td>Development of Narayan Sarovar, Koteshwar, Kutch</td>
<td>1.995</td>
</tr>
<tr>
<td>Development of Dandi as a tourist circuit covering Dandi-Gandhi Smruti Railway Satation- Karadi, Navsari</td>
<td>1.222</td>
</tr>
</tbody>
</table>


<table>
<thead>
<tr>
<th>Project Description</th>
<th>Amount (USD Million)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Development of Tourist facilities at Becharaji, Mehsana</td>
<td>2.56</td>
</tr>
<tr>
<td>Chotila Devasthan Development, Surendranagar</td>
<td>3.355</td>
</tr>
<tr>
<td>Institute of Hotel Management at Kholwada, Patan</td>
<td>3.107</td>
</tr>
<tr>
<td>Development at Dakor, Kheda</td>
<td>5.022</td>
</tr>
<tr>
<td>Destination Development of Umargam, Valsad</td>
<td>1.997</td>
</tr>
<tr>
<td>Shabridham, Rama Trail, Dang</td>
<td>2.03</td>
</tr>
<tr>
<td>Sunrise Point, Dang</td>
<td>2.513</td>
</tr>
<tr>
<td>Destination Development at Shamlaji Devasthan, Sabarkantha</td>
<td>3.153</td>
</tr>
</tbody>
</table>

**Total Ongoing Projects Worth – 35.11 USD Million**

<table>
<thead>
<tr>
<th>Project Description</th>
<th>Amount (USD Million)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Museum Buiding at Bindu Sarovar – Sidhpur, Patan</td>
<td>2.532</td>
</tr>
<tr>
<td>Chotila Devasthan Development, Surendranagar</td>
<td>3.35</td>
</tr>
<tr>
<td>Institute of Hotel Management at Kholwada, Patan</td>
<td>3.107</td>
</tr>
<tr>
<td>Development at Dakor, Kheda</td>
<td>5.022</td>
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<tr>
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<tr>
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<td>2.513</td>
</tr>
<tr>
<td>Shabridham, Rama Trail, Dang</td>
<td>2.03</td>
</tr>
</tbody>
</table>

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**All Figures in USD Million**

**Source:** Tourism Corporation of Gujarat Limited
**Major Upcoming Projects**

<table>
<thead>
<tr>
<th>Project Description</th>
<th>Cost (USD Million)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nageshwar Temple, Jamnagar</td>
<td>1.167</td>
</tr>
<tr>
<td>Galteshwar Temple, Kheda</td>
<td>1.667</td>
</tr>
<tr>
<td>Utkanteshwar Temple, Kheda</td>
<td>1.667</td>
</tr>
<tr>
<td>Development of Shuklatirth-Kabirvad-Mangleshwar &amp; Angareshwar as a mega tourist circuit, Bharuch</td>
<td>8.33</td>
</tr>
<tr>
<td>Hatkeshwar Temple, Mehsana</td>
<td>2.5</td>
</tr>
<tr>
<td>Bhavnath Temple, Junagadh</td>
<td>2.5</td>
</tr>
<tr>
<td>Bhalkatirth Development, Junagadh</td>
<td>1.667</td>
</tr>
<tr>
<td>Tourist Infrastructure Development at Pavagadh, Panchmahal</td>
<td>14.5</td>
</tr>
<tr>
<td>Gopnath Beach Development, Bhavnagar</td>
<td>2.5</td>
</tr>
<tr>
<td>Bhalkatirth Development, Junagadh</td>
<td>1.667</td>
</tr>
<tr>
<td>Dwarka Gomati Ghat: Laser show, Jamnagar</td>
<td>2</td>
</tr>
<tr>
<td>Porbandar and Gandhi Smruti adjoining area development, Porbandar</td>
<td>2.833</td>
</tr>
<tr>
<td>Destination development and Caravan Park, Valsad</td>
<td>3.333</td>
</tr>
<tr>
<td>Infrastructure Development at Dholavira, Kutch</td>
<td>2.5</td>
</tr>
<tr>
<td>View Points at Tent City &amp; White Rann, Kutch</td>
<td>1.667</td>
</tr>
<tr>
<td>Lake Development at Saputara, Dang</td>
<td>4.167</td>
</tr>
<tr>
<td>Anjan Kund and Pampa Sarovar, Rama Trail, Dang</td>
<td>2.167</td>
</tr>
<tr>
<td>Integrated Development as a tourist circuit, Narmada</td>
<td>0.81</td>
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<tr>
<td>View Points at Tent City &amp; White Rann, Kutch</td>
<td>1.667</td>
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<tr>
<td>Anjan Kund and Pampa Sarovar, Rama Trail, Dang</td>
<td>2.167</td>
</tr>
<tr>
<td>View Points at Tent City &amp; White Rann, Kutch</td>
<td>1.667</td>
</tr>
<tr>
<td>Anjan Kund and Pampa Sarovar, Rama Trail, Dang</td>
<td>2.167</td>
</tr>
</tbody>
</table>

**TOTAL UPCOMING PROJECTS WORTH – 103.98 USD MILLION**

**ALL FIGURES IN USD MILLION**

**Source:** Tourism Corporation of Gujarat Limited
3.4 Tourism Sites
Tourism Sites in Gujarat

- DIVERSE SITES
  - ARCHITECTURAL & HERITAGE SITES
  - RELIGIOUS SITES
  - FAMOUS BEACHES/ WATER BODIES
  - FOREST & NATURAL ECOSYSTEMS/ WILDLIFE SANCTUARIES
  - ARCHAEOLOGICAL SITES
  - GANDHI CIRCUIT
CHAMPANER-PAVAGADH ARCHAEOLOGICAL PARK
• It was inscribed by UNESCO as a World Heritage Site in 2004
• Located around the historical city of Champaner, a city which was built by Sultan Mahmud Begada
• The Kalika Mata Temple, located on top of Pavagadh Hill, is an important Hindu shrine which attracts a large number of pilgrims throughout the year

DHOLAVIRA
Dholavira is one of the two largest Harappan sites in India, and 5th largest in the subcontinent that has excavations of the Indus Valley Civilization or Harappan culture, dating back to 4500 years ago

LOTHAL
• One of the most prominent cities of the ancient Indus valley civilization dating back to 2400 BCE was discovered in 1954 by ASI
• Lothal’s dock—the world's earliest known, was a vital and thriving trade centre in ancient times
MODHERA SUN TEMPLE – MEHSANA
• The exclusively carved temple complex and the magnificently sculpted kund are jewels in the art of masonry of the Solanki period apparently which was also known as the Golden Age of Gujarat
• The remains of the Sun Temples at Modhera are relics of time of Vedic gods

ADALAJ NI VAV – GANDHINAGAR
• The stepwell was built in 1499 by Muslim king Mohammed Begda for Queen Rani Roopba, wife of Veer Singh, the Vaghela chieftain
• The 'Vav' is intricately carved and is five stories in depth
• The wells were also venues for colorful festivals and sacred rituals

RANI KI VAV - PATAN
• It was constructed during the period of the Solanki or Chalukya, and was called the Rani Ki vav (Queen’s step well)
• Unesco's World Heritage Committee (WHC) in Doha inscribed the step well as a world heritage site in June 2014

IDAR – HIMATNAGAR
• Famous for its temples and various beautiful architectural monuments, including Gadh (Palace) of Idar, Roothi Rani Ka Mahal, Jain Temples, Shiva & Vishnu Temples and the temple where Raja Harishchandra got married, called as Harishchandra Ki Chouri
• It is also known for manufacturing of handmade wooden toys and tiles
**VADNAGAR**
- History of Vadnagar goes back to more than 2500 years and was referred to as Anartapur in Mahabharata
- Vadnagar is famous for Kirti Toran or Narsinh Mehta's Chori, Sharmistha Lake and Hatkeshwar Temple

**POLO MONUMENT & FOREST – VIJAYNAGAR, SABARKANTHA**
- Biologically rich in flora and fauna, dense forests and river side
- It is surrounded with archeologically important Shiv Temple at Sarneshwar, Sadevant Savlings Deras, Surya Mandir, Lakhena Temple, Jain derasar, the ancient Polo Jain Nagri

**SIDHPUR – PATAN**
- Has two protected monument under Archaeological Survey of India namely: Ruins of Rudra Mahalaya temple & the Jami Masjid
- The city is also known for its havelis in hacienda architecture largely belonging to Dawoodi Bohra community
- Bindu Sarovar in Sidhpur considered pious by Hindus, is the only place in India where Matru-shraddh is carried out, thus thousands of people come here annually to perform the rituals for their dead mothers

**DUTCH TOMB, SURAT**
- Tomb of Dutch Governor Baron Adriaan van Reede
- Cuppola structure supported by beautiful columns
DWARKA TEMPLE - JAMNAGAR
- The main temple at Dwarka, situated on Gomti creek, is known as jagat mandir (universal shrine) or trilok sundar (the most beautiful in all the three worlds)
- Originally believed to be built by Vajranabh, the great grandson of Lord Krishna, more than 2500 years ago, it is a glorious structure seeming to rise from the waters of the Arabian Sea

SOMNATH MAHADEV TEMPLE – JUNAGADH
- Believed to have been built in 1951 in gold by the moon god Soma, in silver by the sun god Ravi, in wood by Krishna and in stone by the Solanki Rajputs in the 11th century

PALITANA
- A major & most sacred pilgrimage place for Jains
- Palitana is the world’s only mountain that has more than 900 temples
- World's largest Temple Complex with more than 3000 temples located on the Shatrunjaya hills

AMBAJI TEMPLE – BANASKANTHA
- This is the principal shrine of a goddess who has been worshiped since the pre-Vedic period
- Made of white marble with gold cones, the temple was originally built by Nagar Brahmins
Religious Sites

**AKSHARDHAM – GANDHINAGAR**
- Akshardham is majestic, intricately carved stone structure which stands amid sprawling gardens set in a 23-acre plot
- It is built in 6000 tonnes of pink sandstone and not a bit of steel has been used. The temple is 108 ft in height, 240 ft in length and 131 ft in width

**DAKOR TEMPLE - KHEDA**
- Dakor – one of the six major pilgrimage places under "Yatradham Vikas Board"
- More than 70-80 lacs of pilgrims visit the place every year and a continuous increase is witnessed every year

**SARKHEJ ROZA**
- Grouped around a great stepped tank is the tomb to the saint, Ahmed Khattu Ganj Baksh (1445), the mosque, the tombs of Mehmud Shah Begada and his queen, and the palace and pavilions
- The buildings are remarkable for the complete absence of arches and the use of pierced stone trellises throughout

**SHAMPLAJI TEMPLE – SABARKANTHA**
- The Shamlaji Temple stands in honour of Lord Vishnu
- The magnificence of the temple is enhanced by stone carvings, idols of gods, nymphs, musicians and celestial dancers, domed ceilings, and a towering spire
- Also known for Shyamalvan, a theme-based garden developed by the Social Forestry Wing of the Gujarat Forest Department
UDVADA, SURAT
- Regarded exceedingly sacred by the Parsi and Zoroastrian community
- Renowned for the Zoroastrian Atash Bahram fire temple
- A coastal town near the city of Surat
- The Udvada Beach & the Iran shah or the Atash Bahram fire temple are the chief attractions

SHABRI DHAM - DANG
- Three stones on which Lord Rama, his brother Lakshman and Shabari are said to have sat are still worshipped
- Pampa lake, about 6 km from Shabari Dham, is a water source associated with a story of Lord Rama’s bathing

BUDDHISM SITES
- The 5th place in the world where bodily relics of Lord Buddha have been found
- Major Buddhist places – Talaja Hills in Bhavnagar; Junagadh caves and Ashok edicts in Junagadh; Vadnagar and Taranga Hills in Mehsana; Siyot caves in Northwest Kutch; Khambhalida caves in Rajkot; Dev Ni Mori in Shamlaji; Sana caves in Somnath

BAHUCCHARAJI TEMPLE – BECHARAJI, MEHSANA
- The main temple fort and gate was built by Manajirao Gakewad in Samvat 1839 or 1783 AD when he was Suba of Kadi
- Among the ten main goddesses in the whole universe, Sh. Balatipur Sundari Shri Bahucharma is a sidh shakti
Famous Beaches / Water Bodies

MANDVI – KUTCH
- Mandvi Beach is the closest to the town center, across the bridge to the east side of the river
- The Maharao's private beach, behind Vijay Vilas Palace, has nice white sand, lovely places to swim and accommodation available in air-conditioned tents along the shore

CHORWAD BEACH – JUNAGADH
- Located 37 kms from Somnath, this beach was once home to the royal palace of the Nawab of Junagadh
- It is relatively clean, ideal for relaxing and enjoying the ocean breeze and serves as an ideal excursion from Somnath

DUMAS BEACH – SURAT
- Dumas Beach is an urban beach along the Arabian Sea
- This beach is famous for its black sand. It is a popular tourist destination in south Gujarat
- Apart from the beach, places of interest at Dumas including the Dariya Ganesha temple located adjacent to the main beach

TITHAL BEACH – VALSAD
- Beach along the Arabian Sea located 4 kms west of Valsad town and famous for its black sand
- Other places of interest at Tithal include – Shri Sai Baba temple located 1.5 km south and Shri Swami Narayan temple located 1.6 km north of the main beach
# Famous Beaches / Water Bodies

## Kevadia Colony
- Kevadia is a town situated in Narmada District.
- Notable tourist spots are Nehru Foundation Stone Sthal, Narmada Dam River View Point and Aditheswar Mahadev Temple, which is a temple dedicated to Lord Shiva.
- Panchmilli Lake, Kalvani Lake and Vagdam Lake are the lakes situated in the vicinity of this town.

## Narayan Sarovar
- Narayan Sarovar Lake is one of the 5 holy lakes of Hinduism, along with Mansarover in Tibet, Pampa in Karnataka, Bhuvaneshwar in Orissa and Pushkar in Rajasthan.
- Ancient Koteswar temple is also located close by.

## Unai Hot Springs - Waghai
- The hot springs, open to the public, are a great place to rejuvenate.
- And in the near vicinity can also visit Gira falls, Vansda national park and Botanical garden.
Gandhi Circuit

**SABARMATI ASHRAM, AHMEDABAD**
- Established by Mahatma Gandhi; and later became famous as a crucial location for the independence movement
- Worth visiting to understand Gandhiji’s way of life and his philosophies, especially his art of khadi weaving

**DANDI, NAVSARI DISTRICT**
- Located on the coast of Arabian Sea
- Coastal village in Gujarat made famous by Mahatma Gandhi’s Salt March during the independence struggle

**PORBANDAR**
- Birth place of Mahatma Gandhi
GIR NATIONAL PARK
- Located at the foot of the Girnar hills. Gir National Park located in Junagadh has the last of Asiatic Lions
- Other tourist attractions are the Mahabat Maqbara, Durbar Hall Museum, Narsinh Mehta's Choro, Mount Girnar, Upperkot Fort, Jama Masjid and Ashoka's Rock Edicts

RATANMAHAL WILDLIFE SANCTUARY – DAHOD
- It harbours maximum population of sloth bears in the entire state, which is the star attraction in the wilds of Ratanmahal
- The pristine beauty of forests in this small tract with rugged topography gives the feel of a hill station to wildlife enthusiasts

LITTLE RANN OF KUTCH
- A geographically unique landscape that was once an arm of the Arabian Sea
- It supports a variety of wildlife including the 'Gudkhur' (Asiatic wild ass) that is not found elsewhere, the elegant blackbuck (Indian antelope), Nilgai or blue bull (India's largest antelope) and the graceful Chinkara (Indian gazelle)
**SHOOLPANESHWAR WILDLIFE SANCTUARY - RAJPIPLA**
- Shoolpaneshwar Wild Life Sanctuary has 575 species of flowering plants
- Animals like leopard, sloth bear, rhesus macaque, chausinga, barking deer, pangolin, herpetofauna, birds including Alexandrian parakeet are found here

**NAL SAROVAR BIRD SANCTUARY**
- Mainly inhabited by migratory birds in winter and spring, it is the largest wetland bird sanctuary in Gujarat, and one of the largest in India
- The lake measures 120 sq. km, attracts over 200 species of birds in the winter, and harbors a variety of flora and fauna

**MARINE NATIONAL PARK - JAMNAGAR**
- One of the rare places in the world where one can look at corals without having to dive down into the water
- One just has to walk in the water, when the tide ebbs, in about 1 to 2 feet of water and watch this fascinating underwater world of corals

**VELAVADAR BLACKBUCK NATIONAL PARK**
- Created in 1976, the park now covers 34 sq km
- Found only in South Asia, the blackbuck once lived all across India, but now the largest population is in this park
- Other animals include the nilgai (another Indian antelope), jackal, wolf, jungle cat, and fox, pelicans, flamingos, white and painted storks, three kinds of cranes and the rare Stolizca’s Bushchat
**AHMEDABAD WALLED CITY**
- Peripheral wall along with large gates built in ancient times to fortify the city
- Today, only the gates stand, with each gate decorated beautifully by carvings and calligraphy pertaining to the time they were built in

**HERITAGE WALK**
- A guided Heritage Walk around the old city of Ahmedabad conducted by the Ahmedabad Municipal Corporation
- It takes you through various pols, havelis, Hindu and Jain temples, various sites including the famous Manek Chowk, and ends at the soulful Jama Masjid

**SCIENCE CITY**
- Spread over an area of more than 107 hectares
- The center hosts India's first IMAX 3D theatre, an energy park, a hall of science, Planet Earth, an amphitheatre, Life Science Park and dancing musical fountains
3.5 Art
Gujarat Art

AARI EMBROIDERY, AHMEDABAD

- An enduring custom and inherited skill
- Mostly practiced in the Ahmedabad district by various organizations such as the Mahila Vividh Laxi Odhyogik Sahakari Mandli Ltd that employs nearly 100 craftsmen working from their households
- Embellished with subtle designs of various sizes and shapes, Aari made sarees, suits, dupattas and other attires find themselves to be the centre of attention for women across the globe

TERRACOTTA, SURENDRANAGAR

- Most of the terracotta figures are offered to the Hindu deities
- Thanagadh in Surendranagar has a large number of small-scale ceramic manufacturing units
- The Matikam Kalakari and Rural Technology Institute (MKRTI) – a State government promoted organization teams up with Central Glass and Ceramic Research Institute (CGCRI) along with designers from National Institute of Design (NID) and National Institute of Fashion Technology (NIFT), to impart training to potters, for reviving their products and designs, as they can be sold in domestic as well as international markets

ZARI EMBROIDERY, SURAT

- The Zari weaving in Surat makes use of a wide range of trimmings, fringes and motifs, mostly to produce exquisite fabric designs
- Apart from fabric designs, zaris from Surat are also used to adorn materials made even of woods and glasses
- In 2010, the Geographical Indication (GI) status has been bestowed upon the ‘Zari’ making craft of Surat, providing this craft a unique identity and quality based upon its geographical location

Source: Gujarat Tourism Newsletter
The communities spread in the southeast Gujarat make several handwoven bamboo products such as baskets (woven typically by men), trays, boxes, mats and musical instruments and sieves used as farm tools and fish traps.

Besides basket-weaving, bamboo is used chiefly in the construction of houses and fencing.

Umbrella handles made of bamboo are a specialty and have designs of leaves, creepers, plants, rings and crosses etched on them.

Rogan painting or Rogan art is a rare craft with centuries-old tradition – the word ‘Rogan’ literally means oil based painting in Persian language.

Gujarat bears a rich tradition in hand painted and printed textiles.

Rogan is a seasonal art practiced during wedding occasions to adorn the bridal trousseau such as ghaghara, odhana, chabla, dharajo and other items like bed sheets, pillow cases and quilts.

Rogan painting on attires give the impression of embroidery because the surface application of paint has an embossed and shiny look, similar to the embroidery works applied on clothes.

Gujarat, popularly known as the ‘Jewel of the West’, has been identified for its large collection of flickering and customary jewels.

The uniqueness of this designer jewellery is that instead of gold, silver, a soft metal is used nowadays to provide it an aesthetic appeal.

Offering a wide variety of bracelets, bangles, necklaces, earrings, chokers, and jhumkas, Pachchikam is a flashy and fragile jewel that can be worn on formal occasions.

Source: Gujarat Tourism Newsletter
3.6 A Film Destination
# Gujarat : Emerging Film Shoot Destination

## Landscape & History
- Gujarat has a diversity of landscapes ranging from 1600 km long coastline to the Sahiyadhri, Vindhya and Aravalli Hills, from the White desert of kutch to the Narmada, Tapi, Mahi and Sabarmati Rivers.
- It has various structures such as majestic forts, magnificent palaces, exquisitely carved temples and imposing historical monuments.

## Gujarat – Captured in Camera
- Gujarat has been used for many location shoots from Bollywood movies like Refugee and Border that had sequences along the Rann of Kutch to Hindu epic TV serials filmed at Umergaon and Halol.

## Single Window Clearance
- A single-window facilitation authority is being thought of which will put investments for setting up film studios on the fast track.
- Gujarat Tourism has recently started a separate single window clearance desk to assist filmmakers scout locations and extend logistic support.
3.7 Opportunites
Oppurtunity in Tourism Industry in Gujarat

RURAL & TRIBAL TOURISM

HOME STAY TOURS

INDUSTRIAL TOURS

MEDICAL TOURISM

THEME PARKS FOR MAJOR CITIES IN GUJARAT

THEME-BASED TOUR PACKAGES

WILDLIFE

ADVENTURE & WATER SPORTS

OPPORTUNITIES
## Rural & Tribal Tourism

### RURAL TOURISM
- Explore – Many Indians and foreigners want to explore rural India and want to live and experience the rural/tribal lifestyle
- Experience – Rural Tourism will provide tourists a real first hand experience in this area
- Opportunity – Addition in the revenue

### SCOPE
- Tie up with big hotels, resorts, tour operators, etc as an extension of their existing business or like their CSR initiative
- Tie ups with local village communities or NGOs

### HODKA VILLAGE, KUTCH
- Pioneered the concept through Shaam – e – Sarhad Village Resort which promotes local culture and craft based tourism for sustainable livelihoods and integrated rural development
- Owned and operated by the Village Tourism Committee of the people from Hodka Village
Home Stay Tours

- **Different Lifestyle**
  - A package tour can be developed for a group of tourists who will live in some pre-identified village.
  - They will stay in their homes and experience their livelihoods, lifestyle etc.
  - Will provide a break from routine life and give an inner insight into the lives of rural areas.

- **Income Generation**
  - Contribution to these households in terms of health care provision, in their income earning endeavors, forest trekking, rearing of domestic animals, etc.
  - Will also help in empowering the rural communities and add to their incomes.

- **Basic Amenities**
  - Sanitation and toilet facilities will be provided by the supporting organization (Gujarat Tourism/Tour Operators).
  - The stay will just have basic minimum facilities like comfortable beds, hygienic water, sanitation and toilet facility, mosquito repellants, accessible medical care facilities, etc.

**Places:**
Saputara, Ratanmahal, Dang District, Dahod, Jambughoda, Girnar

**Cost and Revenue Implication**
Half of the total tour cost may be paid to that rural family.
Industrial Tours

Industrial tours can be organized where tourists can visit 2-3 industries of different sectors.

People from the industry will show & explain the tourists the entire manufacturing process.

This will give the tourists a first-hand experience of the entire manufacturing process.

Many schools / colleges currently conduct such industrial visits.

**Kutch Cluster:**
- Salt Pans
- Ports

**Ahmedabad Cluster:**
- Automobile
- Pharmaceuticals
- Textile

**Surat Cluster:**
- Diamond
- Petro-Chemicals

**Jamnagar Cluster:**
- Petroleum Refinery
- Wind Energy Farms

**Vadodara Cluster:**
- Engineering
- Dairy
- Chemicals
Medical Tourism

**HIGH GROWTH POTENTIAL**
- Availability of high-quality, low cost surgeries at Gujarat’s hospitals
- The large population of people of Gujarati origin in America, Europe and Africa can be a major growth driver for this segment of tourism

**ADVANTAGES**
- Zero waiting periods for all patient either requiring emergency treatment or otherwise
- One tenth to one twentieth of the costs involved for medical treatment in USA or UK
- Specialized hospitals and clinics
- Gujarati doctors participating in world medical conferences help them to know about the latest developments in the medical field

**WAY FORWARD**
- Collaboration with private hospitals for promoting medical facilities in Gujarat - PPP model
- Creation of a ‘Help Desk’ to address queries
- Offering Medical Packages
43% of the population of Gujarat resides in urban areas, one of the highest in India.

Ahmedabad is the fastest growing city in the country and 3rd fastest growing city in the world.

Surat, Vadodara & Rajkot are also rapidly developing cities with more than 1 mn population.

Theme Parks for Major Cities in Gujarat

- Amusement Parks
- Recreational Theme Parks
- Water Parks
- Sports Parks
Theme-based Tour Packages

Religious Tourism

- A package covering the major religious destinations of Gujarat i.e. Dwarka, Dakor, Ambaji, Palitana, Mahudi, Somnath, Pavagadh, Kabirvad

A Tour Through History

- Sun Temple
- Maintenance of these sites and developing them as tourist destinations is important

Beach Tourism Tours

- Having one of the largest coastlines in country, Gujarat has potential for developing beach cities around to attract tourists
- World class water sports facilities can be promoted at some locations
### Wildlife

#### WETLANDS
- The home of water animals, birds and amphibians – covers diverse and heterogeneous assemblage of habitats
- They provide a multitude of services such as purification and regulation of flows, fisheries, habitat provisioning to plants, animals and micro-organisms, providing opportunities for recreation and tourism etc

#### TYPES OF WETLANDS
- Inland – Include freshwater lakes, village ponds/tanks, Sim Talav, reservoirs (Talav / Sinchai Talav), marshes, paddy fields, dams, canals, rivers and streams
- Coastal – One of the important areas for the diversity and reproduction of marine life; they have a remarkable feature of the extreme diversity of ecosystems i.e. coastal sands, estuaries, bays, muddy and rocky areas, coral reefs and mangroves

#### THE RANN
- Covers over 20,000 sq. km. area in Kutch district – has rocky hills amidst the saline desert, a buried city of the Harappan civilization, innumerable fossils and a breeding ground of the Greater Flamingo (‘Flamingo City’)
- A land of wild ass, chinkara, flamingo, water birds, raptors, several threatened mammals and agarias - a tribe who prepare salt there
Apart from medical tourism, religious and cultural tourism, there is immense potential in the area of adventure sports as well. PPP model is also workable to implement projects in this area.

An adventure sports park was opened in 2012 in Ambaji with activities such as zorbing, river crossing, all-terrain bike ride. This project was implemented in PPP model with a cost of USD 2.5 million.

**Water Sports** – Mandvi Beach, Chorwad Beach, Nagoa Beach, Chakratirth Beach, Jalandhar Beach, Goghala Beach and Simmer Beach for Surfing, Water skiing, Jet skiing, Parasailing, Sailing, Speed boating & Bet Dwarka.

**Rock Climbing** – Pavagadh, Junagadh, and Taranga areas due to excellent terrain for climbers.

**Trekking** – Saputara – Ahwa (through green forests of Banni), Poshina – Abur, Dhrangadra areas due to good forestry around.

**Skydiving** – Gujarat became the first Indian state to have a certified drop-zone in Deesa. With appropriate marketing, Deesa can be further pushed in the tourist community visiting the state.
3.8 Supporting Agencies
## Supporting Agencies

### TOURISM CORPORATION OF GUJARAT LIMITED (TCGL)

- A state Government corporation, setup in 1975, to facilitate and promote tourism activities in the state.
- These include accommodation, conducted tours and ground transport with a wide range of choice to meet diverse needs of the tourists.
- To guide tourists visiting the state on timely basis, TCGL has an up-to-date website [www.gujarattourism.com](http://www.gujarattourism.com).
- The website provides a brief summary of the various tourist attractions of Gujarat, its fairs and festivals along with the Investment Opportunities available in Gujarat.

### GUJARAT TOURISM OPPORTUNITY LTD (GUJTOP)

- Setup in 2007 to identify tourist sites for development and to set up project development fund.
- GUJTOP has been assisting tourism department of Gujarat in undertaking various activities including development of tourism infrastructure projects on Public Private Partnership format, assisting Government in Policy Development and many other initiatives.
- The long term vision of GUJTOP is to create a supportive environment for investors to tap into the immense potential for tourism in the state of Gujarat.
- Website: [www.gujtop.com](http://www.gujtop.com)
4. Gujarat Tourism
Awards & Appreciation
<table>
<thead>
<tr>
<th>Year</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>PATA Gold award for TV Campaign – Breathe in a bit of Gujarat</td>
</tr>
<tr>
<td>2012</td>
<td>PATA Gold award for coffee table book on ‘White Rann’</td>
</tr>
<tr>
<td>2012 – 13</td>
<td>National Tourism Award by the Govt. Of India – 3rd position in the category ‘Best State Award for Comprehensive Development of Tourism’</td>
</tr>
<tr>
<td>2011 – 12</td>
<td>National Tourism Award by the Govt. Of India – Best Tourism Film – ‘Khushboo Gujarat Ki’</td>
</tr>
<tr>
<td>2011 – 12</td>
<td>National Tourism Award by the Govt. Of India – Best usage of information technology</td>
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