

## **Role of Tourism and Allied Services in Creative Sustainable Development in the State of Gujarat**

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### **ABSTRACT**

Tourism is one of the fastest growing sectors in India, which is helpful in growth and development process of economy. Nowadays tourism sector is rapidly replacing the traditional sector and it is one of the fastest growing economic sectors over the past 15 years. Recently Gujarat is focusing on the sustainable development of tourism by introducing various methodologies aspiring to increase tourism by providing them various facilities and existing destination by implementing various promotional and marketing strategies. The main aim of sustainable development is to develop the responsibility among local residents and tourists about the environment. Tourism is also helpful for the local people in display of their handicraft and cultural activities. The main purpose of this paper is to examine the tourism policy of Gujarat after 1991. The reason for sustainable development in tourism and recent measures taken by the Government of Gujarat.

### **INTRODUCTION**

Tourism is one of the distinguished factors for the any country for their economy which play an important role in the GDP growth. Tourism not only provides foreign earning but it is beneficial in terms of cultural exchange and provides employment opportunities to the concerned places.

Tourism facilitates hospitality growth, employment infrastructure development, and cultural exchange. It is one of the essential industries for the economic and social development for vibrant growth and is strongly monitored by the Government of Gujarat. For this accomplishment, Government has taken innovative decisions with the help of policy and a proper investment is needed to develop tourist destination.

Environment sustainability is one of the ‘Millennium Development Goals’ and it can be achieved by sustainable tourism, it is found that many heritages & archaeological places are deteriorating, hence it is necessary to preserve them through proper measures.

Sustainable tourism refers to the present as well as future generation for the preservation of resources which ensure the stability. It should endeavor to make minimum effect on the environment with the conservation of ecosystem and assist with maximum employment and income for the local people. For sustainable development it is indispensable to maintain ethics from the tourist as well as local people and prepare some guidelines for both of them. Sustainable tourism is requisite to preserve our heritage, tradition and culture.

It is very important to conserve environment for the succeeding generation so as to cherish the environment to enjoy. Therefore it's essential to protect our environment which aims to the protection of natural resources and quality of environment, increase productivity with less consumption of resources where required with the support of innovative production methods for the formation of sustainable society.

## **OBJECTIVE**

1. To make Gujarat one amongst the top five tourist states of India in terms of local, national and international tourism foot falls by 2025.
2. To attract the MICE Segment, by creating convention / exhibition facility and support infrastructure.
3. To provide tourism infrastructure in term of tourist information, transport services, accommodation and wayside amenities.
4. To promote responsible tourism in the state and develop tourism products in an environment friendly manner.
5. To upgrade skills, knowledge & professionalism and promote employment opportunities for additional two million persons by 2025.

## **WHY SUSTAINABLE TOURISM IS ESSENTIAL ?**

Sustainable tourism is essential for the small tourist spot which are overcrowded with the tourist especially important for a small state like Goa since the influx of both Indian and foreign tourists specially to beaches, spiritual places etc. is high, it is very important to maintain ecological balance over there. For this it is necessary that a tourist should be responsible and take care of the heritage.

For sustainable development we have to consider the effect of tourism on the environment. Some optimistic approaches of tourism are as follows:

- a) Financial effect comes from domestic and foreign sources in form of tourist as well as investor which leads to capital inflow in the country.
- b) It improved Environment consciousness among the tourist and the localities.
- c) It provides employment in organized and unorganized sector.

Some Pessimistic approaches of tourism are as follows:

- a) Exhaustion of natural resources in the form of water, air and noise pollution destroy some of the species in the environment.
- b) Land degradation has increased due to construction of hotels and other related facilities.
- c) Overflow of tourist on small places where it is unmanageable to handle leads to creation of unfavorable situations for tourists as well as residents, because they have to pay higher cost for accommodation, foods, transportation etc.

Some Measures to be taken for the developments of sustainable tourism are as follows:

- (a) Some of the small tourist places are congested with people at places like spiritual shrines, beaches, historical places etc. therefore some alternative spot should be developed to divide crowd from the concentrated areas. It will help tourists to avail the accommodation facilities and facilitates the investor and also create employment to the localities.
- (b) By implementing such measures improve the quality of services and leads to control the price of the product so tourists are motivated to revisit the spot provided they find it affordable.

- (c) Enhanced transportation facilities by systematic development, so as to provide easily accessible as well as affordable travel for the middle income Group tourist.
- (d) Finally and most important is the security of women especially foreigners because we have seen many shameful instances in the recent past.

## **LITERATURE REVIEW**

Viramgami Patel (2012) analyzed the tourist traffic, trends in Gujarat, it provide comparative study of tourist resources according to gender, age, quality of food, price being charged for services for tourism. They studied the resources and facilities which tourists have answered through questionnaire which include Indian as well as foreign tourist and suggested that for tourist promotion in Gujarat some extra activities should be introduced for its betterment.

Choudhury, (2012) studied the number of strategies that should be implemented by Government which benefits the local people and increases the government revenue. He also stated that tourism centered on wild resources the local people are themselves engaged for the protection and conservation of wild animals.

## **ABOUT GUJARAT AS A TOURIST DESTINATION**

Gujarat is consecrated with natural spots like hill station like Saputar, wildlife like Asiatic Lion, Wild Ass, Indian Bustard, Black buck, four horned antelope, and Boralia Species which are the exceptional species, historical destination like Lethal, Plaitana, Champaner, beaches like Chorwad, Gopinath, Tithal, Dumas, Dwarka and Somnath, spiritual places Akshardham, Somnath, Dwarka, Ambaji, Dakor, Palitana, Girnar, Pavagadh, Kapila and many more etc. are here in Gujarat. It is essential for the government to develop a sustainable tourism to attract more and more tourist in Gujarat and to develop tourism spot by various innovative techniques.

Tourism Policies of Gujarat after 1991-2020 Hotels, Heritage Hotels, Motels, Convention Centres, Resorts, Tented Accommodation, Tourism of Hospitality Training, Water Parks, Statue of Unity, Dholera etc.

## **TOURISM POLICIES OF GUJARAT AFTER 1991**

In Gujarat tourism Department was established in 1972 which was followed by the development of Tourism of Gujarat in 1978 with an aim to promote to tourism as a sector. The corporation has developed facilities related to accommodation at many places like Mandvi, Porbandar, Tithal, Somnath, Dwarka, Pavagadh, Dakor etc, "The Royal Orient Train" with the collaboration of the Indian Railway has also been set up to connect between Gujarat and Rajasthan.

Government of Gujarat has introduced three tourism policies since 1991.

- 1) 1991-1995
- 2) 1995-2000
- 3) 2003-2010

1991-95:

The objective of the policy is to create adequate facilities for the tourist, identify and develop the new tourist destinations and develop the existing tourist spot and develop the pilgrimage places, finally to achieve it develop and strengthen the existing infrastructure facilities,

1995-2000:

The objectives of the policy was to develop tourism as an industry, tourism units categorized based on investment, tax, holiday of 5 to 10 years for new units for the expansion and 22 categories of tourism projects were exempted from luxury tax, sales tax and entertainment tax.

2003-10:

The objectives of the policy are diversification of the tourist product, develop tourist circuit, infrastructure development, implement innovative marketing and promotional tools, human resources development and encourage private participation in tourist sector.

The tourism policy focused on the event based tourism where government of Gujarat encourages festivals like Makar Sankranti and Navrati to attract National as well as International Tourist.

The policy focused on infrastructure development in the state by developing road, railways, airways etc. it encouraged private investment in the infrastructure development. It also aimed to restructure the tax norms respectively in like Luxury tax, Entertainment tax and sales tax for the encouragement of tourism.

2015-2020:

For the state economic development there were various opportunities the government has projected in the policy like hospitality industry, eco tourism, Vishwa Gram Global village, Dinosaur theme park, Cruise trips with whale watch etc. Deep Diving and Snorkeling of Coral Island, Golf Courses, Royal Orient Gauge Conversion, Special Entertainment Zones, Wayside amenities.

Social benefits project are to provide employment opportunities of per 10 lacs provide 90 jobs.

### **RECENT INITIATIVE**

The International tourist's arrival increased by CAGR of 45% and almost 2% of tourist in Gujarat are international tourists.

The number of tourist have increased by 16 million in 2008 as compared to 8 million in 2004 with growing CAGR of 20% which is higher than the total number of tourists for India is 11%. Ahmadabad, Ambaji and Dwarka 30% of the total tourist flow in the Gujarat.

Amitabh Bachchan is the brand Ambassador for Gujarat Tourism with "Khushboo Gujarat Ki" for the Promotion of tourism in Gujarat. Gujarat state tourism and health minister Jay Narayan Vyas spoke about the tourism at the International Conference on Sustainable Tourism on 27 September, 2012 said that sustainable development of tourism must take into account the preservation of nature and environment, only then future generations would benefit from it. He added that the growth of tourism by 2025 will keep behind the agriculture sector. He included that the development of medical tourism will take place in which people get world class medical treatment at lower cost than in developed countries.

Tourism Incentive Package Scheme (TIPS) 2010-15 is being proposed by the Government ought of offers incentives like Tax Holiday on Luxury Tax, GST on food and beverages, Entertainment Tax, concession such as interest subsidy, reduction of Electricity duty and GST on natural gas.

Some more incentives and concessions would give to Hotels, Resorts, Amusement Parks, Heritage Hotels, and Tourist Bus etc. To provide traditional and cultural touch Government is identifying the place for development of Heritage village. Gujarat has heritage properties which has great scope for investment for the development of Hotels. The state gives special incentives for Heritage Hotels with capital investment subsidy, interest and concession in stamp duty.

The policy supports no luxury tax on room up to Rs.500. GST on food reduced to 4% as compared to 12% from other states.

Development in this sector requires close partnerships between the government, the private sector and communities, it is perhaps the only sector which has a very elaborate and multiple backward and forward linkages with other segments of the economy like infrastructure, transport, construction, environment water resources etc., current trends and growth projections at the Global, national and state level reinforce the immense potential of tourism as a noteworthy contributor to gross domestic product (GDP) and employment.

**Figure 1: Contribution of Tourism to the world,  
India and Gujarat State GDP**

	Total Contribution to GDP		Employment (No.in Million)		Total in investment (Figures in USD Billion)	
	2014	2025 (projected)	2014	2025 (projected)	2014	2025 (projected)
World	9.8%	10.5%	276.85	356.91	314.4 (4.3% total investment)	1336.4 (49% of total investment)
India	6.7%	7.6%	36.70	45.57	32.42 (6.2% of total investment)	66.73 (6.9% of total investment)
Gujarat (estimated)	2.7%	5%	0.95	3.00	0.81	4.00

(Source: Economic impact, 2015-World Travel & Tourism Council,  
# Existing and Projected figures of Gujarat are based on the GITCO estimates.

**CONCLUSION:**

Tourism in Gujarat is rapidly increase therefore sustainable development in tourism is the utmost requirement to attract tourist in the state. It is one of the United Nation's "Millennium Development Goals". The recent policy of 2003-10 has developed many innovative steps for the development of tourism. When tourists visit a place they spend on goods and service his expenses injects money into the local economy and creates multiplier effects.

The policy must be effective in terms of sustainable development of tourism, as it is a service sector which has potential to grow if it is channelized in proper direction which undoubtedly would be helpful in the economic growth of the state in term of GDP contribution, employment and investment in tourism sector.



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