

Tourism Policy 2003-10

Industries, Mines & Tourism Department
Government of Gujarat

Tourism Policy 2003-10

Mission Statement:

To develop and promote tourism as an '**Engine of economic growth**' and to bring Gujarat on the national and international tourist map, tourism shall be considered as ***an important economic activity*** for ***overall sustainable economic growth, ensuring employment generation*** and optimum utilization of vast tourism potential in the state and at the same time preserving and promoting ***natural, social and cultural heritage of the state.***

Preamble:

Tourism is a major phenomenon of the modern society, which has emerged as an economic activity of immense global importance. Tourism is one of the world's largest and fastest growing industries.

Gujarat, though till now considered as a hub for commercial and industrial activity, has immense potential for tourism development with its vast cultural and religious heritage, varied natural attraction and long coastal line. The Tourism policy is aimed at socio-economic development of the state by developing world-class tourist facilities with ensuring optimum utilization of available resources and developing specific tourist destinations for national and international tourists.

I TOURISM AT A GLANCE

A. Global Scenario:

The gross output of Rs. 2,13,560 Billion in the year 2003 as estimated by World Travel & Tourism Council (WTTC), Tourism has emerged the largest and one of the fastest growing industry

in the world having the tourist potential of approximately 70 crore, which is likely to go up to 160 crore tourists by year 2010.

As per WTO projection, Global Domestic Tourism is ten times greater than the previous one with an employment generation of 14.4 crore and 2.6 times indirect employment. Globally, tourism accounts for 11% of global GDP and 8% of world trade employment.

As per WTO Report, Asia-Pacific Region, tourism will grow at 7.8% annually for the next ten years. Global capital investment in tourism will be approximately Rs.66,000 billion that is 9.3% of the global investment, by year 2011.

B. National Scenario:

India has less than 1% share in the world tourism as per WTTC, which is considered as third largest foreign exchange earner of Rs. 14419.82 crore for the year 2002 as per RBI records.

The domestic tourism market is 24 crore tourists per annum spending more than Rs. 950 billion as per Government of India report. It generates 177 lakh jobs which is 5.6% of the total employment. WTTC forecasts that by the year 2010 it would further create 250 lacs jobs.

As per WTTC, in the next ten years' time tourism sector in India will contribute 6% to the GDP against 1.8% of today and capital investment in tourism is approximately Rs. 413 billion in 2003. The three Ts working are telecommunications, tourism and IT & BT. As per WTTC, Rs. 10 lakh investment in tourism creates approximately 90 jobs whereas the same amount of investment in agriculture creates 45 jobs and in manufacturing sector 13 jobs.

If tourism can increase up to 10% of India's GDP as against current rate of 5.6% nearly 1.2 crore additional jobs can be created in tourism industry.

C. Gujarat Scenario and Potential

On an average, Gujarat annually accounts for more than one crore domestic and international tourist inflow in the state. Majority of the 2 crore strong NRI base are Non Resident Gujaratis who are generally well to do traders and professionals.

Gujarat had a strong base dating from Jurassic era to modern times, the dinosaur fossils at Balasinor and Kutch and the Indus Valley sites of Lothal and Dholavira, the natural beauties of unindulged golden sand beaches and having the vast modern life like dolphins, whale-sharks and other mammals, excellent heritage sites and religious places like Somnath, Dwarka, Ambaji, Pavagadh, Palitana etc., the huge scenic beauties of hills and mountains of Saputara, Taranga, Girnar, Wilson Hill and Jessor Hill, rich wild-life sanctuaries of Asiatic lion, leopard, tigers, sloath bear, wild ass, wolf, Indian Bustard, flamingos and pelicans, historical monuments like Patan's Sahashtralingh Lake and Ranki Vav, Adalej Vav, Modhera Sun Temple, Vadnagar Toran etc. and national and international heroes like Mahatma Gandhi (Places: Porbandar, Gandhi Ashram-Ahmedabad and Dandi) and Sardar Patel (Places: Karamsad, Borsad and Sardar Patel Smarak-Ahmedabad) and Pandit Shyamji Krishnavarma (Mandvi-Kutch) . All this shows the real potential of Gujarat tourism.

The specialty of Kutch District of Gujarat has to be put to the optimum use on the tourism sector. The district has the distinct features of sea and desert in the same district and the rich dinosaur fossils. It is also the birthplace of one of the famous freedom fighters, Pandit Shyamji Krishnavarma and his ancestral house, which will become major tourist attraction.

Having 10 million Non Resident Gujaratis all over the world, most of them are looking forward to come to Gujarat either for visit to their home place, religious places etc. There is a good scope for exploiting this for the development of Tourism sector.

Approach to New Tourism Policy 2003-10

Focus of the new tourism policy will primarily be to attract tourists to the State of Gujarat. The policy would aim at overall development of tourism by providing best quality services of international standards and also by creating excellent infrastructure, connectivity and providing tourists with good facilities in important tourist and religious places like Somnath, Dwarka, Ambaji, Palitana, Dakor, Pavagadh, Girnar, Udwada etc.

The policy proposes to give a very special thrust to '**Event (Festival) based Tourism**' and market the events both within and outside the country and in the process brand Gujarat as the destination for tourism events like Navratri, Somnath festival, Dwarka festival, village olympics on very special type of sports that is unique to Gujarat, Tarnater fare, Kutch festival, Kite festival etc. For all these event based tourism projects, the Government will work out a very detailed action plan both in terms of the preparation for conducting of the events and also for giving widest publicity to these events to attract tourists. While preparing contents of the events, the focus would be present rich culture and religious heritage of Gujarat and also in the process to give an exposure to the life style of Gujaratis to tourists, visiting Gujarat.

The Government would also like to, in tune with the guidelines of Government of India, develop certain **circuits**, covering Saurashtra – Kutch, North Gujarat, Ahmedabad, Baroda and South Gujarat. A detailed exercise for identification of circuits has been done and the circuits that have been identified are **Kutch circuit** (Little Rann Sanctuary, Narayan Sarovar, Koteswar, Mata-no Madh, Bhadrashwar, Dholavira, Bhuj, Mandvi) **Saurashtra circuit** (Bhavnagar, Palitana, Velavadar, Ahmedpur Mandvi, Veraval, Somnath, Rajkot, Gondal, Porbandar, Dwarka, Jamnagar, Wankaner) **North Gujarat circuit** (Dasada, Mehsana, Modhera, Siddhpur, Balaram, Ambaji, Poshina, Danta, Taranga, Vadnagar), **Central Gujarat Circuit** (Ahmedabad, Lothal, Vadodara, Balasinor, Dakore, Santarampur, Dahod, Chhota Udepur, Chandod, Rajpipla) **South Gujarat Circuit** (Sardar Sarovar- Kevadia, Kabir Vad, Surat, Tithal, Udwada, Navsari, Saputara).

For each of these circuits, an exercise on the present level of infrastructure, identification of future needs for infrastructure and strengthening of the existing infrastructure and other steps necessary to boost tourism along the circuits would be under taken and implemented in a definite time frame.

Gujarat has fairly good number of hills, which can be utilised for the promotion of adventure tourism, which is emerging world over as an important sport. Places like Saputara, Idar. Sasan Gir, Wilson Hill, Junagadh, Taranga, Mal Samot, Jessor Hill etc. will be developed for promotion of adventure sports to attract youths, students from schools and colleges and also foreigners. **Adventure sports** like Paragliding, rock-climbing, Forest Safaries etc. will be developed in such places.

Policy also envisages creation of **Viswa Gram**, by replicating structural modules and beauties of different countries with houses and accommodation models on the lines of Sabarmati, either as part of the river front project of Ahmedabad or on the banks of Sabarmati between Ahmedabad and Gandhinagar. Such projects would also be planned along the Narmada Canal, at various places. The NRIs and other foreigners, coming from such countries can stay in these places and feel at home. Facilities at these places would be of international structural modules of the respective countries, coupled with the strong presence of Gujarati culture, in these structures and in the process make them as potentially attractive places for tourists. These places would also have souvenir shops, which would sell products of Gujarat and also of those countries that these structures represent.

The policy also aims to create an image for Gujarat in international arena by developing entertainment theme parks in certain areas, which would be considered as **Special Entertainment Zones**. The facilities in these zones will be of world class standards for the benefit of domestic and international tourists interested in leisure tourism. It is felt that through this a very large global market for leisure tourism will get attracted towards Gujarat. Such facilities will also act as excellent destination for film industries to carry out their shootings. The plan for setting up of Special Entertainment shall be worked out with the private sector participation.

With India, emerging as one of the destination for medical tourism and also with Gujarat becoming an important player in this regard, **Medical Tourism** shall be encouraged so that large number of NRIs get attracted to take advantage of the medical facilities in India, particularly in Gujarat, considering the competitive rates for medical treatment and also the timely medical attention, Medical Tourism shall be encouraged in a big way with special emphasis on Naturopathy, Yoga, Holistic Health Treatment etc.

The vast potential of 1600 KMs coast line in Gujarat offers excellent potential for tourism development for Gujarat. The policy proposes to identify 9 different beaches in Gujarat and work out detailed action plan for the development of these beaches to attract tourists, both from within and outside Gujarat. Policy also proposes to identify all potential water bodies like sea beaches, lakes and canals, and initiate projects for encouraging **Water Sports**.

The Policy proposes to develop **Indus Valley Civilization** sites at Lothal and Dholavira as international tourist destinations. Besides this, it is also proposed to develop **Dinosaur Fossil Park** at Balasinor and Kutch on international scale. The private sector participation shall also be encouraged for development of these projects on international scale.

Coastal cruise being connectivity between various important coastal places in Gujarat and also from the neighbouring states of Gujarat is also an important tourist attraction that is proposed to be introduced in the new policy. Detailed guidelines will be worked out for the introduction of coastal cruise as part of the tourism policy.

With the emerging interest for **Eco-tourism** through out the world, the Policy proposes to provide for avenues to attract tourists who are interested in eco-tourism. Existing eco-tourism centres like Nalsarovar, Velavadar, Thol Lake, Gandhinagar, Gir Forest, Balaram, Ratanmahal etc. should be further strengthened to attract tourists interested in eco-tourism. Here again, the Policy proposes to examine these areas critically and come up with projects to provide facilities of international quality for attracting tourists interested in eco-tourism.

Following tourism products shall be developed and strengthened in the next 10 years:

- Hospitality Industry for the tourists by setting up of Hotels, Tent cities, Village, Heritage Hotels etc.
- Beach development (cleanliness, nourishment, plantation, safety and long term planning)
- Beach resorts and water sports at 9 beaches.
- Special Entertainment Zones.
- Pilgrim hotels & dormitories (good star hotels, Air-condition dormitories, good restaurants & souvenir shops)
- Dam & Canal Tourism (at Narmada in line with Vrindavan)
- Wayside Amenities (twenty, each zone five)
- Golf Courses (Gandhinagar, Ahmedabad, Baroda, Surat, Kutch)
- Dinosaur Theme Park
- Vishwa Gram (Global Village)
- Coastal Cruise and ferry services
- Gauge conversion of The Royal Orient
- Indus Valley Civilization Park (Lothal, Dholavira)
- Shark Watching
- Underwater Dwarka watching
- Eco-tourism Projects
- Science City
- Buddhist Circuit (Junagadh, Taleja-Bhavnagar)
- Gandhi Circuit
- Sardar Circuit
- Medical Tourism
- Chain of Food Courts

Marketing

To Promote and showcase Gujarat Tourism, international fairs shall be arranged in Gujarat.

Development of Gujarat Tourism by E-marketing:

Students of Gujarat shall be encouraged to develop an interest for e-mail communication with the students and other persons abroad. In the process, this communication would result in bringing about a closer link between the students and such persons and such communication would result in developing an interest towards Gujarat, resulting in visit of such persons to Gujarat. To attract students for these activities of attracting tourists in state, scheme of '**E mail Fan Club of Gujarat**' shall be worked out.

Human Resource Development

To meet the increasing demand for trained personnel in various departments of Hotel Management, tour & travel and Food Crafts, the Government will encourage setting up of Institute of Hotel management and Food Craft institute by private sector.

The government shall consider such institutions as priority tourism projects and shall provide land at the subsidized rate to the private sector setting up such institutes and shall ensure Fast track clearance.

Such institutes will have to establish and run according to national standards and shall be encouraged to have tie up with national and international institutes to provide world best training.

Courses shall be worked out for creating a pool of private tourist guides who could assist the tourists visiting various tourist places in the State. In the present day of digital communication, a new concept of digital tourist guides shall be encouraged and developed to enable tourists to get the benefit of complete knowledge of the places that they visit through the digital tourist guides which could be available in multi-languages.

Infrastructure Development

Infrastructure is the backbone of any development activity that is proposed to be taken up. Providing infrastructure of international standards is going to be the key for ultimate success of Tourism Policy of the State. It is therefore necessary to critically analyze all infrastructural facilities in terms of road networks, rail networks, airports etc., particular in reference to their linkage with the tourist places and take all necessary steps for upgrading these facilities in a definite time frame. Such an approach would be very essential for the overall tourism development of the State.

In the present world of fast communication, the information gateways and information corridors also play an important role for the promotion of tourism. Creating necessary infrastructure in this regard would be very necessary. A detailed analysis of the existing facilities and the programme for enhancing such facilities shall be examined from tourism development viewpoint and necessary steps should be taken to ensure that such facilities of international standards are available near places of tourist importance.

Attraction of private investment for the development of infrastructure will be very necessary and given the strong presence of Gujarati community world over and involved in tourism related activities, this Policy strongly addresses to the creation of conducive environment for attracting investment on all tourism related activities in the State.

The Government proposes to undertake the following schemes in this regard:

1. Land Bank Scheme:

- Government shall act as facilitator, coordinator and promoter and enable development of tourism in the state. The physical facility creation of land bank scheme, earmarking certain land on the beaches, tourist places, wayside locations and State/National Highways for the tourism projects both in the rural and urban areas.

- Certain areas are to be earmarked in GIDC Estates and Special Economic Zones for the purposes of tourism projects like hotels, resorts, restaurants and other amenities.
- If the private investor wants land, he shall identify the land and approach the Commissioner of Tourism along with the project report. The Commissioner of Tourism will work as nodal agency for the above purpose.
- The Government shall allot the land on long-term lease basis or by way of outright sale for the tourism projects and the lease rent or sale price of the land shall be fixed in a manner to make the project viable and at the same time protecting the interest of the Government.
- For the purpose of investment in tourism sector, depending on the size of the project and its importance to the State's development, concessions shall be provided either on the lease and its tenure or on the rate to be charged for Government land and on stamp duty and registration fee on land transaction for the Tourism Projects.

2. Rationalization of Taxes and Duties:

Government shall equate all tourism related activities with that of Industry and accordingly, the structure for electricity tariff, electricity duty, non-agriculture land charges and local taxes shall be worked out.

The policy proposes to ensure that for the development of Tourism in the state, different taxes like Luxury Tax, Entertainment Tax and Sales Tax are rationalized and simplified in a manner that Tourism projects are encouraged.

3. Private Sector Participation:

The Policy envisages privatization of as many projects as possible. The fiscal reforms mentioned above are primarily to attract investments on tourism related projects from the private sector. The Policy also would like to ensure that the projects that are conceived under the Tourism Policy should be so structured so as to ensure maximum participation by the private sector. A special emphasis would be given for investments from the NRI sector.

The Policy would also take steps for privatization of the existing assets of Tourism Corporation of Gujarat Limited in a time-bound manner.

4. District level Development of Tourism:

Considering Tourism as a thrust area, action plan shall be worked out for the development and promotion of the tourist locations by the district administration.

III. Implementation Mechanism:

The proposed Policy needs to be implemented in an effective and time-bound manner so as to achieve the target of attracting tourists to Gujarat. To ensure this, services of existing Gujarat Industrial Promotion Board (GIPB) would be utilized for ensuring effective and timely implementation of the Policy proposals. Commissioner (Tourism) will be Nodal Officer for implementation of all the policy proposals.

All projects related to tourism having investment less than Rs. 50 crore will be approved at the Government level and the projects that are more than Rs. 50 crore will be approved by GIPB. Necessary amendment to the GIDB Act will be carried out to ensure the implementation of these delegated powers. GIPB would also be involved in the continuous monitoring of the implementation of the various projects and also for laying down detailed road map for tourism promotion exercise to be taken up both within and outside the country.

For all tourism related matters pertaining to GIPB, the office of the Commissioner (Tourism) and Managing Director (TCGL) will act as Secretariat to GIPB.

IV Social benefits of Tourism Policy:

Tourism sector is having highest employment potential industry with approximately 90 jobs creation per Rs.10 lacs investment. With exploring large investment potential and by attracting large investment in the sector, large employment opportunity shall be created. With imparting training available in the sector by the institutions set up in the policy period, the youths from the state shall get jobs in the sector.

Further, the local shops and handicrafts shall also get opportunities to sell their products and hence, more money will flow in the rural sector. Further, NID, NIFT and other institutions shall augment the skills of the rural people involved in handicraft and the new technology will be imparted for their better returns. Good branding of the souvenirs shall be done during the policy.