



A Treasure Trove

Gujarat Tourism Policy 2003 - 2010



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Tourism Policy 2003 - 2010



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 grow

Tourism A Growth Engine

- Hospitality Industry Growth
- Indirect Employment
- Cultural Development
- Infrastructure Development
- Employment Opportunities 90 jobs Per Million Rs. Investment
- Sustainance of rich Heritage of Art & Craft

Scope

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.

Holistic Approach to Tourism Development Methodology

Methodology

- Event Based Tourism
- Tourist Circuits
- Infrastructure Development
- Innovative Marketing & Promotional Tools
- Human Resource Development
- Private Participation
- Facilitating Govt. Policies to ensure rapid Growth
- Active Participation of District Administration

Gujarat

A Gold Mine of Tourism Opportunities

Gujarat is gifted with a vast mix of tourism potential to satisfy the fancies of widest range of tourists

Event Based Tourism

The tourism policy gives a special thrust to the event based tourism wherein the government's active support, encouragement will be made available.

To promote tourism and showcase Gujarat, special events and international fairs shall be arranged.

Utsav

The kite flying festival on Makar Sankranti day in the month of January is a riot of colours with colourful kites soaring the skies of Gujarat in varied shapes and sizes,

Gujarat government gives this festival a high priority and invites people from all over the world to participate. A kite museum has been set up in Ahmedabad where kites from various parts of the world are displayed. This event promotes universal brotherhood and friendship where young and old irrespective of caste, creed or religion participate and enjoy.

Come Navratri nine nights of fun frolic and fiesta wherein young girls and boys in their most colorful traditional attire dance to the rhythms of drums and dandiya.

This is a festival dedicated to the Mother Goddess celebrated by Gujaratis all over the world. There are other important festivals like Janmashtami, Holi Dwarka festival and Somnath festival etc.,

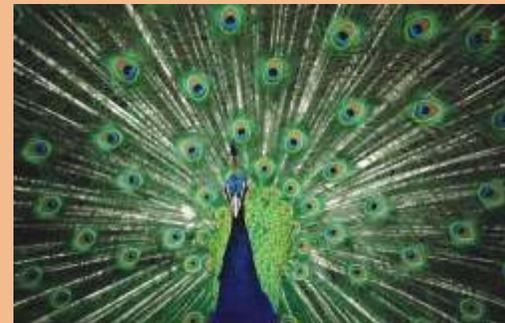
Traditional tribal fairs and festivals are a rare and rich heritage of Gujarat. The colourful Tarnetar fair, the Chitra Vichitra fair, the Holi fair at ChotaUdepur, the Vautha Cattle fair where donkeys in thousands are bought and sold, the desert fair of Kutch are Vibrant and pulsating. There is song and dance everywhere.



Sun, Surf and Sand:

The vast potential of 1600 Kms coastline in Gujarat offers excellent potential for tourism development. 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.

Water sports of all varieties will be encouraged at these beaches and a clean environment, Good safe eco-friendly accommodation with five star facilities and security arrangements will be other important aspects required along these beaches. Private participation and adequate planned investment will make these projects viable propositions and can attract international tourists.





Your health is our concern-Health Tourism

Gujarat with its high-tech medical facilities and highly qualified medical professionals is fast becoming an important player in Health Tourism. Competitive rates and timely medical attention and five star facilities at polytreatment group hospitals have been regular attractions for NRIs from across the globe.

Health tourism shall also be encouraged with special emphasis on Naturopathy, Yoga and other indigenous therapies.



World is My Family

The Policy proposes to create what is called Viswa Gram (Global Village) by erecting Structures and Models of Different Countries on the banks of rivers and along the Long Network of Narmada Canal at various places. NRIs and other visitors coming from various countries can stay at these places and feel at home. Facilities of international standards with the presence of Gujarati Culture, Cuisine and crafts will be provided. Special Shopping Arcades will display the best in arts and crafts of Gujarat. Private enterprise can reap rich rewards in this sector.



The King and His Kin:

Gujarat is the only home of the Asiatic Lion. The wild life tourism of Gujarat also has attractions like the only wild Ass sanctuary at Little Rann of Kutch, Black Bucks of Velavdar, leopards, sloth bear, Indian Bustard and other animals.

Birds across the seas regularly visit to nest in Gujarat at Nalsarovar and Kutch. The important species that visit are the Siberian Crane, Flamingoes, Pelicans and Falcons. The Policy envisages an improvement in the tourist traffic of wild life enthusiasts and ornithologists by providing adequate infrastructure and accommodation which is suitable at various forests and deserts. The desert safaris of Kutch are a tourist attraction already and further improvements are to be promoted and implemented.



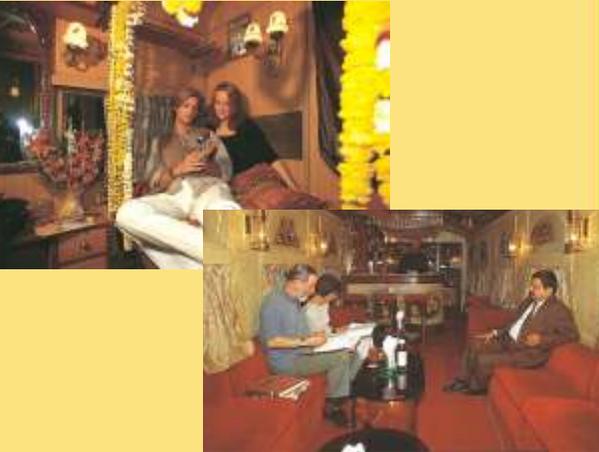
Our Ancestors:

A rich civilization once existed on the banks of river Indus called the Indus Valley Civilization. Recent excavations at Dholavira in Kutch and Lothal near Ahmedabad, showcase the rich socio-cultural heritage of our ancestors. The tourism policy proposes to develop these sites as tourist destinations. Special package tours can be arranged by private tourist operators with adequate and active support from the government to promote this circuit.



Sound of Chisel:- Ancient Monuments of Gujarat

Gujarat boasts of some of the finest sculptural and architectural beauties like



the Sun Temple at Modhera. The seven storied step well at Rani Ni Vav, the toran at vadnagar and several others which express the cultural tradition that existed centuries ago and the monuments are comparable to the best anywhere in the World and are symbolic of our rich heritage. Special events like the annual dance festival at Modhera are massive attractions and the government gives priority to such events to promote the rich cultural heritage and tourism.



Emperor's Edicts: Historical Monuments

Emperor's Ashoka's rock edicts, several Buddhist cave temples and Queen Ranakdevi's Mahal at Junagadh and the exquisite forts and palaces at Champaner are some of the finest examples. Ancient historical monuments have a pride of place in the tourist circuit and the policy wants to promote a Buddhist circuit exclusively to attract the Buddhist tourists from south-east Asian countries.



Reverberating Rhythms of Hills:

Gujarat's hills though not very high, offer the best vistas, with rich flora and fauna, swift flowing streams and waterfalls. The Saputara hills, Girnar Hills, Wilson Hills are some of the finest. Rock climbing, mountaineering at these hills can take you closer to the sky to feel the cool clouds. Hang gliding and Para-jumping are to be promoted in these areas as tourist attractions.



May Gods Bless:

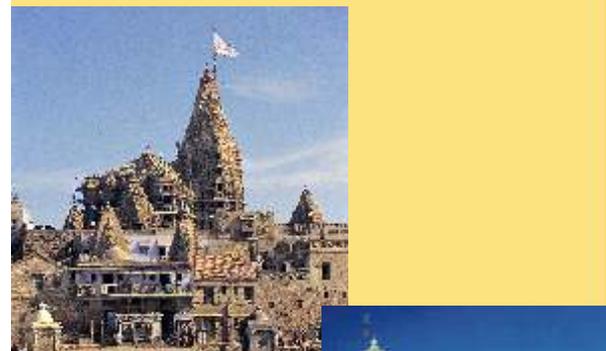
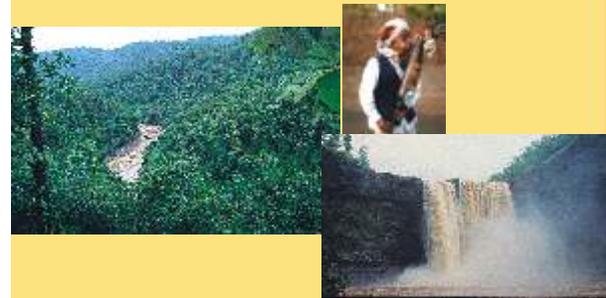
The spiritually inclined Gujaratis have always worshipped their Gods and Goddesses with regular pilgrimages, offerings and oblations. The religious fervour and piety can be found in the temples at Dwarka dedicated to Lord Krishna, The Somnath Temple with one of the 12 Jyotirlings, the Ambaji Temple and the Pavagadh temple dedicated to Mother Goddess Ambaji are finest examples of Hindu religion. The Jains have their own pilgrim centers with exquisite architecture and sculpture. The numerous temples at Palitana and the Hutheesinh temple in Ahmedabad are fine examples of Jain architecture.

The Policy aims to preserve and maintain these places of worship and develop religious tourism as a major promotional campaign. Special events on festive occasions are to be organized at Dwarka and Somnath to attract tourists.



Circuit Tourism:

A focused approach along the guidelines of Govt. of India has been adopted to develop and promote tourist circuits. Kutch circuit, Saurashtra circuit, North Gujarat circuit, Central Gujarat circuit, and South Gujarat circuit have been chosen as the important circuits and all promotional and infrastructural facilities will be developed to boost tourist traffic.



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 facilities like road networks, rail networks, airports and information corridors, vis-a-vis 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.

Attraction of private investment for the development of infrastructure will be very necessary and given the strong presence of Gujarati community world over. 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:

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.

Rationalization of Taxes and Duties:

Government shall equate all tourism related activities with that of Industry, 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.



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 would also 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.

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.

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 Crafts Institute by the private sector.

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

Such institutes will have to be established and run according to national standards and shall be encouraged to tie up with national and international institutes to provide world class 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 multi-lingual digital tourist guides.



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 and interact with them about Gujarat and its varied socio-cultural aspects to motivate them to visit Gujarat. To attract students for these activities of attracting tourists in state, scheme of 'E mail Fan Club of Gujarat' will have to be worked out.

Road Map to Making Gujarat A Dream Destination and Project Opportunities

Tourism policy 2003-2010 identifies all round development of projects to bring out all facets of tourism potential in Gujarat. With positive, growth oriented and supportive philosophy of the policy makers, this offers a gold mine of profitable and long term investment and business opportunities for national and international corporate bodies and private enterprises.

Project Opportunities

- Hospitality industry
- Eco tourism
- Viswa 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



Project Opportunities

The following tourism project opportunities will be made available and encouraged and strengthened for private enterprises from India and abroad. in the next ten years.

Guess who's coming to Dinner:

Hospitality Industry will get a boost by setting up hotels, tent cities, Viswa grams, village hotels, and heritage hotels. The allied industries will also develop along side like shopping arcades, boutiques, theme restaurants, beauty parlours etc.

Sunbaths & Surfing:

The beach resorts and winter sports will be developed at 9 chosen beaches which will have clean environment with lawns and other plantations, safety measures and plenty of sea food. Water sports like surfing, yachting and scuba diving are to be developed in and around these resorts. It will also promote other allied industries and special shopping centers.

Relax, Recreate & Rejuvenate:

Special entertainment zones are to be developed for fun leisure and health. rides, water parks, children's parks, future clubs and theme restaurants, health spas are proposed to be developed.

God's own Shelters:

Cost effective, star pilgrim hotels and dormitories with A/C facilities and at close proximity to the pilgrim centers are to be built. Good restaurants with tasty food and shops that store religious and other items can be developed around these centers.

Men may come and Men may go, but I go on forever:

The River banks and canal banks are to be developed as tourist spots with motels, improvised shelters with fast food joints, theme restaurants and shopping centers. Boating and yachting will be added attractions. Innovative Private investment and expertise will be encouraged and supported.

A Long way to go:

The continuous traveler and the discreet tourist require fuel for his vehicle, food for his palate and rest rooms to get fresh. Kiosks, tent camps and other amenities are envisaged to be set up in 20 places (5 in each zone)with active participation and investment from private enterprises.





Birdie and Putt in Gujarat:

Lo, Behold! your nearby neighbourhood may soon have the eighteen holes in rolling greens with the high tech golf links at five important centers like Gandhinagar, Ahmedabad, Baroda, Surat and Kutch. For the tourist from abroad who is a golf lover it will fit like a tee. All it requires is imagination, investment and total dedication to promote the sport in a big way as well as attract tourists. The state will facilitate this under this policy.

The Giant Lizard of Gujarat:

The Dinosaurs lived in Gujarat millions of years ago and their traces are found at several places in the form of fossils. The tourism policy gives a boost to develop dinosaur fossil parks at Balasinor and Kutch.



World is my family:

Viswa Gram (Global Village) is a concept to create villages with dwellings to replicate the international houses where tourist will feel at home. The theme restaurants and the shopping arches will have a universal appeal and the people belonging to diverse cultures will have a peep into Gujarat's culture, cuisine and crafts.



Land Ahoy!

A lofty and pleasant proposal to start cruises and ferry services in the coastal areas to cater to sea faring tourists with plenty of seafood and coastal delights, motels and landing sights are on the anvil. Investment and business opportunities are wide open and the governments policy is to encourage such ventures.



Regal Splendors:

The pride of Gujarat, the Royal Orient Express will soon get a boost when the meter gauge tracks on which it runs will be converted to broad gauge. As the Royal Orient Express picks up the speed, it will carry more tourists in search of rest, recreation and regal splendour.



Jaws in Gujarat:

Sharks in Gujarat? Yes, the Policy envisages developing shark watching in the high seas of chorwad, veraval and Dunni Point near Dwarka. Fully safe speed boats will take tourists to watch sharks. ANYTAKERS?



City beneath the Sea

Lord Krishna reigned supreme at Dwarka. The legendary Dwarka is believed to be under water as per the marine archeologists and they have solid evidence to prove that an ancient city lies beneath the sea at Dwarka. Tourist Department proposes to take tourists in glass-bottomed boats to watch the underwater Dwarka with active private participation.

How Green is my Valley

Ecology and Environment are considered very important aspects of human life. In recent times, Eco tourism has become a very important feature where the flora-fauna and plantation of trees, area development, and information centers play a vital role. Tourism policy proposes to develop Mal Samot, Dumni Point, Gir and Idar in all respects of eco tourism. Private participation is solicited to develop these areas.

Under the Microscope:

Promoting Science and inculcating scientific temper is the new mantra. The Policy proposes to encourage tourism by setting up a world-class science city at Ahmedabad. The Science city includes India's First 3D IMAX Theatre, Simulator, Large Musical Fountain, LCD Screen, Energy Park, Space & Communication Pavilion and other attractions. The theme is "EDUTAINMENT" Education through Entertainment. Tourists will have access to world class technology with hands on, minds on approach of various pavilions being developed. The Policy also proposes to set up Science Centers at various locations in Gujarat and promote tourism.

Sangam Sharnam Gacchami:

Buddhism prevailed in Gujarat during the Mauryan Reign and continued for sometime later too. The monks who traveled across the Country spreading the religion, built cave temples and monasteries in many places in Gujarat like Junagadh, Talaja-Bhavnagar. Emperor Ashoka's rock edicts can also be found in Junagadh. The South East Asian and Sri Lankan Buddhist pilgrims will be given information and invited to visit these centers. The conservation and repair works are to be undertaken. Shelters and accommodation to suit the tourists from abroad have to be developed like in Saranath, Bodh Gaya, Kushinagar and other Buddhist Pilgrim Centers.





Bapu's Country

Mahatma Gandhi's birth place, his stay at Sabarmati, his dandi march, his Kochrab stay and his long years in Ahmedabad are to be showcased, and a circuit with proper itinerary, places of stay, route maps travel connections are to be prepared and given to the tourists.

Loha-Purush (Iron Man)

Sardar Patel spent his entire life in serving the nation. Where he was born, where he lived and fought in the freedom struggle, started cooperative movement etc. will form a circuit like Karamsad, Borsad, Bardoli, Surat, Kheda and Ahmedabad. Information material, infrastructure facilities and route maps are to be developed.



-Pandit Shyamji Krishna Varma:

This illustrious son of Gujarat born and brought up in Mandvi-Kutch spent a number of years abroad fighting for India's freedom. His house in Mandvi is to be converted into a memorial and assorted papers and materials related to him to be kept there. This is one of the priority items of the policy.

-For your taste buds

People moving from place to place try the food of the places they visit. It is proposed to create a chain of food courts where special items of the area and theme foods will be served. The respective cuisine and expert chefs and the recipes will have to be acquired to cater to suit the choice of the tourists. Private hoteliers and restaurants will have a fine business opportunity in this sector.



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. Commissioner (Tourism) will be the 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.

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



Social benefits of Tourism Policy

Tourism sector has the highest employment potential, with approximately 90 jobs created per Rs.10 lacs investment. By attracting large investment in the sector, large employment opportunities shall be created; adequate skills and training imparted by the institutions specially set up in the policy period, the trained youth from the state can get productive employment in the sector.

Further, the local shops and artisans shall get opportunities to sell their products and money will flow in the rural sector. Further, NID, NIFT and other institutions will hone the skills of the rural people involved in handicrafts.

Gujarat beckons you as a respected visitor, an esteemed investor and a friend to enrich the colourful socio-cultural tapestry.

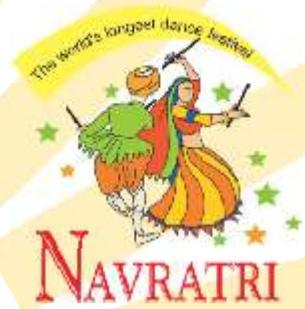




*COME ONE, COME ALL,
ON A COLOURFUL TOUR OF GUJARAT*



**GUJARAT
TOURISM**



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