



GUJARAT TOURISM IN THE EDGE OF 2020

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Introduction: Tourism is boosting factor for any developing economy and especially for Gujarat it is of great importance because Gujarati are fond of travelling and at the same time lot of people all around the globe do visit Gujarat enormously. Approximately six crores tourists by 2020 are expected to visit it, especially tap young travellers are the target market.

What is expected for Gujarat? Gujarat has attracted over Rs 9,000-crore investments for 220 tourism-related projects, an official said. Gujarat is eyeing over six crores tourist footfalls in the state by 2020 on the back of promotions and is mainly targeting the youth looking at short vacations. The western state is looking at a whole range of tourist activities to achieve the ambitious target.

Key Words: Tourism, footfalls, destinations, heritage, infrastructure , promotion

Full Article: “Last year, we received 4.2 crore tourists in Gujarat. We have set a target of six crores footfalls by 2020 for which we are promoting our festivals and developing new destinations. Our main focus segment is the young people with spending power who go for short vacations,” JenuDevan, MD of Tourism Corporation of Gujarat, told PTI in Gandhinagar.

Performers wearing traditional attire practice Garba, a dance of Gujarat state, ahead of Navratri festival in Ahmadabad.(AP File Photo) The government official said for the youth Gujarat offers a host of attractions, including adventure, eco, and beach, festivals, heritage and border tourism. Foreign tourists comprise only 2% of the overall visitor footfalls in Gujarat, he said.

“We are promoting Gujarat on the international platform, including Italy, east Europe, Japan and South Korea among others.

“We have hoping to increase the inbound tourist footfalls to 5 per cent by end of 2020,” he said adding the state will continue to strengthen its top source markets, the US and the UK.

Gujarat has attracted over Rs 9,000-crore investments for 220 tourism-related projects, the official said. “We have received investment commitments of over Rs 9,000 crore for developing and creating infrastructure for 220 projects for the period 2015-2020.”

The government spends Rs 200 core every year for promotion and branding of Gujarat tourism at various domestic and global platforms.

What is the plan of Gujarat for the future?

Gujarat tourism is targeting metro cities like Delhi, Bengaluru and Hyderabad besides tier II places like Pune and Indore, where there is a high level of young working population with good spending power.

Gujarat tourism is looking at a mix of tier I and II cities, which have a good young population with spending power.” Gujarat is developing two new circuits -- heritage and Buddhist -- to add to the existing offers for holiday-makers.

“To attract travellers to visit Gujarat again and again, it should continue developing new tourism products. We are developing two new circuits - heritage and Buddhist circuits.

“Besides Gujarati’s are also mulling over creating several other circuits like Jain, Sufi and tribal,” to add on.

The state is also bullish on medical tourism and Bollywood, for which the tourism department will facilitate support in terms of incentives, including single clearance window and transport, among others, further it is planned.

What is the target then?

The state's main target is to attract young tourists looking for short vacations.

Gujarat eyeing 6 crore tourist footfall by 2020



Gujarat is looking to graduate from 4.2 crore tourist footfalls in 2016 to 6 crore by 2020. To realize the same, the state is looking at a wide range of promotions and tourist activities. However, Gujarat is not limiting itself to just Indian tourists as it looks to attract foreign ones as well.

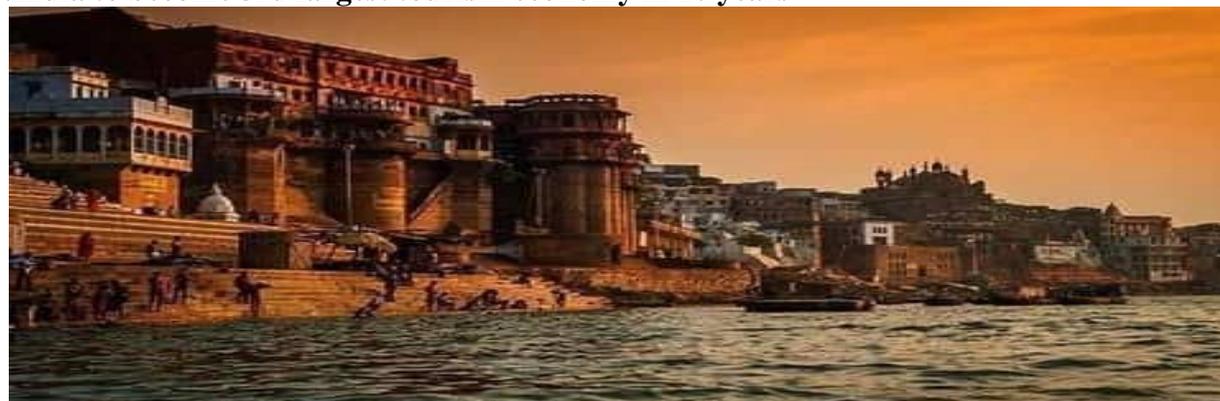
Gujarat turns its eye to the world

"Our main focus segment is the young people with spending power who go for short vacations...[Apart from domestic targets] We are promoting Gujarat on the international platform, including [Italy](#), east Europe, [Japan](#) and [South Korea](#) among others," sources from Tourism Corporation, Gujarat says.

Gujarat eyes cities with young working population

JenuDevan, the MD of Tourism Corporation of Gujarat, said that the state offers a wide range of activities to young tourists including adventure sports, eco-tourism, beaches, heritage sites, festivals, and border tourism. Among its primary domestic targets are [Delhi](#), Bangalore,

India to become 3rd largest tourism economy in 10 years



Hyderabad, Pune, and Indore, all of which boast of a young working population with significant spending power.

Developing new tourism products

"To attract travellers to visit Gujarat again and again, we keep developing new tourism products. We are developing two new circuits - heritage and Buddhist circuits. Besides we are also mulling over creating several other circuits like Jain, Sufi and tribal," added Devan.

Tourism spending Gujarat has received over Rs. 9,000 crore worth of investments

The Gujarat state government already spends over Rs. 200 crore annually for promoting Gujarat tourism at various domestic and international platforms. In addition, the state has attracted over Rs. 9,000 crore worth of [investment](#) for creating [infrastructure](#) and realizing 220 tourism-related projects for the period 2015-2020. It is also aiming to increase the proportion of foreign tourists from 2% to 5% by 2020.

India, currently the seventh largest [tourism](#) economy, will move ahead four places and become the third largest in the next 10 years. A report by the World Travel & Tourism Council (WTTC) has said the sector's total contribution to the economy will more than double from Rs. 15L crore in 2017 to Rs. 32L crore in 2028. It will also add 1cr new jobs.

India to become 3rd largest tourism economy in 10 years

Stats From 4.03cr jobs in 2016 to 5.23cr in 2028

According to the WTTC, the industry contributed Rs. 14L crore in 2016, or 9.6% of India's GDP. Domestic travel made up 88% of that. The same year, it supported 4.03cr jobs in the sector, or 9.3% of the country's jobs. It ranked second worldwide in terms of employment generated by tourism. WTTC says the number of jobs would rise further from 4.29cr in 2018 to 5.23cr in 2028.

Factors which have worked for India?

Gloria Guevara, WTTC president, credited the growth to "some extremely proactive steps" by the government. One was the introduction of [e-visas](#) for 163 countries to ease foreign tourists'

arrival, and "the launch of Incredible India 2.0 Campaign with major improvement in marketing and PR strategy."

A new cruise port in Mumbai will help make India a global cruise destination, Guevara added.

Priority what needs to be done to improve the sector?

But the country needs to do more to boost growth, Guevara added. Primary is infrastructure development. India needs to focus more on building world-class airports, sea ports, high-speed rail and roads. [Regional Connectivity Scheme](#) to connect 350 unserved/underserved locations was a good move, they said. Priority should be "introducing a standard technological solution, modern technology and biometrics."

Reviewing GST in hospitality can help boost sector, says WTTC

WTTC did flag concerns about the sector concerning GST. "While the country-wide change to GST is a welcome move, the government could consider looking again at the level of GST in the hospitality sector to make it more competitive with other countries in the region."

Government extends e-visa facility for citizens of 165 countries: Tourism-Minister



Seeking to promote tourism, the government has extended e-visa facility for citizens of 165 countries at 25 airports and five seaports, [Tourism Minister KJ Alphons](#) informed Lok Sabha today. He said the government has launched the "Incredible [India 2.0](#)" campaign, marking a shift from generic promotions to market-specific promotional plans. A 24x7 toll-free multi-lingual tourist helpline has also been put in place.

In context: Govt extends e-visa facility for citizens of 165-countries

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India organizes various events to promote tourism in the country

To promote [tourism](#) in India, events such as "ParyatanParv" (tourism festival), International Buddhist Conclave, and International Tourism Mart too have been organized, Alphons said. Ranotsav is organized in Dhordo from Kutchh to attract the international young travellers.

Main destinations in the Gujarat wherein lot of tourists may be attracted Ahmedabad Old City



Wherein shopping is a pleasure..LalDarwaja, Gurukul Road, Vastrapur, Law Garden, National Handloom. Young couples from all around the globe do visit these places and take the experience of the worldly possessions having pure touch of the Gujarat.

Sun Temple, Modhera

The sun temple is a Hindu temple dedicated to the sola deity Surya located at Modhera village

Rani kiVav (the Queen's Stepwell), Patan



Rani Ki Vav was constructed during the rule of the Chaulukya dynasty which is declared the Monument of National Importance and

He said while development and promotion of tourism is primarily the responsibility of state government, the Union Tourism Ministry provides central financial assistance to states and UTs to organize fairs, festivals and tourism-related events for the promotion of tourism.

of Mehsana district, Gujarat, India. It is situated on the bank of the river Pushpavati. It was built after 1026-27 CE during the reign of Bhima I of the Chaulukya dynasty.

protected by the ASI and it was added to the list of UNESCO's World Heritage Sites on 22 June 2014

Kutch Region



“Dhordo”(White Run) Ran of Kutchh is internationally popular destinations for the youngsters wherein night stay itself is a heavenly experience on the full moon day.

Different tents have their unique entertainment options and mouth watering menu makes it all the way more interesting to have a stay at the Kutchh.

Marine National Park



Another wonderful destination is of the Marine National Park wherein scooba diving and underwater rides are just osam to feel when you

want to enjoy the gala time. Spices of the ocean is always a festinating world to explore.

Somnath



A place worth a million gems from the world of Aastha and religion having historical importance of the Past has a lot to gain for the

generations to come wherein before the Battle of Ramayana Lord Rama worshiped Lord Shiva.

Gir National Park



The pride of India being The Lion from the Gir is an ever enduring experience to see them in their original hebitate. The ‘Nesdo’ and Geer

Cow are world famous for their remarkable worth

Junagadh



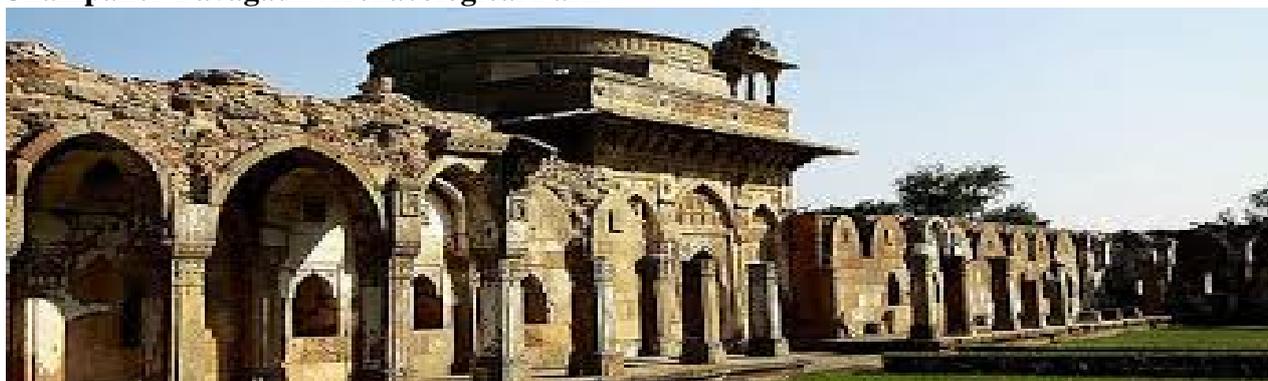
Lot of beautiful places to see in Junagadh like Girnar, famous fort, its markets, the spices and pickles and for the friendly people

Velavadar Blackbuck National Park



This is a unique National Park with exclusive grassland habitat, shrub lands, saline plains and mud flats. The park is a heaven for demoiselle cranes, common cranes and a variety of raptors including cerate spotted eagles and steppe eagles.

Champaner-Pavagadh Archaeological Park



The park's landscape includes archaeological historic and living cultural heritage monuments such as chalcolithic sites, a hill fortress of an

early Hindu capital and remains of the 16th century capital of the state of Gujarat

Shatrunjaya Hill Temples, Palitana



It is known as “City of Temples”. Shatrunjaya means a “place of victory against inner Saputara

enemies”. It is also very important for the Jain Community.



It is a hill town in the West Indian state of Gujarat. The Artist Village cultural center displays, and sells, tribal arts and crafts. Artifacts, including ritual objects, trace the heritage of the local Dang tribe at Saputara.

What is the latest update?

Exclusive statistics for foreign tourist inflow to India July 2019 Monthly Foreign Tourist Arrivals (FTAs) & FTAs on e-Tourist Visa on the basis of information received from

Conclusion: There has done a lot and a lot is yet to be done even in a times to come. In 2020 Gujarat tourism will set altogether a new standard there is no question to it for sure. Roadmaps have been set and planning is done to have red carpet for those want to explore the world of treasure of Gujarat Tourism..

Sources referred: Business Associates for Tours and Travels and authentic web source: tourism.gov.in