

A study of attraction of tourist places in Gujarat

*¹Prof. Mustufa Mansuri & ²Dr. M. G. Shaikh

¹Research Scholar, Gujarat University, Ahmedabad, Gujarat (India)

²Research Guide, Gujarat University, Ahmedabad, Gujarat (India)

ARTICLE DETAILS

Article History

Published Online: 28 February 2018

Keywords

Tourism industry, Gujarat tourism, visitors

*Corresponding Author

Email: mustufamansuri73[at]gmail.com

ABSTRACT

Tourism industry is widely developed around the world. It has positive impact in Gujarat also. The main aim of this research is to examine about the attraction of visitors towards the places of tourism in Gujarat. Total 600 respondents for 12 different places of Gujarat are reviewed to record and conclude the results to study the attraction of tourist places of Gujarat. This paper covers hypothetical statements based on collected information about visitors' attraction towards the tourist place of Gujarat. The study conclusions are derived based on results of chi-square test as the collected information is relates likert scale data.

INTRODUCTION

The "Tourism" is an unpredictable wonder and it is exceptionally hard to approach at a consensual definition that what truly the tourism implies. Being a business association it bargains incredible degree of operation with the visitors and spots of intrigue. It is a noteworthy sociocultural marvels of the new age society and is connected with monetary versatility and in this manner a few results. Be that as it may, the development of individuals to the spots of intrigue was there since time immemorial however was without business approach and hierarchical and administrative aptitude. A few endeavors have been made to characterize it some of these are genuinely far reaching and clarify tourism with regards to development. It is totally the outcome of the word visit which frames the base of the word tourism. The tourism is currently turning into the focal piece of the present day social orders, since it has enormous measurements other than financial; subsequently its review turns out to be more vital. "A specialized meaning of tourism includes three components. To start with it must be clarified if, for instance, go for business, instructive or family reasons considers tourism. At the end of the day the reason for the travel must be cleared up. Second, the length of remain at the goal must be characterized as far as least and greatest periods. Third, the definition must incorporate specific cases, for example, travel activity and ocean travels".

Burkart and Medlik: 1974, pp. 40-41 defined that it was in the late eighteenth century that the Scottish Professor Adam Smith, an author on Social and financial topics, subsequent to finishing an amazing voyage through Europe got visit and accordingly begat another expression "Tourism".

In spite of the fact that India had a decent measure of tourism movement when it ended up plainly autonomous more than 65 years prior, tourism as a subject did not figure in the Constitution of India, with the exception of that some of its segments were said in the focal or state records. There was likewise no allotment for tourism improvement amid the First Five Year Plan. In any case, amid the Second Five Year Plan tourism turned into a constituent of the Planning procedure with a token designation of Rs.5.46crores for both Central and

State areas set up together. The advancement approach amid the second arrangement was fundamentally on making disengaged offices in imperative vacationer focuses. The Third Plan saw the start of a period for the improvement of exercises associated with tourism, especially enterprise tourism, by the foundation of a winter sports complex at Gulmarg in Kashmir. The India Tourism Development Corporation was set up in 1967 to create tourism framework and advance India as a vacationer goal.

The approach amid the Fourth and Fifth Plan was development and change of vacationer offices with a view to advance 'Goal movement' as particular from travel activity. Incorporated advancement of chose vacationer focuses like Kovalam, Gulmarg, Goa, Kullu-Manali and so on., got much consideration and turned into the typical models of resort tourism in India Cultural Tourism was accentuated with improvement of Buddhist Centers and legacy landmarks in India through all-inclusive strategies.

The Sixth Plan was a remarkable milestone ever. The primary ever 'Tourism Policy' of the nation was reported amid 1983 which indicated the advancement goals and gave an activity arrange in view of "Travel Circuit" idea to amplify the advantages of tourism.

The improvement of tourism was expressed as an arrangement objective amid the seventh five year plan and the area was concurred the status of an industry. It along these lines turned into the watershed get ready for Indian tourism. The national committee on tourism set up by the govt. in 1986 to assess the financial and social pertinence of tourism in India and to draw up a long measure for guaranteeing quickened development of tourism. On the premise of these suggestions a bundle of impetuses were made accessible for tourism enterprises and the Tourism Finance Corporation of India was set up to back tourism ventures.

The advancement plan for tourism amid the eighth plan depended on the National Action Plan for tourism" exhibited in the Parliament on fifth May, 1993. It proposed to accomplish expansion of tourism item, quickened development of tourism

foundation, successful showcasing and limited time endeavors in the abroad markets and evacuation of all hindrances to tourism. A noteworthy part of the Action Plan was the advancement of comprehensive 'Extraordinary Tourism Areas' and concentrated improvement of those circuits. The Action Plan did not determine the infrastructural prerequisites and the speculations expected to meet the objectives and wellspring of subsidizing for the same. The tourism synergy program enrolling the exercises and foundation parts to be given by different offices including the private area and State Governments was accordingly arranged in 1994. It was additionally changed and changed over into a national strategy for the improvement of tourism amid 1996.

The reports were gone for accomplishing more prominent acknowledgment of the significance of tourism, an accord on the formative needs, positive commitment of all the infrastructural divisions on an organized way, high arrangement designations and presentation of new plans for quickened advancement of tourism.

The department of tourism likewise constituted exceptional task force for the advancement of Schemes/activities for the improvement of Tourism in the north eastern states, Sikkim, J&K, Arunachal Pradesh and Hill locale of Uttar Pradesh and West Bengal, senior officers of the department alongside delegates of separate state governments and industry went by these regions and activity gets ready for North Eastern states, Jammu and Kashmir were readied. With a specific end goal to offer lift to outside trade profit, business and pay era through tourism exercises, Expert House status was allowed to tourism units in the Ninth five year plan. Govt. additionally called for compelling coordination of public and private endeavors in order to accomplish collaboration in the advancement of tourism in India. In creating tourism, it was to be guaranteed that the destinations are moderated and the earth is not corrupted.

Significant push regions in the ninth plan included:-

1. Development of those traveler places/regions for coordinated foundation improvement. Since the greater part of the infrastructural segments and conveyance frameworks are within the domain of the State Governments or Private area the foundation for tourism is fundamentally to be created by giving budgetary help to State Govt. /Union Territories and by giving different impetuses to private business visionaries.
2. Product Development - Diversification of tourism to incorporate occasion and recreation tourism. India has a picture which recognizes the nation as just a social visitor goal. Yet, barely a genuine endeavor has been made to present its assorted attractions nor grew appropriately to convey it to sightseers' adequate standard. The strategy has received for the broadening and change of tourism result of India including social vacation spots. These included:
 3. Promotion of celebrations and fairs, rustic specialty melas and so forth.
 4. Refurbishment of landmarks and heritage structures.
 5. Flood lighting and Sound and Light Shows
 6. Development of traveler focuses
 7. Development of particular circuits through outer guide
 8. Exploring new source advertises in areas and nations having social proclivity

9. Launching of national picture building and showcasing plans in Key markets Providing economical convenience in various visitor focuses
10. Enhancing administration effectiveness in broad daylight division enterprise

The Human asset improvement to address the issues of tourism businesses is a noteworthy duty of the focal govt. It was chosen to be accomplished through the administrations of:

a) National Council for Hotel Management and Catering Technology;

b) Indian Institute of Tourism and Travel Management; c) Indian Institute of Skiing and Mountaineering; d) National Institute of Water Sports Goa ; e) Guide Training Courses; f) Training of Trainees in a joint effort with Department of Personnel and Training. All such preparing will give refreshed information about developing patterns in the tourism field about its different sections and enhanced in the effectiveness of the specialist co-ops. iv) Promotion and marketing: India is a multi-goal nation with an assortment of vacation destinations and offices. It, in any case, experiences the issues of monetary being worked on including deficient fundamental framework, absence of cleanliness, cleanliness openly puts and so forth, then again there is wild rivalry in visitor creating market from a few countries for drawing in an expansive offer of the activity to their nations. Along these lines exceptional accentuation was put to reinforce its limited time and advertising endeavors to keep up its current piece of the pie as likewise to infiltrate into new markets like Korea, South Africa, Israel, C.I.S Countries. Steps were taken to undertake Market Research and showcasing division investigation. The exposure endeavors of the abroad field workplaces are to be supplemented and coordinated with the endeavors of Indian Missions and different offices abroad. Air India, Indian Airlines deals workplaces abroad likewise to supplement the endeavors of the Ministry of Tourism.

The particular components of limited time endeavors abroad to include: a) Advertising; b) Printing of leaflet in nearby dialects; c) Brochure bolster; d) Joint publicizing with Tour Operators/Travel Agents; e) Promotion of Charters; f) Production of limited time helps; g) Multi-vision introductions; h) Festival of India; i) Production of movies and sound visuals in neighborhood dialects; j) Trade Posters; k) Active P.R; l) Seminars/Tourism Talk Shows; m) standard mail and correspondence; n) Participation in Tourism Trade Fairs; o) Media Relations and Hospitality program; p) Continuous Market Research and investigation; q) Road appears at key focuses; r) Regional Promotions with State Tourism assignments; s) Special topical advancements - Ayurveda, MICE and so forth.

METHOD AND ANALYSIS

Total 600 visitors of 12 different places are inquired. The tourists are requested for giving their experience about the attraction of places. They have been inquired with five different heads - about attraction and beauty, about beauty and attraction of excursions, facilities for excursions, guidance about excursions and about the information booklet. All five heads are measured with five likert scale - strongly agree, agree, neutral, disagree and strongly disagree. The details of frequency in cross table forms are presented in table 1.1.

It is observed from table 1.1, there are 247 (41.17%) visitors are strongly agreed that the place of visit is attractive

and beautiful, 305 (50.83%) are agreed, 28 (4.67%) give neutral answer, 14 (2.33%) are disagreed with the statement

and 6 (1%) are strongly disagreed that the place of visit is attractive and beautiful.

Table 1.1 Attraction of Place

	The place of visit is attractive and beautiful	Excursions are very attractive	There are sufficient facilities for excursions	The guide has a proper arrangement for excursions	Major excursions are available from the information booklet
Strongly Agree	247	188	176	153	131
Agree	305	309	268	205	184
Neutral	28	62	102	102	108
Disagree	14	36	31	38	44
Strongly Disagree	6	5	23	102	133
Total	600	600	600	600	600

The second statement about attraction is reviewed – excursions are very attractive. The responses are recorded in table 6.10. Total 188 (31.3%) are strongly agree, 309 (51.5%) are agreed, 62 (10.3%) have given neutral response, 36 (6%) are disagree and 5 (0.83%) are strongly disagree about the statement that excursions are very attractive.

The third statement is inquired about facilities at the place of visit i.e. There are sufficient facilities for excursions. The responses of visitors are favored the visit place. Total 176 (29.3%) are strongly agree, 268 (44.67%) are agreed, 102 (17%) have given neutral, 31 (5.17%) are disagreed and 23 (3.83%) are strongly disagreed that there are sufficient facilities for excursions. The visitors are also inquired about guided and proper arrangement for excursions. Total 153 (25.5%) visitors are strongly agreed, 205 (34.17%) are agreed. 102 (17%) are given neutral response, 38 (6.33%) are disagree and 102 (17%) are strongly disagree with the statement that the guide has a proper arrangement for excursions.

The fifth statement asked about major excursions is available from the information booklet. Total 131 (21.83%) are strongly agree, 184 (30.67%) are agreed, 108 (18%) are given neutral response 44 (7.33%) are disagreed and 133 (22.17%)

are strongly disagreed that major excursions are available from the information booklet.

The visitor’s places are studied with support of 600 respondents of selected twelve places of Gujarat state. The selected respondents are considering as a sample of total tourist place and an assumptions are required to test at all level. Thus, an application of inferential statistics is used for consideration of other places and visitors about the attraction of selected places.

The pre-assumptions are determined in form of hypothesis as follows:

- H_{01} : The place of visit is not attractive and beautiful
- H_{11} : The place of visit is attractive and beautiful
- H_{02} : Excursions are not very attractive
- H_{03} : There are no sufficient facilities for excursions
- H_{04} : The guide has not a proper arrangement for excursions
- H_{05} : Major excursions are not available from the information booklet

The test results are presented in table 1.2 with help of chi-square test.

Table 1.2 Chi-square test for Attraction of Place of Visit

	The place of visit is attractive and beautiful	Excursions are very attractive	There are sufficient facilities for excursions	The guide has a proper arrangement for excursions	Major excursions are available from the information booklet
Chi-Square	692.083	533.250	355.783	130.717	85.883
df	4	4	4	4	4
Sign. Value	9.48	9.48	9.48	9.48	9.48

RESULTS AND CONCLUSIONS

The all stated hypotheses are tested at 5% level of significance and 5-1 = 4 degree of freedom. The table value of chi-square is computed as 9.48. The table value is compared with the calculated value and the results are derived for acceptance or rejection of hypothesis.

The first hypothesis is rejected at 5% level of significance as the table value is computed lower than the computed chi-square value. It shows that the place of visit is not attractive and beautiful.

It shows that apart from natural adopted places, the constructive places should be more attractive as per the opinion of visitors. The local authorities must have to manage the attraction level of tourist places. This can attract many visitors and can increase the local economy. This may indirectly increase the volume of state economy.

The second hypothesis is rejected at 5% level of significance as the computed value of chi-square is lower than the table value thus it is concluded that the excursions are very attractive. The excursions are the natural management, which cannot be functioned by human beings. Thus, the visitors always found it attractive.

The third hypothesis is rejected at 5% level of significance as the computed value of chi-square is lower than the table value thus it is concluded that there are sufficient facilities for excursions. The excursions are constructively facilitated with necessary services and facilities. Thus, the visitors have been offered facilities.

The fourth hypothesis is rejected at 5% level of significance as the computed value of chi-square is lower than the table value thus it is concluded that the guide has a proper

arrangement for excursions. The excursions guides are well trained and provide necessary support with services and facilities.

The fifth hypothesis is rejected at 5% level of significance as the computed value of chi-square is lower than the table value thus it is concluded that major excursions are available from the information booklet. Information about the excursions in booklet provides necessary information to the visitors.

REFERENCES

- [1] Chopra Sunita (1993), "Tourism Development in India, S.Chand & Co. Ltd. New Delhi
- [2] D'Souza Mario (1998): Tourism Development & Management, Manga deep Publication, Behind Khatri House, Mount road, Jaipur
- [3] Kaul Virendra (1994) Tourism and Economy, WishwaPrakashan, New Delhi
- [4] Patel Hansdev (2013) Royal Families and Places of Gujarat, Tata McGrawhill, New Delhi
- [5] Sarkar Arunkumar (2000) Indian Tourism, Sri Krishna Solution Sadan, New Delhi.
- [6] Sinha R.K (2002) Growth And Development of Modern Tourism, Dominant Publisher and Distribution
- [7] Joshi Vadibhai (2009) Yatra- Parva, Gurjar Granthratna Karyalaya, Ahmedabad.
- [8] Desai Maheeb (2008) Gujaratma Pravasana, Gurjar Granthratna Karyalaya, Ahmedabad.
- [9] Desai Maheeb (2009) Pravasana Sidhdhaantane Vyavahaar, Gurjar Granthratna Karyalaya, Ahmedabad.
- [10] Pandya Vishnu (2011) Utishthata Gujarat, Gurjar Granthratna Karyalaya, Ahmedabad.
- [11] Vyas Rajani (2009) Gujaratni Asmita, AksharaPrakashan
- [12] Oza Digant (2008) Gauravbhumi Gujarat, Navbharat Sahitya Mandir, Ahmedabad.

Research Paper and Articles

- [1] Deliya Mitul M. – Assistant Professor S.K.College of Business and Management, Hem. North University & Thakor Chanduji (2006) "Role of Hospitality Services in Gujarat Tourism"
- [2] Bhattacharya, Mausami (2008) "Advantage Gujarat in Medical Tourism Conference on Tourism in India – Challenges Ahmedabad"
- [3] Gopal R. Verma Shilpa & Gopinath Rashmi (17 May 2008) "Rural Tourism—Development Constraints and Possibilities with a Special reference in Agri Tourism". Published – Indian Institute of Management—Kozhikode.
- [4] Sebastian Morris (January 27th 2005) "Energy and Infrastructure Strategy for Gujarat" – GUJARAT 2010 Seminar Covering the session on Infrastructure and Energy by the OBSERVER RESEARCH FOUNDATION,. Chapter in Gujarat Development Report, Planning Commission and Gujarat Institute of Development, forthcoming.
- [5] વ્યાસજયનારાયણભોજ, .2013 પ્રવાસનવિકાસ માટે નવી ટેકનોલોજી , જી .જી .એનટીમ દ્વારા હરસોડારમા : ઇકોટુરીઝમ, શ્રી .એસ .ડી .પટેલ આર્ટસ એન્ડ સી .એમ .પટેલ કોમર્સ કોલેજ, આંકલાવ અર્થસંકલન

Reports

- [1] ગુજરાતની પ્રવાસનનીતિ-2003 – 2010: ગુજરાત સરકાર પ્રવાસન વિભાગ, સરકારી છાપકામ અને લેખન સામગ્રી વિભાગ-ગાંધીનગર વર્ષ .
- [2] પ્રવાસ ગાઇડ (2005) ગુજરાત સરકાર પ્રવાસન વિભાગ
- [3] હલ્લો કચ્છી કચ્છ મૈ-ગુજરાત (2006) કવર સ્ટેરી, માહિતી ખાતું, ગુજરાત રાજ્ય, ગાંધીનગર લેખક-પલ્લવ પટેલ
- [4] ગુજરાતનું ગેજેટીયર (2007) જિલ્લા-તાલુકાના સંદર્ભમાં માહિતી ખાતું, ગુજરાત રાજ્ય, ગાંધીનગર.
- [5] સામાજિક-આર્થિક વિશ્લેષ 2005 થી 2012 સુધી
- [6] Gujarat Data Based
- [7] India Data Base – Last Five years Department of Tourism Report, Government of India – Last Five years.