

Project Report On (GUJARAT TOURISM)

Submitted by
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Certificate

This is to certify that (ANJALI PRATAP BHANUSHALI) has worked and duly completed his/her Project Work for the degree of Master in Commerce under the Faculty of Commerce in the subject of (TOURISM MANAGEMENT) and his/her project is entitled, (GUJARAT TOURISM) under my supervision.

I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University.

It is his/her own work and facts reported by her/his personal findings and investigations.

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I, the undersigned (**ANJALI PRATAP BHANUSHALI**) declare that the work embodied in this project work hereby, titled (**GUJARAT TOURISM**), forms my own contribution to the research work carried out under the guidance of (**MRS. DIPIKA GUPTA**) is a result of my own research work and has not been previously submitted to any other University for any other Degree to this or any other University.

Wherever reference has been made to previous works of others, it has been clearly indicated as such and included in the bibliography.

I, here by further declare that all information of this document has been obtained and presented in accordance with academic rules and ethical conduct.

Name of the learner: ANJALI PRATAP BHANUSHALI

Signature:



Certified by

Name of the Guiding Teacher: **DIPIKA GUPTA**

Signature:

Acknowledgment

To list who all have helped me is difficult because they are so numerous and the depth is so enormous.

I would like to acknowledge the following as being idealistic channels and fresh dimensions in the completion of this project.

I take this opportunity to thank the **University of Mumbai** for giving me chance to do this project.

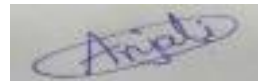
I would like to thank my **Principal, Dr. Ajay M. Bhamare** for providing the necessary facilities required for completion of this project.

I take this opportunity to thank our **Coordinator (MRS. DIPIKA GUPTA)**, for her moral support and guidance.

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(ANJALI PRATAP BHANUSHALI)

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Tourism Management

Chapter 1: Preamble

❖ What Is Tourism Management?

Tourism management involves the management of multiple of activities such as

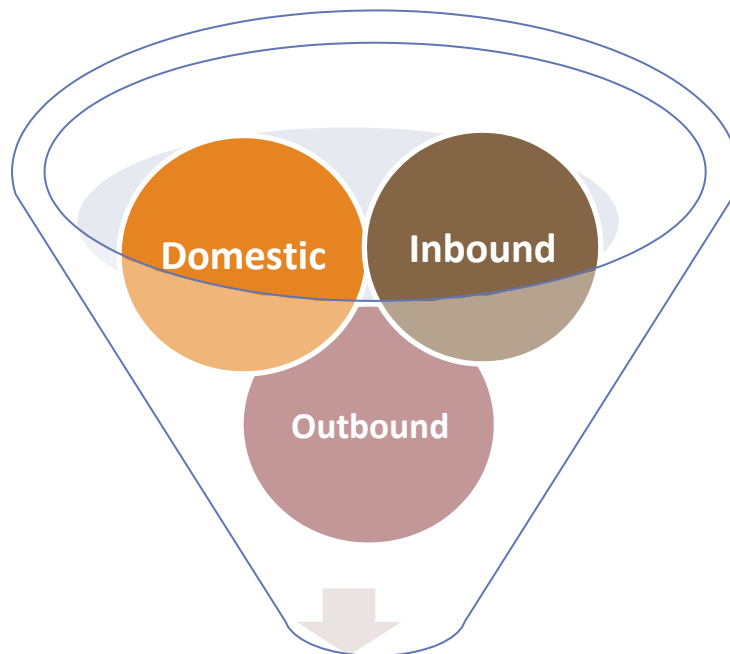
- ✓ Studying tour destination
- ✓ Planning the tour
- ✓ Making travel arrangement
- ✓ Providing accommodation.

It also involves marketing efforts to attract tourists to travel to particular destinations.

❖ Tourism:

Tourism is the activity of people traveling to and staying in places outside their usual environment for leisure, business or other purposes for not more than one consecutive year.

Tourist is a person who is travelling or visiting a place for pleasure.



Types of Tourism

Gujarat tourism

1.1 INTRODUCTION:

Gujarat is the land of rich history with culture, tradition and heritage. Gujarat is the 7th largest state in India, located in the western part of India. The vibrant Indian state Gujarat is the most attractive tourist destination for international and domestic travellers. You could travel the incredible state of India for many reasons. The state is blessed with the diverse attractions such as historical monuments, world famous architecture, temples and exotic wildlife. The Big B Amitabh Bachchan is honoring the Gujarat tourism as Brand ambassador. Come and get lost in „Khushboo Gujarat ki“

Gujarat is the state on the western coast of India with a coastline of 1600 km most of which lies on the Kathiawar peninsula with a population of 60.4 million. It is the fifth largest Indian state by area and the ninth largest state by population. Gujarat is bordered by Rajasthan to the northeast, Dadra and Nagar haveli and Daman and Diu to the south, Maharashtra to the southeast, Madhya Pradesh to the east, and the Arabian sea and the Pakistani province of Sindh to the west. Its capital city is Gandhinagar, while its largest city is Ahmedabad. The Gujarati people of India are indigenous to the state, and their language Gujarati, is the state's official language. The economy of Gujarat is the fifth largest in India.

The western Indian state of Gujarat has 33 districts after several splits of the original 17 districts at the formation of the state. They are as follows:

- **Ahmedabad**
- **Amreli**
- **Anand**
- **Aravalli**
- **Banaskantha**
- **Bharuch**
- **Bhavnagar**
- **Botad**
- **Chhota Udaipur**
- **Dahod**
- **Dang**
- **Devbhoomi Dwarka**
- **Gandhinagar**
- **Gir Somnath**
- **Jamnagar**
- **Junagadh**
- **Kutch**
- **Kheda**
- **Mahisagar**
- **Mehsana**
- **Morbi**

- **Narmada**
- **Navsari**
- **Panchmahal**
- **Patan**
- **Porbandar**
- **Rajkot**
- **Sabarkantha**
- **Surat**
- **Surendranagar**
- **Tapi**
- **Vadodra**
- **Valsad**

❖ **BASIC INFORMATION ABOUT GUJARAT**

FOOD:

If you are in Gujarat then you already must be salivating over the amazing local delicacies. One of the best known facts of Gujarat is that the food here is fit for Gods. From spicy snacks to sinful sweets, from special thalis with more than 30 items to simple fritters that pack a punch, the **food of Gujarat** is something to be written home about. Some must try dishes here include the thepla, fafra, jalebi, dhokla and khaman dhokla. Sometimes there are dishes that go with a particular sweet dish, and should be haven at a particular time of the day, such as the fafra and the jalebi which are generally considered breakfast food. There are also several restaurants here, some of them world famous, that offer authentic Gujarati thalis that come chock a block full of goodies such as vegetable curries, lentils, Indian breads and sweets of several kinds.

Shopping:

When looking for information of Gujarat, information related to shopping is something you must find out. Places like Ahmedabad and Surat are great for stocking up on Bandhani items and other dress materials, whereas places such as **kutch** are good for buying handicraft items and junk jewelry. You can also buy non-perishable snacks to take back home, as well as a plethora of other souvenirs. Try to give the malls a miss, and shop at the local markets for handmade and authentic stuff. Also, remember that although bargaining is part of shopping at the local markets, do not slight the seller by undermining the value of something handmade and something that took time.

Festivals: Among the many festivals that **Gujarat** is famed for the most important and probably the most awaited is the Navratris. People start planning for the next navratris even as one is underway. For 10 whole days, the entire state is decorated with fairy lights, tents with garba and dandiya dancing competitions, live artists performing the favorite numbers of the crowd and food to tempt the senses. People come dressed up in all their finery, fast for almost the entire 10 days, perform puja and yet manage to dance the evening away. This festival is a must attend if you really want to see the fervor that the festival inspires.

Culture: The **culture of Gujarat** is evident in all its nuances. Cultural diversity and a rich heritage is what makes Gujarat such an amazing place to visit. Despite being one of the most developed and industrialized states of the country, Gujarat has managed to hold on to its heritage. Aboriginal communities and various tribes form one fifth of the population of the state, and bring their own twists and turns to Gujarat's heritage. Be it the traditional dance forms or the folk music, Gujarati culture is sure to woo your heart.

1.2 Objectives:

- ✓ To create self employment opportunity for the rural people and reduce the level of poverty through the extension and diversification of the tourism sector.
- ✓ To develop Gujarat as an attractive tourist destination with the exploration, protection and promotion of the natural, culture, biological and manmade national heritage of the country.
- ✓ To expand and promote tourism sector by providing dependable, safe and accessible network of air and transport facilities.
- ✓ To make the sustainable use of natural resources for tourism development keeping in view the adverse effect of tourism on environment.
- ✓ To provide basic infrastructure like road, power, rail, airport, ports etc.
- ✓ To make Gujarat one amongst the top 5 tourist state of India in terms of local, national and international tourist.
- ✓ To attract the MICE (Meetings, Incentives, Conferences and Exhibition) segment, by creating convention/exhibition facility and support infrastructure.
- ✓ To leverage innovative form of tourism such as adventure, cruise, event based, inland water waves, medical and others.
- ✓ To promote responsible tourism in the state and develop tourism product in an environment friendly manner.
- ✓ To increase foreign currency earning,
- ✓ To promote culture understanding.
- ✓ To create national identity.
- ✓ To enhance environmental education, preservation of wildlife habits, conservation and regeneration.
- ✓ To enhance the use of ICT in the sector and further improve the quality of services.
- ✓ To upgrade skills, knowledge and professionalism and promote employment opportunities.
- ✓ To generate high standard of living and high buying power in the state.
- ✓ To analyze the contribution of tourism to the GDP of Gujarat in India during the study period.
- ✓ To analyze foreign tourist arrived Gujarat in India during the study period.
- ✓ To analyze domestic tourist arrives Gujarat in India during the study period.
- ✓ To analyze amount released under Swadesh Darshan Scheme for Gujarat in India during the study period.
- ✓ To analyze amount released under PRASAD Scheme for Gujarat in India during the study period.
- ✓ To suggest appropriate strategies for the development of Gujarat tourism in India.

1.3 Hypothesis:

The null hypothesis are as follows:

1. There is no significant difference in the contribution of tourism in the GDP during the study period
2. There is no significant difference in foreign tourists of Gujarat during the study period
3. There is no significant difference in domestic tourists of Gujarat during the study period.
4. There is no significant difference in the amount released under Swadesh Darshan Scheme for Gujarat during the study period.
5. There is no significant difference in the amount released under PRASAD Scheme for Gujarat during the study period.

The researcher has been used simple random sampling for selecting parameters to conduct a research work. The researcher has used secondary data from various websites and research articles. The study periods is of four year duration: from 2016-17 to 2019-20.

Hypothesis Testing:

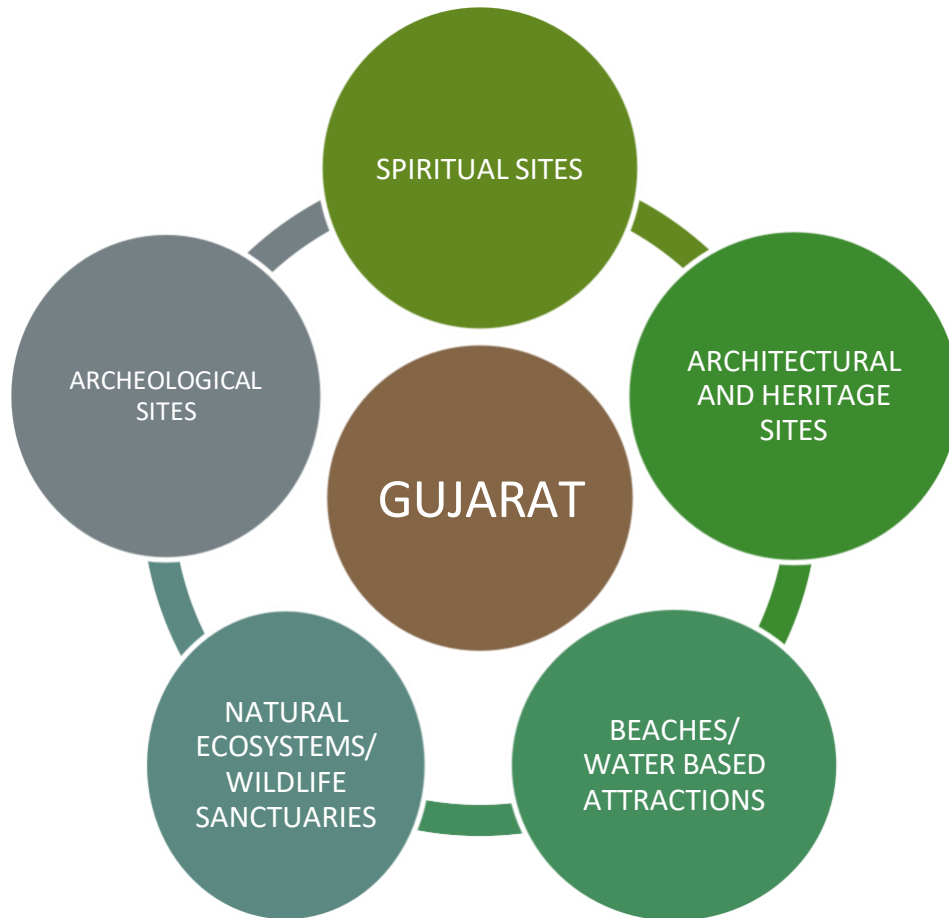
The following table shows a result of research work with hypothesis testing :

No.	Parameters	Calculated value	Table value
1	Contribution of tourism to GDP of Gujarat	0.48	7.815
2	Foreign tourists at Gujarat	0.83	7.815
3	Domestic tourists arrive at Gujarat	1.47	7.815
4	Amount released under Swadesh Darshan scheme for Gujarat	24.41	7.815
5	Amount released under PRASAD Scheme for Gujarat	30.97	7.815

Above table discloses the result of hypothesis testing at 5% level of significance. It shows that there is no significant difference during the study period according to the contribution of tourism to GDP of Gujarat , Foreign tourists & domestic tourists visit Gujarat. However, there is a notable difference during the study period according to their schemes as Swadesh Darshan and PRASAD. Thus, we may conclude year that there are some opportunities for Gujarat to develop its tourism industry.

1.4 Importance and Scope of the study

❖ SCOPE OF THE STUDY:



SPIRITUAL SITE



DWARKA TEMPLE



SOMNATH TEMPLE



AMBAJI TEMPLE



PALITANA

❖ Dwarka

Dwarka is an ancient city in the northwestern Indian state of Gujarat. It's known as a Hindu pilgrimage site. The ancient Dwarkadhish Temple has an elaborately tiered main shrine, a carved entrance and a black-marble idol of Lord Krishna. Dwarka Beach and nearby Dwarka Lighthouse offer views of the Arabian Sea. Southeast, Gaga Wildlife Sanctuary protects migratory birds and endangered species like the Indian wolf.

Considered a holy city, Dwarka is a well known for its **temples** and as a pilgrimage centre for Hindus. The **Dwarakadhisa Temple**, also called **Jagat Mandir**, located in the heart of Dwarka, is a Vaishnava **temple**.

- **These are the main items you could shop at Dwarka:**
 - Patola silk sarees.
 - Embroidered footwear.
 - Traditional handicrafts.
 - Brassware.

- Ethnic jewellery.
- Traditional ghagra-Choli.
- Heavily adorned dress materials adorned with colourful threadwork, beadwork, mirror work etc.
- Idols and photos of Lord Krishna.

• **How to reach?**

The nearest airport is Jamnagar, about 137 km away from Dwarka City. Dwarka has its own railway station, trains connecting Dwarka to all major cities (Jamnagar, Ahmedabad, Vadodara, Surat, Mumbai, Goa, etc.) Dwarka is very well connected by road as well.

• **What is the best time to visit Dwarka?**

The ideal time to visit Dwarka is from November till the last of February when the city experiences cold winters. Nonetheless, if you specifically want to participate in the festivities of Dwarka's grandly celebrated Janmashtami Festival, visiting the town during August and September will be eventful. Hence, September to March are the best months to visit Dwarka. However, the city is equally enchanting throughout the year.

• **Food of Dwarka**

There aren't many lavish restaurants in Dwarka. However, the ones that it houses serve delicious Gujarati, North-Indian and Chinese food. An elaborate Gujarati thali is a must, while here. *Roti, Dal or Kadhi, Rice and Vegetable Curries* make up this mouth-watering platter. You can also try out the famous *Khichdi*. Other than these, do try out the popular Gujarati snacks such as *Khamman Dhokla, Khandvi, Thepala, Khakhra, Hahdwoh* as well as the widespread and refreshing *Lassi, Buttermilk and Chaas*.

• **Places to visit in Dwarka**

• **Dwarkadhish temple:**

An exciting story of the temple is in its history. According to the tradition, it is believed to have been built by Vajranabha (Krishna's grandson) over Hari-Griha. Hence, the temple Dwarkadhish refers to Lord Krishna, the Lord of Dwarka. The temple is considered one among the Char Dham sacred pilgrimage sites among Hindus after Rameshwaram, Badrinath and Puri. This was after the visit of Adishakaracharya, the 8th-century theologian, and philosopher who established the Sharda Peeth at this place. The Dwarkadhish temple is the 108th Divya Desam of Shri Vishnu in the world which is glorified in the Divya Prabhandha texts.

Dwarkadhish Temple also known as the Jagat Mandir, is a Chalukya styled architecture, dedicated to Lord Krishna. The town of Dwarka has its history dated back to the Kingdom

of Dwaraka in Mahabharata. The five storied main shrine is grand and marvelous in itself constructed of limestone and sand. The 2200-year-old architecture, is believed to be built by Vajranabha, who constructed it over the land reclaimed from the sea by Lord Krishna



The temple showcases intricate sculptural detailing done by the ancestral dynasties that ruled the region and the black magnificent idol of Lord Krishna. There are other shrines within the temple which are devoted to Subhadra, Balarama and Revathy, Vasudeva, Rukmini and many others. The devotees are expected to take a dip in the Gomti river before proceeding into the temple through the Swarg Dwar. The eve of Janmashtmi is the most special occasion in any Krishna temple, the Dwarkadhish temple is adorned by thousands of devotees chanting prayers and rituals. The shrine is a hive of colours, voices and faith transforming itself into inner silence and sanctity.

Timing: The Dwarkadhish Temple is open from 6:30 Am in the morning to 1 PM in the afternoon and again from 5 PM in the evening to 9:30 PM in the evening

- **Nageshwar Jyotirlinga Temple:**



Nageshwar Temple situated in Dwarka is one of the 12 Jyotirlingas in India. It is located on the route between Gomati Dwarka and the Bait Dwarka Island on the coast of Saurashtra in Gujarat. Also sometimes known as Nagnath Temple, the main deity here is Lord Shiva, also known as Nageshwar Mahadev. According to the Shiva Purana, those who pray at the Nageshwar Jyotirlinga become free from all poisons, snake bites and worldly attractions.

Unlike other Nageshwar Temples, the statue or the Linga here faces south. A major highlight of Nageshwar Temple is the massive 80 feet tall statue of Lord Shiva. The temple itself is characterised by typical Hindu architecture. The Nageshwar Shiva Linga is made up of stone, known as Dwarka Shila, having small chakras on it. It is in the shape of 3 mukhi Rudraksha.

The importance of Nageshwar Jyotirlinga stems from the fact that it is believed to be the first of the 12 Jyotirlingas in India. Designed on the principles of Vaastu Shastra, the temple is planned on the Sayanam (sleeping) posture of the human body. On the festival of Maha Shivaratri, the Nageshwar Jyotirlinga Temple witnesses grand celebration, drawing flock of devotees from all across the globe.



- **Bet Dwarka or Bet Island:**

Situated around 30 km from the main town of Dwarka, Beyt Island (also called Bet Dwarka or Shankodhar) is a small island which was the main port in the region before the development of Okha. Located at the mouth of the Gulf of Kutch, the island is enclosed by a few temples, white sand beaches and coral reefs, which is the prime reason for the tourist activity in the region. Among the several activities available at the beach to engage the tourists, the most popular ones include dolphin spotting, marine excursions, beach camping and picnics etc.

Aside from the flourishing tourism industry, the island also holds a significant mythological and religious significance. It is believed to be the home of Lord Krishna when he was the king of Dwarka. It was here where Lord Krishna exchanged the bags of rice with his friend Sudama - as the story goes. Therefore, this place is also visited by several devotees for a pilgrimage as well.



➤ **THINGS TO DO IN BET DWARKA**

Marine Camp:

Marine Camping is one of the top activities to do on the island. It is a relatively new concept which requires the volunteers to stay on the shore for a couple of days and indulge in activities like explore the marine biodiversity, studying the ebbs and falls of the tides, interacting with the local people and the like. There is a base camp set on the north eastern part of the island. It boasts of a rich marine and sea biodiversity which includes sponges, jelly fish, corals, mollusks, sea feathers, sea anemones, bristle worms, barnacles, fish, marine turtles, sea snakes, crabs, starfish, sea cucumbers, and other such creatures.

- **Dwarka Beach**

Located along the Arabian Sea coast, the Dwarka Beach is a refreshing day out in the coastal holy site of Dwarka. Alongside beautiful lines of coral reefs, the Dwarka beach also sites some antique temples from 1100 to the 1200s. Besides a line of food stalls, there are some colourful shells and beads stalls too.



➤ **THINGS TO DO IN DWARKA BEACH**

Since Dwarka beach is not a very touristy spot, visitors can expect a clean beach with speckless waters. The edge of the Dwarka shoreline is home to the locally popular Dunny Point and the Beyt Dwarka Beach, which is famous for its vibrant aquatic life such as dolphins, octopuses, starfishes, sea turtles and sea urchins.

Dwarka beach has a couple of stay and camping options. One of the top accommodation choices is the Dwarkadhish Lords Eco Lodge Inn. Besides being a great sunset viewpoint, the beach is also close to the Dwarkadish Temple; a ten-minute walk. Dwarka Beach is in proximity to the Dwarka Lighthouse on its shore as well.

Location: Dwarka Beach happens to be situated close to the city centre of Dwarka. It is at a walkable distance from all the major places of worship in the city.

Timing: The beach is open for visitors all through the day. However, you should not stay on the beach till late in the night if you are alone.

Best Time to Visit: You would just fall in love with the place in the course of the winter season. It will experience Dwarka at its best, so make sure you plan to visit this place in the winter times.

- **Rukmani Temple**

An ancient tale of separation, the Rukhmini Devi Temple is located about 1.5 km from the Dwarka city centre. This 12th-century remnant carries out some evident architectural marvels of the time through its mural carvings and other structures.

The Hindu mythical story behind this temple begins with Rukhmini Devi and her husband Lord Krishna, picking up the sage Durvesha for dinner. On the way, Rukhmini Devi stopped to quench her thirst at the Ganges, with the help of her husband.

Known to be short-tempered, Durvesha Muni was quite enraged when she did not offer him any water. Thus he summoned Rukhmini Devi to be separated from Lord Krishna. Therefore, her temple lies at the outskirts, while Lord Krishna's temple is within the Dwarka

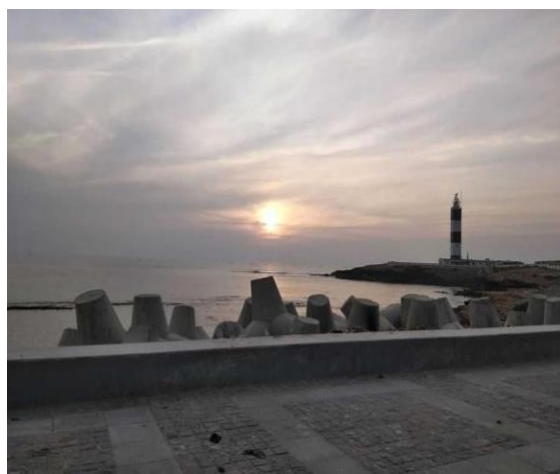


- **Lighthouse**

Situated about 2 km from the Dwarka city centre, the Dwarka Lighthouse is a 43-metered tower. The Dwarka Lighthouse is not only a great sunset viewpoint, but the structure itself adorns an impressive architectural style.

With a former oil-lamp version launched in 1866, the modern light-bulb Dwarka Lighthouse was installed between 1960 and 1962. Launched on the 15th of July, 1962, this light tower was opened by the transport minister of the time, Mr Raj Bahadur.

By 1988, the lighthouse also had an engulfing radar equipped with fog sensing signals via sounds and vibration. Dwarka lighthouse also sites the Suryamukhi Ganesha Temple right behind it. However, visitors are not allowed into the lighthouse

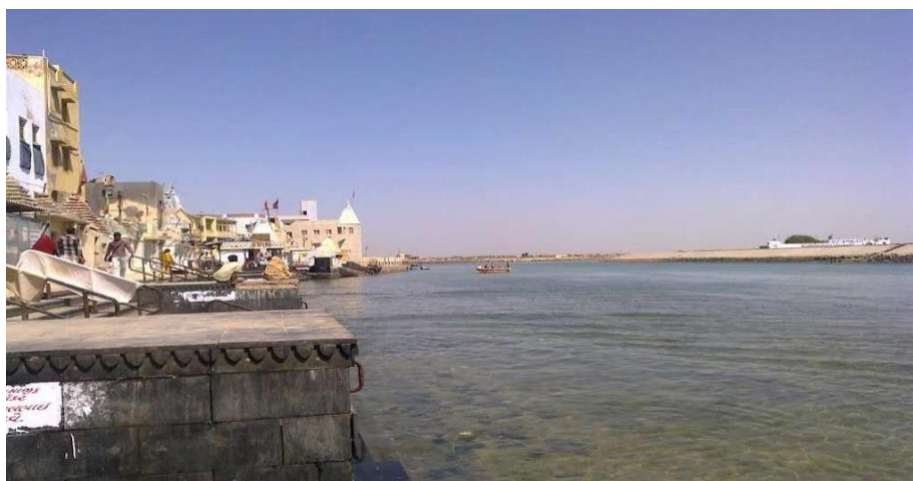


- **Gomti Ghat**

A significant tributary of the river Ganges, the Gomti River is the most revered waterbody in the Hindu faith. The mouth of the Gomti river sites the Gomti Ghat, which requires about 56 stairs to reach from the Dwarkadhish Temple.

The serene ghat location is great for some photo ops. There are ferries and boat rides available here as well. Besides, it also makes for a pilgrimage too, as many devotees take a sacred dip in the salty waters of the Gomti river.

There are some hawkers selling refreshments and drinks such as buttermilk here. Tradition has it that believers usually take a quick plunge in the river before heading for darshan at the Dwarakadhish Temple.



- **Gopi Talav:**

A legendary lake in Gujarat, Gopi Talav is located in Dwarka. Legend has it that this lake used to be the childhood memory of Lord Krishna where he used to perform the dance of 'raas' for his female admirers, also known as Gopis.

It is said that in a fit of restlessness from staying away from Krishna, the Gopis from Vrindavan arrived to dance with him one last time. Thus they offered to give up their lives and merge with the soil during this dance of divinity.

Today, the soil is famously known as the "Gopi Chandan", or the sandalwood of the Gopis. Gopi Talav hones this soft yellowish soil, marking the mythical event of the Gopis of Vrindavan and Lord Krishna.



- **Sudama Setu, Dwarka**

Sudama Setu Bridge is a stunning suspension bridge built for pedestrians to cross River Gomti. The bridge was named after Sudhama, Lord Krishna's childhood friend. It was inaugurated by Anandiben Patel, the CM of Gujarat in 2016.

Sudhama Setu connects the ancient Jagat Temple and the sacred Panchkui Teerth on the island which is associated with the legendary Pandava brothers. Besides mythology, the bridge is also famous for a breathtaking view of the river and the Arabian Sea. There are ample seating arrangements here to enjoy the view.

This suspension bridge serves as an important feature to promote tourism on this island. The Sudhama Setu houses five Pandava wells and an ancient Lakshmi Narayana temple along its route. It is quite close to the famous Dwarkadhish temple too. Camel rides are a popular haunt here.



- **Bhadkeshwar Mahadev Mandir**

Bhadkeshwar Mahadev Mandir, dedicated to Lord Shiva, is an ancient temple, some 5000 years old, which was built around a self-manifested Shivaling found in the Arabian Sea.

The temple gets submerged in the sea every year during monsoons, which devotees believe to be nature's way of performing the religious process of Abhishekam. For the rest of the year, the temple is visited often for its divine vibe and the scenic beauty of the attraction.



❖ **Somnath :**

Primarily a temple town, Somnath is a place where a strong scent of religion and legends lingers around tourism and even daily life. Its spiritual environment is ornamented by the huge number of temples in the area, however, Somnath also offers beaches, museums and other attractions. While the Somnath temple and Somnath beach are the primary places to visit here, Gita Mandir, Balukha Tirtha, Kamnath Mahadev Temple, Somnath Museum are some of the other places that one can visit.

✓ **Minimum budget for Somnath is 6700 onwards :**

The packages for Somnath start at INR 6700 which can be further customized based on number of people, days, hotel category, vehicle type and customizations.

✓ **How to reach Somnath:**

There are a few railway stations close to Somnath, Veraval in Konkan being the closest (6 km). Travelling from cities like Mumbai, Jabalpur, Delhi from rail might turn out to be quite a challenging experience. A direct rail connection from Delhi isn't available. Koshed (55 km) and Diu (90 km) are the closest airports and it will take approximately Rs. 2000 to reach Somnath from these places by cab.

✓ **Best time to visit somnath:**

September to March are the best months to visit Somnath, as the winters are quite cold. However, if you wish to avoid the crowd and tourists that flock to Somnath, you may be tempted to visit the place during the summer and monsoon season. Somnath is extremely hot and humid during these seasons and should most definitely be visited during the winter months when the heat is more bearable.

✓ **Famous cuisine of somnath:**

Somnath does not have many restaurants or lavish fine dining experiences to offer. There are a few popular eating places around the temple, as well as some local joints and Dhabas. Dairy products like Lassi, Buttermilk, Chaas, ice creams are popular and easily available.

You can also try Gujarati snacks in the area like Dhokla, Khakra, Fafda, Sev, Khandvi and Khaman as well as sweets like Ghevar, Malpua, Shrikhand, Puran Poli and more. Gujarat is a dry state, so you wouldn't find any alcohol here.

• **Places to visit in Somnath**

• **Somnath temple :**



Somnath Temple in Gujarat is one of the most sacred religious places for Hindu. This important pilgrimage destination is one of the twelve Jyotirlingas of Lord Shiva and people visit this temple as one of the place in Char Dham Yatra. As per the Hindu mythology Moon God known

as Soma built this temple entirely with gold to pay reverence to the lord's glory. Strategically located on the shores of Arabian Sea, the temple has been destroyed by many invaders and reconstructed number of occasions. Finally, the temple came into full pilgrimage destination after independence of India. Enjoying the status of top temples in India, each year millions of devotees seek blessings of Lord Shiva at Somnath.



- **Somnath beaches:**

Along with the world-famous Somnath Temple, the Somnath Beach also forms an essential part of the itinerary of a tourist visiting Gujarat. Travellers can unwind here after a long day of sightseeing, although, swimming is not recommended. One can also find many joggers running along a path in early mornings and evenings. Tourists can rejuvenate themselves with fresh coconut water and corn available here along with the very famous camel rides.



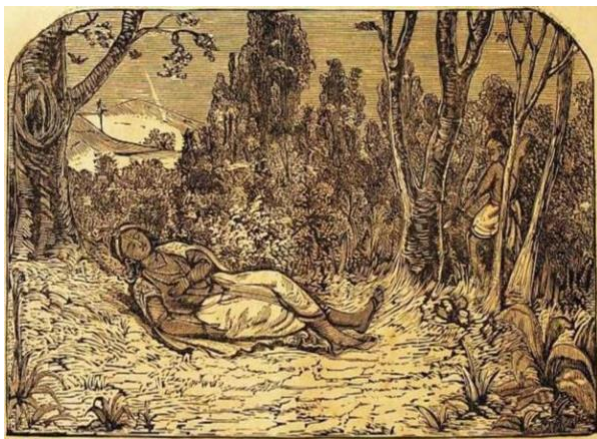
- **Panch pandav gufa :**

Discovered by the late Baba Narayandas in the year 1949, the temple was dedicated to the five Pandava Brothers. The location of the temple is such that one can view the entire city and get mesmerized just by looking at it. The temple is quiet and serene. The picturesque locale and ambience in turn, offers an absolutely cool and spiritual atmosphere.



- **Blka tirth :**

Bhalka Tirth is a renowned Hindu pilgrim centre which is believed to be the location where Lord Krishna was shot by a hunter's arrow. According to the sacred scripts, Lord Krishna's death marks the end of the Dvapara Yuga and the beginning of the Kali Yuga. The tirth has a temple dedicated to Lord Krishna and is called Mahaprabhuji's Bethak.



- **Laxminarayan temple :**

Located on the Somnath shore, the presiding deity, Lord Laxminarayan is an incarnation of Lord Vishnu. Reflects modern architectural design, this temple is famous for the carvings on its 18 pillars which have the sacred message of Krishna in the form of Bhagwadgita.

It is situated near the Gita Temple and is visited by thousands of devotees every year.



- **Triveni temple:**

The confluence of the three rivers Hiran, Kapila and Saraswati this is the point where the rivers meet the mighty Arabian Sea. Triveni Sangam is believed to be a very sacred Moksha Tirtha for Hindus.

People believe that a dip in the river at this holy ghat cleanses the body and spirit of all sins committed in his life. The Laxminarayan and Gita Temple are located on the shores of the ghats.



❖ Ambaji

Ambaji is a beautiful town located in the state of Gujarat, majorly associated with pilgrimage and religious tourism. The place has numerous beautiful temples, which turn out to be mesmerising architectural specimens. Ambaji is majorly associated with the worship of Goddess Amba, and various temples like the Ambaji Temple are dedicated to her worship.

With places like Gabbar Hills, which is associated with legends of Devi Sati, and Kailash Hill sunset in its proximity, Danta Ambaji ensures to give all its visitors a once in a lifetime experience. The place is not only associated with beautiful places of worships with beliefs as old as the origin of mankind but also depicts the beautiful connect between the gods and nature in the most enthralling way possible.

✓ How to Reach Ambaji:

Ambaji in Gujarat has well-connected roadways, airways and railways. Although the state does not have an airport of its own, Ambaji is still accessible with the nearest Sardar Vallabhbhai International Airport. Located about 180 km from Ambaji, the airport can be reached via a 3.5 to 4-hour drive.

Danta-Ambaji doesn't house a railway station of its own either. Thus the railhead on Abu Road is the closest, located just about 27 km away. However, the Ambaji Bus Station at Khodiyar Chowk is the only bus station in proximity. A 5-minute walk from here is sufficient to reach the region.

✓ What is the best time to visit Ambaji?

The best time to pay a visit to Danta Ambaji is during winters, owing to the moderate temperature range and favourable weather conditions in the area. Other two major seasons can also be picked up for planning a visit to Danta, but one must remember that they come along with slight inconvenience.

✓ Places to visit in Ambaji:

● Gabbar Hills:

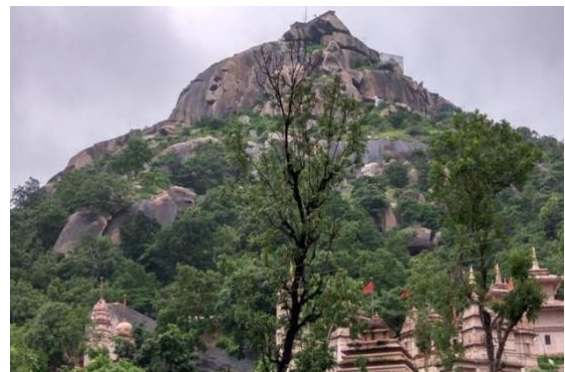
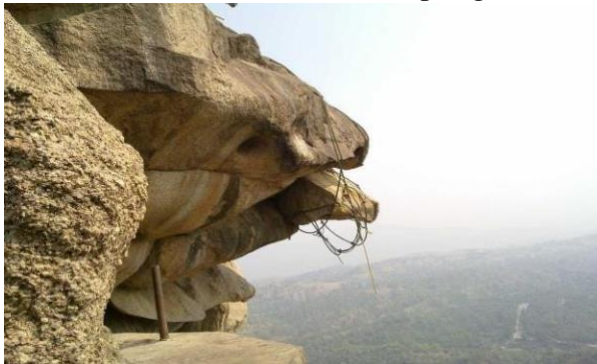
These hills are situated on the Gujarat Rajasthan border. If legend is to be believed, this is the place where the heart of the dead Devi Sati fell. There are 999 steps leading to this holy temple and a holy lamp is always burning on these hills facing the Ambaji temple.

Apart from the shrines, the sunset point, cave and swings of Mataji and a ropeway ride are other beautiful sightseeing options.

The hill is very steep and difficult to climb. There are 300 stone steps at the foot of the hill after which the pilgrims have to climb through a narrow dangerous track. On the flat top of the hill there is a small niche facing the temple of Ambaji, in which a well-protected lamp is kept constantly burning, and can be seen from the main Ambaji temple at night. There are footprints of the Goddess under a pipal tree, which are worshiped.

It is very close to Ambaji Temple just about 4 km away and you can reach there by sharing Auto / Personal auto / by car. The ropeway is well maintained and the ticket cost is 94 per head with return cost included. Alternatively you can also go by steps to the top of the temple.

The Gabbar hills are famous for their rocky terrains, which provide adventure aficionados a chance to do rock climbing and mountaineering on these hills. Many people come here to on weekends on picnics at the foothills of this hillock and pay homage at the nearby temple of Ambaji. A great view of the Ambaji town can be seen from top of the hill. This hill top is also famous for its rocks which are old and red in colour. One of the prime attractions of this hill top are cracks which remain filled with fresh water in rainy season and people from nearby villages come to fetch water from these springs.



- **Ambe Temple**

Located close to Khodiyar Chowk, the Ambaji Mata Temple is a prominent Shakti Peetha in India. Situated at the mouth of the river Saraswati, Ambaji also houses six other shrines; Ambikeshwar Mahadev, Varahi Mata, Ganapati Temples, Khodiyar Mata, Hanuman Temples and Ajayar Mata Temple.

Although dedicated to Arasuri Amba, a Hindu goddess from the pre-Vedic times, this temple does not house any idol of worship. Instead, the revered element is the triangular Vishwa Yantra, inscribed with figures and the syllable 'Shree' in the centre, representing the deity.

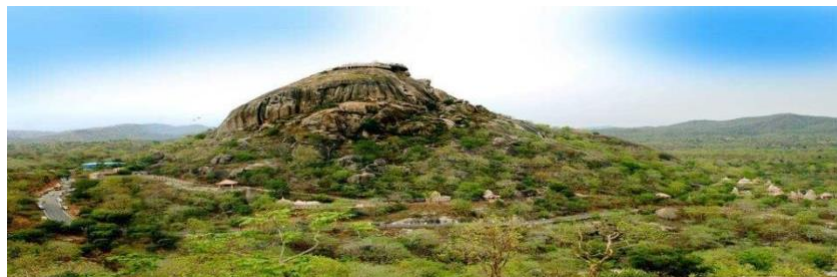


Navratri at the Ambaji Mata Temple is a vibrant magnet for devotees for the span of nine days of the celebration. Full moon days or the Bhadarvi Poornima and the Indian festival of lights; Diwali also attracts several believers to the temple. Photography of the sacred text is strictly banned at the Ambaji Mata Temple.

- **Kailash Hill Sunset:**

Located atop the Kailash Tekari, the Kailash Hill Sunset is just about 2 kilometres from the Ambaji Mata Temple, along the Khedhbrahma Highway.

Besides being a great sunset viewpoint, this hill is also a place of worship as it sites a Shivalaya as well. The recent addition here is the intricate stone gateway built at the Shaiva temple. There is also a nearby garden called the Manglya Van, which is about 2 km from the hill.



- **Kamakshi Mandir:**

Located at Chikla, the Kamakshi Mandir is just about a kilometre from Ambaji. Honing a South Indian temple architectural style, the grounds of this temple also site many other smaller shrines bracketing the main temple. Housing the different manifestations of Aditya Shaktimata, this temple layouts some of the most important Shakti Peethas in India.



- **Koteswar:**

The small village island of Koteswar in the west of the Kutch district of Gujarat is famous for its religious significance as it houses an ancient Shiva temple and the important pilgrimage site of Narayan Sarovar, one of the five sacred lakes mentioned in the Hindu mythology. The shrine here is said to be another form of Shiva (Bhairava – his fierce manifestation) of Hinglaj Mata at Hinglaj, a pilgrimage site in Balochistan, Pakistan, about 250 kilometres from Karachi. The area is known for providing picturesque sunsets overlooking the sea.

Legends and stories carried by generations over centuries have girdled and identified this place with utmost importance. Koteswar translates to 'ten million gods'. A single road connects the mainland with the area which in the past was cut off because of rising tidal creeks. The Koteswar Mahadev temple is the main attraction, overlooking the blue of the vast Arabian Sea and the waters of Kori Creek. The clashing landscapes of the sparsely inhabited Rann of Kutch on one side and the strikingly calm waters of the sea on the other, remarkably complement each other.

It is located on the westernmost inhabited outpost of the Indian subcontinent and is the only point of construction between the two sceneries, the calm sea and the deserted terrain. It is said that there were thrice as many as the temple structures that are standing here today. Built entirely by sandstone, the temple complex is an astonishing one with beautifully carved large domes, figurines of Hindu deities and captivating shrines.



❖ Palitana

A small town located in the Bhavnagar district of Gujarat, Palitana is noted as a popular pilgrimage site among the Jains. Another famous thing about Palitana is that the town strictly follows vegetarianism which makes it the first city in the world to abide by the vegetarian diet legally. It is no surprise that the town has listed selling of animal products (Fish, meat and eggs) or activities that involve the killing of animals to be illegal.

Palitana, a part of the Saurashtra region is known for its spectacular beauty which envelopes the place and makes it an exciting tourist destination. The pilgrimage sites, beaches, wildlife and the scenic beauty in Palitana offers something for everyone whether the visitors are interested in completing the pilgrimage known for its sanctity or the tourist who are visiting to unwind in a serene atmosphere. So, everything is set for you to start planning your trip to the holy site of Palitana. The journey to the top of the hill requires the visitors to abide by some strict rules such as food can't be consumed on the way or carried by the visitors. Hence, tourists should prepare accordingly to have a smooth and memorable trip to Palitana.

✓ **Location:** At Bhavnagar district of Gujarat.

Place visiting to Bhavnagar :

- A. GauriShankar lake
- B. Nilambag Palace
- C. Shopping in Bhavnagar
- D. Victoria Park
- E. Takhteshwar Temple
- F. Water lock gate

What is the best time to visit Bhavnagar?

October- January are the best months to visit Bhavnagar. Bhavnagar experiences hot and dry summers. June experiences heavy rainfall which adds to the high temperature resulting in humidity. Winters begin from October and go on till January- February. It is thus considered best to visit Bhavnagar during winters.

✓ **Best Time to Visit Palitana**

If you are planning a visit to Palitana, the one thing you do not need to worry about is the climate that remains pleasant throughout the year. On a few summer days which starts from March and continues till June, the temperature might shoot up to 40 Degree Celsius. The average temperature in summers is usually around 24 Degree Celsius. The Monsoon months start from July and Palitana continues to receive its share of rain showers till September. This is followed by the onset of winter in October which lasts till February with the temperature that ranges between 10 to 24 Degree Celsius.

✓ **How to Reach Palitana**

Palitana is extensively connected to all the major cities of Gujarat. From Bhavnagar, the town is situated at a distance of 51 km and hence, can be conveniently reached through various means of transportation such as airways, railways, and roadways.

Roadways- The frequency of buses running from Bhavnagar to Palitana makes travelling easy for those who are looking at transport medium at affordable rates. These buses are available every hour. Another route that one can choose to go by road is to board a bus from Diu, Ahmedabad, Talaja and Una. The roads are well-maintained, and hence, from Diu or Una, the journey to Palitana takes approximately 6 hours. The bus stand in Palitana is located at merely 800 meters away from the town's railway station. One can also hire a private taxi from any of the cities such as Ahmedabad, Bhavnagar and Vadodara.

Railways- The trains that start from Gandhinagar and Ahmedabad run till Sihor from where one can proceed to Palitana via roadways. However, the railway station at Palitana is connected to Bhavnagar and Songadh via train.

Airways- If you wish to reach Palitana by airways then the nearest airport is in Bhavnagar. The other option is to fly till Ahmedabad, 215 km away from Palitana, after which you can travel the remaining distance by road. Ahmedabad International airport is connected to all the important cities such as Surat and Mumbai which gives tourists from faraway places to reach Palitana comfortably. However, considering the growing tourism in the region, the Gujarat government has undertaken the project of constructing an airport in Palitana. The project is still in its early stages.

Attractions in and around Palitana

Palitana is the world-renowned place that houses over 900 temples. Shatrunjaya Hill which translates to the victory ground receives Jain pilgrims in large numbers because this is considered to be the most pious for them. This Hill alone has more than 3000 temples.

The Jain temples in Palitana worship Jain Tirthankars, and the topmost temple is dedicated to the first Tirthankara Rishabhanatha, also known as Rishabhadeva. The temples on the Shatrunjaya Hills have been constructed by generation after generation for close to 900 years. The first temple is believed to have been built in the 11th century. Starting from the foot of the hill till the peak, the way to the temples have been carved out of more than 3800 stone steps.



The temples flaunt exquisite craftsmanship with the intricate marble carving and the creative motifs. All the temples have been clubbed under nine different temple complexes or tunks; each of these houses several smaller temples which have been built around the central temple. The **Chaumukh Temple** is among the most important of all the temples here, characterised with the holy deity of Adinath who has four-faces, carved on marble and placed in a temple which is open on all sides. The architecture of the Chaumukh temple, built at the beginning of the 17th century, is unique and inspired by the five sacred hills worshipped by the followers of Jainism.



Adishwar temple, another must-visit site is an architectural marvel with its beautifully carved pillars and roofs. You can see the talent of the artisans in their brilliant dragon-shaped carving inside. There is also a Muslim shrine nearby, **Angar Pir**, which is visited by couples who are facing difficulties in having a child. The followers seek blessings at the shrine in a hope to fulfil their dream of having their children.

Museum & History Sites

The city of Bhavnagar is known to have a rich history of its rulers and thus, attracts tourists every year. The city also has the nearest airport to Palitana, and hence, is a popular choice among tourists. If you are a history buff, then you should know that 143 km away on the road to Ahmedabad, you can stop by to see a historical site named Lothal from the Indus Valley Civilization. A museum nearby the site showcases all the important discoveries from the excavation project.

Architectural and Heritage sites



Modhera Sun Temple



Rani ki Vav

❖ **Modhera Sun Temple:**

A ride, of some 125 kms from Ahmedabad, leads you into the quaint town of Mehsana, famous for the magnificent Sun temple built by the great Solanki rulers to venerate Sun for its energy and vitality. This Sun Temple, very much like the Sun temple at Konark, Orissa and Martand, Kashmir seems undiminished by the ravages of history. The unruffled, peaceful, rustic landscape and the majestic temple frame an eternal picture in minds. Situated on the banks of the river Pushpavati, amidst the verdant fields, rests this famed Sun temple of Modhera. Legends narrate that after vanquishing Ravana, Lord Rama performed a yajna (sacrifice) here to absolve the sin of killing a Brahmin. Rama built “Modherak” which subsequently came to be known as “Modhera”.

✓ **Fairs and Festivals :**

Modhera Dance Festival:

The Tourism Department of Gujarat spares no efforts to promote this place. It organises a three day long classical dance festival in Modhera in the third week month of January post Uttarayan. All the classical dances of India are performed here. The Sabha Mandapa is used for the performances and renowned artists from world over grace the festival. This dance festival is organized by Gujarat Tourism to promote tourism and keep the Indian traditions and culture alive. It is held in the third week of January every year.



✓ **Food:**

For an eat-out, either have things packed with you or else Mehsana has better options. Modhera being a small village doesn't boast of very lavish options for eat-outs. However, for a change, you can try some typical *Gujarati* dhabas on the way or even in Patan. Mehsana, being the district centre has many nice and credible restaurants with some serving the authentic, savoury *Gujarati* plate.

✓ **Best time to visit:**

It is best to plan the whole trip in January, when the Modhera dance festival is organized. With special light and sound effect the whole week, the temple seems special. However, in general any time after first rains is good to pay a visit in this area.

✓ **Local shopping:**

Modhera doesn't speak of any shopping options worth requiring a halt. However, Patan, only 25 Kms from here, is known for the unique weaving craft of „Patola“ silk sarees. These sarees are produced in a great vast process by the Ikat technique. Threads are tie-dyed to create the pattern before the weaving process begins

✓ **How To Reach Modhera :**

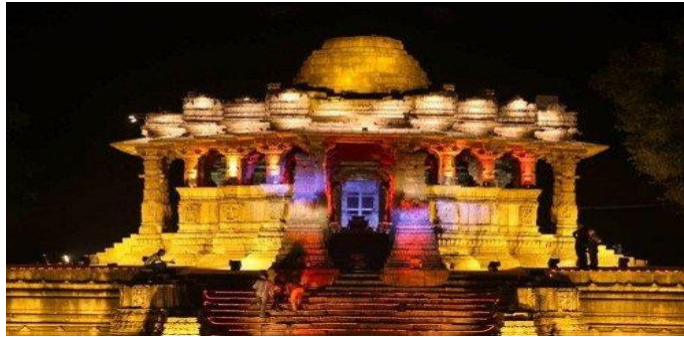
The nearest airport is the Ahmedabad Airport around 100 kilometres from Modhera and the closest railway station is Becharaji 15 kilometres away from where you can get a cab up to Modhera. Another option is the Mehsana Railway Station, it is well connected to all major cities and you can get public buses from Mehsana and Ahmedabad to Modhera.

● **Places to visit:**

● **Sun Temple:**

The Sun Temple is the ruins of an ancient temple devoted to the Sun God Surya, it is set along the coast of the river Pushpavati in the Modhera village. The temple was built under the rule of the Chalukya dynasty by the ruler Bhima I and is the most prominent tourist attraction in Modhera. The temple premises are divided into 3 major components: Gudhamandapa(shrine hall), Sabhamandapa(assembly hall), and Kunda(reservoir), the Kund is lined with 108 miniature shrines on the steps of the Kund. The Kund leads to the

Sabhamandapa which was used for holding religious gatherings, most famous for the 52 exquisite pillars on which the roof rests.



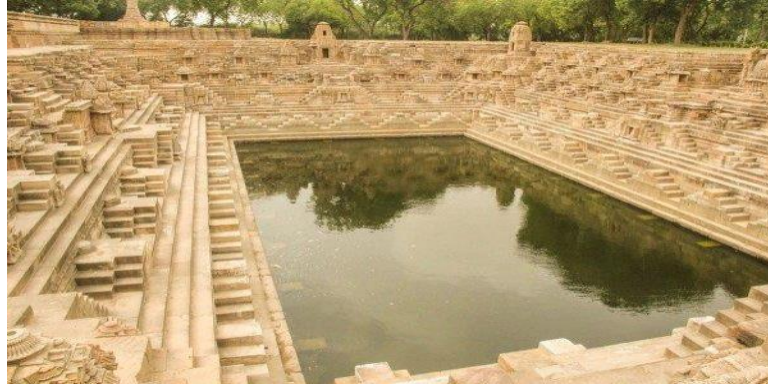
The architecture of temple is very intricate and detailed and is reflective of the Maru-Gujara Chalukyan style of architecture and leaves you awestruck. All devotional activities have been ceased at the temple presently, it is a monument of national importance now. The sun temple is an exemplary embodiment of the exquisite craftsmanship of the golden ages and is a must visit for all history fanatics.

- **Modheshwari Mata Mandir:**

The Modeshwari Mata temple is devoted to Goddess Modeshwari Mata who is said to be an avatar of Goddess Parvati, she is the Kuldevi of the Modh community. The story behind the temple goes about a demon Karnat who was destroying everything in the region, seeking protection the fearful saints went to Goddess Parvati who on hearing about the injustice was infuriated and started unleashing fire from her mouth which gave birth to her avatar Goddess Modheshwari Mata. The sculpture of the goddess in the temple has 18 arms, each bearing a weapon.

- **Rama Kund or Surya Kund :**

The Surya Kund is the temple tank and it is axially aligned with the two Mandapas; the Tropic Of Cancer passes through the heart of the three structures. This is an interesting interplay of geometric patterns, laced with pyramid shaped stairs which take you down to the water level, with more than hundred miniature shrines carved in between the steps of the tank. These shrines together create an image of a self contained universe of spirituality. As one goes down from step to step, one can see the reflection of these beatifying shrines doubling in the green waters below. Twice every year, on the days of the March and the September equinoxes, the sun rays glide over the Surya Kund, pass through the arches of the music-hall, pierce the entrance to the main chamber or Guda Mandap, and illuminate the sanctum, where the idol once stood. The idol is long gone, but the thought and engineering with which the entire temple was built that Sun rays fall on a pre-decided date on the idol is thrilling.



❖ **Rani ki Vav:**

Rani Ki Vav or 'Queen's Stepwell' is a distinctive form of water storage system located in the small town of Gujarat called Patan, on the banks of River Saraswati. Believed to be the grandest stepwell in the state of Gujarat, Rani ka Vav epitomises the peak of Maru-Gujarat architectural style. The 900-year-old structure listed as a UNESCO World Heritage Site is displayed prominently in the new ₹ 100 currency note issued by the Reserve Bank of India.

In the olden days, the water of the well had medicinal properties which helped ward off diseases like viral diseases and fever. The well was excavated in the 1960s in a well-protected state as it was buried under slit for sanctuaries. In addition to this, Rani Ka Vav was an important centre for socializing among the locals as well as taking refuge from the heat. It's an excellent example of turning something functional into a piece of art.

✓ **How to Reach Rani ki Vav :**

The best way to reach the Rani ka Vav is through taxi. One can also visit by public buses. If you plan on taking the bus, a number of intercity buses run from Ahmedabad to Patan and take approximately 3.5 hours to reach. Buses from Mehsana to Patan take about an hour. Shared jeeps are available as well, and they are slightly quicker but less comfortable.

BEACHES /WATER BASED SITES



MANDAVI BEACH



THITHAL BEACH



SABERMATI RIVERFRONT

❖ Mandvi Beach:

Situated in the Kutch region of Gujarat, Mandvi Beach is a pristine and tranquil seashore which is one of the most popular holiday destinations in the region. In addition to being a laidback beach location, Mandvi Beach is popular for its camping and water sports facilities. Standing near the Vijay Vilas palace estate in Bhuj, Mandvi Beach is a secluded and undiscovered beach destination with clean water and beautiful view. Take a long walk along the shore as you witness the sun setting over the horizon, or go for bird spotting and discover the beauty of Kutch through its fauna.

Another activity to pursue here is camel ride, which takes you on a round of the entire property as you bobble up and down on this majestic animal's back, or practice some yoga to the tune of the gentle sea. With its tranquil surroundings being it's most alluring quality, Mandvi Beach makes for an enchanting rendezvous with nature and its beauty.



✓ **Things to do at Mandvi Beach:**

- With a variety of different **water sports** such as water scooter, ocean swimming, parasailing and banana boat ride, this destination can turn your vacation into a thrilling adventure.
- Other **adventure sports** here include quad biking, zorbing, dirt biking, horse rides and camel rides.
- Once you are done with these activities to your heart's content, you can also gorge on the **delicious tandoori snacks** and food that is readily available at Mandvi Beach. Sip on some coconut water as the sun sets for the day, and you will surely not regret it!

✓ **Camping at Mandvi Beach:**

If you are planning on camping at Mandvi Beach, then you are in for a treat. This attraction is a small and excellent property with just 10 tents on side of Vijay Vilas Palace. The place is not crowded as it's away from the main Mandavi city and has facilities for a limited number of people. The expanse of the camps here is very clean and overlooks a beautiful view of the beach. The tents in itself are spacious and luxurious, and the staff is very courteous as well. What's more, along with impeccable accommodation, the camps here have delicious food available for its guests, all at a very affordable price. The beach is private, secluded and clean, and more of a getaway than a holiday destination.

A number of activities are included in the camp package as well. While you enjoy your stay at the beach camp, you can also indulge in activities such as nature walks and bird watching, beach volleyball, beach football, indoor games and lakeside picnic to Prasagar, which are provided for by the camp authorities.

✓ **Places to Visit Nearby Mandvi Beach:**

The closest attractions to drop by on a trip to Mandvi Beach include the Vijay Vilas Palace, which is about 10 km from the Mandvi Beach. The Shyamji Krishna Varma Memorial is another attraction set about 8 km from the beach. Located at Mukhdani, about 4 km from Mandvi Beach is the prominent Mandvi Ship Building Yard.

The Sheetal Parshwa Jinalay can also be visited on the way to the shipbuilding yard, as it is just a 10-minute walk away. The Mandvi Port situated approximately 4 km from Mandvi beach is another attraction to drop by. Rukhmavati, located about 15 km from the beach can also be considered within the radar of nearby attractions.

✓ **How to reach Mandvi Beach:**

State transport buses and jeeps depart from Bhuj to Mandvi Beach about every 30 minutes from the central transportation area. For local excursions, jeeps can be hired in town as well.

❖ Tithal Beach:

One of the most popular attractions of South Gujarat, the Tithal Beach is the go-to destination for many when in need of a revitalising break. Breaking the flow of the white washed waves, the Tithal beach glimmers like a gold necklace that decorates the azure neck of the Arabian Sea. Come the weekend, and the beach is flocked by local tourists that come here to lounge languorously in the sun, stare at the sunsets, take a stroll down the coast in the gentle breeze and enjoy some coconut water and roasted corn. Spending some quality time with friends and family and reconnecting with your own self at this beach is the perfect way to break the monotony of our fast-paced daily lives.

What a lot of people don't know is that this beach is all set for becoming India's first divyaang (differently abled) friendly beach in India! Another thing the Tithal Beach is particularly famous for is the rare and unique composition of its sand - the black sand. Black sand beaches are not a very common phenomenon, but the shore of Tithal beach is one of the few coasts blessed with this beautiful soil.

You can spend time enjoying water sports, water rides, camel and horse rides and arcade games at the beach. All these rides and games are designed to cater to all- bubbly children, adventure monger teens and peace-loving adults. Also, there are three temples on the shore- BAPS Swaminarayan Temple, a Saibaba Temple and a Vishnu Temple. These temples hold great religious significance to the locals and are frequently visited by people in and around the city.



✓ Things To Do at Tithal Beach :

Other than lounging on the beach and relaxing in the comforting warmth of the sun, you can play some volleyball or catch with a Frisbee. The palm-fringed beach is a long and clean one where you can take a long stroll while absorbing all its scenic beauty. You can indulge in some water sports like jet skiing, sailing, speed boating and banana rides at competitive rates. There are rides for kids to enjoy like the Ferris wheel, merry go around, etc. Balloon shooting games, pop the ring games and bouncy castles can also be quite fun. You can also opt to ride a horse or a camel along the coastline and is definitely an enjoyable experience.

Since Gujarat is a dry state, many people choose Tithal beach near Daman as a getaway drinking destination with their friends and family. The beach has small stalls that sell large coconut waters that will replenish you after all the beach activities. You can also try some delicious fast foods like Bhel Puri, Pani Puri, Pav Bhaji, Dabeli, Bhajiyas, Chana chaat and roasted sweet corn. In

fact, the street food at Tithal beach is quite famous around the area and draws the attention of many locals as well as tourists.

Tithal beach offers one of the best views of the mesmerising sunset. You can visit the Swaminarayan Temple, the Saibaba Temple and the Vishnu Temple which are all situated on the shore of the beach in a span of 2.5 to 3 km

✓ **Best Time To Visit Tithal Beach :**

Winters are by far the best season to visit Tithal beach. The greenery in and around the beach starts flourishing post-monsoon and the water levels also stabilise. The temperature during the winter ranges between a low of 19 degrees Celsius and a high of 27 degrees Celsius, which is perfect for a fun day at the beach!

The monsoons are fun too with the pouring rain creating a thousand ripples in the sea. Summers are usually scorching with the temperatures reaching a high of 37 degrees Celsius! The period of retreating monsoon between September and November also gets a little humid and raises the temperature up to 34 degrees Celsius.

Weekends are jam-packed at the beach, usually with youngsters drinking and partying after 5:00 PM. If you are going with family and kids and want some peace, it is best to visit on weekdays or before the evening breaks in.

✓ **Food :**

You can also try some delicious fast foods like Bhel Puri, Pani Puri, Pav Bhaji, Dabeli, Bhajiyas, Chana chaat and roasted sweet corn. In fact, the street food at Tithal beach is quite famous around the area and draws the attention of many locals as well as tourists.

❖ **Sabarmati Riverfront:**

Sabarmati Riverfront is a waterfront developed on the banks of river Sabarmati in **Ahmedabad**. Started with an objective for sustainable development and environmental improvement, the pace has now become a major tourist attraction owing to its lush green promenades, beautiful parks and plazas and an all-around soothing ambience.

✓ **Facilities and Attractions at the Sabarmati Riverfront :**

The riverfront has consistent seating arrangements throughout alongside a two-step walkway that is built around the river. The lower path is reserved for jogging, walking and cycling, while the top junction is used as a cultural stage along with predefined spaces for markets.

The cultural space here hosts various events, competitions, and other local festivities. Some of the frequent markets here include the Local Sunday Market (Riverfront Market) and the Ravivari market which is found towards the east of the waterfront. There are washroom facilities as well.

Besides, the layout ensures elevator and stairway facilities at even points alongside bridge pathways that cross over the river. These cross bridges help connect the new city to the old Ahmedabad settlement. This lush green surrounding of the Sabarmati Riverfront also cites

boating options. The riverfront also has a view of a nearby Dhobi Ghat, a space for washermen.

✓ **Shopping :**

Gujarat is the state of elegance and colours and Ahmedabad as its capital is a hub of colours and aristocracy. The markets here are a mixture of culture and modernity. Ahmedabad is known as the 'Manchester of India' due to a huge number of cloth mills present here.

Lal Darwaza, Dhalgarwad, Sindhi Market, Law Garden, CG Road, Manek Chowk, Rani-no-hazi, Fernandes Bridge, Ramakda Market and Raipur Gate are some of the major markets in the city. Ahmedabad's markets offer you with best Chaniya cholis and traditional jewellery items.



✓ **How to Reach Sabarmati Riverfront:**

The Sabarmati Riverfront is situated just about 3 to 4 km from the city centre. The Sardar Vallabhbhai Patel International Airport (the Ahmedabad International Airport) is about 10 km from the riverfront which can be covered by a 15 to 25 drive. It is 4 to 5 km from the Ahmedabad Railway Station, which would be approximately 12 to 20 minutes via taxi or self-drive.

✓ **Places To Visit Near Sabarmati Riverfront :**

1. Swaminarayan Temples
2. Dada Hari Wav
3. Sabarmati Ashram
4. Auto world vintage car museum
5. Kankaria lake
6. City shopping

Natural Ecosystem /Wildlife sanctuaries



Gir National Park



Nal Sarovar Bird Sanctuary



Little Rann Of Kutch

❖ Gir National Park:

Gir National Park and Wildlife Sanctuary is the only remaining home for the Asiatic Lions. Located in Talala Gir in Gujarat, the Sanctuary is a part of Kathiawar- Gir dry deciduous forests ecoregion. Gir National Park is closed from 16 June to 15 October every year and the best time for wildlife spotting is April and May.

Gir provides you with the unique experience of visiting a place which almost singularly plays a crucial and defining role in the preservation and sustaining of a certain species. The preservation of these lions was initiated by the Nawab of Junagadh when these were just about to enter the phase of extinction due to hunting.



The official count said that there were 411 lions in 2010. Also, there are roughly different 2375 species of fauna here with 38 species of mammals, over 300 species of birds, 37 species of reptiles and over 2000 species of insects. Other important wildlife forms found here are leopard, chausingha, spotted deer, hyena, sambar deer and chinkara

✓ How to Reach Gir National Park:

The Gir National Park is easily accessible via roadways, railways and airways. The nearest airport to this national park is the Keshod Airport, at a distance of about 50 to 60 km.

The Sasan Gir railway station is the the closest railhead, just about a 10-minute walk away. There is also a bus station in Sasan Gir, which is conveniently located to the Gir National Park.

✓ **What is the best time to visit Gir National Park?**

December **and** March is the **best time to visit Gir National Park** is during the winter season. It is during this period that the weather in Gir is pleasant and cool. The protected area of Gir National Park **closes every year from 16th June to 15th October**. A safari in this national park during the winter season will be a delightful experience as each, and every nook and cranny is open to visit and explore. **April and May** although a bit hot are considered the best times for wildlife spotting and photography.

❖ **Nal Sarovar Bird Sanctuary:**

Nal Sarovar literally translates to „Tap Lake“. The resemblance is in the fact that this famous tourist attraction houses various different kinds of bird species which in turn are attracted to this lake. It has many small islands (records say 36) and the region is spread over a large area such that the birds can roam about without any conflict among the different species. This bird sanctuary is located at about 64 km to the west of Ahmedabad near Sanand village, Gujarat.

The most popular aspect of this tourist attraction is the wide variety and different myriad of migratory birds that can be enjoyed. Nalsarovar wetland, in Gujarat, is deemed as the biggest wetland bird sanctuary in the state. As many as 200 different species of birds can be discerned and enjoyed. The birds migrate from as far as Siberia, Oman, UAE etc. Apart from these, typical species like pelicans, ducks, herons and storks can be found easily.



It is highly recommended to visit Nalsarovar because of the different species of birds you'll get to see. These birds migrate from places like Siberia, Oman, UAE, Yemen etc. There are also various indigenous bird species. Picnic spots are available for those people looking to enjoy the scenic view of tall grasslands and marshes with flock of birds around. Thus, even travellers who are looking for a calm place to spend their vacations are welcome here.

Tourists will be greatly interested in birdwatching, horse rides and boat rides and of course, enjoy the local food and handicraft items. For the traveller who is keen to learn more about the different bird species he encounters, there is an information centre that has been established to provide information regarding different species of birds, their migration patterns, food habits etc.

✓ Things to do in nal sarovar bird sanctuary:

There are a myriad of activities to do at Nal Sarovar bird sanctuary. One can opt for the classic birdwatching using a pair of binoculars or telescopes, chill out with a live barbeque session near the banks of the lakes or enjoy a horse ride. Some of the activities include:-

1. Visitors can take a horse ride at lakeside Nalsarovar national park. The charges start from as low as Rs.50. The visitor will be assigned a horse along with the groom i.e. the person who maintains the horse. The horse ride usually lasts for 20 minutes but can be extended by paying some extra money.
2. For the tourist who is looking to learn more about the species of birds ,an Information centre is provided. It consists of many kinds of models of bird species along-with their history, origin ,food habits,unique attributes etc. A map is also provided in this centre so that a tourist can easily identify the location of his/her favourite bird. Apart from these, there are also details about the Nal Sarovar itself along-with its history.
3. One day picnic spots are available for the casual traveller. Huge fields near these picnic spots allow for setting up a volley ball court or football games with the kids. Even live barbeque or food counters can be set up if appropriate cooking equipment is brought along. The picnic areas are clean and surprisingly, there's no such problems as mosquito/insect bites



4. Tourists can book **boat rides** in the lakes present in Nal Sarovar. These boat rides allow for deeper exploration of the Nal Sarovar bird sanctuary and offer better chances of spotting a rare species of a bird. The boat ride journey starts from the place where the boat is booked upto Dhrabla Island or BET as called by the locals and includes a return. On certain islands, watchtowers have been constructed to enjoy the view of the lake from.
5. For the foodie kind of traveller, there are small huts where kathiawadi thali that consists of three different types of vegetables, indian bread aka bajra ki roti, gudh (jaggery), butter and chutney is served by the local vendors. All the vendors sell food at a similar rate of around Rs.150 per plate. Gathiya, the classic gujrati snack, is also available with almost all of the vendors.

✓ Entry Fees & Timing:

The entry fee for Nal Sarovar bird sanctuary is Rs. 75/- per Indian visitors on weekdays and Rs. 85 on weekends. For foreigners, the entry fee is \$10 on weekdays and \$12.50 on weekends. Cameras are allowed but a small fee of Rs.200 for Indian tourists and \$20 for foreign tourists is charged.

Parking facility is available just outside the entry of Nal Sarovar, approx. 1 km from the lakeside and the fee for 2 wheelers is Rs.10 while that of 3 or 4 wheeler is Rs.20 and for bus or truck it is Rs. 50.

To promote more visitors, 50% off is provided to children aged between 5 to 12.

If one opts for the boat rides, it costs Rs.220 per individual and Rs.1320 for a complete private boat consisting of max. six individuals.

The sanctuary is open on all weekdays and even on weekends including Sundays. The opening and closing times are 6:00 am till 5:30 pm respectively.



✓ **Interesting facts about Nal sarover bird sanctuaries:**

1. There are as many as 210 species of birds in the winter, out of which 140 are water birds and the rest 70 are migratory birds. Out of these 70, only 25 to 30 are easily observable and the rest require a deeper exploration into the wildlands.
2. In the past, there was no access to clean drinking water for the tourists and hence the visitors needed to carry their own drinking water. But now there is a reverse osmosis plant that has been established to offer pure drinking water to visitors.
3. Migratory birds can be seen popping up at Nal Sarovar in the month of October and remain till April. However, the time you would want to visit would probably range from the month of November to January because at that time, the migrated population is at its peak. When March ends, flamingo flocks of huge sizes arrive here.

✓ **HOW TO REACH:**

Sarovar bird sanctuary near Sanand village can be reached by a personal vehicle or taxi from top car rental companies in Ahmedabad. Buses are scarce and there is no fixed accommodation to be found anywhere near, hence it is recommended to book a stay near Ahmedabad where various resorts are easily available. This problem has been addressed by Gujarat Tourism who now offer luxury tents near the lake.

❖ **Little Rann Of Kutch:**

It is house to one of the country's largest wildlife reserves, the Wild Ass Sanctuary, where the topography varies from large marshlands to brown-grey patches of soil with a few small thorny shrubs.

Generally, when we talk about the Rann of Kutch, people imagine the White Sand Desert of the Greater Rann of Kutch which has been immortalised in many bollywood movies but there is another hidden Rann in the Western state. Though one must not get confused by its name, Little Rann of Kutch is anything but little. It is spread over a vast area of 5,000 sq km. It is called little because of its size comparison with the neighbouring salt desert of the Greater Rann of Kutch which is spread over 7,500 sqkm. For a traveller bitten by wanderlust, the Little Rann offers an array of opportunities right from its mesmerising fauna, to the host of plants and trees to the many mirages. It is house to one of the country's largest wildlife reserves, the Wild Ass Sanctuary, where the topography varies from large marshlands to brown-grey patches of soil with a few small thorny shrubs.

✓ **Best time to visit Little Rann of Kutch:**

The best time to visit Little Rann of Kutch is during the winter (November to February). The days are pleasant and the temperature drops to single digits (Celsius).

✓ **How to reach Little Rann Of Kutch:**

By Road:

Dhrangadhra (18kms) from Little Rann of Kutch is well connected to other important places in the State by the State Transport Buses as well as other private luxury coaches.

By Rail:

Nearest Railway Station is Ahmedabad (130 kms) from Dhrangadhra, has connectivity to all the major cities in India.

By Air:

The nearest airports are Ahmedabad (130 kms), Rajkot (145kms) and Bhuj (200 kms) from Dhrangadhra.

Chapter 2 : The Problem :

The foregoing analysis of the growth of tourism in Gujarat shows that although the industry has registered an all round substantial development in the country during the last two-three decades, most of the potential, for its growth has not yet been exploited and much more is left to be desired. The limited, and rather unsatisfactory, growth of this industry in our country has been due to a number of problems it is beset with and various difficulties it has been facing. The important factors, which have limited the growth of tourism in Gujarat, are mentioned below:

- Inadequate airline capacity, particularly during the peak tourist season, bad conditions of our airports, delays in getting the bookings, flight cancellations and delays render air travel in India nightmarish for foreign tourists.
- Due to appalling conditions of traveling by trains, in Gujarat tourists prefer to avoid unless unavoidable.
- Lack of hygienic and comfortable accommodation for the tourists, in general, but reasonable good accommodation for low spending middle class tourists in particular, render tourism unattractive. Absence of motel hampers the smoothness, of long distance travels.
- There is absence of an up to date information systems with quick retrieval facilities causes inconvenience to tourists.
- Another major factor inhibiting the growth of tourism is the seasonality of the industry with the busy season being limited to six months from October to March and heavy rush in November and December.
- Lack of an integrated tourism promotion program during the five-year plan periods has hindered the growth of tourism.
- Indifference of many states and union territories to tourism, which has not yet been accorded industry status by them, is another factor limiting its growth.
- Next factor is the failure of the mandarins of tourism to quickly adopt to the changing environment, for example the temporary closure of Jammu and Kashmir to tourists and socio-political and religious agitations in other northern states of the country rendering them unattractive to tourists, by developing and promoting alternative tourists destinations in South India.
- A lukewarm attitude towards the domestic tourism due to the emphasis placed by the authorities on foreign tourism has been another limiting factor. We should not forget that domestic tourists have its own importance and its development provides a sound basis for the growth of international tourism.
- This is one of the major problem faced by tourist. There are many shops, hotels, restaurants etc which do not accept any international debit card or credit card due to which many time tourists face the problem of card acceptance.
- The main problem faced by many tourist is that they aren't able to smoothly communicate with the people over there.

Chapter 3: Literature Review:

The research paper „A Study of Perception and Opinion on Gujarat Tourism Marketing“ by Permar, S.M, (2007) had findings that there should be revamping in the marketing strategy, the campaign should know come up with more creative and innovative thought process apart from the star factor in the advertisement. Advertisement should also promote the sports tourism, film tourism & regional food festival, after the khushboo Gujarat ki advertisement campaign there has been considerable rise in tourist's footfall.

The research article „Khushboo Gujarat ki Branding a Fragrance“ by dhote ,t. 2015 had analysed various aspects of the khushboo Gujarat ki advertisement campaign. The research gives the details of growth of tourism branding ; a competitive scenario ; challenges faced for promoting tourism ;the creative translation of khushboo or the fragrance in the advertisement campaign ; the creative strategy behind the campaign; the phases of the advertisement campaign; and the launch of the advertisement campaign.

The book „ Research Methodology: methods and technique“ by Kothari C.R and Garg G. (2014) had extensive discussion on content analysis that it consists of analysing the contents of documentary material such as book, magazines, newspapers and the contents of all other verbal materials which can be either spoken or printed. Content analysis prior to 1940's was mostly quantitative analysis of documentary materials concerning certain characteristics that can be identified and counted but since 1950's content analysis is mostly quantitative analysis concerning the general import or message of the existing documents.

The research paper entitled „content analysis method – An introduction“ by kuthiala B.K in media mimansa july - September 2010 had a comprehensive discussion analysis content analysis is an important method of communication research to understand, describe, rectify and plan human communication. Today content analysis has evolved as an important tool for evaluating media studies. Its applications are so widespread that many software packages have been developed to carry out the analysis of not only the textual content but also visual content and meta – communication.

Chapter 4: Data Collection and Analysis

4.1 Data Collection

Sample Size:

- Sample for the respondent is taken from Gujarat and Mumbai.
- Sample size constituted of 36 respondents.

Data Collection Method:

Understanding and evaluation of the Gujarat tourism management is done on the basis of analysis. The number of respondent consider for the survey is 36.

The sampling technique used in these study in convenience sampling.

Data Source:

The study is based on primary and secondary data source.

Primary Data:

The primary data collected from tourist through a well structured questionnaire.

Secondary Data:

The secondary data has been collected from various articles and websites.

Tools and Techniques to be used:

Sampling unit : General Public, Youth

Sample size: 36 respondents are as a sample size from different area of Mumbai and Gujarat.

Sampling technique: random sampling, sampling items selected by the judgment of the researcher

Statistical tools: Graphical presentation and pie chart.

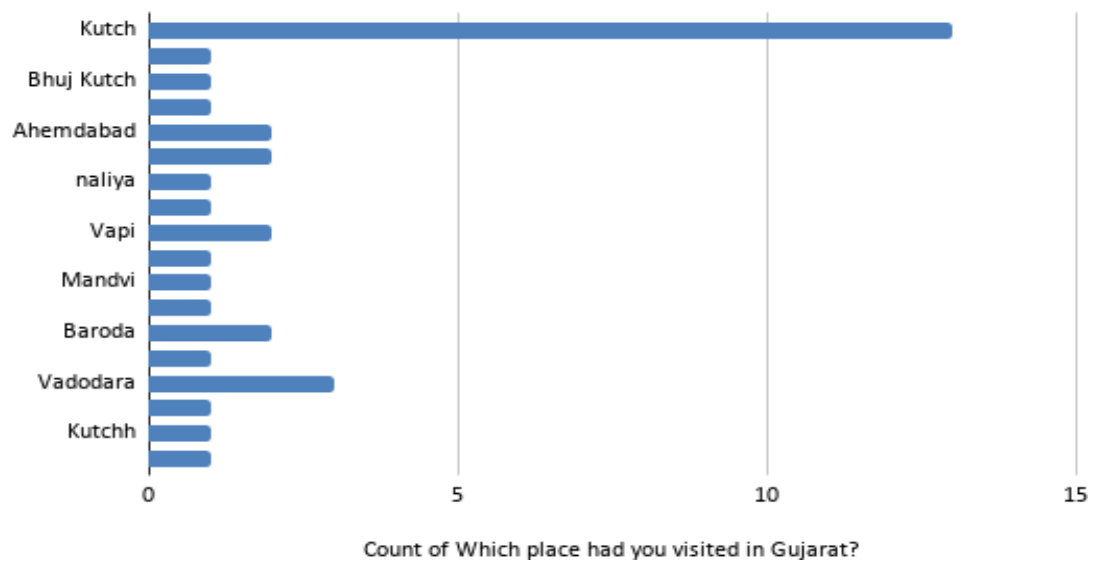
4.2 Data Analysis:

4.2.1 Primary Research (Questionnaire):

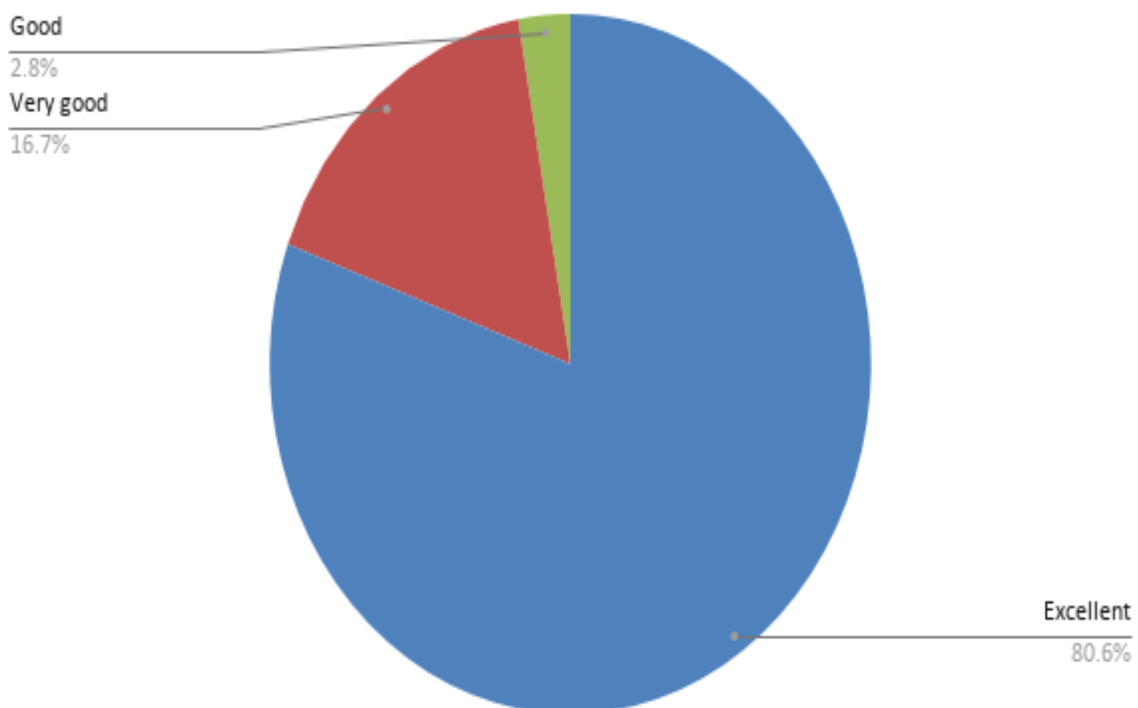
Responses of Primary Data:

https://docs.google.com/spreadsheets/d/1h0HwpgwTTrRC-lwcnl5_VX--j9-whfcNsquwWp-CcgY/edit?usp=drivesdk

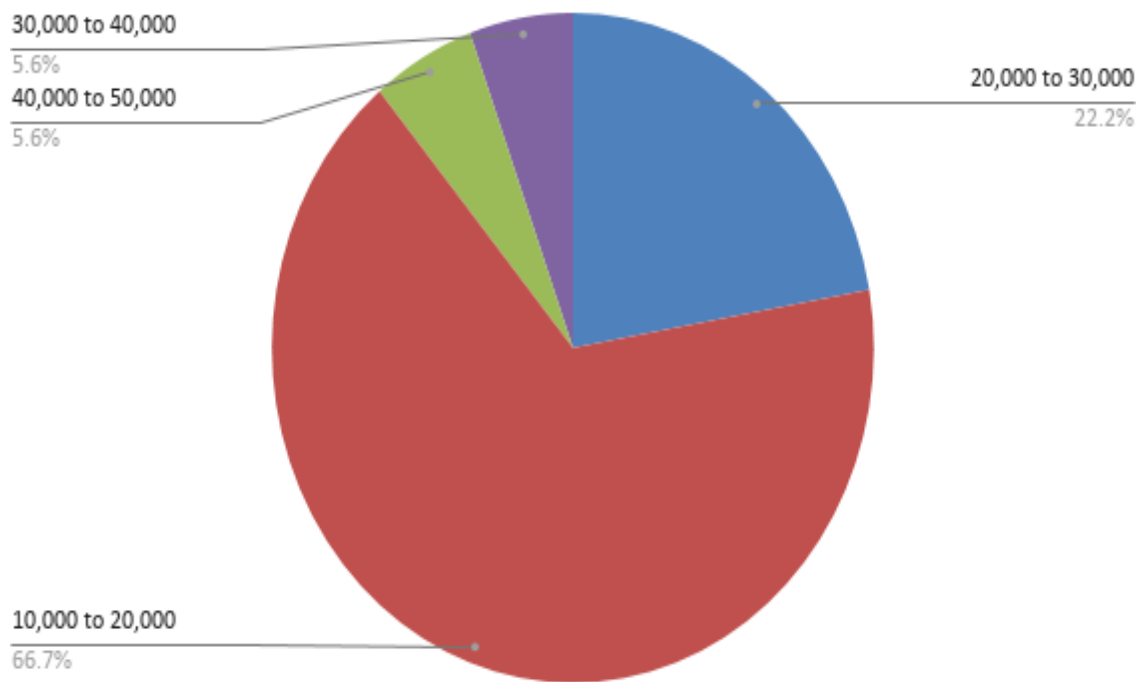
Count of Which place had you visited in Gujarat?



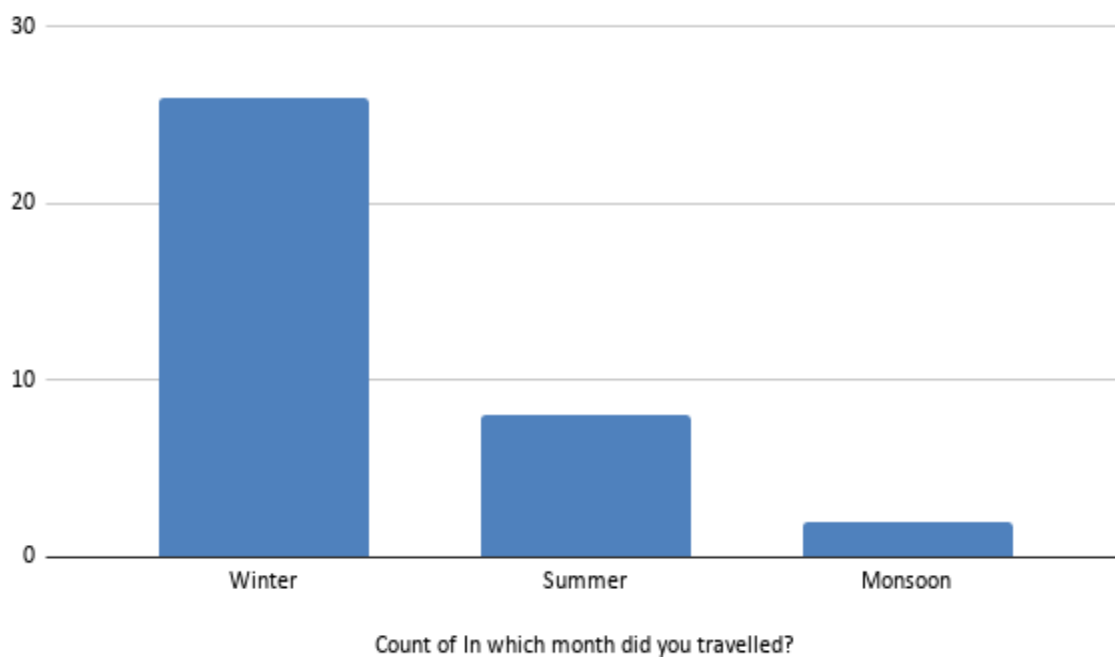
Count of How was your experience?



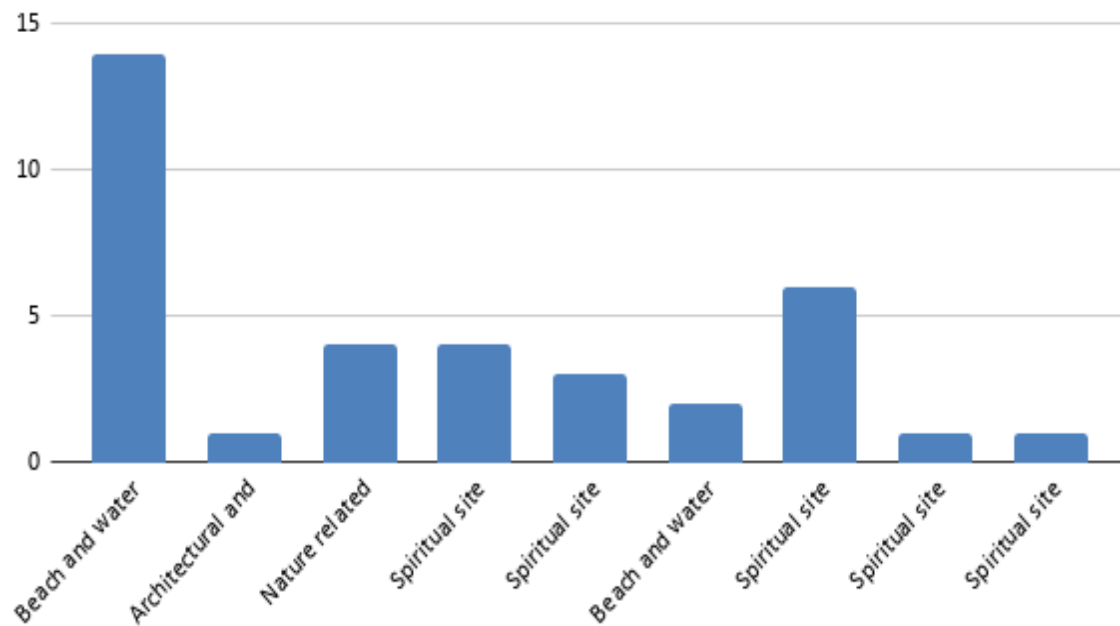
Count of How much budget required for whole?



Count of In which month did you travelled?

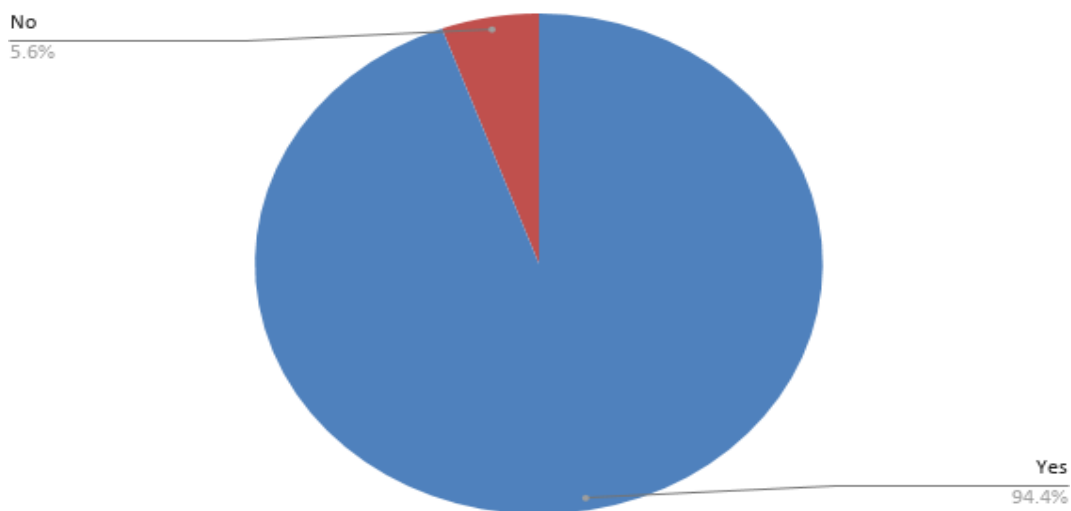


Count of Which site of tour would you prefer?

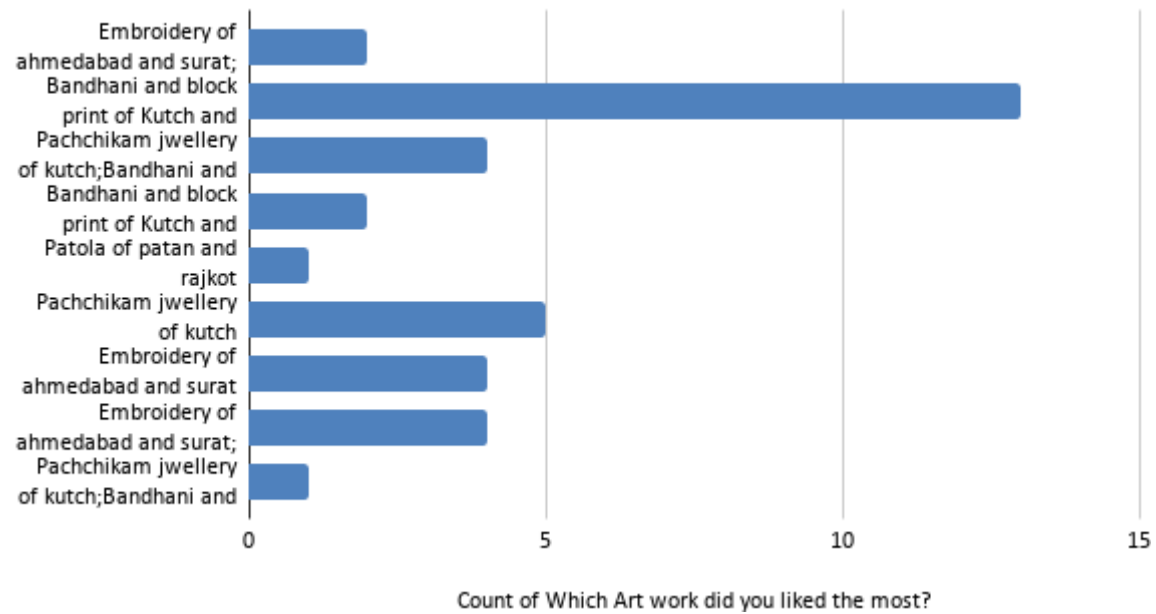


Count of Which site of tour would you prefer?

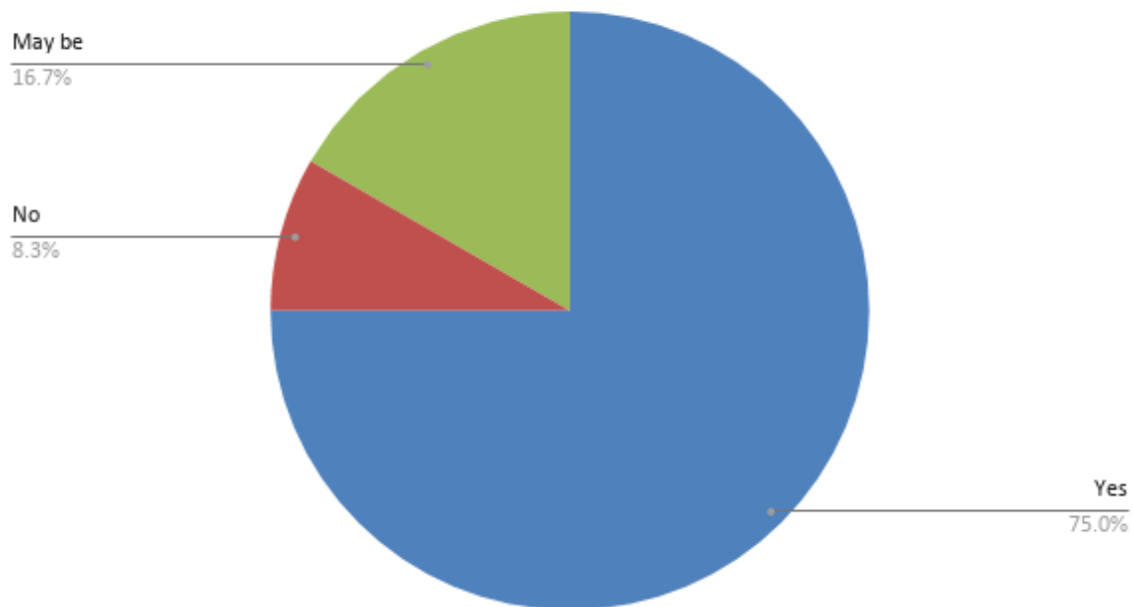
Count of Did you liked Art work of Gujarat ?



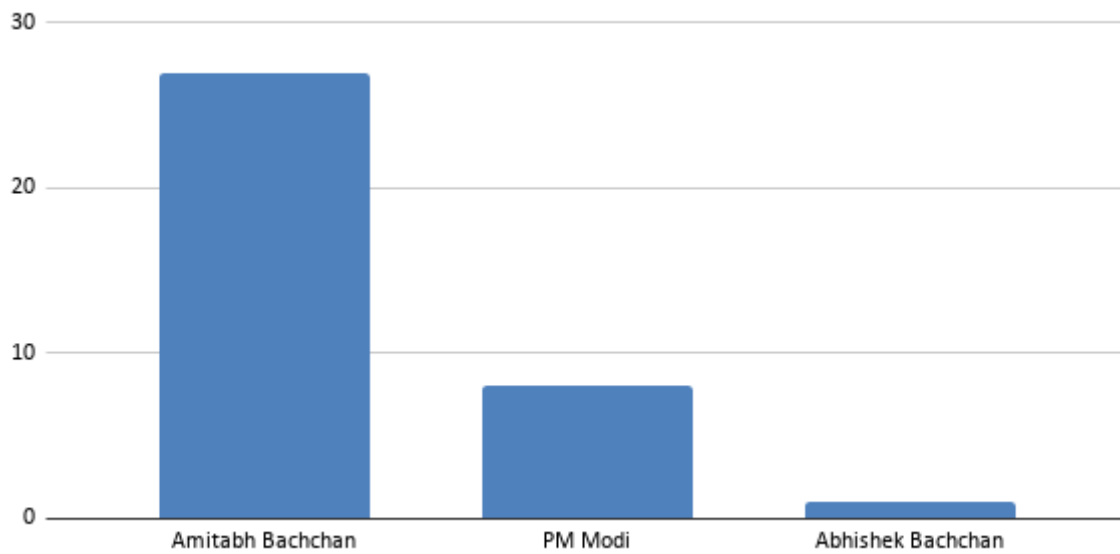
Count of Which Art work did you liked the most?



Count of Have you watched ad of khushboo Gujarat ki ?

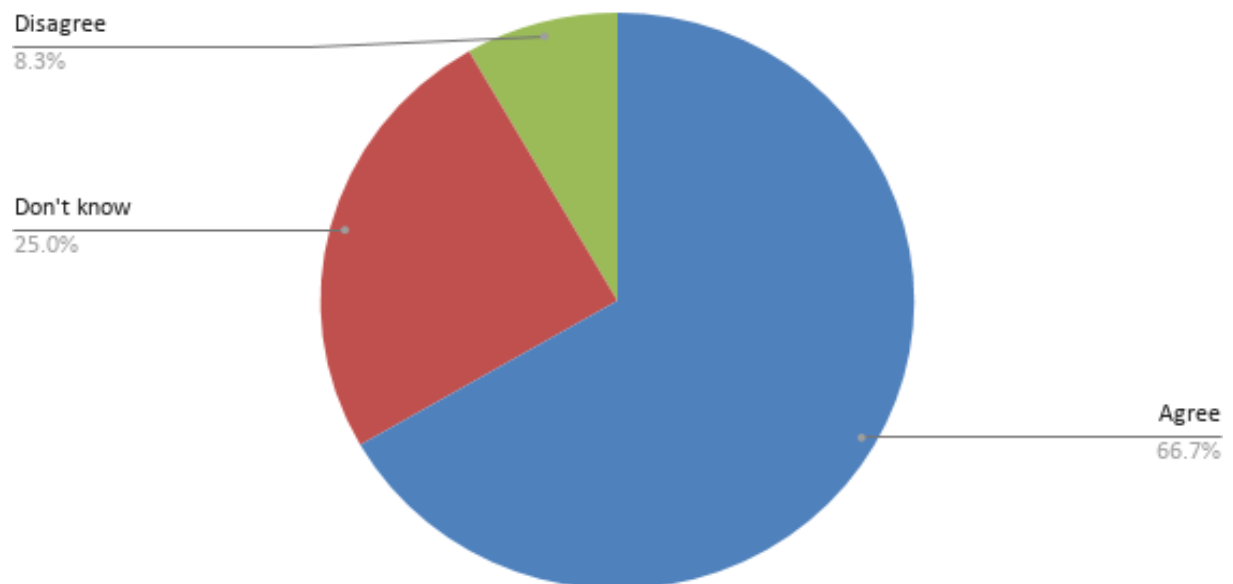


Count of If yes , than Who is brand ambassador

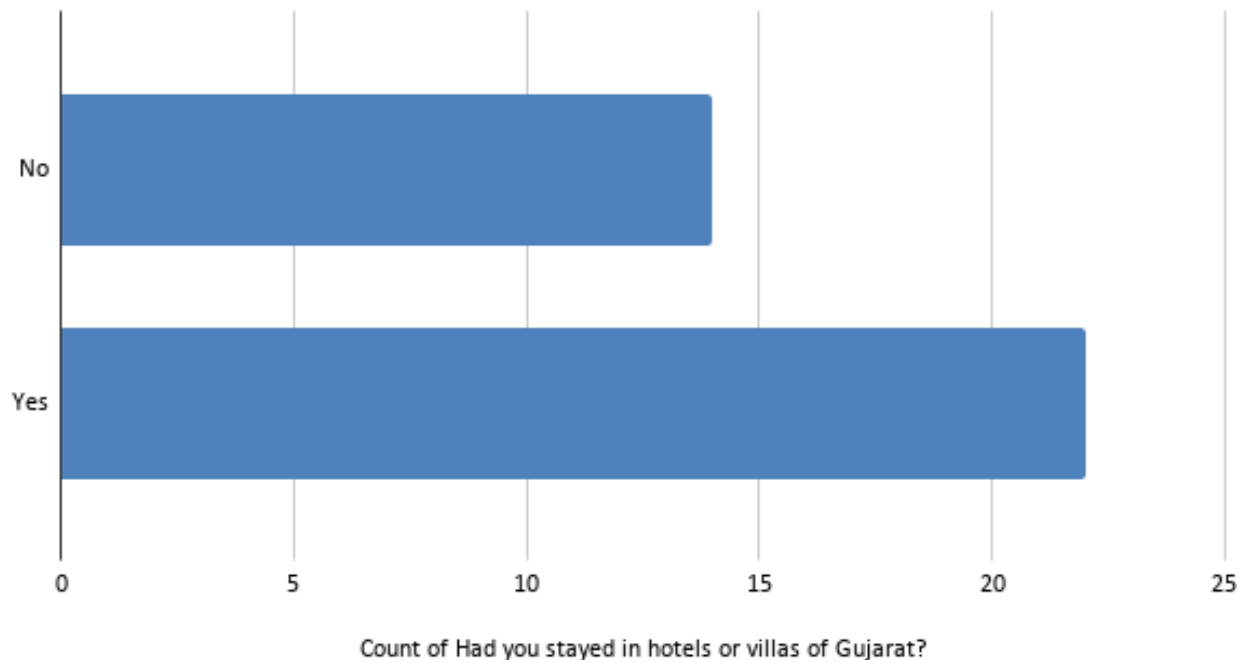


Count of If yes , than Who is brand ambassador

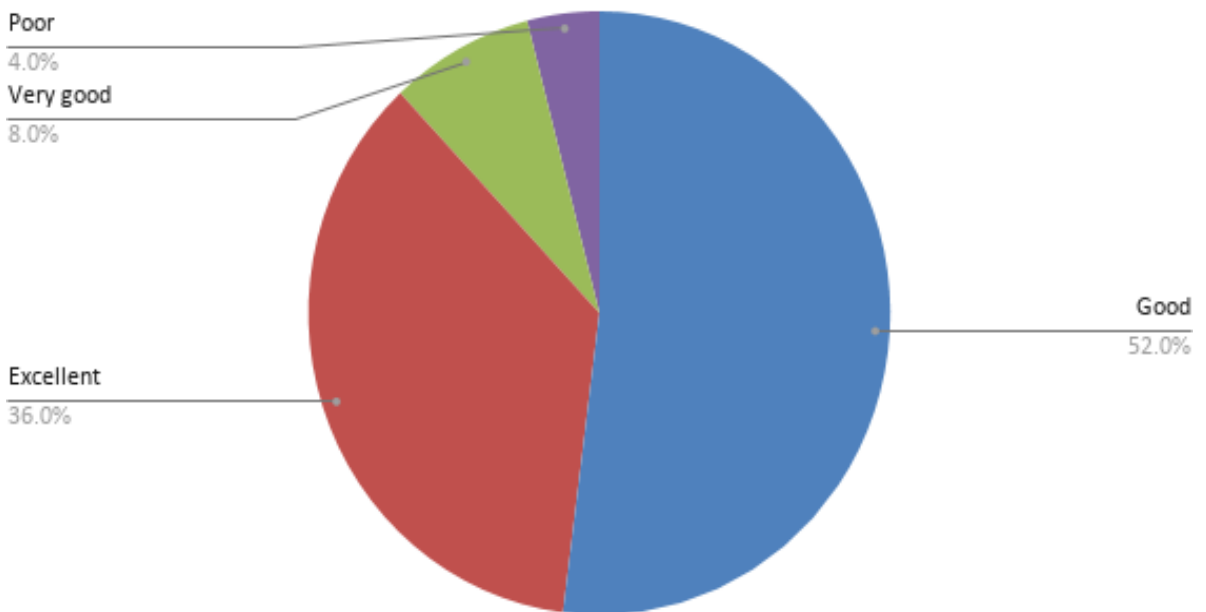
Count of Do you believe natural resources protection and tourism can be compatible?



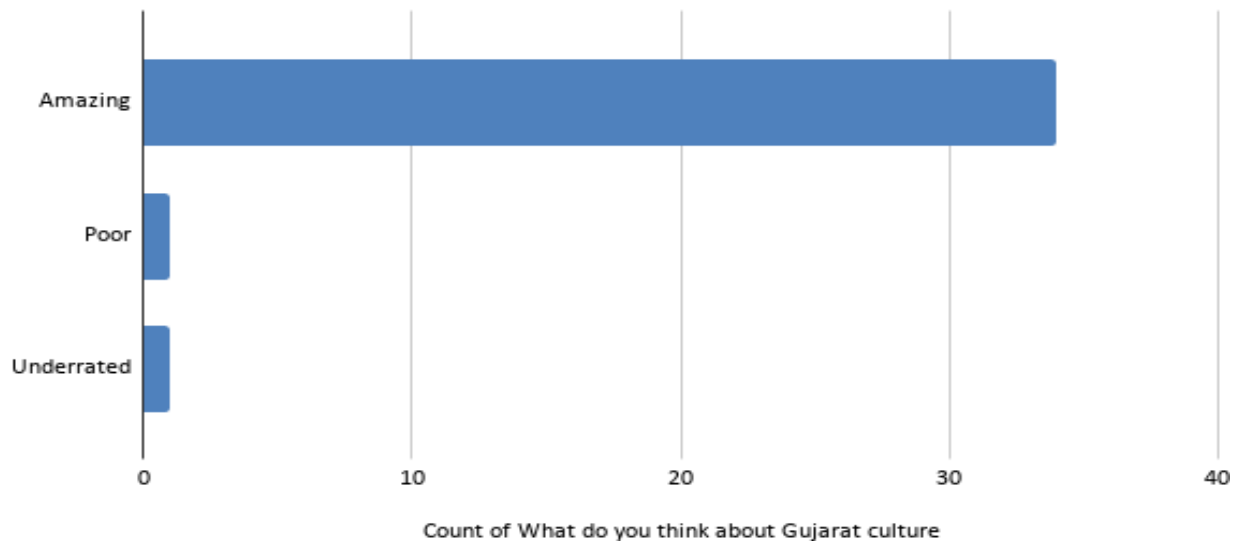
Count of Had you stayed in hotels or villas of Gujarat?



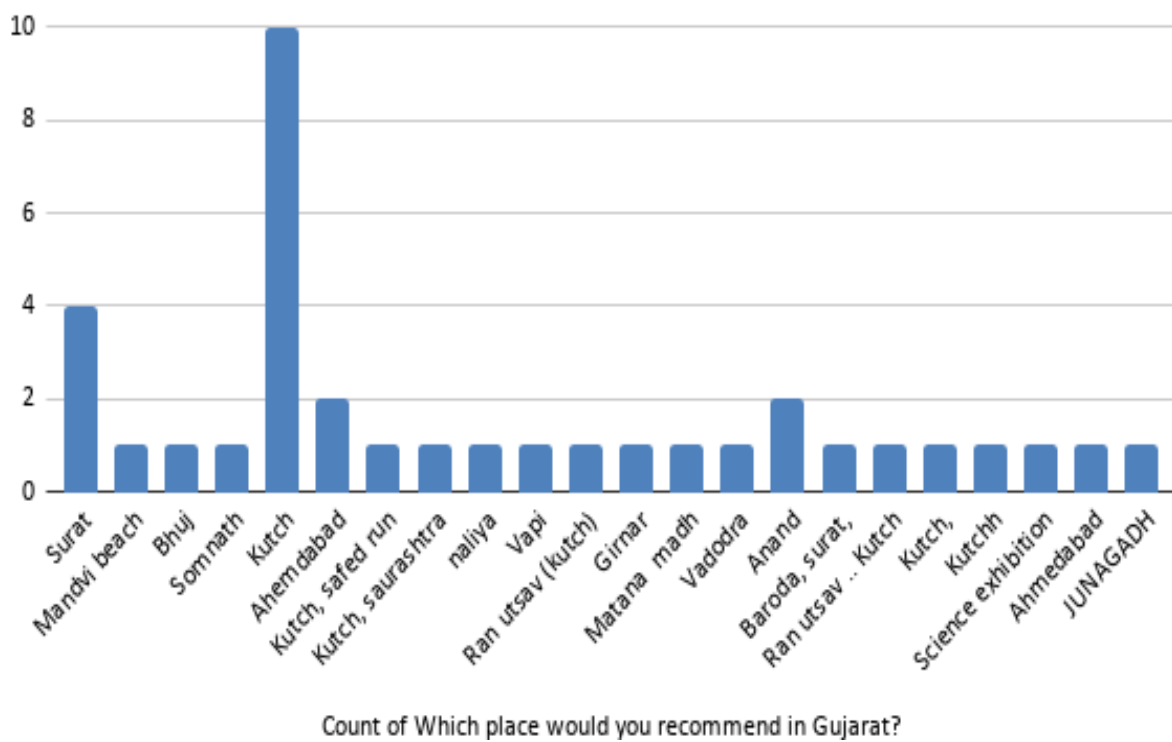
Count of If yes, what was your experience ? How was the service and hospitality of it?



Count of What do you think about Gujarat culture



Count of Which place would you recommend in Gujarat?



Chapter 5: Conclusions (results) & Discussion:

Gujarat tourism conclude that there are many innovative practices adopted by the government of Gujarat and TCOL to make improvement in attracting tourist from other countries of the world, this will not only create more employment opportunities for local residents but also it will develop the state of Gujarat as more investment opportunities are created for investment in infrastructure for tourism.

Development of Gujarat tourism is required for the future because there is a massive competition between states, but opportunities are also there for the development. Thus, the tourism industry has to take steps in development in time to cover more tourists for the economy.

Now there is also a covid-19 situation everywhere, thus it is also require to introduce safe areas for the industries.

Chapter 6: Suggestions (Recommendation)

6.1 Summary of Suggestions:

There are some suggestions for Gujarat Government and its tourism department (TCGL) to modify its tourist places in better way, if required:

- Gujarat tourism has to work on marketing strategies for getting more visitors as international and domestic both.
- International and domestic visitors help in increasing exchange money for the economy, which will help in increasing the contribution of Gujarat tourism to the GDP of India.
- Gujarat tourism has to need more attractive promotions for increasing Gujarat tourists with well-known personalities like Amitabh Bachchan. However, it has been done in the past, but people need to remind once again with time to time for better results.
- Gujarat tourism has to put in the mind of tourists that Gujarat is still beautiful as even going to be in the future.
- Gujarat tourism has to tie up with more private tourist companies for accessible services and facilities provided to their tourists.
- Gujarat tourism has to give more attention to famous places for developing most like Chotila, Girnar (Junagadh), Nishkalank (Bhavnagar), Porbandar, Pavagadh (Baroda), Rani ki vav (Patan), Saputara, Bhuj, etc. These are the places where if they give attention to developing as a theme-based tourist place, they can provide a tremendous amount of contribution.
- Gujarat tourism has to apply different themes for developing tourist places like Radhakrishna theme, Bapu theme (Mahatma Gandhi), Sardar Patel theme, Kathiyavadi theme (more powerful), Business personality theme like Dhirubhai Ambani, Ratan Tata, Gautam Adani, Sheth Brothers, Maharaja themes like Krishnkumarsinhji bhavsinhji (Bhavnagar), Jam Rawal & Vijayrajaji (Kutch), Vikramatji (Porbandar), Unique personalities themes like Swami Vivekananda, Narsinh Mehta, Bapa Sitaram, Morari Bapu, etc.
- Gujarat tourism has to develop road facilities, hotel facilities, and services.
- Gujarat tourism has to refer to strategies of other states like Maharashtra, Kerala, Himachal Pradesh, etc.
- For developing all facilities and accommodation, Gujarat tourism has to get more funds from the Ministry of tourism with new ideas and inventions.

6.2 Limitations:

Environmental. Tourism can often cause environmental damage with risks like erosion, pollution, the loss of natural habitats, and forest fires. Even if tourists behave responsibly, the sheer number of them can cause damage. Ancient buildings, monuments, and temples often struggle to cope with increased traffic and suffer inevitable wear-and-tear. Reefs and other natural tourist attractions can suffer permanent damage.

Cultural. The commercialization of culture can undermine the soul of a tourist destination. Local traditions that have a rich cultural heritage are reduced to wearing costumes and putting on acts for the tourists in return for money.

Culture Clashes. Tourists often lack respect for local traditions and culture, refuse to follow local dress standards, get drunk in public, or behave rudely or inappropriately towards locals.

Service Economy. Although jobs are created by tourism, most are relatively low-level such as bar work, hotel service, restaurant serving, and so forth. These low-wage, low-skill workers have little prospect for advancement or promotion.

Seasonal Fluctuations. Tourism jobs are quite commonly seasonal and insecure, with no extra benefits such as pensions, sick pay, or healthcare. Some areas can be inundated with visitors during busy times, and then virtually deserted for many months.

Imbalanced Funding. Money can end up being directed to tourist areas when it could be used more effectively elsewhere in a country. The locals who don't live in specific tourist areas miss out and suffer relative decline.

Foreign Poaching. Oftentimes, most of the tourism industry in a developing country is owned by big foreign companies. They make the major profits, leaving local businesses with relatively little benefit.

Tourism Dependence. Sometimes, tourism becomes so focal that other forms of income-generation are neglected and an economic dependence on tourism forms. This is fine in good times, but it can leave the country vulnerable to economic ruin in the long run and can contribute to political upheaval or natural disasters.

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