

Tourist Profiling Using Tourist Flow Information System (TFIS) at Tourism Corporation of Gujarat Limited (TCGL): A Case Study

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Abstract

Gujarat is the Land of Legends, Historical and Archaeological Monuments. Eight tourism hubs have been created, which are Ahmedabad Metro, Ahmedabad Rural (North Gujarat), Surat (South Gujarat), Vadodara (Central Gujarat), Rajkot, Junagadh & Jamnagar (Saurashtra) and Bhuj (Kutch), for convenience of tourists visiting Gujarat. During the tourist data profiling it was found that majority of the visitors are from business segment followed by religion and leisure. It is also observed that winter is the season, when Gujarat receives highest tourist flow followed by summer and monsoon. We can find that the total tourist flow is growing constantly for a period of 10 years during 2002-03 to 2012-13. Tourist flow from UK followed by France, Italy and USA is highest in Gujarat. At the end of the case study some vital recommendations were given for efficient market segmenting of tourists in Gujarat.

Key Words

Tourist Profiling, Marketing Segmenting, Tourism Marketing, Tourist Flow Information System (TFIS), Tourism Corporation of Gujarat Limited (TCGL).

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Introduction

Tourism is the most important industry in the service sector of the Indian economy. It is one of the world's fastest growing industry and it can play role in accelerating the economic development of the country is widely recognised. It has generated a number of social and economic benefits, promotes national integration and international understanding, and creates employment opportunities to a large number of people and foreign exchange earnings. Tourism also supports local handicrafts and cultural activities. For many developing countries, particularly the Gujarat is one of the most diverse states in India. Gujarat derives its name from the word 'Gujaratta'. Gujaratta means the land of gurjars. The gurjars were a sub-tribe of the Huns who ruled the area during the 8th and 9th centuries AD. They passed through Punjab and settled in some parts of western India, which came to be known as Gujarat. The state of Gujarat is an industrially advanced state.

The state of Gujarat is not a popular tourist destination among foreign and Indian tourists, but still holds an important place in India. Gujarat is bounded by the Arabian Sea in the west, by Rajasthan in the north and northeast, by Madhya Pradesh in the east and by Maharashtra in the south and south east. The state has an international border and has a common frontier with Pakistan at the north-western fringe. It is situated on the north end of the west coast of India and covers an area of 196,024 square km. Gandhinagar, located near Ahmedabad is the state capital of Gujarat. The people of Gujarat are also known to be a successful business community. At present, Gujarat comprises of 25 districts. The official and primary language spoken is Gujarati. The state of Gujarat is known all over the world for its holy temples, historic capitals, wildlife sanctuaries, beaches, hill resorts, fascinating handicrafts, mouth-watering cuisine and colourful lifestyle of the people of Gujarat. This state can also be visited during your trip to Mumbai or Rajasthan. The best time to visit Gujarat is from October to March.

About Gujarat Tourism

Gujarat is one of the most diverse states in India. Its history stretches over a long years from the age old Harappan Civilization to the Mughal period. Gujarat's endless journey from Roots to Wings is timeless with historical and cultural traditions glorifying the State. Gujarat is the land of legends, historical and archaeological monuments. Eight tourism hubs have been created, which are Ahmedabad Metro, Ahmedabad Rural (North Gujarat), Surat (South Gujarat), Vadodara (Central Gujarat), Rajkot, Junagadh & Jamnagar (Saurashtra) and Bhuj (Kutch), for convenience of tourists visiting Gujarat. These hubs are well equipped with the modern infrastructure, facilities and services in the areas of commerce, communication, connectivity, hospitality, transportation, medical facilities etc.

Tourism Marketing

Tourism has come to be recognized as a significant factor in the economy of many nations. In all countries, marketing of tourism plays significant role for their economic development. Marketing of tourism is beneficial to the economy by the tax benefit, image building, educational significance, cultural significance, earning of foreign exchange, generating employment opportunities and thereby creating global peaceful environment.

Hence, Government of India has established department of tourism at national level and state governments have established state level tourism corporation for encouraging, monitoring and relating tourism management problem and prospects. Marketing of tourism plays a vital role for economic and industrial development of our country. Tourist visits various places for a variety of motives and tourist utilizes many forms of tourism. In the present scenario, tourism marketing has imaged as a recent phoneme in order to satisfy modern need of tourist and to attract more and more tourists by marketing mix. An attractive and innovative package of tour can be offered because of such great importance of tourism marketing.

Marketing Strategies of Gujarat Tourism

1. Brand Ambassador

Since January 2010, TCGL has signed Amitabh Bachchan—an evergreen superstar who is popular across the globe—to promote the state. Bachchan's credibility as a brand ambassador is very strong because people have watched his journey through life. His start from a middle-class humble background to the heights of stardom is only due to years of hard work. The other reasons for choosing Bachchan were ensured attention, PR coverage and a higher degree of recall. Normally, brand endorsements by Bachchan cost between Rs 50 to 120 million; however, he offered to shoot the entire campaign without charging his endorsement fees. The chairman of the Tourism Corporation of Gujarat, Kamlesh Patel, shared that since becoming the brand ambassador of Gujarat, Amitabh Bachchan promoted places like Kutch, Dwarka, Somnath and Gir National Park. All these destinations are seeing double-digit growth in tourist arrivals, including a 30 per cent increase in the number of foreign tourists. In one of his blogs, Bachchan has said that the growth rate in tourism in Gujarat has been higher than the growth rate in Indian tourism that resulted from Government of India's campaign 'Incredible India.' The tagline 'Khushboo Gujarat Ki,' or the 'Fragrance of Gujarat,' is the creation of a team led by well-known Ad guru Piyush Pandey, executive chairman of Ogilvy & Mather, South Asia. Even TCGL's logo design was changed to feature the Gir (Asiatic) lion. The logo currently features the profile of a saffron-coloured lion, beside a traditional textile block printing design.

2. Media—TV, radio, print and outdoor advertising

“Whether it is TV, radio, print or outdoor, one can't simply miss the campaign. Internationally, too, we are present in the major in-flight and travel magazines of repute; and the campaign has run on channels such as CNN, Sky News, etc,” reports Sanjay Kaul, the Commissioner of Tourism and the MD, TCGL.

3. Other Marketing Strategies

Besides the above marketing strategies Gujarat Tourism has adopted some other marketing strategies also, some of them are as below:

I. Joint Promotions

Gujarat signed a MoU with Goa Tourism and is planning to sign other such MoUs with fellow state tourism boards. The idea is that the states get together and offer better packages to the tourists and understand needs of tourists in their respective states. Gujarat is tying up with Karnataka and other states for co-branding in tourism.

II. Road Shows

Road shows were organised in neighbouring Maharashtra, promoting the Saputara Monsoon Festival. In order to take brand Gujarat to international markets, the government invited proposals from multiple Ad agencies, which were asked to provide their creative strategies for a period of three years.

III. Metro Train Branding

In the first such case ever of a State Tourism Board taking over an entire Reliance Metro Airport Express train, Gujarat Tourism ads covered these coaches for a period of three months, spreading the flavours of Gujarat across Delhi.

Measures Taken for Promotion of Tourism

Gujarat tourism Department was established in 1972 which was followed by the development of Tourism of Gujarat in 1978 with an aim to promote to tourism as a sector. The corporation has developed facilities related to accommodation at many places like Mandvi, Porbandar, Tithal, Somnath, Dwarka, Pavagadh, Dakor etc. “The Royal Orient Train” with the collaboration of the Indian Railway has also been set up to connect between Gujarat and Rajasthan.

Government of Gujarat has introduced three tourism policies since 1991.

- 1) 1991-1995
- 2) 1995-2000
- 3) 2003-2010

The Central and the State governments and their concerned agencies or departments for the development of tourism in India have taken a number of measures. Some important steps taken recently in this regard are as under:

1991-95:

The objectives of the policy were to create adequate facilities for the tourist, identify and develop the new tourist destinations, develop the existing tourist spot, develop the pilgrimage places and strengthen the existing infrastructure facilities.

1995-2000:

The objectives of the policy were to develop tourism as an industry, tourism units categorized based on investment, tax holiday of 5 to 10 years for new units for the expansion and 22 categories of tourism projects were exempted from luxury tax, sales tax and entertainment tax.

2003-10:

The objectives of the policy were diversification of the tourist product, develop tourist circuit, infrastructure development, implement innovative marketing and promotional tools, human resources development and encourage private participation in tourist sector. The tourism policy focused on the event based tourism where government of Gujarat encourages festivals like Makar Sankranti and Navratri to attract National as well as International Tourist.

The policy focused on infrastructure development in the state by developing road, railways, airways etc. it encouraged private investment in the infrastructure development. It also aimed to restructure the tax norms respectively like Luxury Tax, Entertainment Tax and Sales Tax for the encouragement of tourism.

For the state economic development there were various opportunities the government has projected in the policy like Hospitality industry ,Eco tourism, Viswa Gram Global village, Dinosaur theme park, Cruise trips with whale watch etc., Deep diving and snorkelling of coral island, Golf courses, Royal orient gauge conversion, Special entertainment zones, Wayside amenities. Social benefits projected are to provide employment opportunities of per 10 Lakhs provide 90 jobs. The number of tourist have increased by 16 million in 2008 as compared to 8 million in 2004 with growing CAGR OF 20% which is higher than the total number of tourists for India is 11%. Ahmadabad, Ambaji and Dwarka 30 % of the total tourist flow in the Gujarat.

Amitabh bachchan is the brand Ambassador for Gujarat Tourism with “Khushboo Gujarat Ki” for the Promotion of tourism in Gujarat. Gujarat state tourism and health minister Jay Narayan Vyas spoke about the tourism at the International Conference on Sustainable Tourism on 27 September, 2012 said that sustainable development of tourism must take into account the preservation of nature and environment, only then future generations would benefit from it. He added that the growth of tourism by 2025 will keep behind the

agriculture sector. He included that the development of medical tourism will take place in which people get world class medical treatment at lower cost than in developed countries.

Tourism Incentive Package Scheme (TIPS) 2010-15 is being proposed by the Government to offer incentives like Tax Holiday on Luxury Tax, VAT on food and beverages, Entertainment Tax, concession such as interest subsidy, reduction of Electricity duty and VAT on natural gas. Some more incentives and concessions would be given to Hotels, Resorts, Amusement Parks, Heritage Hotels and Tourist Bus etc. To provide traditional and cultural touch Government is identifying the place to develop the Heritage village.

Gujarat has heritage properties which has great scope for investment for the development of Hotels. The state gives special incentives for Heritage Hotels with capital investment subsidy, interest and concession in stamp duty.

GITCO (Gujarat Industrial and Technical Consultancy Organisation Limited) publish report on every year for the Tourist Flow Information System (TFIS) for Tourism Corporation of Gujarat Ltd (TCGL), Gandhinagar Gujarat. Based on the study carried out by GITCO on Tourist Flow Information System (TFIS) for the annual year 2012-13 we have focused on certain area.

GITCO have segmented the Tourist flow as follows:

1. Business Centres
2. Religious Centres
3. Leisure Centres
4. Others

GITCO have also defined the class of tourists on the basis of character of hotel/guesthouse.

The definition followed is generous. It is as follows.

Table-1 Tourist - Class

Description	Class
Accommodation units having tariff above Rs.750/- for double bed room (DBA)	High
Accommodation units having tariff for double bed room between Rs.350/- & Rs.749/-	Medium
Accommodation units having tariff up to Rs.349 for double bed-room	Economy

In the beginning of month of April 2009, Gujarat introduced within high class, a sub-category of flow to Rs.1500 plus double bed room tariff accommodation units.

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Tourist Origin

This is classified as follow.

- Domestic tourist, which is total of tourist from within Gujarat as well as from other Indian States.
- Foreigners, which include Foreigners and Hotel staying NRIs.

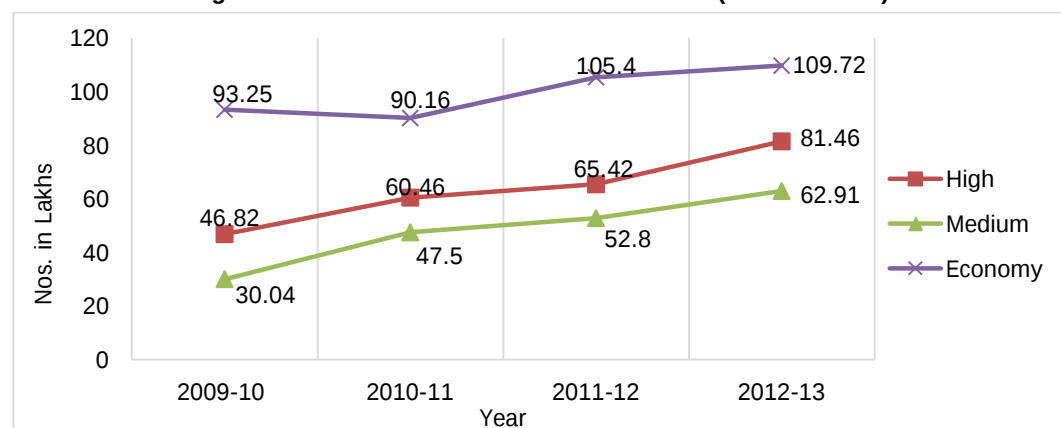
Table-2 Growth of Tourist Purpose year wise (Nos. in lakhs)

Purpose	2009-10	2010-11	2011-12	2012-13
Business	92.41	111.85	123.46	139.94
Leisure	7.61	10.89	12.16	17.5
Religion	66.05	70.67	82.18	89.82
Other	4.04	4.71	5.84	6.83
Total	170.11	198.12	223.64	254.09

Source: Executive Summary, Annual Report 2012-13, GITCO

Looking at Table-2, we can find that Tourist Flow is constantly increasing among all segments of tourist (on the basis of purpose of visit). We can also see that, majority of the visitors are from business segment followed by religion and leisure. The highest growth between the year 2009-10 and 2012-13 is 229% in leisure, followed by 151% in business and 135% in religion. So, the religion is the market segment, which needs to be focused on separately to in coming years. Religious places such as Ambaji, Saputara, Pavagadh, Somnath, Dwarka, etc. shall be developed with best staying and eating facilities for tourists. Advance booking or separate lanes facilities shall be made available at all religious places for NRIs and Foreign visitors.

Figure 1-Growth of Tourist Class Year Wise (Nos. in lakhs)



Source: Executive Summary, Annual Report 2012-13, GITCO.

Looking at Figure-1, we can find that Tourist Flow is constantly increasing among all segments of tourist class (on the basis of accommodation type). We can also see that,

majority of the visitors are from economy segment followed by high and medium class segment. The highest growth between the year 2009-10 and 2012-13 is 209% in medium class, followed by 173% in high class and 117% in economy class segment. The medium class segment of the tourists flow is growing very rapidly and in coming years India's middle income class segment is also expected to grow swiftly. Hence TCGL (Tourism Corporation of Gujarat Limited) needs to develop strong marketing plants to attract this growing segment.

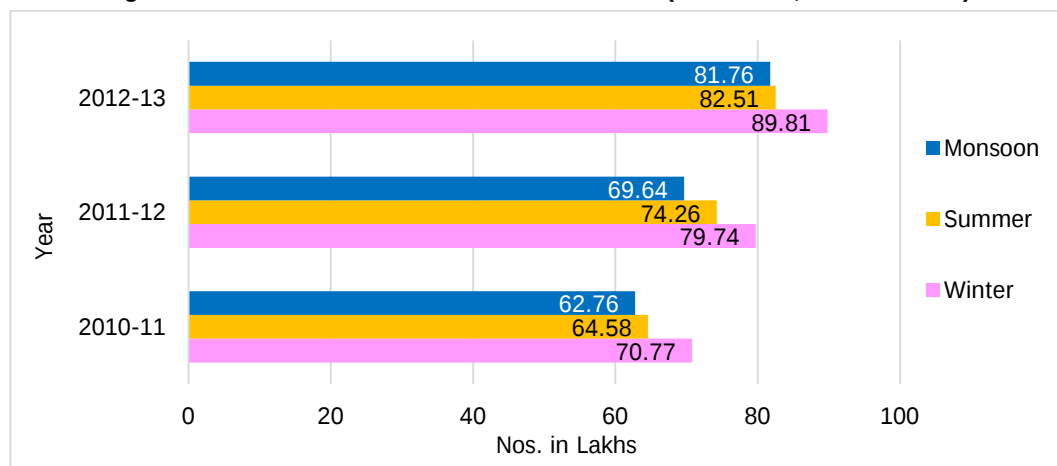
Table-3 Seasonal Variations in Tourist Arrival (Nos. in Lakhs)

Season	Cluster of the Month	2010-11	2011-12	2012-13
Summer	March, April, May, June	64.58	74.26	82.51
Monsoon	July, August, September, October,	62.76	69.64	81.76
Winter	November, December, January, February	70.77	79.74	89.81

Source: Compiled using Executive Summery, Annual Report 2012-13, GITCO

Compiling the data from GITCO's month wise survey the researchers have combined them in to the clusters of season and have tried to find the seasonal variations in each cluster. Researcher have considered months from March to June as a summer, July to October as a monsoon and November to February as a winter. It is observed that winter is the season, when Gujarat receives highest tourist flow followed by summer and monsoon. This is generally consistent with the pattern in 2010, 2012 and 2013 also.

This data can be used by TCGL and shall promote some winter oriented tourism options such as sports, adventure, jungle safari, campfire, etc. It is more convenient to visit Gujarat during winters for NRIs and foreigners due to cool weather. Some events like kite flying festivals, winter sports, desert night safari, investor summits, and navratri folk dance festivals are some of the events which attract high no. of tourists during winters. Summer is the next favourite season of tourists, researchers believe that summer is a favourite season of domestic tourists as schools have vacations and people have ample amount of time for touring in this seasons. Some special kids' oriented events shall be organized during this season to attract schoolers. Gujarat Science City, Kankaria Lake, and Bal-Vatika are some of the examples, where schoolers can be invited with special offers during summers.

Figure 2-Seasonal Variations in Tourist Arrival (Year wise, Nos. in lakhs)

Source: Executive Summery, Annual Report 2012-13, GITCO.

Table-4 Year wise Tourist Arrival Trends in Gujarat (Year wise No. in Lakhs)

Year	Within Gujarat (No.)	Other Indian States (No.)	Foreigner/NRI (No.)	Total Tourists (No.)	Growth (%)
2002-03	46.27	14.73	0.65	61.65	---
2003-04	59.52	19.64	0.65	79.81	29.46
2004-05	58.76	16.76	0.6	76.12	-4.62
2005-06	82.5	22.79	1.74	107.03	40.61
2006-07	95.96	25.4	2.07	123.43	15.32
2007-08	111.28	27.66	2.29	141.23	14.42
2008-09	122.85	32.27	2.95	158.08	11.93
2009-10	130.77	36.24	3.1	170.11	7.61
2010-11	150.62	43.55	3.95	198.12	16.47
2011-12	171.76	47.28	4.6	223.64	12.88
2012-13	195.36	53.56	5.17	254.09	13.62

Source: Executive Summery, Annual Report 2012-13, GITCO

Looking at Table-4, we can find that the total tourist flow is growing constantly for a period of 10 years during 2002-03 to 2012-13. During the period the flow has grown by 422% in tourists from within Gujarat segment, 363% in tourist from OIS (other Indian states) segment, and 795% in tourists from Foreigners/NRI. This clearly indicates that foreigners/NRI tourists flow has increased most rapidly during the period. So TCGL needs to develop a separate marketing plans considering foreigners/NRI tourist segment. Investor Summits are the best way to attract Foreigners/NRI.

Table-5 Foreign Tourist Flow in Gujarat (2012-13)

Origin	Tourist (No.)	% age
UK	40557	20.19%
France	20350	10.13%
Italy	18623	9.27%
USA	18617	9.27%
Australia	17521	8.72%
China	15719	7.83%
Singapore	13843	6.89%
Germany	10367	5.16%
Canada	8705	4.33%
Japan	8657	4.31%
Other	27876	13.88%
Subtotal	172958	86.12%
Total	200834	100.00%

Source: Executive Summery, Annual Report 2012-13, GITCO

Looking at Table-5, we can find that during the year 2012-13, tourist flow from UK followed by France, Italy and USA is highest in Gujarat. While Australia, China, Singapore, Germany, Canada, and Japan follow the list. TCGL shall currently focus on these top 10 countries and shall develop separate marketing plans to bring in more tourists / visitors from these countries. The foreign embassy office of these countries shall be opened in Gujarat and Gujarat shall open its embassy office in these 10 countries. Leading industrial associations of Gujarat such as Gujarat Chamber of Commerce and Industry (GCCCI), shall try to open their trade support offices in these 10 countries. Other marketing campaigns related to art, culture, heritage, sports, food, etc. could be developed focusing on these 10 countries.

Table 6 Tourist Flow from Individual States within India (2012-13)

State	Tourist (Nos.)
Maharashtra	1880374
Madhya Pradesh	699426
Rajasthan	869929
Uttar Pradesh/Bihar	982379
West Bengal	210603
Other North/East Indian States	275369
South India	439715
Total	5357795

Source: Executive Summery, Annual Report 2012-13, GITCO

Looking at Table-6 we can find that majority of the tourists come from nearby Indian States such as Maharashtra followed by Rajasthan. Gujarat also attract ample amount of tourist from Madhya Pradesh, Uttar Pradesh / Bihar and South India also. TCGL may focus on each of these states separately and can develop a separate marketing plan to bring in more tourists from these states of India. Focusing on food diversity could be one of the challenge for TCGL, it shall study the food habits of South India, West Bengal and North India based tourists and shall make it available in all restaurants of Toran / GTDC HOTEL (run by GTDC) in order attract more tourists from these states.

Conclusion

- Majority of the visitors are from business segment followed by religion and leisure.
- Majority of the visitors are from economy segment followed by high and medium class segment.
- It is observed that winter is the season, when Gujarat receives highest tourist flow followed by summer and monsoon.
- We can find that the total tourist flow is growing constantly for a period of 10 years during 2002-03 to 2012-13.
- Tourist flow from UK followed by France, Italy and USA is highest in Gujarat.

Recommendations

- Religious places such as Ambaji, Saputara, Pavagadh, Somnath, Dwarka, etc. shall be developed with best accommodation and restaurants for tourists. Advance booking or Separate Lanes facilities shall be made available at all religious places for NRIs and Foreign visitors to motivate them plan their visits in advance and to balance the tourist flow on daily basis.
- The medium class segment of the tourists flow is growing very rapidly and in coming years India's middle income class segment is also expected to grow swiftly. Hence TCGL (Tourism Corporation of Gujarat Limited) needs to develop strong marketing plans to attract this growing segment.
- TCGL shall promote some winter oriented tourism options such as sports, adventure, jungle safari, campfire, etc.
- TCGL needs to develop a separate marketing plans considering foreign/NRI tourist segment. Investor Summits are the best way to attract Foreign/NRI Tourists to Gujarat.
- Leading industrial associations of Gujarat such as Gujarat Chamber of Commerce and Industry (GCCI) shall try to open their trade support offices in top 10 countries based on their tourist flow i.e., France, Italy, USA, Australia, China, Singapore, Germany, Canada, and Japan.

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