



# Development of Beach Resorts

Tourism  
Government of Gujarat

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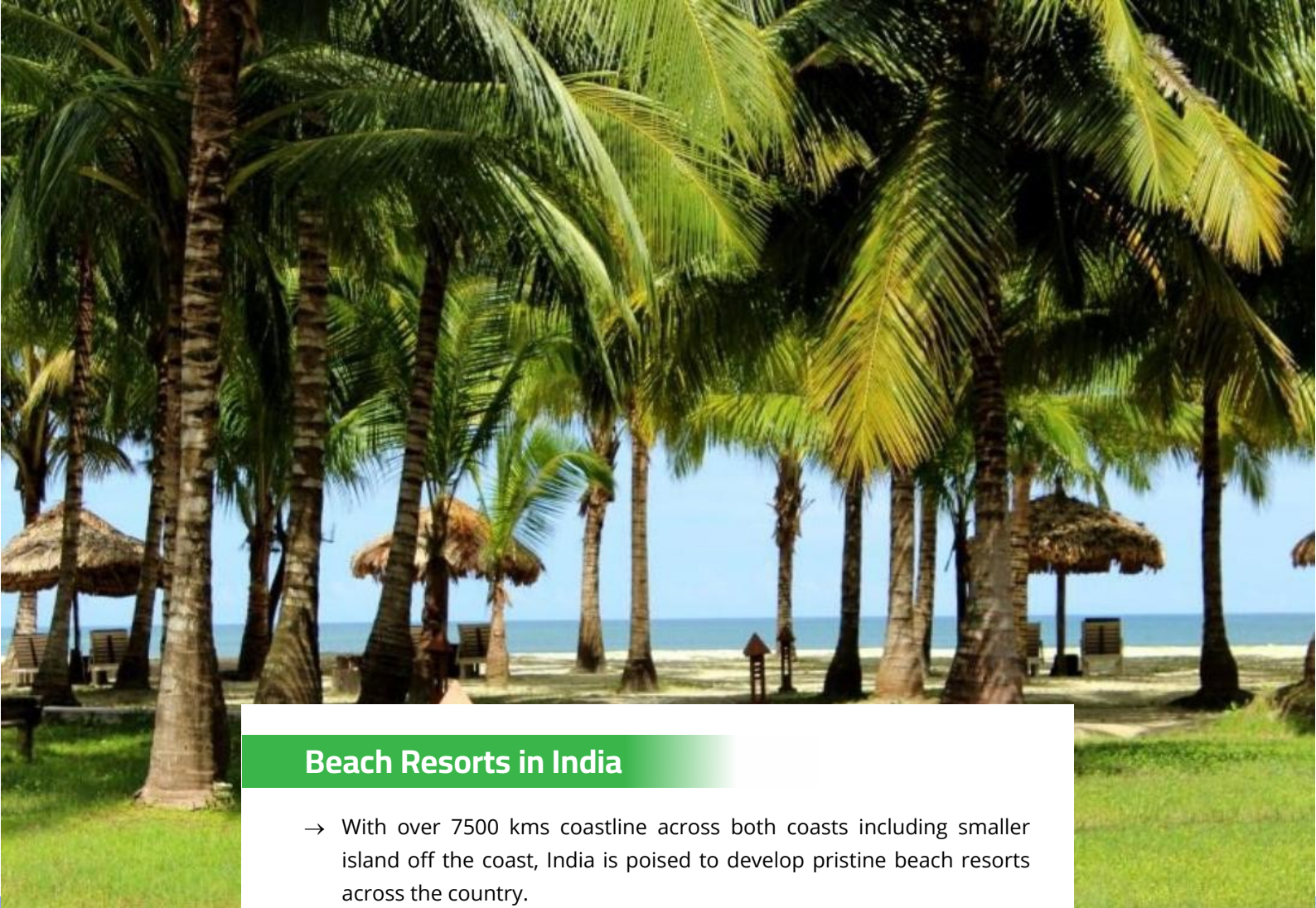
## About Beach Resorts

### Beach Resorts in the World

- Beach Resorts are an increasingly popular tourist destination particularly in coastal and beach towns across the world.
- Beach resorts have come up across the world in the United States, South America,, Coastal European towns, Australia, Indonesia and across the Indian ocean in Maldives and Mauritius.
- These resorts are associated with pristine waters, uninterrupted views as well as luxury for both domestic and international high-end travelers.



Figure 1: Luxury beach resorts in Spain (top) and Maui (bottom)



## Beach Resorts in India

- With over 7500 kms coastline across both coasts including smaller island off the coast, India is poised to develop pristine beach resorts across the country.
- India also has both government run and privately run beach resorts across different states and on islands like the Lakshadweep and Andaman & Nicobar.
- States like Kerala and Tamil Nadu too have developed a range of luxury beach resorts along their coastlines attracting tourists across categories including families, solo travellers and wellness travellers



Figure 2: Luxury beach resort in Havelock island in Andaman & Nicobar (top) and in Kerala (bottom)

# Project Concept & Information

## Beach Resorts in Gujarat

- Gujarat is geographically well-located with a highest coastline length of about 1660 km in India and a large number of beaches. These beaches with pristine waters, soft sands and rich flora-fauna attract a huge number of tourists every year.
- The development of a beach resort in Gujarat is an exciting and promising venture that aims to capitalize on the state's diverse culture, natural beauty, and growing tourism industry.
- The project envisions creating a world-class beachfront resort that offers luxury accommodations, recreational activities, and a unique blend of local culture and modern amenities.
- Located along the picturesque coastline of Gujarat, the resort intends to attract both domestic and international tourists seeking relaxation, adventure, and cultural experiences.
- Beaches of Gujarat provides breath-taking views of the Arabian Sea and is known for its serene beaches, favourable climate, and proximity to popular tourist destinations and cultural sites.
- Some of the focus destinations identified by the State Government are highlighted in the map below along with the annual footfall being observed at those destinations:

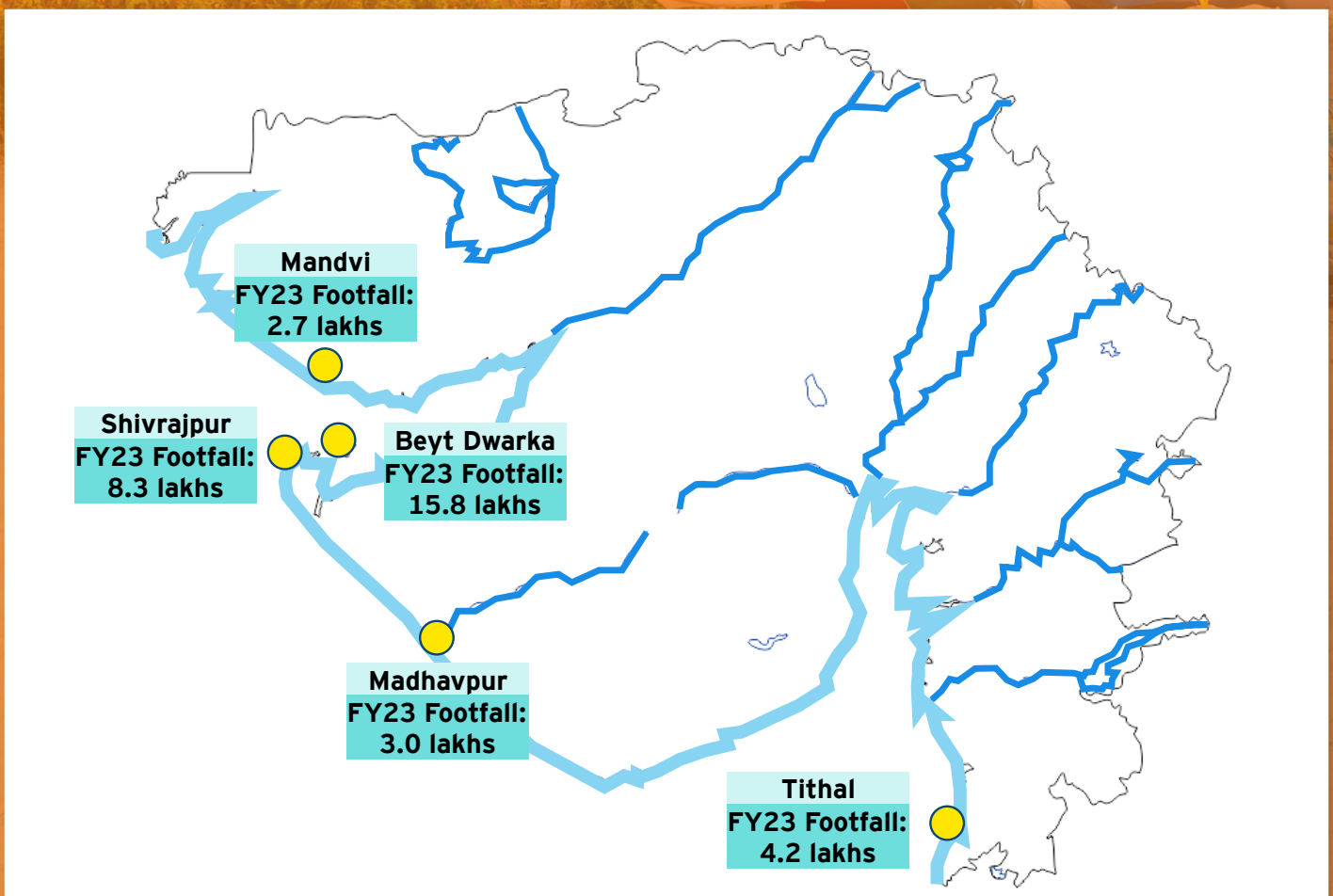


Figure 3: Annual Footfall at Potential destinations in FY 2023

## About Potential Destinations



### Beyt Dwarka

Beyt Dwarka is a good location for a resort because it has beautiful beaches, rich history and culture, and excellent connectivity. It is also a popular tourist destination, which means there is potential for tourism in the area.

### Madhavpur

Madhavpur Beach is a beautiful beach with white sand and clear waters. It is well-connected by road, rail, and air. It is located just 58 kilometers from Porbandar, which is a major railway junction and airport.

### Mandvi

Mandvi Beach is a beautiful beach with white sand and clear waters. It is a popular destination for swimming, sunbathing, and surfing. It is well-connected by road, rail, and air. It is located just 36 kilometers from Bhuj, which is a major railway junction and airport.

### Tithal

Tithal is well-connected by road, rail, and air. It is located just 32 kilometers from Valsad, which is a major railway junction and airport. A good location for a resort due to its pristine shoreline, scenic beauty, and calming atmosphere, offers visitors a perfect blend of relaxation & natural splendor.

### Shivrajpur

Located at a distance of nearly 10 km from Dwarka, Shivrajpur beach makes an ideal holiday destination for travelers with its picturesque view, blue water and fine white sands.

## Project objectives

- **Luxurious Accommodations:** The primary objective is to offer a range of luxurious accommodations, including beachfront villas, suites, and cottages, providing guests with comfortable and memorable stays.
- **Recreational Facilities:** The resort shall offer an array of recreational activities such as water sports, beach volleyball, spa facilities, yoga classes, and guided nature tours, catering to guests with diverse interests.
- **Cultural Experiences:** The project aims to integrate local Gujarati culture into the resort's offerings, showcasing traditional cuisine, music, dance, and art forms. This will give tourists an authentic taste of the region's rich heritage.
- **Sustainability:** The development shall emphasize eco-friendly practices, including solar energy utilization, waste management systems, water conservation, and architecture that harmonizes with the natural environment.
- **Job Creation:** The project shall generate employment opportunities for the local community, ranging from hospitality staff to artisans, guides, and support personnel.
- **Tourism Boost:** By providing a high-quality resort experience, the project intends to contribute to the growth of tourism in Gujarat, attracting visitors from around the world and boosting the local economy.

## Need for the Project

- The tourism industry in Gujarat has been steadily growing, driven by the state's cultural diversity, historical significance, and natural beauty.
- The beach resort will tap into this expanding market, catering to luxury travellers, families, honeymooners, and adventure enthusiasts.
- The unique combination of luxury, cultural experiences, and natural beauty sets this project apart from existing offerings in the region.

## Reference Images for Beach Resort



Figure 4: Reference Images for Beach Resort

## Existing Connectivity to Potential Destinations



### Rail



#### Location

Beyt Dwarka & Shivrajpur

→ Dwarka is a station on the Ahmedabad-Okha railway line, with trains connecting it to Jamnagar (137 km), Rajkot (217 km), and Ahmedabad (471 km).



#### Location

Madhavpur

→ Porbandar has its own railway station through which several trains pass through on a daily basis, connecting it to major cities in Gujarat and other parts of India.



#### Location

Mandvi

→ Bhuj Railway Station is connected to other major cities in Gujarat, as well as to cities in other parts of India, such as Mumbai, Ahmedabad, Delhi, and Jaipur.



#### Location

Tithal

→ Valsad has a major railway station where almost all the major trains stop.



### Road



#### Location

Beyt Dwarka & Shivrajpur

→ Dwarka is on the state highway from Jamnagar to Dwarka. Direct buses are available from Jamnagar and Ahmedabad.



#### Location

Madhavpur

→ NH 27 passes through and connects the city to other major cities in Gujarat, Rajasthan, Madhya Pradesh, Uttar Pradesh, Bihar, West Bengal, and Assam.



#### Location

Mandvi

→ NH 8A passes through Bhuj, connecting it to Ahmedabad, Gandhidham, and Palanpur. SH 6 also passes through Bhuj, connecting it to Jamnagar and Porbandar.



#### Location

Tithal

→ Valsad is located on National Highway connecting Surat to Mumbai. Valsad is 200 km from Mumbai and 100 km from Surat.



### Air



#### Location

Beyt Dwarka & Shivrajpur

→ Nearest airport is Jamnagar (137 km), where regular buses and taxis are available.



#### Location

Madhavpur

→ Nearest airport is located in Rajkot, which is about 120 kilometers away.



#### Location

Mandvi

→ Bhuj Airport (BHJ) is a domestic airport that offers flights to Mumbai, Ahmedabad, and Surat.



#### Location

Tithal

→ Nearest airport is Surat with daily flights to Delhi, Jaipur, and Ahmedabad.

# Focus of State Government at Potential Destinations

## 1. Shivrajpur

- Shivrajpur Beach was awarded the prestigious Blue Flag beach certification in October 2020 by the Denmark based international agency known as the Foundation for Environment Education; which is a Denmark-based voluntary organisation. It is a white sand beach with azure clear water.
- Based on the proposal submitted to Ministry of Tourism (MoT) by the State Government, MoT included Dwarka as a destination under its flagship Scheme of Swadesh Darshan 2.0, which includes Shivrajpur region.

- State Government of Gujarat took special initiative to conserve the natural beauty of Shivrajpur, including its beaches, flora, and fauna and also develop the tourist infrastructure to enhance the overall experience of the tourists.
- Overall Tourism Master Plan has been prepared for Shivrajpur by the State Government with total capital outlay of more than INR 500 Crores to develop the tourist infrastructure.

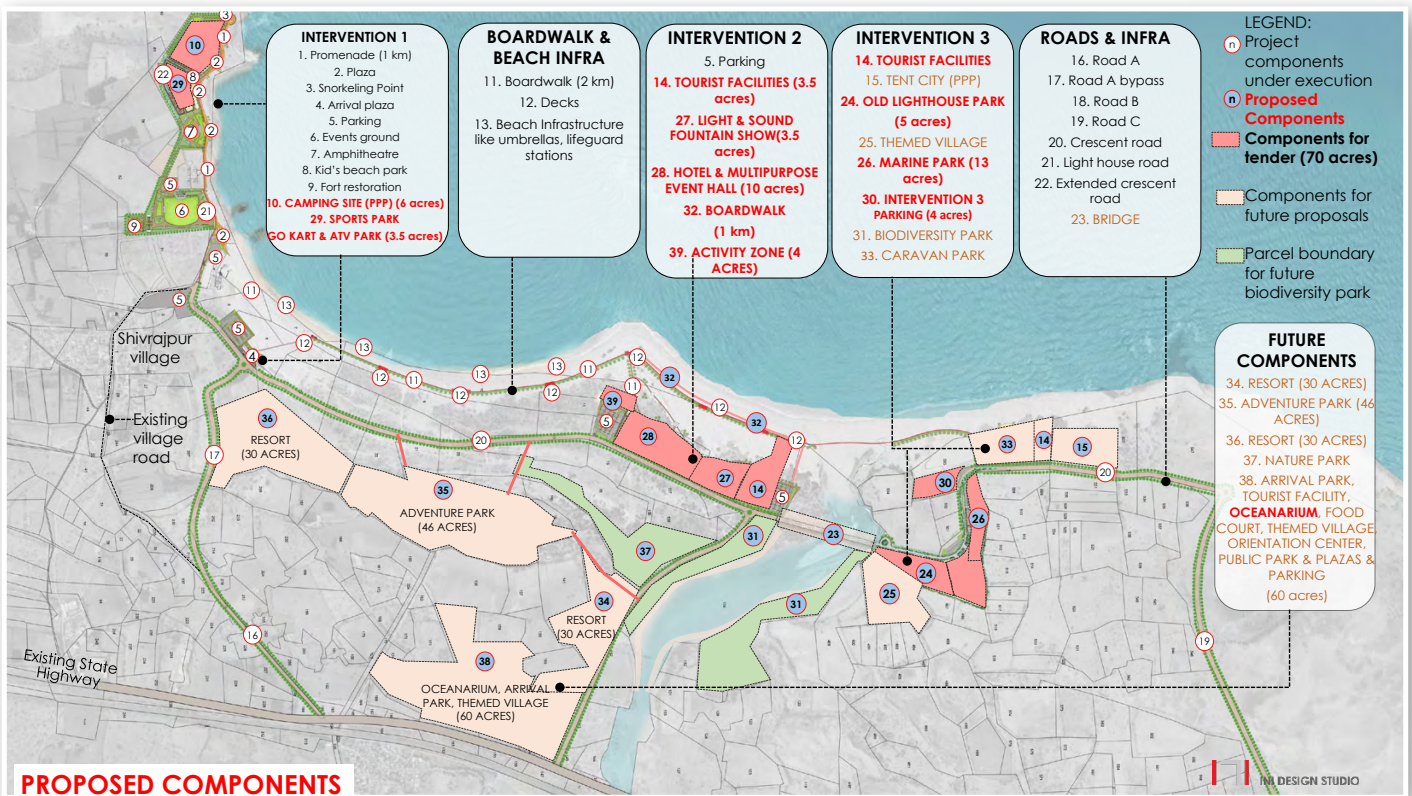


Figure 5: Overall Tourism Master Plan for Shivrajpur

- 6,98,107 sqm land available with State government in Shivrajpur and 3,97,710 sqm land in Mojar village for potential development
- Tourist infrastructure projects (identified as Package 2 & Package 3) amounting to approx. INR 105 Crores is already under implementation by the State Government with more than 60% work physically completed



→ Tourist infrastructure projects amounting to approx. INR 105 Crores is already under implementation by the State Government with more than 60% work physically completed including components such as:

- ↔ Arrival Plaza & Tourist Facilitation Centre
- ↔ 1km long promenade including boardwalk
- ↔ Parking facility
- ↔ Utility buildings (including toilet blocks, drinking water facility, changing rooms, etc.)
- ↔ Seating pavilion
- ↔ Food Court
- ↔ Children Play Area
- ↔ Fort Restoration
- ↔ Amphitheatre
- ↔ Landscaping and other allied components

→ Some of the other nearby tourist destinations to Shivrajpur and their major attractions has been mentioned in the table below along with annual footfall observed at those destinations:

Sr. No.	Nearby Tourist Destinations	Major Attractions	Distance from Shivrajpur	FY 23 Footfall
1	Dwarka	Dwarkadish Temple, Rukshmani Temple, Gomti Ghat	11 kms	72.2 lakhs
2	Beyt Dwarka	Shri Beyt Dwarkadhish Temple	26 kms	15.8 lakhs
3	Nageshwar Jyotirlinga	Lord Mahadev Temple	17 kms	~30 lakhs



Figure 6: Implementation Work under progress for Arrival Plaza and other tourist infrastructure at Shivrajpur (August 2023)

# Project Concept & Information

## 2. Beyt Dwarka

- As per mythological studies, Lord Krishna had his kingdom at Dwarka, while Beyt Dwarka's Dwarkadhish temple is said to have been the residence of Lord Krishna during his ruling years at Dwarka.
- With the Vision to develop Beyt Dwarka as a prominent religious tourism destination & unlock the

hidden tourism potentials of the place through eco-sensitive & sustainable design and strategies, State Government took an initiative to prepare the Holistic Master Plan for Beyt Dwarka and identified the projects amounting to more than INR 200 Crores to enhance the overall experience of the tourist visiting Beyt Dwarka.



Figure 7: Overall Tourism Master Plan for Beyt Dwarka

- Currently, the tourist visiting Beyt Dwarka, access Beyt Dwarka using ferry services from Okha. With the new Signature Bridge over the sea connecting Okha with Beyt Dwarka Island having length of about 2.3 kms under implementation by the State Government, the overall connectivity to Beyt Dwarka island will improve and tourist will be able to access the Island in their own

vehicles and hence, more number of tourist will be able to visit Beyt Dwarka island.

- Some of the other nearby tourist destinations to Beyt Dwarka and their major attractions has been mentioned in the table below along with annual footfall observed at those destinations:

Sr. No.	Nearby Tourist Destinations	Major Attractions	Distance from Beyt Dwarka	FY 23 Footfall
1	Dwarka	Dwarkadhish Temple, Rukshmani Temple, Gomti Ghat	34 kms	72.2 lakhs
2	Shivrajpur	Blue Flag Beach, Water Adventure Activities	26 kms	8.3 lakhs
3	Nageshwar Jyotirlinga	Lord Mahadev Temple	23 kms	~30 lakhs

# Project Concept & Information

## 3. Madhavpur

- Madhavpur is particularly known for its connection to the epic Hindu text, the Ramayana. According to legend, Lord Krishna married Rukmini, his principal queen, in Madhavpur. The place is believed to have a temple dedicated to Lord Krishna as Madhavrai, which adds to its religious importance.
- Every year, State Government hosts a cultural fair known as the Madhavpur Fair. This fair is celebrated to commemorate the marriage of Lord Krishna and Rukmini. It typically takes place during the months of March or April and involves various cultural performances, traditional music, dance, and stalls showcasing local crafts and cuisine.
- Madhavpur's location along the Arabian Sea gives it a scenic coastal landscape. The beach at Madhavpur is known for its tranquillity and natural beauty, making it a destination for visitors seeking a peaceful seaside experience.
- Due to its blend of historical and cultural significance, Madhavpur has gained attention from tourists, pilgrims, and history enthusiasts. The Madhavpur Mela, in particular, draws a large number of visitors from different parts of Gujarat, North-eastern States and beyond.
- State Government has already taken an initiative for the Development of Shri Rukshamani Mataji Temple, Madhavpur and project amounting to INR 47 Crores is under implementation having tourist infrastructure components such as:
  - ↔ Beachside Development near Madhavraiji Temple
  - ↔ Development of Fair Ground
  - ↔ Street Development
  - ↔ Development of Rukshmani Mataji Temple
  - ↔ Development of Kadamb kund, Brahm kund and chori mahyara ni jagya
- State Government is planning to prepare a holistic Tourism Master Plan for Madhavpur with an objective to identify tourism related infrastructure requirements.

Some of the other nearby tourist destinations to Madhavpur and their major attractions has been mentioned in the table below along with annual footfall observed at those destinations:

Sr. No.	Nearby Tourist Destinations	Major Attractions	Distance from Madhavpur	FY 23 Footfall
1	Porbandar	Kirti Mandir, Porbandar Beach	58 kms	11.1 lakhs
2	Somnath	Somnath Jyotirlinga	74 kms	98.8 lakhs
3	Girnar	Girnar Temple	80 kms	44.3 lakhs

Figure 8: Glimpse of Madhavpur Fair



# Project Concept & Information

## 4. Mandvi

- Mandvi Beach is situated in the town of Mandvi, which is located along the Arabian Sea in the western part of Gujarat. Mandvi is known for its historical significance, maritime heritage, and vibrant local culture.
- The beach is characterized by its soft golden sands, clear blue waters, and picturesque views of the Arabian Sea. The tranquil and serene atmosphere of Mandvi Beach makes it an ideal place for relaxation, leisurely strolls, and enjoying the natural beauty of the coastline.
- Mandvi Beach offers options for water sports such as jet skiing, banana boat rides, and parasailing. These activities provide an adventurous and adrenaline-filled experience for those seeking more action-oriented entertainment.
- In order to boost tourism at Mandvi Beach, State Government initiated the celebration of 2 month long Beach Festival during the months of February, March and April since 2020.
- Along with 50 beach-side tents of different categories, Beach Festival also features cultural performances, adventure sports and sporting activities
- Further, to improve the connectivity to Mandvi, the State Government has also taken an initiative to develop the air-strip at Mandvi and a consultant is already engaged by the State Government for the same.
- Additionally, State Government is also planning to prepare a holistic Tourism Master Plan for Mandvi Beach with an objective to identify tourism related infrastructure requirements.

Some of the other nearby tourist destinations to Mandvi and their major attractions has been mentioned in the table below along with annual footfall observed at those destinations:

Sr. No.	Nearby Tourist Destinations	Major Attractions	Distance from Mandvi	FY 23 Footfall
1	Bhuj	Aina Mahal, Hamirsar Lake, Shri Swaminarayan Temple	58 kms	72.2 lakhs
2	Dhordo	Rann of Kutch (Rann Utsav)	140 kms	8.3 lakhs

Figure 9: Glimpses of Mandvi Beach Festival



# Project Concept & Information

## 5. Tithal

- Tithal Beach is situated in the town of Valsad, which is located along the Arabian Sea in southern Gujarat. Valsad is known for its historical significance, natural beauty, and cultural heritage.
- One of the unique features of Tithal Beach is its black sand. The black sand, in contrast with the blue waters of the Arabian Sea, gives the beach a distinctive and striking appearance. This natural phenomenon contributes to Tithal Beach's charm and allure.
- Tithal Beach offers stunning views of the sea and the surrounding landscape. The calm and tranquil atmosphere of the beach makes it an ideal spot for relaxation, leisurely walks, and enjoying the beauty of the coastline.
- Tithal Beach is known for its religious importance as well. It is home to the Swaminarayan Temple, a prominent Hindu temple dedicated to Lord Swaminarayan. The temple complex is an architectural marvel and a significant pilgrimage site for devotees.
- Tourist to Tithal Beach can engage in various recreational activities. The calm waters of the Arabian Sea provide a safe environment for swimming, and the beach also offers opportunities for beach sports, picnics, and kite flying.
- State Government organizes Beach Festival at Tithal every year, which is a major attraction amongst tourists. During the festival, Tithal beach hosts a grand entertainment event with lots of music, food and fun activities. Magic shows, musical performances and activities like volleyball, water ball and beach cricket are organized.
- More than 4 lakhs tourist visit Tithal Beach annually and hence State Government is planning to prepare a holistic Tourism Master Plan for Tithal Beach with an objective to identify tourism related infrastructure requirements.

Some of the other nearby tourist destinations to Tithal and their major attractions has been mentioned in the table below along with annual footfall observed at those destinations:

Sr. No.	Nearby Tourist Destinations	Major Attractions	Distance from Tithal	FY 23 Footfall
1	Surat	Ubhrat Beach, Dumas Beach	60 kms	48.4 lakhs
2	Saputara	Saputara lake, Gira Waterfall, Sunset & Sunrise Point	127 kms	8.0 lakhs

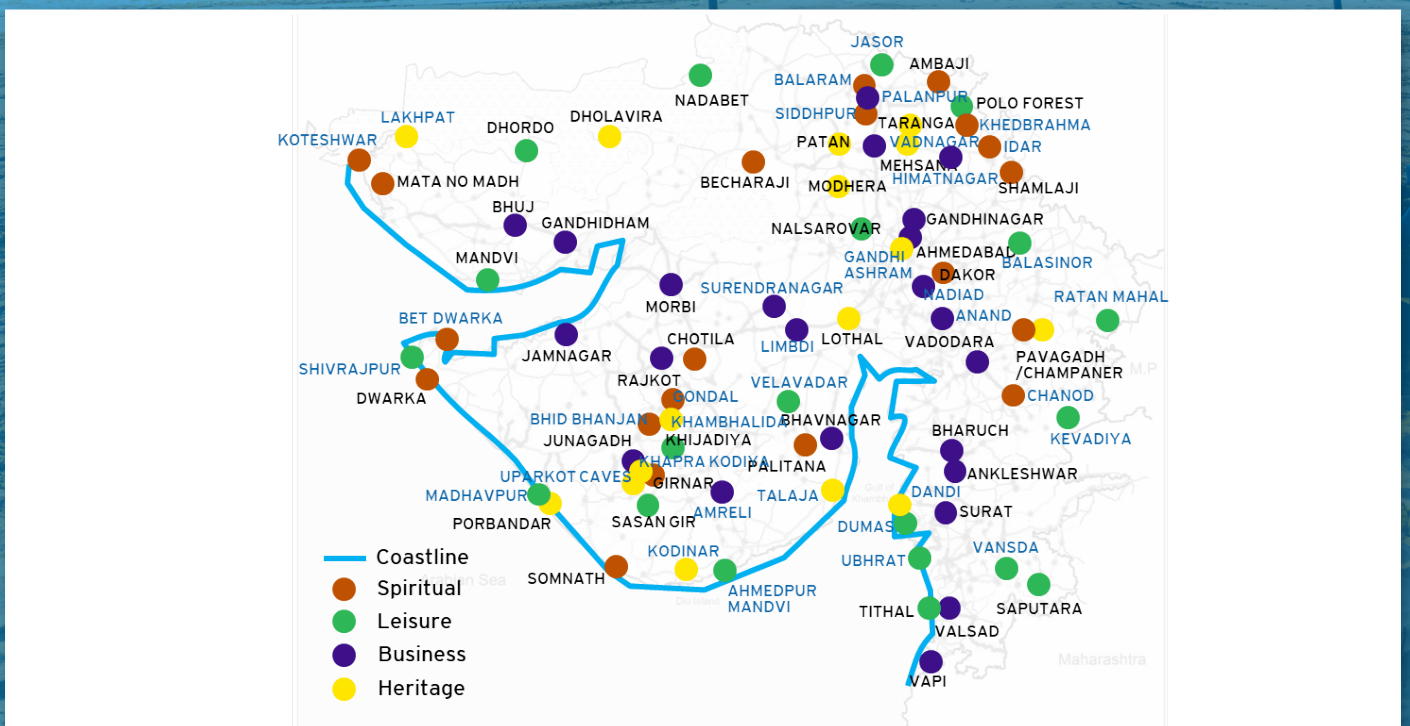
Figure 10: Glimpses of Tithal Beach



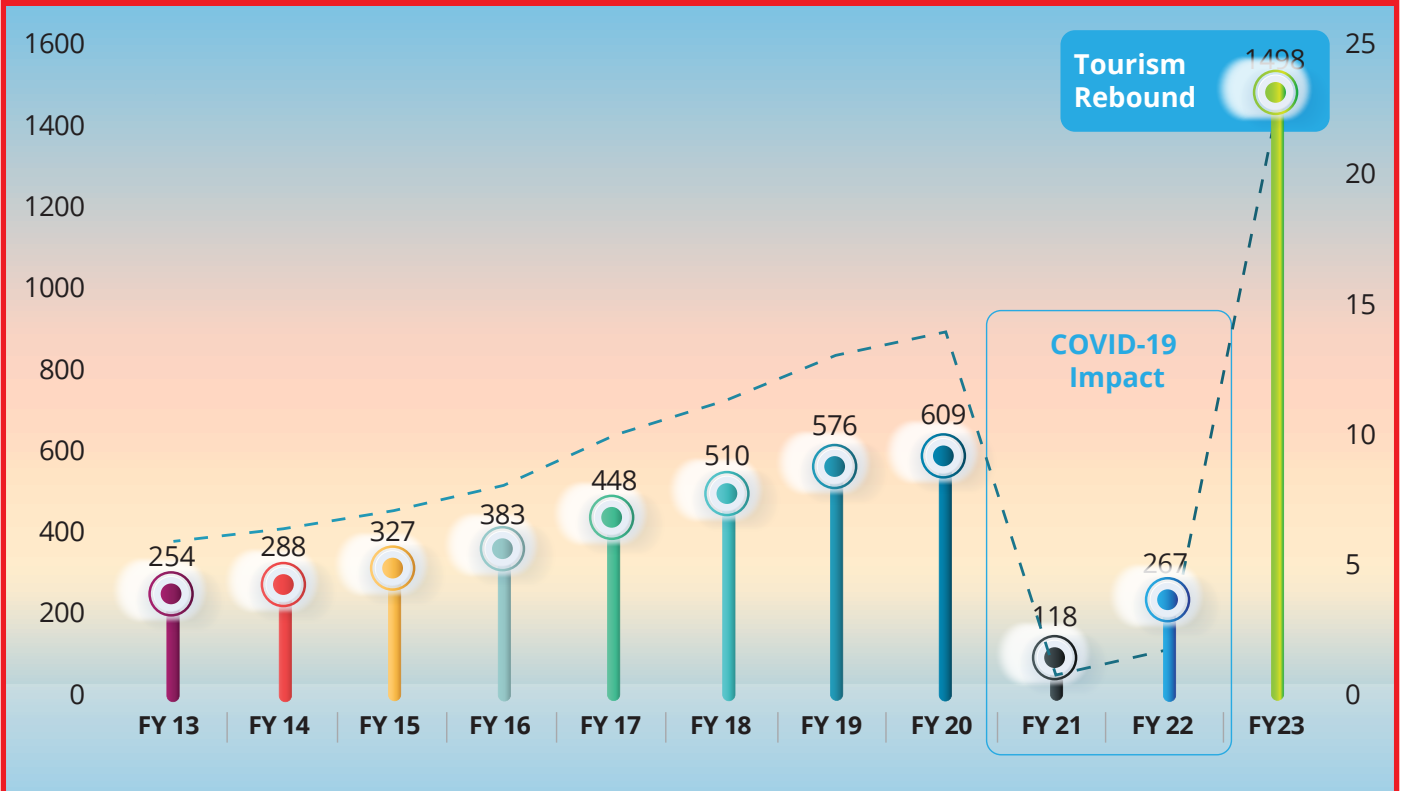
# Tourism Scenario in Gujarat

- WORLD'S TALLEST STATUE** Statue of Unity (Kevadiya)
- WORLD'S ONLY HOME FOR ASIATIC LIONS** Gir Forest
- ASIA'S LONGEST ROPEWAY** Girnar Ropeway
- INDIA'S 1<sup>ST</sup> UNESCO WORLD HERITAGE CITY** Ahmedabad City
- WORLD'S OLDEST DOCK & INDIA'S 1<sup>ST</sup> PORT CITY** Lothal
- ANCIENT INDUS VALLEY CIVILIZATION** Dholavira
- BLUE FLAG CERTIFIED BEACHES IN INDIA** Shivrajpur beach (Dwarka)
- INDIA'S FIRST SEAPLANE SERVICE** Sabarmati Riverfront to Statue of Unity

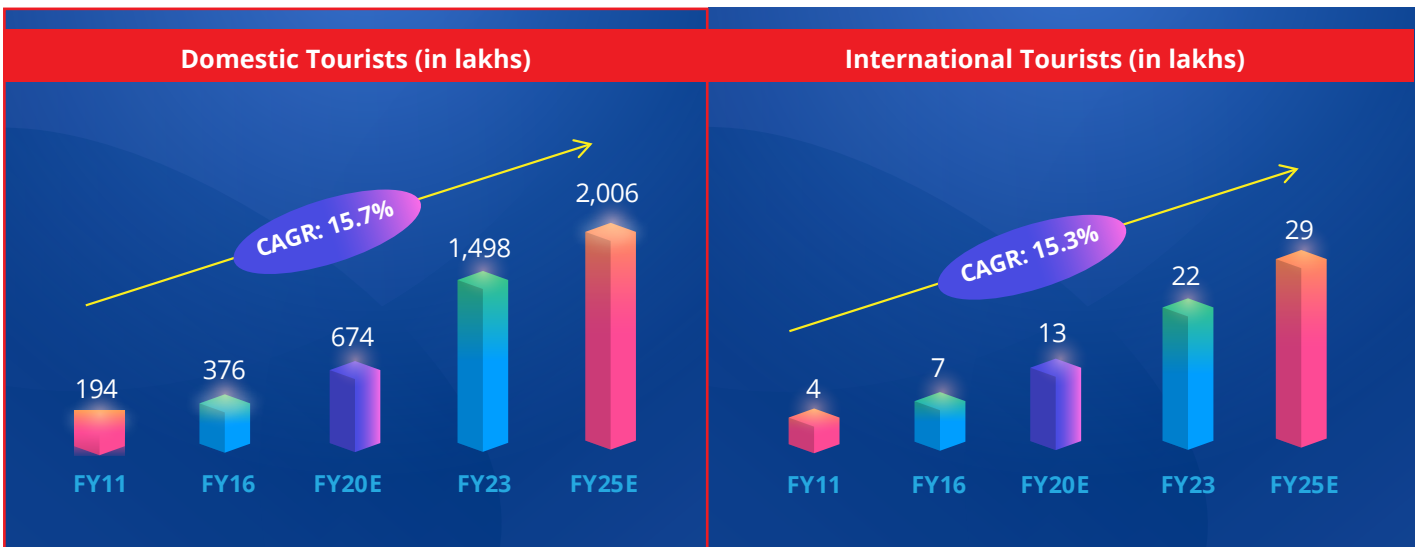
- 1<sup>st</sup>** Rank for foreign tourist arrival in 2022
- 5<sup>th</sup>** Rank for domestic tourist arrival in 2022
- 18%** Gujarat's tourism industry growth per year
- ~270%** Increase in State's tourism budget
- ~15 Cr** Tourist Footfall in FY 23
- ~6%** GSDP contribution of tourism to Gujarat's economy
- Emerging Market MICE, Adventure & Eco-tourism Hotspot for Business, Spiritual, Heritage and Leisure



## Tourist Flow in Gujarat FY 13 to FY 23 (in lacs)



## Gujarat stands at an excellent business opportunity for domestic and international tourists



- The total flow of tourist is expected to record an increase over the years
- This is attributed to the growing prominence of the state as a major business hub.
- Gujarat contributes 6% to the total GSDP in FY23 and is expected to grow by ~6 CAGR till FY25.

- The business is expanding both in terms of turnover and boundaries and therefore contributions total investments by Gujarat are expected to increase.
- Gujarat is expected to generate 3 million+ jobs in tourism by 2025.

# Incentives offered by the state

## Approvals Required

- Coastal Regulation Zone (CRZ) approval
- Acquisition of land from concerned office /owner
- No objection certificate from Gujarat Pollution Control Board
- Environmental clearance from Ministry of Environment and Forest and Government of Gujarat (State Impact Assessment Committee)
- Arrangement of power with zonal distribution company
- Arrangement of water with concerned municipal corporations
- Local body clearances/ Any other clearances required

**Government of Gujarat has granted Industry status to Tourism sector to boost the industry.**

Quantum of Capital Subsidy to the Eligible Tourism Units	
For Eligible Tourism Units	Percentage of Eligible Capital investment
Hotel & Resort	20%
Theme/ Amusement Park & Integrated tourism destination theme park, Wellness Resort, Convention centre, Tourism hospitality & training institute, Apartment hotels, tented/ container accommodation	15%
For Tour Operator/ Hotels/ Wellness Resorts & Others	
Purchase of adventure tourism equipment	15% up to INR 15 lakhs
Purchase of river cruise/ boat	15% up to INR 25 lakh
Purchase of Caravan	15% up to INR 10 lakhs
Purchase of E-vehicles	15% up to INR 2 lakhs
Setting up of new offices in Municipal Corporation areas, Other than Municipal corporation areas	5% up to 3 lakhs/ annum 7% up to 5 lakhs/ annum

## Interest subsidy to the eligible tourism units & Service Providers

- @5% of the loan amount with maximum amount or INR3 lakh per annum for a period of 5 years, whichever is lower in Municipal Corporation areas for eligible tourism units
- @7% of the loan amount with maximum amount or INR5 lakh per annum for a period of 5 years, whichever is lower in the areas other than mentioned above.

## Other Exemptions

- Luxury Tax - 5 years from the date of commencement of commercial operation
- Entertainment Tax - 5 years from the date of commencement of commercial operation
- 100% exemption from electricity duty for a period of 5 years (New Tourism Projects).
- 100% reimbursement of stamp duty and registration fee shall be provided to New Tourism Units

## Support for Sustainable Tourism

- Assistance to eligible tourism units up to 50% of the certification fees paid or INR10 Lakh whichever is lower for Green Building Certification to Tourism Project/Units and for Global Sustainable tourism certification it is 50% of the certification fees paid or INR5 lakh whichever is lower.

## Special Incentives

### Private Player:

- Capital subsidy of 25% on eligible capital investment for setting up public charging stations for EV, up to 10 lakh









## Key Contacts

CELEBRATING



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### Tourism Corporation of Gujarat Limited

 <http://www.gujarattourism.com/>

### Department of Tourism, Gujarat

 <http://www.gujarattourism.com/>

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### Industries and Mines Department, Gujarat


 [www.imd-gujarat.gov.in/](http://www.imd-gujarat.gov.in/)

### iNDEXTb - Industrial Extension Bureau

 [www.indextb.com](http://www.indextb.com)


## NODAL OFFICERS


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This project profile is based on preliminary study to facilitate prospective entrepreneurs to assess a prima facie scope. It is, however, advisable to get a detailed feasibility study prepared before taking a final investment decision.