



DEVELOPMENT OF 3,4,5-STAR HOTELS

Tourism

GOVERNMENT OF GUJARAT



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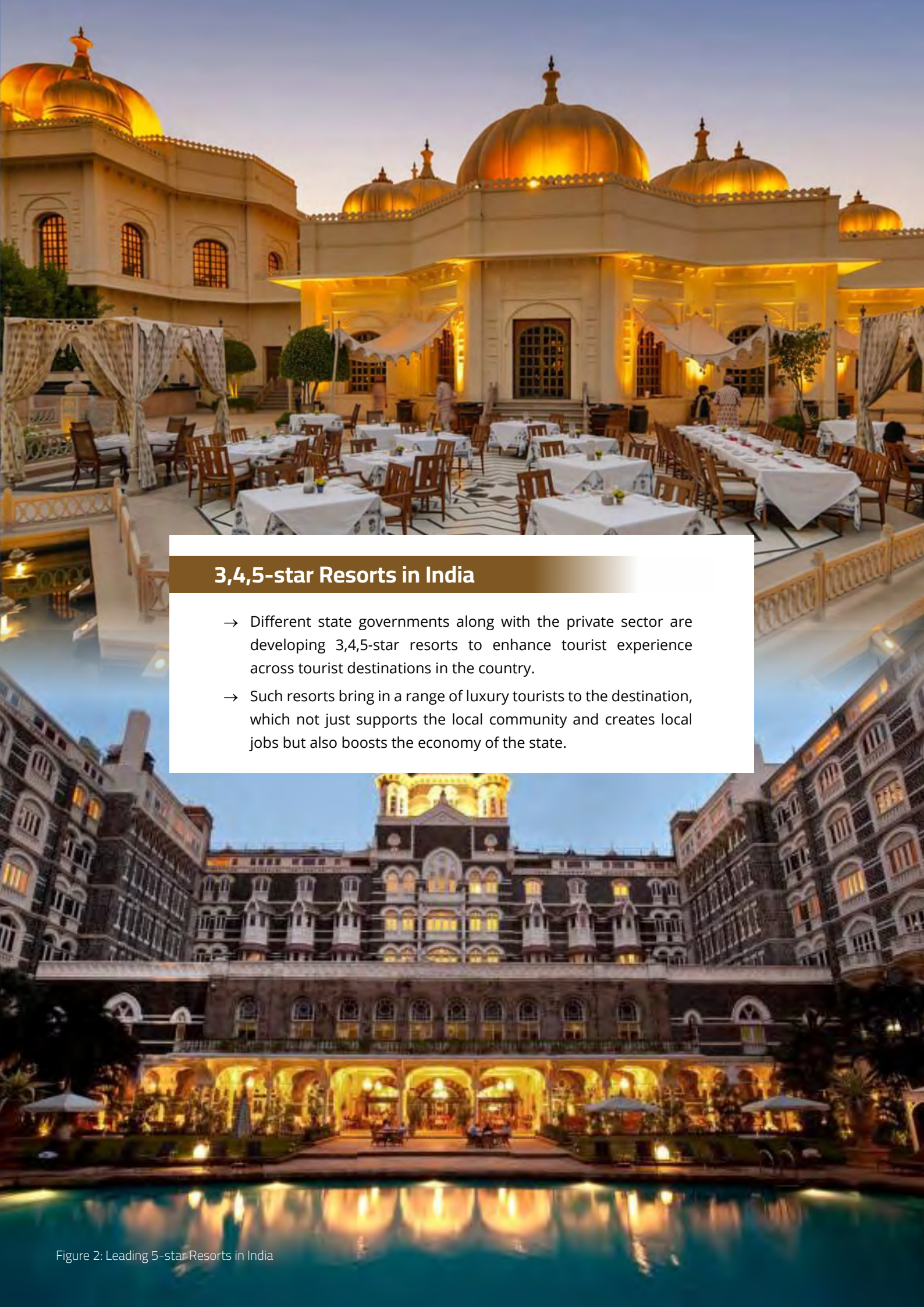
About 3,4,5-star Resorts

3,4,5-star Resorts in the World

- 3,4,5-star hotels are primarily used by a range of travellers and tourists including budget, comfort, luxury, and business travellers across the world.
- Such hotels are essential to the development of a tourist destination allowing tourist across categories to spend additional time at the destination and provides a fillip to the local economy



Figure 1: Range of 3,4,5-star hotels internationally



3,4,5-star Resorts in India

- Different state governments along with the private sector are developing 3,4,5-star resorts to enhance tourist experience across tourist destinations in the country.
- Such resorts bring in a range of luxury tourists to the destination, which not just supports the local community and creates local jobs but also boosts the economy of the state.

Figure 2: Leading 5-star Resorts in India

Project Concept & Information

3,4,5-star Resorts in Gujarat

- One of the fastest-growing sectors in India is the hotel business, which is projected to expand at a CAGR of 13% between 2023 and 2027. The sector is a key factor in the expansion of India's services sector and is strongly related to the tourist sector.
- According to the MoT, GoI's India Tourism Statistics 2022, Gujarat is ranked second in terms of the number of 3,4,5-Star hotels approved (61,30,25) and fourth in terms of the maximum number of hotel rooms (9962). Gujarat is also ranked sixth in the

state-by-state ranking of India's hospitality industry in the 2019 India State Ranking Survey conducted by Hotelivate (Consulting Firm) in collaboration with the World Travel & Tourism Council.

- The tourism business is steadily expanding and developing in Gujarat. The hotel sector is essential to the travel and tourism sector because it supports local economies by creating jobs and bringing in money for various tourist locations. The map for a potential area near Gujarat's coast is shown below:

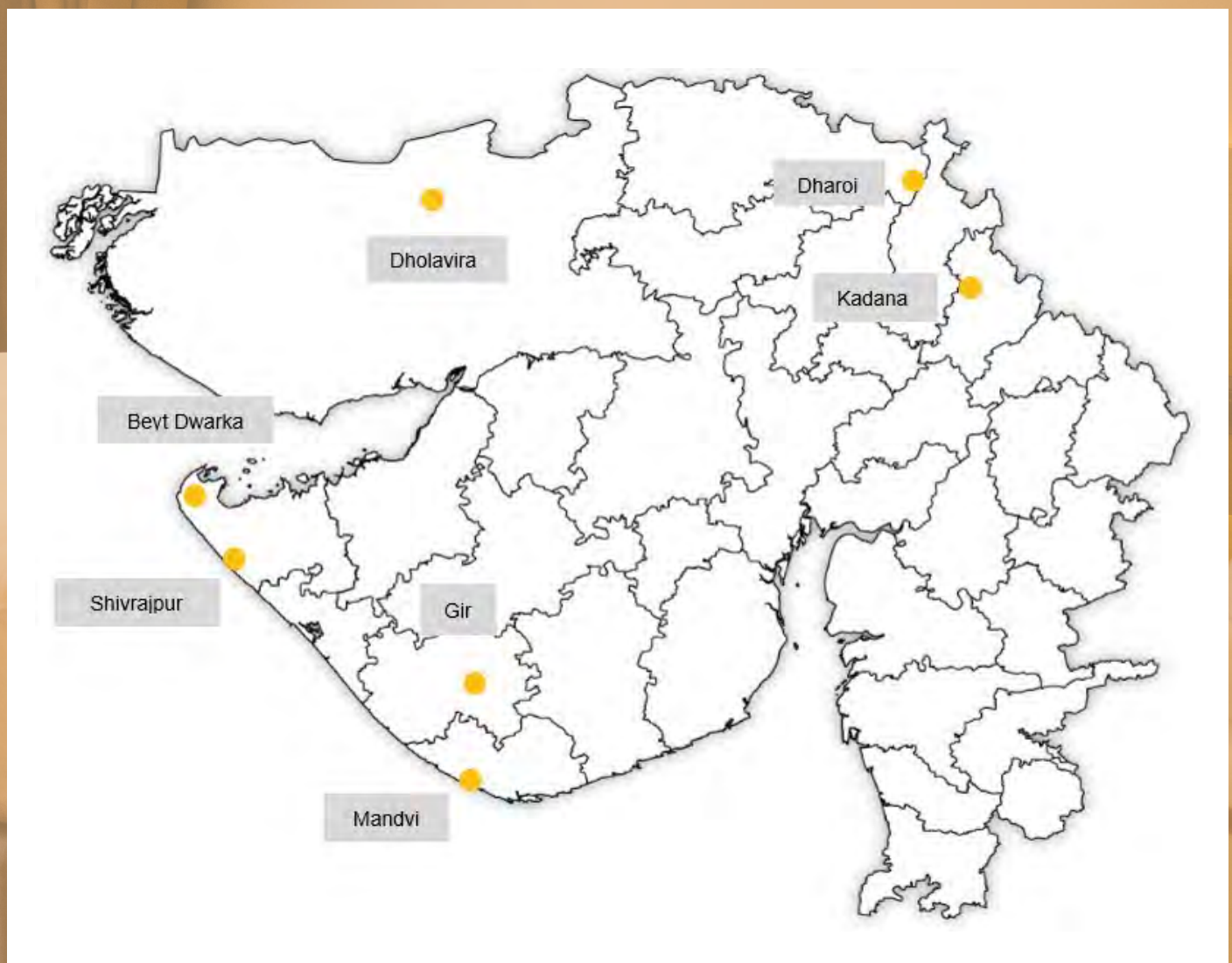


Figure 3: Locations for development of proposed 3,4,5-star hotels in Gujarat

- The hotel industry is a multi-billion-dollar sector and is highly influenced by global economic conditions, travel trends, and consumer behaviour.
- The hotel industry's growth is closely linked to the global tourism industry. Factors such as increasing disposable income, improved transportation, and easier access to information have led to a rise in international and domestic travel, positively impacting the hotel industry.
- International hotel chains are expanding in India, and by 2023, they will have a 50% share of the country's tourist and hospitality industry, according to the India Brand Equity Foundation.
- In India 85% of Five stars hotel rooms are just in 10 states in which Gujarat comes in top five.
- In October 2022, Indian Hotels Company (IHCL) announced the launch of its new Indian-concept restaurant brand, Loya. Debuting at Taj Palace, New Delhi, Loya captures the culinary essence traversing the landscape of North India.
- Taj Mahal Palace (Tower) in Colaba, Mumbai, Maharashtra. The hotel is located close to the entrance to India and offers breathtaking views of the Indian Ocean.
- Malabar Beach in Kerala is home to Somatheeram Ayurvedic Beach Resort. This vintage hotel, which was built close to the shore, offers guests a special chance to relax and rejuvenate through yoga and ayurveda. They exhibit Indian tradition from the outside, yet inside, they are designed with western visitors in mind.

Religious and spiritual experiences	Religious places, meditation centres
Natural experiences	Beach tourism, wildlife excursions, hill stations
Built environment	Fairs and festivals, art and craft
Cultural experiences	Archaeological remains, heritage monuments
Medical tourism	Advanced health care systems, traditional healing services





Source: Gujarat tourism website

Beyt Dwarka

Beyt Dwarka is an ideal location for a resort because of its stunning beaches, extensive history, and vibrant culture. There is potential for tourism in the area because it is a well-known tourist destination.

Dharoi

The town of Dharoi is home to the popular tourist attraction known as the Dharoi Dam. The dam is a popular spot for picnics, fishing, and boating. The Dharoi Fort and the Dharoi Wildlife Sanctuary are only two of the numerous tourist attractions that can be found in Dharoi.

Kadana

The Kadana Dam, the Kadana Wildlife Sanctuary, and the Kadana Fort are just a few of the tourist attractions that can be found in Kadana. There is a significant demand for hotels in Kadana as a result of these attractions, which draw visitors from all across India.

Project Concept & Information

Shivrajpur

Shivrajpur Beach, which is about 10 kilometres from Dwarka, is a popular vacation spot thanks to its gorgeous surroundings, clear water, and excellent white sands.

Mandvi

White beaches and crystal-clear water can be found in Mandvi, a lovely seaside town. It is a well-liked spot for surfing, swimming, and tanning. It has excellent air, rail, and road connections. The distance to Bhuj, a significant railway junction and airport, is only 36 kilometres.

Gir

Gir is a fantastic location for hotels since it is a well-known tourist attraction, has decent transportation, a selection of hotels, and is secure.

Dholavira

An ancient Indus Valley Civilization site called Dholavira is located in the magnificent desert area known as the Rann of Kutch. Animals of many kinds can be found in the area, including flamingos, dolphins, and crocodiles.



Infrastructure Availability- logistics & Connectivity



Rail



Road



Air



Port

Location: Shivrajpur

Nearest railway station is Dwarka, which is around 14 km from Shivrajpur.

Shivrajpur is connected to Jamnagar (142 km), Rajkot (236 km), and Ahmedabad (462 km) via the NH-8.

Nearest airport is Jamnagar Airport, which is located at approximately 138 km.

Nearest port is the Mandvi Seaport, which is at about 150 km.

Location: Beyt Dwarka

Nearest railway station to Beyt Dwarka is Okha Railway Station, which is located about 3km away.

NH-8 highway passes through Okha, which is the nearest town to Beyt Dwarka.

Nearest airport is Jamnagar Airport, which is located about 145 kilometers away.

Nearest port to Beyt Dwarka is the Okha Port which is about 3 kms away.

Location: Mandvi

Nearest railway station is Mandvi railway station.

NH-8 highway passes through Mandvi, which makes it easy to reach by car or bus.

Nearest airport to Mandvi is Jamnagar Airport, which is located about 100 kilometers away.

Mandvi is a major port in Gujarat, and it handles both cargo and passenger traffic.

Location: Gir

Nearest railway station is the Junagadh railway station, which is located about 50 kilometers away.

The NH-8 highway passes through Gir, which makes it easy to reach by car or bus.

Nearest airport to Gir is the Keshod Airport, which is located about 60 kilometers away.

Nearest port to Gir is the Veraval Port, which is located about 50 kilometers away.

Location: Dholavira

Nearest railway station is the Bhuj railway station, which is located about 150 kilometers away.

The NH-27 highway passes through Dholavira, which makes it easy to reach by car or bus.

Nearest airport to Dholavira is the Bhuj Airport, which is located about 130 kilometers away.

Nearest port to Dholavira is the Okha Port, which is located about 200 kilometers away.

Location: Kadana

Nearest railway station is Kadana railway station.

NH-8 highway passes through Kadana, which makes it easy to reach by car or bus.

Nearest airport to Kadana is Jamnagar Airport, which is located about 80 kilometers away.

Nearest port is the Okha Port, which is located about 140 kilometers away.

Utilities

Water

Gujarat has a state wide water supply grid spread across 1,20,769 km that aims to serve 75% of Gujarat population.



Power

Gujarat boast of 24 hour-3 phase uninterrupted power supply.



Project Concept & Information

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.

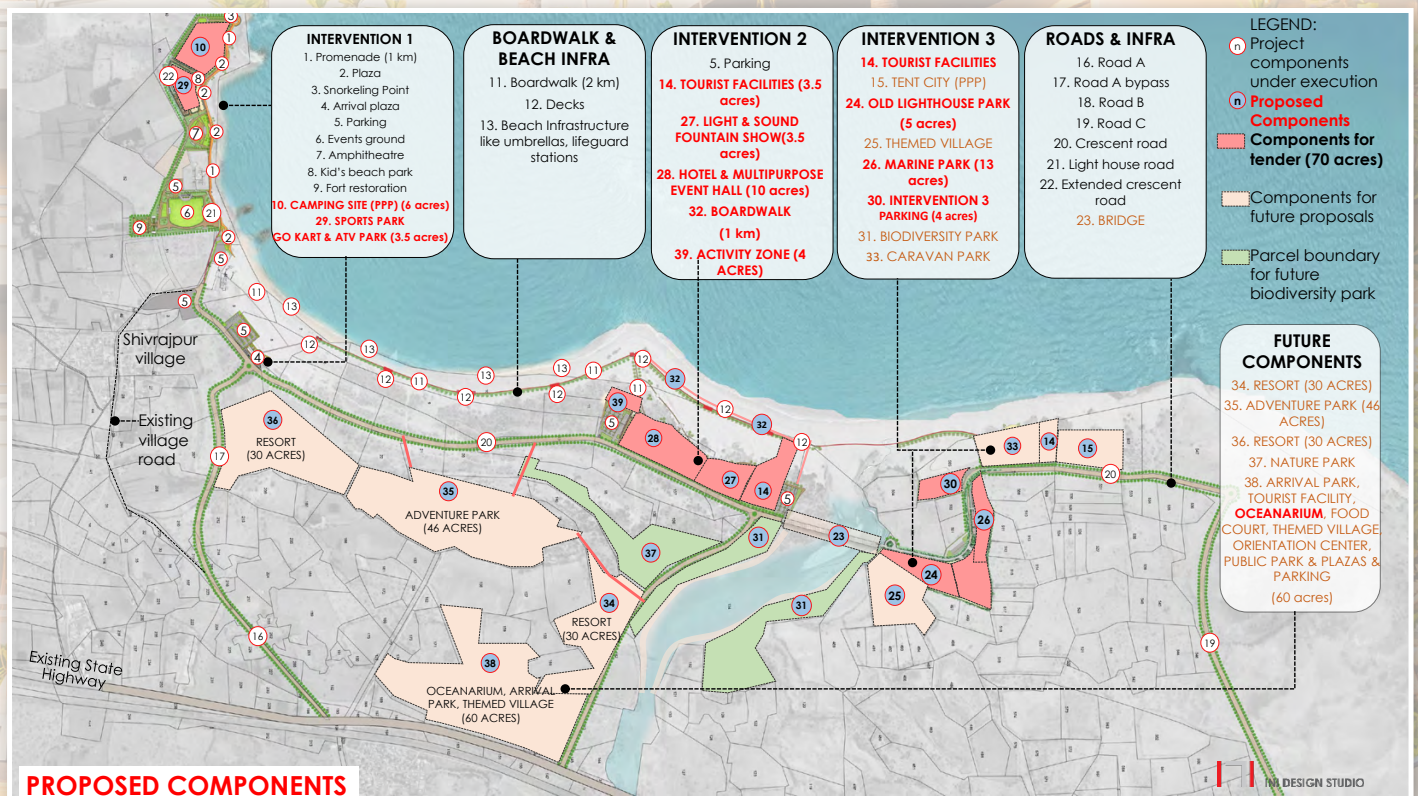


Figure 4: Overall Tourism Master Plan for Shivrajpur

- 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

Project Concept & Information

- 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 Dwark-adhish Temple	26 kms	15.8 lakhs
3	Nageshwar Jyotirlinga	Lord Mahadev Temple	17 kms	~30 lakhs



Figure 5: 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.

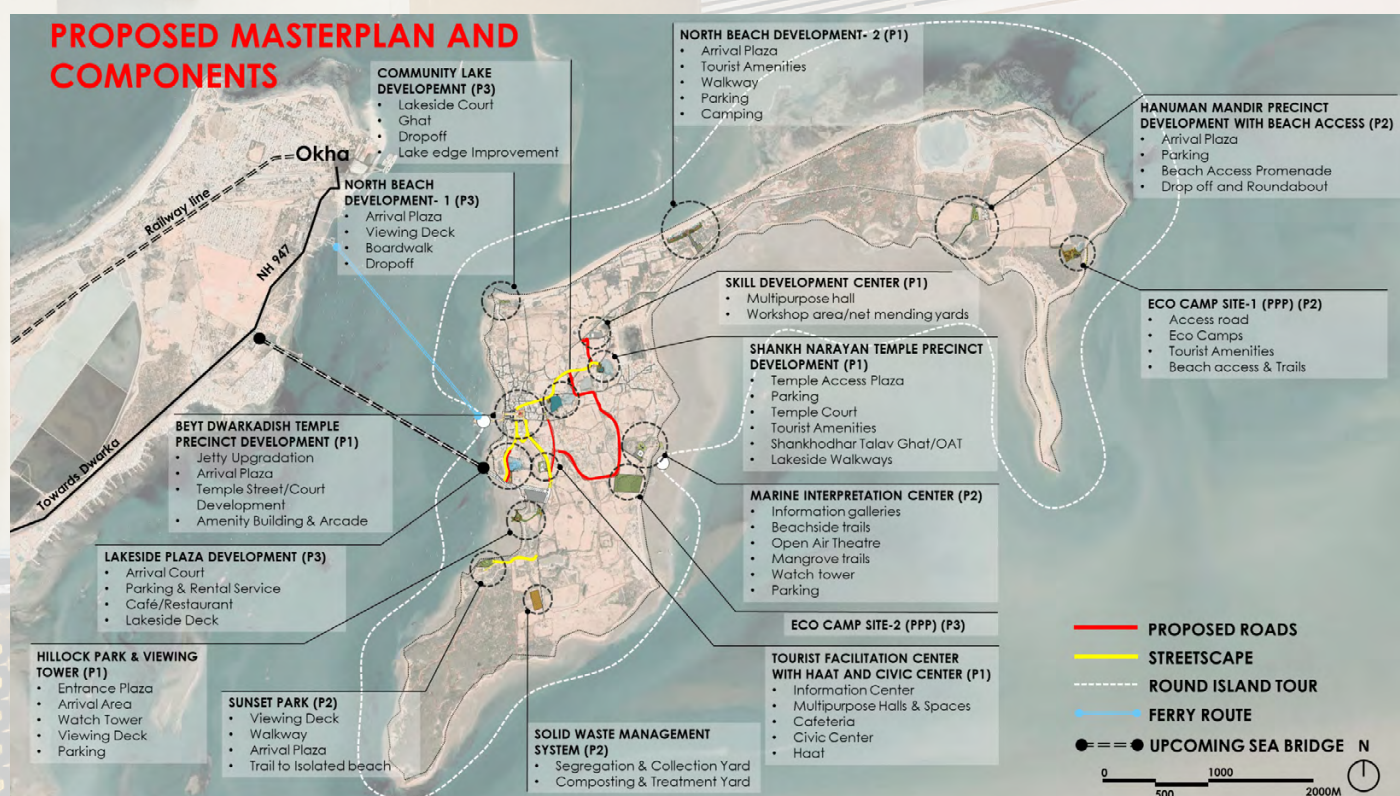


Figure 6: Overall Tourism Master Plan for Beyt Dwarka

- 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. Mandvi

- Mandvi is a beach town, 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 Mandvi 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.
- 20,234 sqm land available for development with State government
- 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	12.1 lakhs
2	Dhordo	Rann of Kutch (Rann Utsav)	140 kms	3.4 lakhs

Figure 7: Glimpses of Mandvi Beach Festival



Project Concept & Information

4. For Gir

- Gir, located in the Saurashtra region of Gujarat is internationally known for the Gir National Park, which is the only home to the Asiatic Lion and is considered one of the most protected areas in Asia because of its biodiversity.
- The State government has prepared the master plan for the comprehensive development of Sasan at Gir including development of a Museum of Natural culture and wildlife history, Sculptures & a camp fire site, Cottages, and 360 degree dome projection at Bhal Chel.
- This development initiative is expected to cost INR 71 crore, of which INR 50 crore has been provisioned in the State Budget for FY 2023-24.



Figure 8: Glimpses of Gir and Resorts in Gir

- Tourist destinations near Gir National Park, their distance and footfall in FY 2023, can be seen below:

Sr. No.	Nearby Tourist Destinations	Distance from Gir	FY 23 Footfall
1	Girnar Temple	80.5 kms	~44.34 lakhs
2	Junagadh	70 kms	~7.56 lakhs
3	Gir National Park	-	~2.02 lakhs



Project Concept & Information

5. Dholavira

- Dholavira is an ancient archaeological city in the Kutch district of Gujarat. It is one of the five largest Harappan sites and the most prominent of the archaeological sites in India belonging to the Indus Valley Civilization.
- The site was further declared a “UNESCO World Heritage site” in 2021
- In FY 2023, Dholavira saw a tourist footfall of about 1.41 lakh visitors.
- 6,273 sqm land parcel is available for potential development with the State Government
- The State government has prepared a comprehensive Master Plan for the development of Dholavira which we can see below:

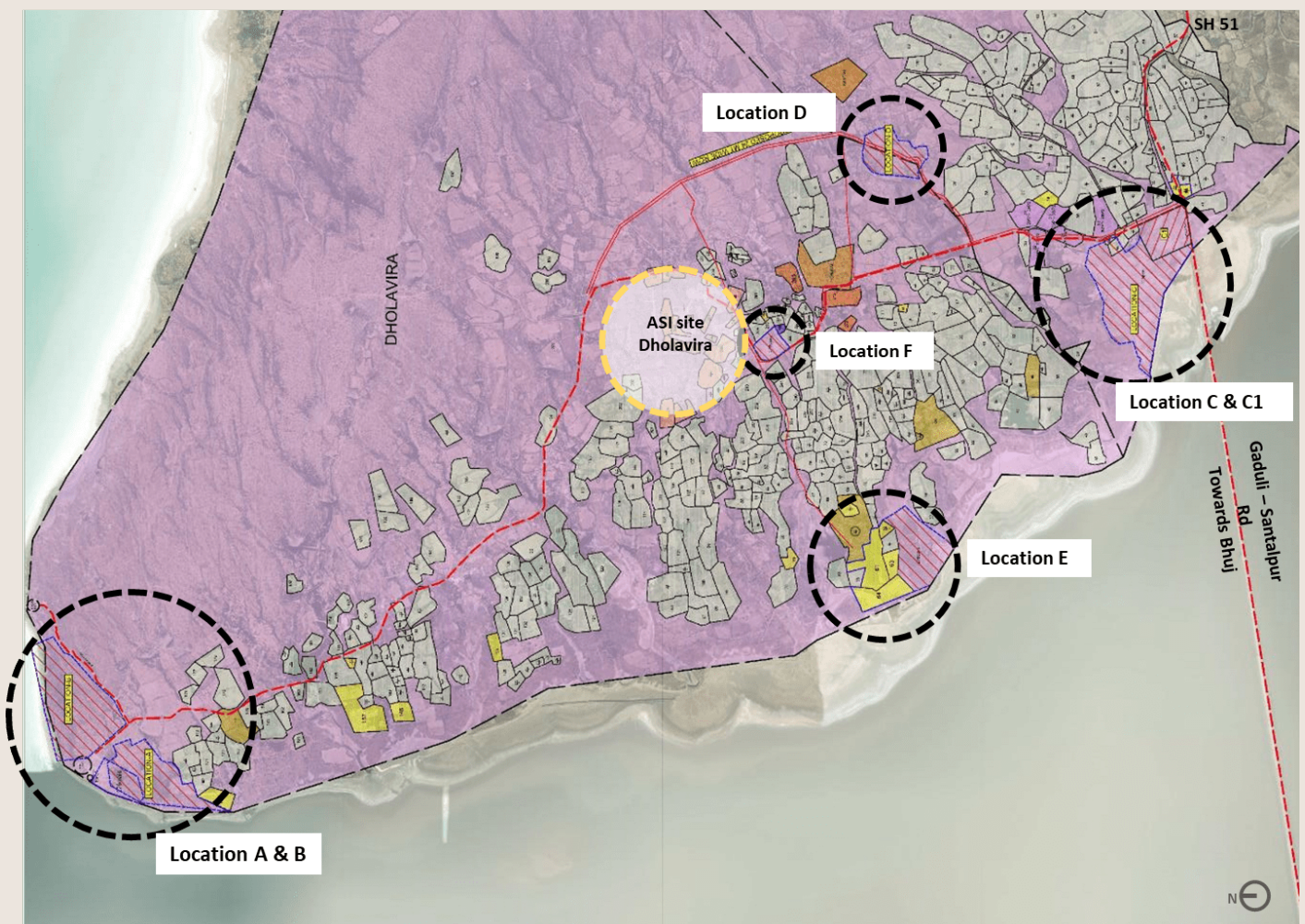


Figure 9: Tourism Master Plan for Dholavira

- The following developments are planned at each location:
 - Location A & B: Sculptures and artifacts, Caravan Parking and camp sites
 - Location C & C1: Parking, 360 virtual reality tourist facilitation centre
 - Location E: Craft market, food court, plat zone, public plaza, amphitheatre/performance space with laser/light show, and infrastructure for development of tent city
 - Location F: Cultural Village

Project Concept & Information

→ The total estimated cost of the master plan is estimated to be INR 550 crore and the state budget 2023-24 has provisioned INR 100 crore for the same.



Figure 10: Glimpses of the proposed Tourism Master Plan for Dholavira

→ Some of the key tourist destinations in close proximity to Dholavira and the footfall observes there if FY 23 can be seen below:

Sr. No.	Nearby Tourist Destinations	FY 23 Footfall
1	Narayan Sarovar	~5.70 lakhs
2	Dhordo (Rann of Kutch)	~3.44 lakhs

Project Concept & Information

6. Kadana

- Kadana is a village in Mahisagar district of Gujarat located on the banks of Mahi River and is easily accessible by train, bus and flight from Ahmedabad and Baroda.
- The state government has prepared a Tourism Master Plan for the village which can be seen below:

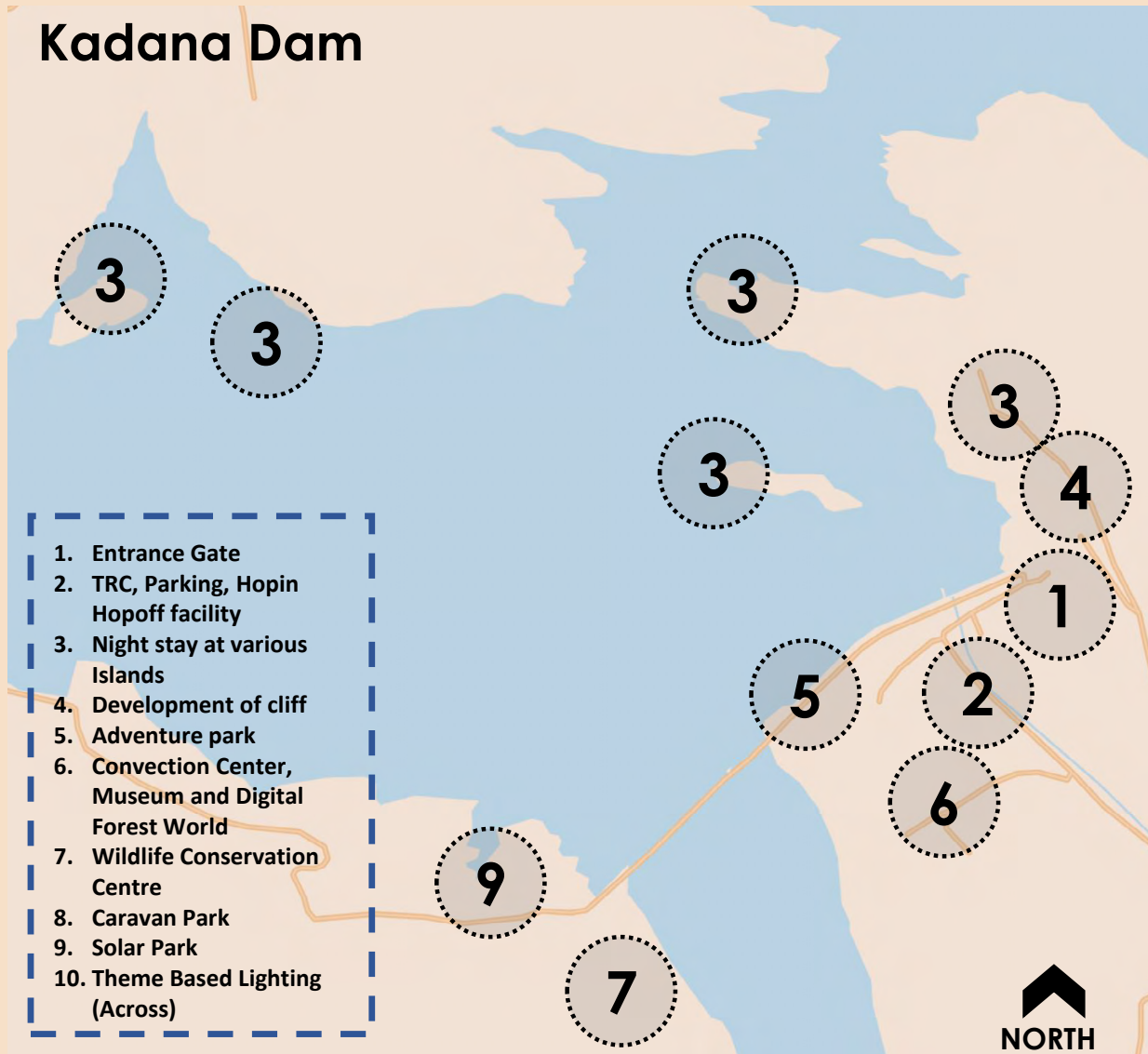


Figure 11 : Proposed Master Plan for Kadana development

- Entrance Gate and Beautification of Approach Road (15 Cr)
- TRC, Parking, Hopin Hopoff facility & Tourist facilities along the Road towards dam (75Cr)
- Development of Night stay & other facilities at various Islands. (100Cr)
- Development of cliff above the dam location (near the Nadinath Mahadev temple)(40 Cr.)
- Development of Adventure park. (50 Cr.)
- Convection Center, Museum development & Digital Forest World (75 Cr)
- Wildlife Conservation Centre & Sculptures along the Road(50 Cr)
- Development of Caravan Park (20 Cr)
- Solar Park. (15 Cr.)
- Permanent Theme Based Lighting (10 Cr.)

Project Concept & Information

→ The total estimated cost of the master plan is estimated to be INR 550 crore and the state budget 2023-24 has provisioned INR 100 crore for the same.

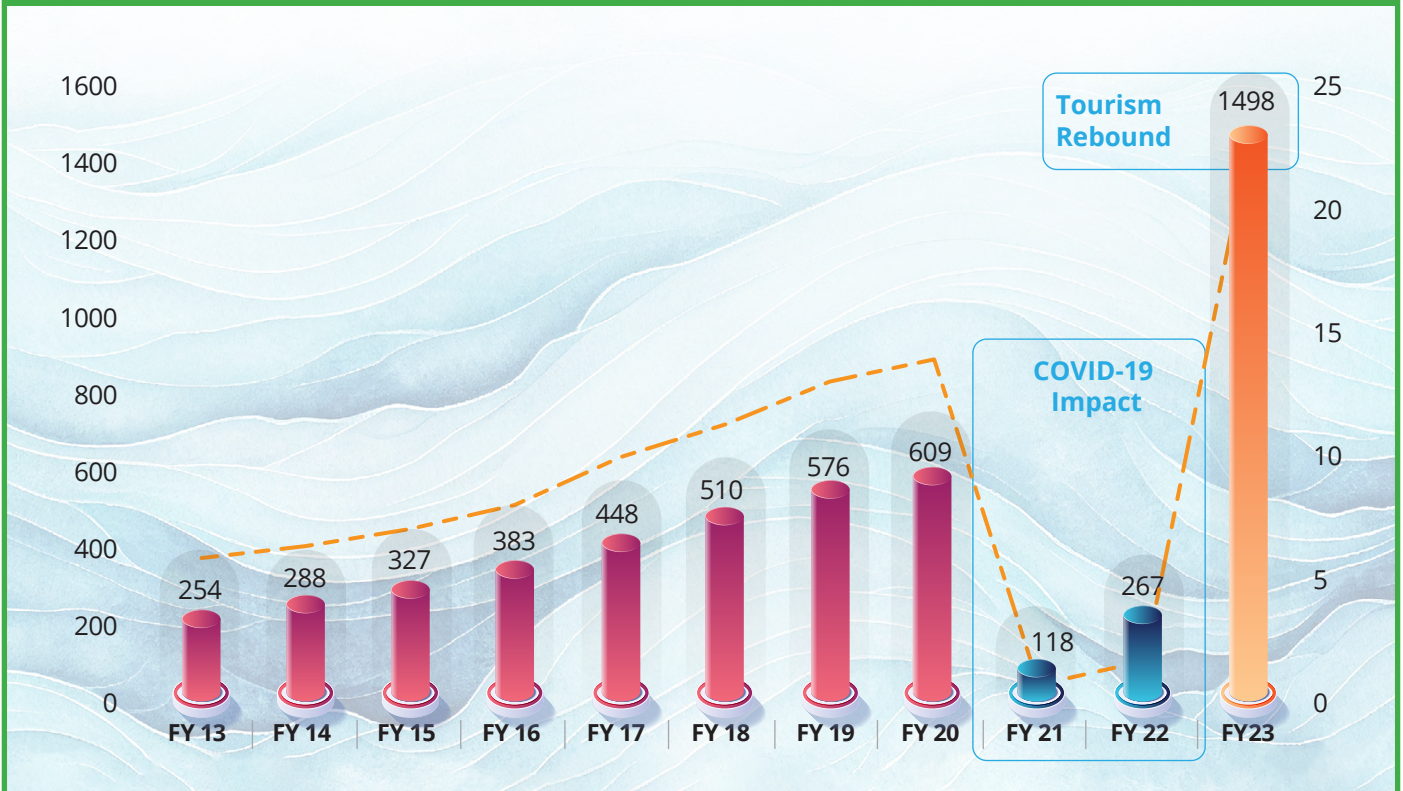


Figure 12 : Images of Kadana Dam from the cliff and proposed entrance gate

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

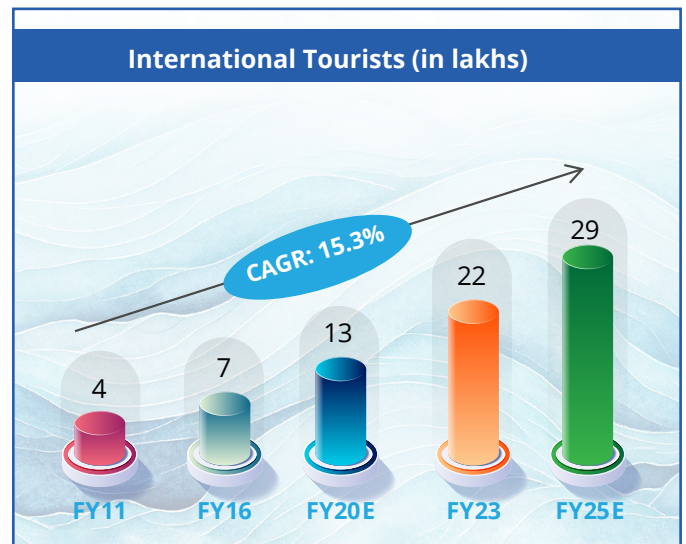
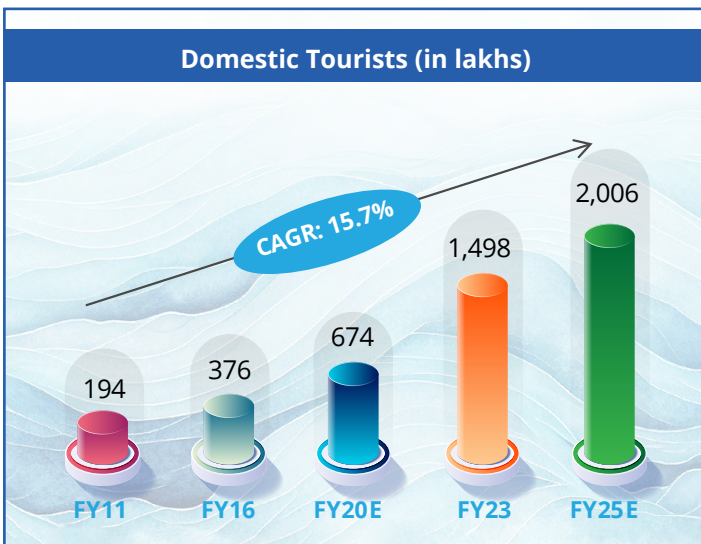
Sr. No.	Nearby Tourist Destinations	Major Attractions	Distance from Kadana	FY 23 Footfall
1	Ahmedabad	Sabarmati riverfront & Ashram, Kankaria lakefront	160 kms	341.40 lakhs
2	Vadodra	Laxmi Vilas Palace, Kirti Mandir	157 kms	~51.47 lakhs

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



Source : Tourist Flow in Gujarat prepared by GITCO, EY Analysis (FY23)

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



Source: Tourist Flow Information System- Annual Report 2015-16

- 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.

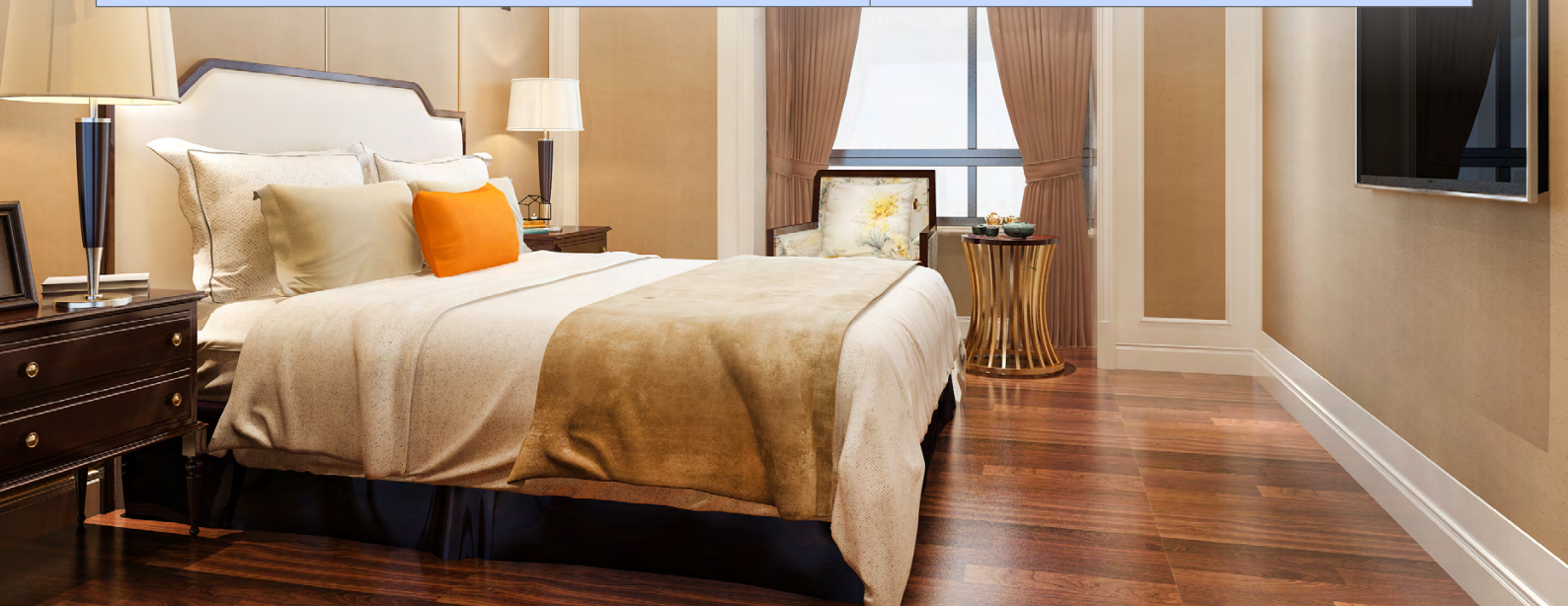
Incentives offered by the state

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 15lakhs
Purchase of river cruise/ boat	15% up to INR 25 lakh
Purchase of Caravan	15% up to INR 10lakhs
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



Incentives offered by the state

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

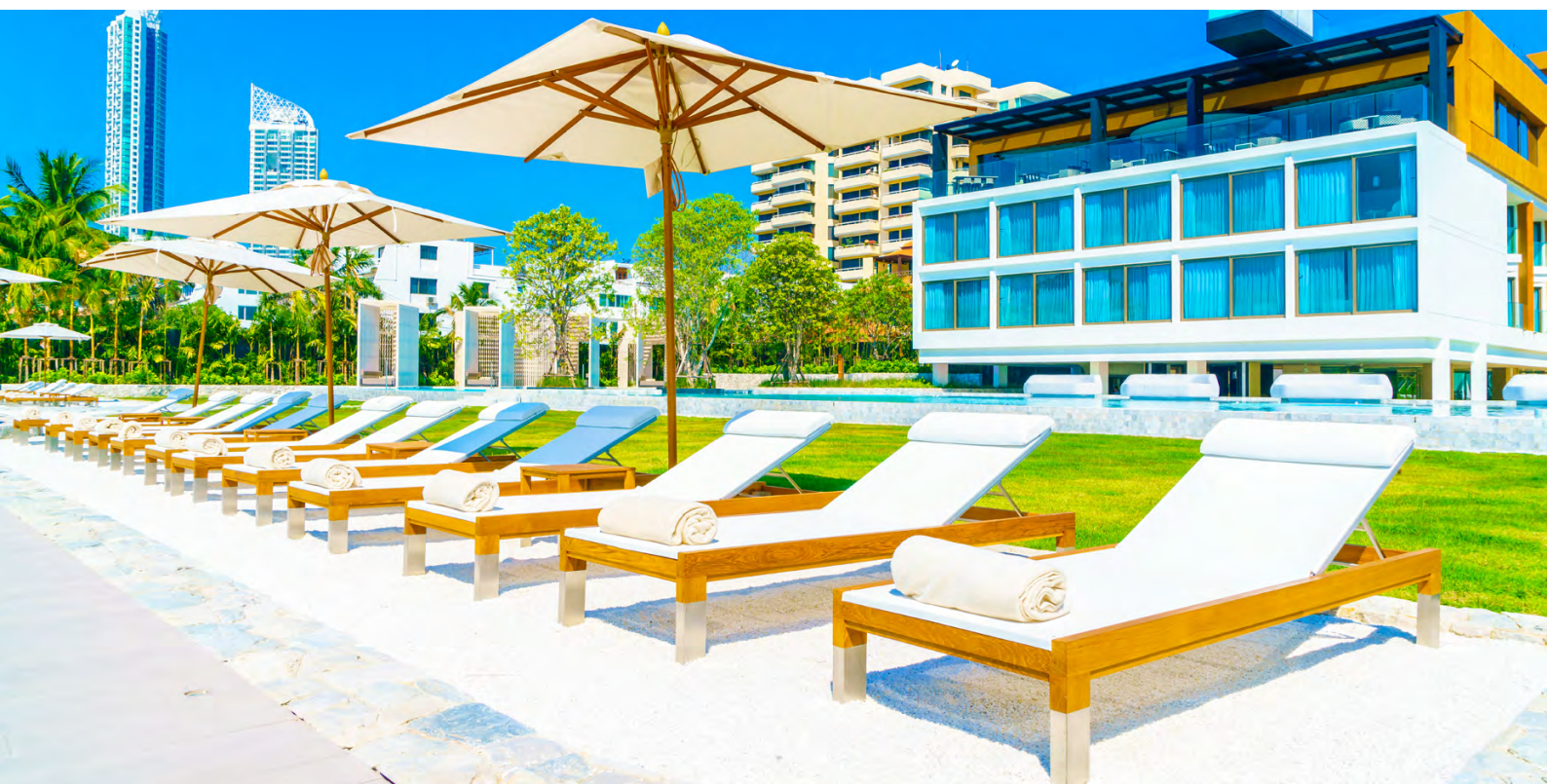
Support for Sustainable Tourism

- 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









CELEBRATING



VIBRANT GUJARAT

Tourism Corporation of Gujarat Limited

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

Department of Tourism, Gujarat

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

Industries and Mines Department, Gujarat


 www.imd-gujarat.gov.in/

iNDEXTb - Industrial Extension Bureau

 www.indextb.com


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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.