

# Suggestive measures for Tourism Development – A case study of Dandi Beach

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## **Abstract**

*Developing countries are always focusing on primary as well as basic/core infrastructure facilities, beyond that tourism is also playing a vital role in the development of GDP. The world travel & tourism council calculated that tourism generates more than 6.6% of the nation's GDP. The draw of tourists is generated on the pristine beauty of nature or historical value of the places. Tourism is the important in the regions and nations, for their income generation. It also brings together experiences of different culture peoples. As per the travel and tourism competitiveness report 2009 by the world economic forum, India is ranked 11<sup>th</sup> and in the Asia pacific region and 62<sup>rd</sup> India is ranked the 14<sup>th</sup> best tourist destination for its natural and cultural resources. To safeguard the environmental concerns of the beach and to promote tourism. to bring people for the upliftment of the local peoples. This paper discussed tourism development for Dandi beach. The paper begins with, which is Dandi and surrounding study area. Introductions of the study area and its surrounding area of existing situations and it conclude with the recommendations.*

**Keywords:** Dandi beach, Tourism development, Beach amenities, Costal tourism, Employment opportunities, Tourism industry

## **INTRODUCTION**

### **Tourism industry**

It has witnessed huge potential to stimulate other economic factors through its forward and backward linkages and ability to create more employment due to its multiplier effect the economy. The travel and tourism industry contributes 5.5% to the employment and the total contribution of travel and tourism to employment was 23000 jobs in 2015 which is forecast to 28000 jobs by 2025[2].

### **Dandi**

Gujarat situated in the western coast of India and it is one of the most popular tourist destinations in the India. The Gujarat is reputed for its rich cultural heritage, historical significance, handicraft and innumerable tourist attractions. Gujarat has one of the longest coastlines of about 1600 kms[3]. An ultimate combination of nature history and religious monuments of Gujarat forms one of the most important tourist destinations in the Indian subcontinent. Gujarat is the birthplace of many Indian legends like Mahatma Gandhi and Vallabhbhai Patel, Dandi is situated on the coastline of Gujarat. The place is associated with the famous DANDI MARCH to revolt against the salt laws organized by the Father of the Nation, Mahatma Gandhi. Owing to the fact that the place was the venue for an important campaign in the National Freedom Struggle of India. It is a small hamlet known as a salt center.

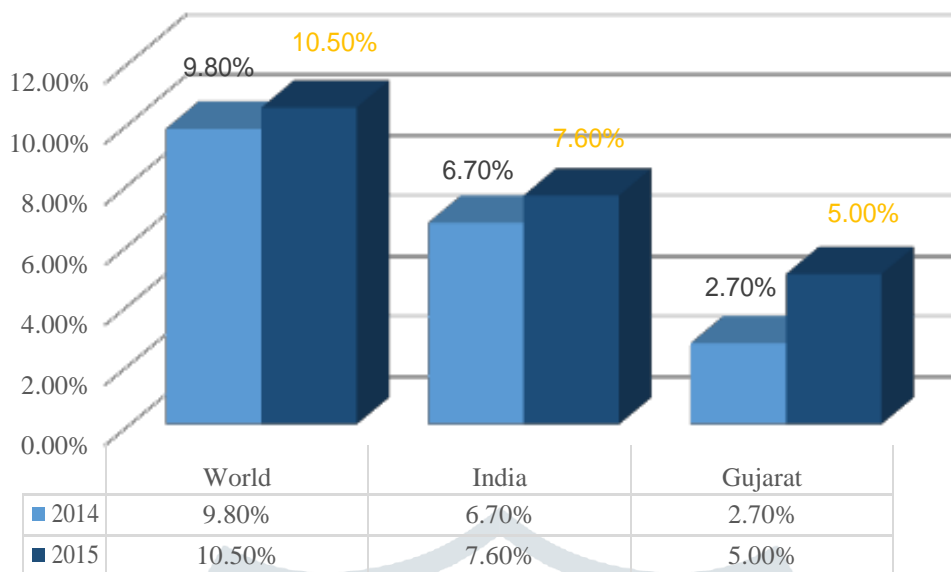


Figure 1 Direct contribution of travel & tourism to world GDP

**OBJECTIVE OF STUDY**

- To explore opportunities for tourism development of Dandi beach & suggest measures for the same.

**NEED FOR STUDY**

Dandi plays an important role in the freedom struggle of India, Dandi march its self-earmark it present. A place which is still unknown and undiscovered by the people of India. With the help of tourism plan / tourism development we will bring it on international map. It needs to be examined as to how far costal tourism promote social values in the societies of Gujrat.

**LOCATION OF DANDI**

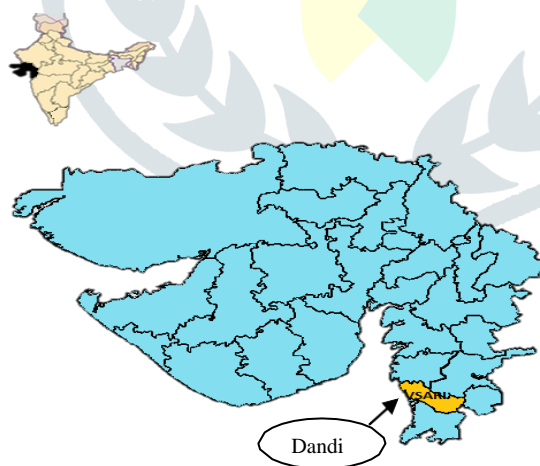


Figure 2 location of Dandi in Gujrat

**Present condition of Dandi village**

Project site is situated allong to seashore. Small grasses are grown on the site. The soil of the region is black.



Figure 3 Dandi village

## TOURISM PRODUCT

The main tourist attractions in Dandi are Dandi Beach.



Figure 4 Dandi beach

The Dandi beach is declared as a world heritage site by UNESCO. But still uncovered and to uncovered those layers it is important to bring it on tourism circuits.

## Other tourist destination in Dandi

- **Garden:** There is a garden is located in van Chetna Kendra of forest department. The forest department is handled by central government Bhopal. In this garden the rides are available but in that most of the rides are damaged. In Dandi beach Gardens are in bad conditions, rides of the gardens are damaged. So that children are not play well in it and also do not enjoyed satisfactory. Protection wall is available in van Chetna Kendra. This protection wall is made central government of Bhopal. There are mangroves and 6 to 7 other trees available at the beach site.
- **Forest department:**



Figure 5 Dandi beach



Figure 6 Prathnamandir



Figure 7 Historical museum

## DEMOGRAPHIC PROFILE :

### Population

Dandi village has a population of 3162, consisting of 1623 males and 1539 females [1]. The following are the key demographic numbers as per census 2011 as in Table-1.

Table-1 Dandi village profile

Sr. no.	Description as per census 2011	Key numbers
1	Population size	3162
2	Population growth rate	15.49%
3	Sex ratio (Females per 1000 males)	948
4	Literacy rate	80.87

## ACCESSIBILITY TO DANDI :

### Roads

Dandi is situated in Navsari district which is 39 km far away from Surat, 168 km from Vadodara, and 251 km from Mumbai, 286 km from Ahmedabad. The city is well connected by NH-228 also known as Sabarmati-Dandi Highway that reaches to historic place Dandi. The city has a good connectivity through State Highways to all major places in Gujarat. The state Highways and other roads connects the city with other state also. The city has Bus stations, both ST and private, are on the eastern edge of the city.

Table 2 No. of Buses are arriving at Navsari in a Day

Buses from major cities to Navsari	Nos.
Ahmedabad to Navsari	45 G.S.R.T.C, 40 private luxury
Vadodara to Navsari	29 private luxury
Surat to Navsari	57 G.S.R.T.C, 15 private luxury
Mumbai to Navsari	46 private luxury

### Rail:

Navsari is a main city near Dandi and it is well connected to the different parts of the country by the Western Railway network. The nearest major junction is Surat railway junction which is one of the main stations of the Western railways network, on the Vadodara-Valsad rail link. Regular trains connect Surat to important cities of India via Ahmedabad in Gujarat and Mumbai in Maharashtra.

From the major cities Ahmedabad-Vadodara-Surat to Navsari there are 105 Nos. of train available in a week. And from Mumbai to Navsari weekly 133 Nos. of trains are available.

**Air:**

The nearest local airport is at Surat, 30 km north of Navsari and the nearest international airport is Chhatrapati Shivaji International Airport at Mumbai, 260 km to the south. On the north side the nearest international airport is Sardar Vallabhbhai Patel International Airport at Ahmedabad located at a distance of about 315 km on the north side.

**Tourist flow:**

For reviewing tourist flow primary and secondary data has been collected. For primary survey questionnaires' was designed and flow has been checked.

In a year 2016, 95,000 to 1,20,000 tourist visit this Dandi beach.in a month 10,000 to 15,000 tourists are coming and among them some visit the forest department. In June,2016 around 1200 tourist came Dandi and in May,2016 around 2000 tourist [3]. Daily tourist population of Dandi beach is around 500-550 and tourist population during holidays is around 40,000- 50,000.

**Tourist frequency of visit in a year at Dandi**

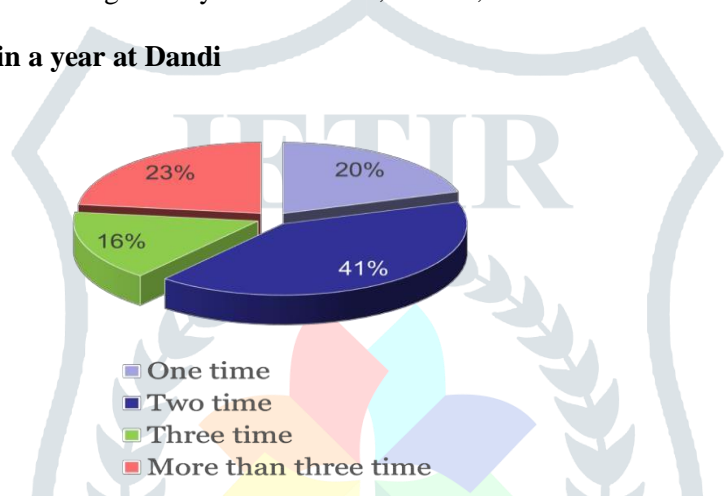


Figure 6 % of tourist visit Dandi annually

As in figure 6 more than three times peoples are also there to visit Dandi annually. If Dandi is developed than more people will attract specially from the nearby cities.

**Group size of tourist at Dandi beach**

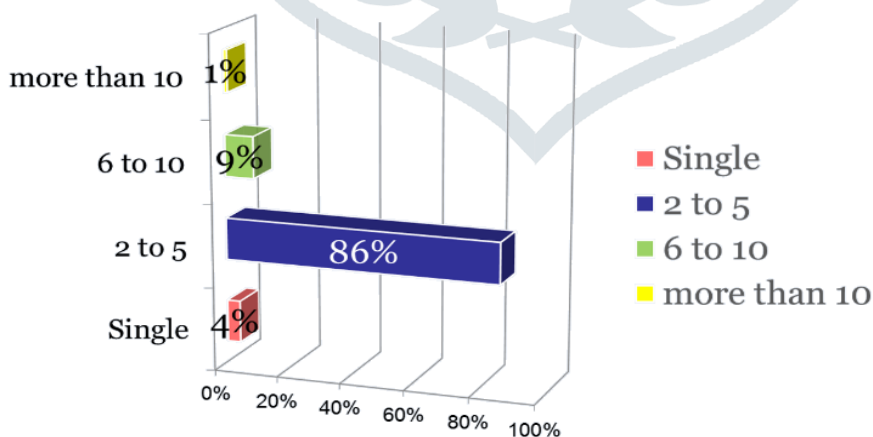


Figure 7 % of tourist arrives in a group

Tourists are most of in groups rather than individual. survey shows the breakup in number of tourists in groups as in figure 7.

### Willingness to spend

Whenever any development will occur public opinions is always necessary. Willingness to spend is one the opinion of their list. so the survey conducted by us. In that survey we had asked randomly 100 people and we get know that 38 people are willing to pay 500-1000 and 14 people are willing to pay 100-500 for Tourism Infrastrucure development at Dandi beach.

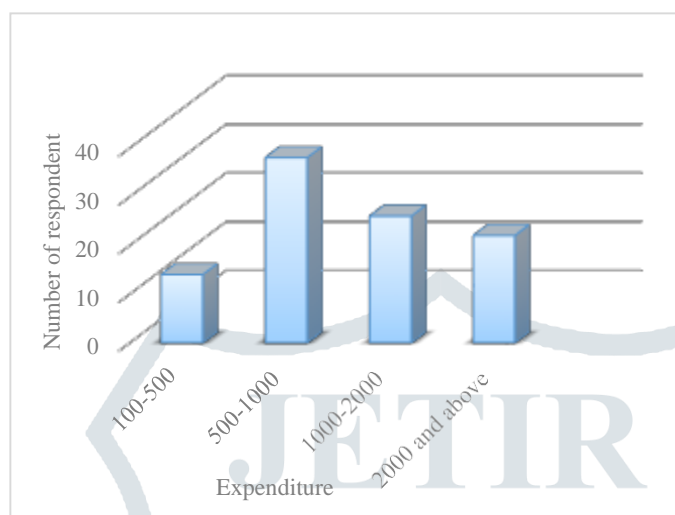


Figure 8 No. of peoples willing to spend Rs. At Dandi

### ASSESSMENT OF EXISTING INFRASTRUCTURE AT DANDI BEACH

Table 3 Analysis of existing facilities at Dandi

Parameters	At Dandi
<b>Physical Infrastructure</b>	
Approach & Accessibility	Needs to improvement
Tourist Information Centre	Not available
Reception Centre	Not available
Information Signage	Not available
Accommodation (Both public & private sector)	Not available
<b>Public Amenities</b>	
Telecommunications	Available
Drinking water	Needs to improvement
Public Toilets	Needs to improvement
Waste management (solid & liquid)	Needs to improvement
Retail Shops/Cafes/Restaurants/Craft bazars	Needs to improvement
Safety CCTV's	Not available
Directional Signage	Not available
Lighting	Not available
Urban Elements	Not available
Street Furniture	Not available

## SUGGESTIVE MEASURES

Dandi having basic services like Approach & accessibility, telecommunications, restaurants. For connecting them better, provision of Drainage line, sanitation facilities and repairing of existing facilities such as public toilet, public Garden, directional signage will make their more live.

Poor condition of waste management (solid & liquid) is creating unhealthy situation in the Dandi beach. Sustainable and smart toilets, bringing drinking water can improve the existing facilities.

Swachh Bharat Abhiyan is also been focused on Waste management (solid & liquid), so there is adoption of waste management technique can generate revenue for the Dandi beach.

- A. Basic infrastructure should be provided
  1. Water supply
  2. Public toilets
  3. Waste disposal
  4. Renewable energy sources (solar trees /solar garden)
  5. Seating arrangement and benches
  6. Changing rooms along with shower facilities
  
- B. Facilities which should be provided near beach area
  1. Safety-CCTVs
  2. ATM facilities
  3. Tourist information center
  4. Parking facilities
  
- C. Interventions should be proposed at Dandi beach
  1. Water sports
  2. Beach festivals
  3. Local restaurants
  4. Gazebos

## CONCLUSION

India has a various type of cultures and tradition which attracts tourism. Tourism industry contributes great economy and it is growing rapidly. It also generates great amount of employment to the locals and contribute social and economic development. "Dandi" the place is associated with the famous Dandi March organized by the father of the nation, Mahatma Gandhi. Dandi has the strong historical background which help to convert into world class tourism destination on India map. We can achieve this by developing sustainable Infrastructure on Dandi coastline area.

## ACKNOWLEDGMENT

We express our gratefulness to the tourist who have encouraged and helped us during the survey work. We are grateful to Government authorities, Sarpanch and Talati of Dandi village for providing us support during Dandi beach visit and survey.

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1. Census India, Population, 2011.
2. World Travel and Tourism Council, 2015.
3. Heritage circuit in Gujarat journal, August 2016.