



POTENTIAL TOURISM CIRCUIT FOR PATAN, GUJARAT

(An Important architectural element)

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ABSTRACT

Patan is one of the essential fortified towns of Gujarat, situated on the banks of the River Saraswati. It was founded in 746 AD by the Chavda king, Vanraj Chavda. During the Solanki period, the glory of Patan reached its peak. After that, Unfortunately, Patan loses its importance. Thus, its further development stopped in its kind. But Rani – ki – Vav, one of the heritage monuments in Patan, got enlisted as a World Heritage Site in UNESCO's World Heritage list in 2014, which can be a crucial factor for city development. One method of attracting tourists is developing the tourism circuit for Patan city as a base town. This paper focuses on Patan as a tourist destination and plans for making Patan a base town.

INTRODUCTION

India is a land known for its heritage. Heritage does express its cultural and architectural traditions, which have transcended time and space to remain alive and appropriate even in the present. Gujarat in western India is a place with a rich heritage. Furthermore, it has many monuments depicting the culture, traditions, and skills of the past.

Urban centers in India are transforming rapidly under the current movements of Globalization and Urbanization. Tourism and Cultural Heritage have a significant role in the economy and entertainment of the present age. Simultaneously it upgrades the cities for National and International Tourists. The development of large-scale infrastructure and communication networks coupled with the qualitative improvement of urban & rural life attracts tourists to the vast heritage resource in the country.

Many historical monuments and their precincts are under threat as they do subject to deterioration due to Western civilization's neglect and tremendous stress. There is an urgent need to redefine our approach for handling this issue. The urban development must integrate the heritage precincts and establish a new relationship to capitalize on the growing needs of Tourism and cultural change. This will not only conserve our heritage and culture but also enrich our present urban environment. It gives new meanings to our contemporary cities and lives.

The proposal for the improvement of the location of Patan is very significant as it is one of the most attractive Tourism & Cultural Heritage of Gujarat. Therefore, it is necessary to synchronize both the heritage and the urban requirements to develop the destination without affecting the heritage.

WHAT DOES TRAVEL MEAN?

It is a movement of people from one location to another one. Moreover, travel by foot, bicycle, automobile, train, boat, airplane, or another medium, with or without luggage, can also be a one-way or two-way trip. It can also include relatively short stays between successive movements.

Reasons for traveling vary from recreation, tourism, or vacationing research travel for the gathering of information, for a holiday to visit people, charity travel, migration, religious pilgrimages and mission trips, business travel, trade, commuting, and many more like to obtain health care, war fleeing, for the enjoyment of traveling. It may be done by human-powered transport such as walking or bicycling, or with vehicles, such as public transport, automobiles, trains, and airplanes.

Travels include pleasure, relaxation, discovery, exploration, know other cultures, and taking personal time for building interpersonal relationships. Travel may be local, regional, national (domestic), or international.

DIFFERENCE BETWEEN TOURISM AND TRAVEL

The definition of tourism and travel are sometimes very interchangeable. Travel has a similar term as tourism, but it has a more purposeful journey. In addition, the terms tourism and tourist are sometimes used pejoratively to imply a shallow interest in the cultures or locations visited. By contrast, a traveler is often used as a sign of distinction.

SIGNIFICANCE OF TOURISM

Tourism is a dynamic force homogenizing societies and commercializes cultures across the globe. Tourism has been motivated by the natural urge of every human being for new experiences, adventure, education, and entertainment. The motivations for tourism also include social, religious, and business interests. The history of the world has never seen a migration of people from one country to another at such a scale as seen now. The world has become small. People are traveling not only for holidays or vacations but also for business purposes, especially after the impact of globalization.

TYPES OF TOURISM

Many types of tourism have been developed over time, like sustainable tourism, Eco-tourism, Medical tourism, Educational tourism, experiential tourism, dark tourism, social tourism, doom tourism, space tourism, and sports tourism.

INFRASTRUCTURE

Infrastructure is not a new term. Its history dates back to the human civilization itself. Those days were marked with roads and agriculture, Infrastructure to start with, today, with the development of humans and their needs new and newer forms of Infrastructure have come up ragging from roads to water to education to computers.

Infrastructure forms the backbone of a nation. A well-developed infrastructure not only links the government together but also brings prosperity to it. Thus, a country's economic potential is close to its infrastructure level.

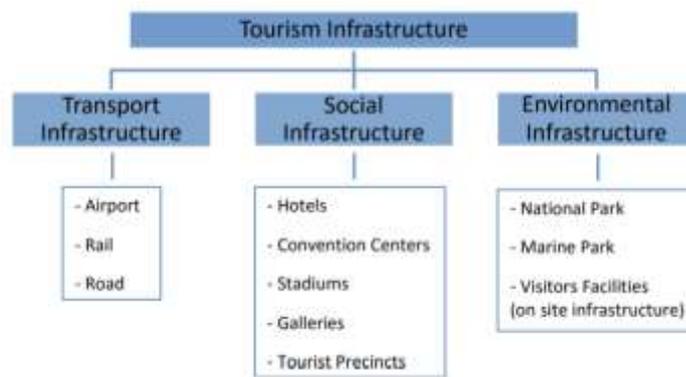
DEFINITION OF INFRASTRUCTURE

Different definition exists for Infrastructure, but the fundamental essence is the same in all. A few of the definitions are as follows:

- "The primary facilities, services, and installations needed for the functioning of a society, such as transportation, communications, water and power lines, and public facilities like schools, post office, and prisons."
- "Infrastructure is physical systems of a country, including roads, utilities, water supply, sewage system. These systems are considered essential for productivity in the economy. Developing Infrastructure requires a large initial investment, but the economies of scale tend to be significant."

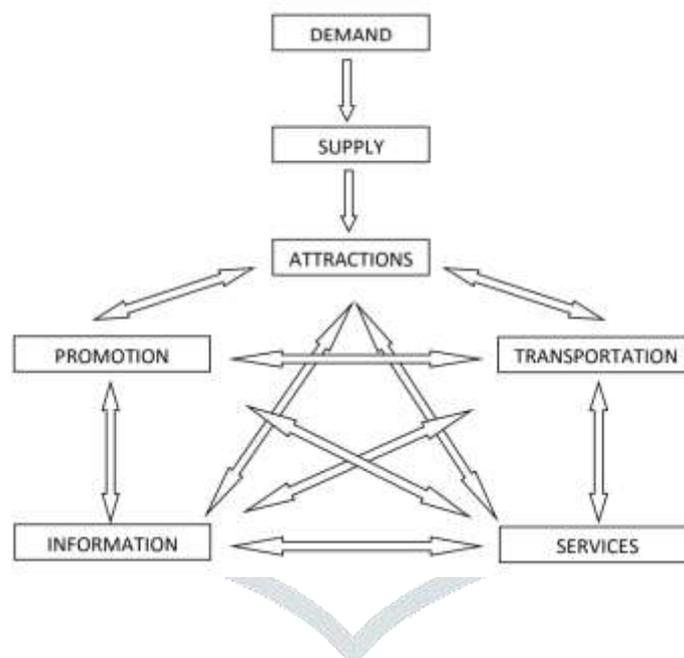
TOURISM INFRASTRUCTURE

Tourism infrastructure is a structure of Transport, Social and Environmental Infrastructure collaborating at the regional level to create a destination.



THE TOURISM SYSTEM

One way of modeling the functioning tourism system is shown in the figure. The two main parts of tourism consist of a Demand and a supply side. Ideally, all of the elements of tourism components are interdependent and require planning. Also, it relates to market trends as well as physical characteristics of land and resources



TOURISM PLANNING

In the context of history, the planning of tourism development is relatively recent. Although a few geographers had written about tourism planning in the 1940s, the first major works appeared in the 1970s. For example, in 1972, the book- *Vacations cape: Designing Tourist Regions* was published and included a model of the tourism system and a participatory process derived from a case for tourism- recreation planning in Michigan's Upper Peninsula, perhaps the first regional tourism plan in the United States.

For several years, tourism researchers Charles E. Gearing, William W. Swart, and Turgut Var collaborated on studies of economic models of tourism planning. Their book, *Planning for Tourism Development*, presents a comprehensive overview of many economic models. Mathematical formulas of demand, attractiveness, supply variables and the selection of alternative plans are included. The principle of economic efficiency is emphasized.

The need for tourism planning may not be as blatantly conspicuous as other development concerns. However, nevertheless, it is accurate. Those involved in the tourist business today realize that tourism is more competitive than ever before. Today throughout the world, thousands of investors, public and private, are developing new tourism areas. At no time in history has the proliferation of promotion of travel places been so massive: market

segmentation and much greater sophistication levels of travelers. As a result, new markets are burgeoning - adventure travel, cultural travel, eco-tourism, intellectual travel, and travel to spectacular events.

REGIONAL TOURISM PLANNING

The concept of Tourism Planning approaches at a regional scale (national, provincial, state) are so diverse that compressing them into a uniform principle set becomes difficult. Nevertheless, as early as 1950, Gunn identified factors necessary for tourism business locations with favorable natural resources, such as water, wildlife, landforms, forests, climate, artificial markets, transportation, competition, history, market access, and neighborhood characteristics.

These factors appeared to be necessary for business success. Because tourism development takes place on the land, a critical research phase describes land characteristics pertinent to tourism development. The final product of user (visitors) satisfaction depends significantly on the development of attractions, services, facilities, communities, access, and circulation. These developments are made by public agencies, commercial enterprises, and private individuals; for these active agents, it is essential to have information on three land characteristics. First, regions vary in their demography relationship to travel market demand. Second, distance, time, and ease of access (Gunn 1965).

TOURISM IN INDIA

The tourism industry of India is economically important and is multiplying. The World Travel & Tourism Council calculated that tourism generated INR 16.91 lakh crore or 9.2 % of the nation's GDP in 2018. It supported 42.67 million jobs, 8.1 % of its total employment. The sector is predicted to grow at an average annual rate of 6.9% by 2028 (9.9% GDP).

According to provisional statistics, 10.93 million foreign tourists arrived in India in 2019, 3.5 % from 10.56 million in 2018. This ranks India as the 34th country in the world in terms of foreign tourist arrivals. Domestic tourist visits to all states and U.T. numbered 1,036.35 million in 2012, 16.5% from 2011. Maharashtra, Tamil Nadu, Uttar Pradesh, Mumbai, and Delhi were the five most popular states for foreign tourists.

On the other hand, domestic tourists frequently visit Uttar Pradesh, Andhra Pradesh, and Tamil Nadu. Delhi, Mumbai, Chennai, and Agra have been the four most visited cities of India by foreign tourists during 2015. Worldwide, Chennai is ranked 43 by the number of foreign tourists, while Mumbai is 30, Delhi at 28, Agra at 45, Kolkata at 90, and Jaipur 52.

The Ministry of Tourism designs national policies for the development and promotion of tourism. In the process, the Ministry consults and collaborates with other stakeholders in the sector, including various Central Ministries, agencies, state governments, Union Territories, and the private sector representatives. Concerted efforts are being made to promote new forms of tourism such as rural, cruise, medical, and eco-tourism. The Ministry also maintains the Incredible India campaign.

India has a rich history, and its cultural and geographical diversity makes its international tourism appeal large and diverse. It presents heritage and cultural tourism along with medical, business, educational, and sports tourism.

TOURISM IN GUJARAT

Gujarat is the seventh-largest state in India, located in the western part of India with a coastline of 1600 km (longest in India). The existing Tourism scenario in Gujarat was ranked 9th in domestic tourist arrivals with an annual footfall of 54.4 million tourists in 2018. Gujarat offers world heritage site Rani ki Vav in Patan and also scenic beauty from the Great Rann of Kutch to the hills of Satpura. Gujarat is the sole home of the pure Asiatic Lions and is considered one of Asia's most important protected areas. During the Sultanate's reign, Hindu craftsmanship mix with Islamic architecture, giving rise to the Indo-Saracenic style. Many structures in the state are built in this fashion. It is also the birthplace of Mahatma Gandhi & Sardar Vallabhai Patel, the significant iconic figures during India's

Independence movement. In recent years statue of unity has emerged as the prominent tourist spot of Gujarat. It is the tallest statue in the world. Gujarat offers many types of tourism like Business Tourism, Archaeological & Heritage Tourism, Cultural Tourism, Religious Tourism, Wildlife Tourism, Medical Tourism, and much more.

Additionally, statistics indicate that within the domestic tourist traffic to Gujarat, most tourists are from Gujarat itself, with few or negligible numbers of tourists from other States. In terms of theme-based tourism, Gujarat offers many choices to the traveler

PATAN CITY- LOCATION & FEATURES

Patan is one of the districts forming part of the North Gujarat region of the Gujarat State. It is situated between the North latitude 230.23' to 240.9' and East longitudes 710.2' to 720.29'. Its East-West distance is 146.72 km, and its North-South distance is 84.568 km. It is bounded to the North and NorthWest by Banaskantha district to West and SouthWest by the Little Ran of Kachchh, the South by the Surendranagar district, and the East by the East Mehsana District. The total area of Patan District is 5,740.0 Sq.km. It is the 14th largest district in the area in the state.

Patan is one of the essential fortified towns of Gujarat, situated on the banks of the River Saraswati. It was founded in 746 AD by the Chavda king, Vanraj Chavda. During the Solanki period, the glory of Patan reached its peak. It was known as the Golden age of Gujarat. The rulers of Patan were great patrons of art and architecture.

Several civic and religious buildings were constructed, including many Hindu, Muslim, and Jain sacred places. However, the Jain temples outnumber the others. They are about 122 in number and more than 100 years old. Besides, there are 9 Hindu temples and 12 mosques in the city. These monuments are a significant attraction from a travel and tourism point of view. The foreign tourists throng the town to view the fantastic monuments adorned with intricate carvings and sculptures.

This city of Anhillpur-an abode of religion, a place of logic and embraced by Saraswati for all time is like a Saraswatika. People of this city (Anhillpur) play a leading role in bravery, in shastras, in self-control, in meditation, in six schools of philosophy, and six Angas of the Vedas.

Who would not be curious to know about the history of this city – Patan, the glory of which the great genius and know-all in Kalikalsarva Acharya Hemchandra has praised so brilliantly. The history of Patan is full of great variety. There are events of heroism, thrilling adventures of suspense, and romantic love episodes.

Kings and queens of Patan were of unique personalities. The scholars of this city have contributed literature of the purest ray to the world. The architecture of the Chaulukya period has earned a glorious name for the city and has kept its head high among the architectural works of the world. Because of the step-well of queen Udayamati, Rudra Mahalaya, Lake Sahasralinga, Sun-temple of Modhera, Kumar Vihar, Temple of Panchasara Parsvanth, etc. Chalukyas period is called the golden period in the history of Gujarat.

The sovereign kings of Patan were not only rulers but were men of metaphysics also. The events of stepping down from the throne of a kingdom are rare in the history of any country. However, it has happened six times in the history of Gujarat. Six kings of Gujarat had left the throne to lead a pious life on the divine path. The six kings were: Mulraj, Chamundaraj, Durlabhraj, Bhimdev, Kshemraj, Karandev. These kings who led the rest of their lives to realize self and God were the torch-bearers of Indian culture.

Anhillpur Patan was the seat of learning and culture, and also city has contributed considerably in making Gujarat a cultured state. History has recorded this. Anhillpur Patan was founded in VS 802, remained under Rajput rule up to VS 1360. It had a glorious duration of 558 years as the capital of Gujarat.

LINKAGES AND CONNECTIVITY

Patan has located 110 Km from Gandhinagar, the capital of Gujarat state. Its distance from Delhi, the country's capital, is 844 Km. Some of the important urban centers and tourist places near Patan are Siddhpur (30 Km, in Gujarat), Vadnagar (64 Km, in Gujarat), Palanpur (60 Km, in Gujarat), Mehsana (54 Km, in Gujarat), Ahmedabad (129 Km, in Gujarat), Modhera (33 Km, in Gujarat), and Becharaji (45 Km, in Gujarat).

ROAD CONNECTIVITY CONCERNING PATAN

Road plays a significant role in linking Patan to other towns and cities in the country. The state highways No. 7, 130, and 220 connect city with Shihori, Vijapur, Visnagar, Mehsana, Ahmedabad, and Deesa.

Sr. No.	Town / Cities	Distance from Patan (KM)	Major Connectivity Highways
1	Siddhpur	30	GJ SH 10
2	Vadnagar	64	GJ SH 130
3	Palanpur	60	GJ SH 10
4	Mehsana	54	GJ SH 130 & GJ SH 7 & GJ SH 55
5	Ahmedabad	129	GJ SH 41 & GJ SH 55
6	Modhera	33	GJ SH 7
7	Bechraji	45	GJ SH 7
8	Deesa	51	GJ SH 7
9	Shihori	39	GJ SH 130

RAIL CONNECTIVITY CONCERNING PATAN

The rail network is inferior in Patan. Patan is only connected with Mehsana and Ahmedabad. Also, there is an addition to this, one long route from Bhagat ki Kothi (Rajasthan) to Mumbai (Maharashtra). Patan is very much dependent on Mehsana and Ahmedabad for other state connectivity. Patan is a central railway station for surrounding villages like Ranuj, Dhinoj, etc

TOURIST CIRCUIT

1. DESTINATION

A destination is a place of tourist interest. The destination must be among the most visited sites in the state or a recognized Heritage monument. A group of tourist attractions located in the same village, town, or city would also qualify under this category.

2. TOURIST CIRCUIT

A tourist Circuit is defined as a route on which at least three major tourist destinations are located such that none of these are in the same town, village, or city. At the same time, they are not separated by a long distance. It should have well-defined entry and exit points. A tourist who enters at the entry point should get motivated to visit all the places identified on the circuit.

The objective of having a tourist circuit is to increase the total number of visits to all the destinations on the circuit and provide the tourist attractions of all the destinations located on the circuit.

3. IDENTIFICATION OF TOURIST DESTINATIONS AND CIRCUITS

The destinations & circuits can be selected based on their tourism potential in consultation with the State Governments. The Ministry of Tourism will identify the Destinations/ Circuits to be taken up for development at the beginning of each year. A tourist circuit could be limited to a State or a regional circuit covering more than a State/U.T. The identification of the project, the implementing agency, and the mode of channelization of funds would be made in consultation with the State Govt. /U.T. Administration

TOURIST CIRCUITS IN INDIA

India is one such country that has an unlimited supply of scenic beauty, heritage, and cultural diversity. Each corner of Indian has something or the other for every tourist here. The visitor circuits in India are celebrated internationally for the mixed bag that they offer.

There are many religious tours, heritage travel circuits, adventure and wildlife circuits, yoga and meditation tours in India. Following are some of the famous and most visited tour circuits in India.

India has many already develop and successful tourism circuits like

- | | |
|---|---|
| 1. Golden Triangle (Delhi-Agra-Jaipur), | 11. South Indian Temple Tour Circuit, |
| 2. Delhi - Agra - Jaipur - Khajuraho, | 12. Mathura – Vrindavan – Taj Mahal, |
| 3. Bangalore – Mysore – Ooty, | 13. Delhi – Chandigarh – Amritsar, |
| 4. Konark – Puri – Bhubaneshwar, | 14. Desert Triangle, |
| 5. Char Dham Yatra | 15. Christian Circuit, |
| 6. Seven Sisters (North India), | 16. Backwaters of Kerala, |
| 7. Buddhist Circuit Tour | 17. Chennai-Kanchipuram -Mahabalipuram, |
| 8. Jain Circuit Bihar, | 18. Sufi Circuit, |
| 9. Himachal Tour Circuit, | 19. Sarva Dharma Circuit and many more. |
| 10. Shimla-Kullu-Manali-Dalhousie-Dharmshala, | |

TOURIST CIRCUITS IN GUJARAT

Gujarat also has many developed tourism circuits are there like

1. Kheda District: Dakor-Utkantheswar-Phagvel
2. Junagadh District: Gir-Somnath-Ahmedpur Mandvi
3. Bahucharaji-Patan-Siddhpur-Ahmedabad
4. Buddhist Circuit: Bhavnagar-Rajkot-Junagadh and many more.

PROPOSAL OF TOURIST CIRCUITS - PATAN AS BASE TOWN

1. Tourist Circuit - 1

Duration - 1 day

Places covered - Mehsana- Modhera- Patan- Unjha- Mehsana

TOURIST CIRCUIT-1 (1 DAY)

2. Tourist Circuit - 2

Duration - 2 days 1 Night

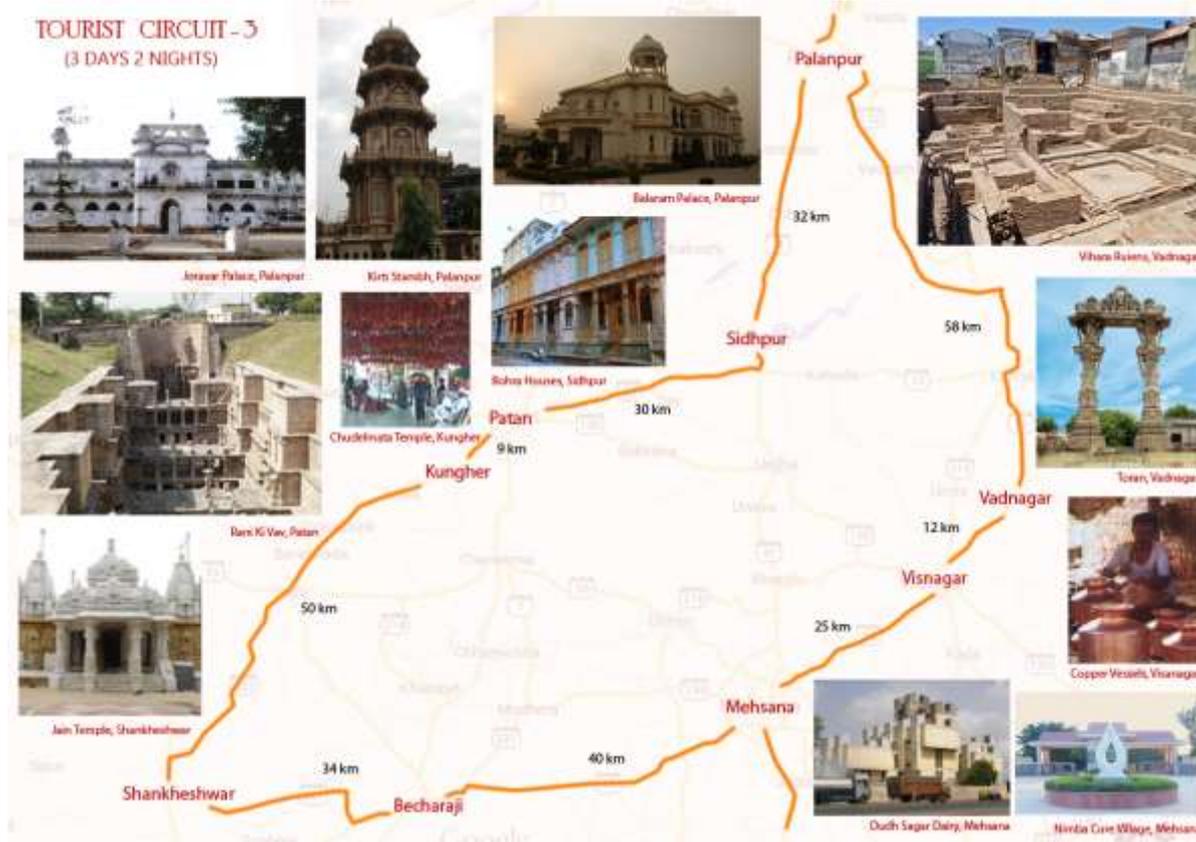
Places covered - Mehsana- Becharaji- Modhera- Patan- Sidhpur- Vadnagar- Mehsana

TOURIST CIRCUIT-2 (2 DAYS 1 NIGHTS)

3. Tourist Circuit – 3

Duration - 3 days 2 Night

Places covered - Mehsana- Becharaji- Shankheshwar- Kungher- Patan- Sidhpur -Palanpur- Vadnagar



- Mehsana -** Mehsana is one of the largest cities in North Gujarat. Several primary industries, including dairy, oil, and natural gas, are situated in or around the city. The city is also famous for its local Mehsana buffalo breed. The city has the first water park in Eurasia (currently the largest in Gujarat). Swaminarayan Temple, Jain Derasar, Dudh Sagar Dairy are worth visiting.
- Modhera -** Modhera is known for the 11th century Sun temple, dedicated to the Hindu Sun-God, Surya. It is situated on the bank of the river Pushpavati, 25 km from Mehsana. It was built in 1026 AD by King Bhimdev of the Solanki dynasty.
- Patan -** Patan is an ancient town founded by Vanraj Chavda in 745 A.D. The city is famous for its World Heritage Site- 'Rani ki Vav,' Sahastralinga talav, world-famous silk heritage of Patola, Mashru weavers, Jain Derasars, Muslim architecture.
- Unjha -** Unjha is famous for Umiya Mata Temple, which is located in the center of the city, where thousands of visitors visit every day. It is about 1200 years old, but it was rebuilt around a century ago with the aid of the people living there, and it is firmly believed that Unjha is prosperous because of Goddess Umiya.
- Sidhpur -** Sidhpur is a sacred town situated on the bank of River Saraswati. The town is a revered destination, flanked by temples, kunds, ashrams, and other sacred structures. Of India's five most holy and ancient lakes is the Bindu Sarovar, which lies here, a magnificent temple, 'Rudra Mahalay' of the 12th century. The town also has 100 years old Bohra community housing with rich facades and intricate carving in wood with markedly European expression.

- Vadnagar -** Vadnagar is an ancient town; history dates back to more than 2500 years. The town is blessed with a magnificent lake named Sharmistha Lake, 17th century-old Hatkeshwar Mahadev temple, Tana Riri shrine- Malhar Raga singers, Torans or victory arches, and fortified town.
- Kungher -** A small village 10 km away from Patan city in Gujarat, is a famous pilgrimage after goddess Shree Chudel Mata. Goddess here is present in a majestic form of live flame (Akhand Jyoti).
- Bechraji -** A short motor ride towards Chanasma, and you come to the town of Becharaj and the temple of Bahuchar Mata, an incarnation of the Mother Goddess. Pilgrimages are undertaken to this site for vows fulfilled and boons granted.
- Shankheshwar-** Shankheshwar is an essential place of pilgrimage of Jainism. Shankheshwar Parshwanath Jain Temple is a majestic and vast temple of Mulnayak Shri Shankeshvar ParshvanathBhagavan in the heart of the Shankheshvara town.

CONCLUSION

Patan is nicely located in the Northern part of Gujarat. Not only that, but it is prosperous in heritage. It has the world-famous 'Rani – Ki – Vav,' a World Heritage Site, many other monuments, and ancient temples. By developing this kind of tourist circuit, Patan has a chance to develop, flourish, and become a tourist destination. Patan has the potential to become a pivot for development for the adjacent district.

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