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KUTCH TOURISM- CHANGING STANDARDS

The Kutch region has been attracting tourism from the country and foreign countries. Since the development of society and civilization on the earth many tourists have been visiting as moving in Kutch since ancient time sometimes they have noted about in Kutch is mentioned in classics and epics etc. that many someone or other have been visiting in during that period mythological mention is found about that lord Ram, Pandvas also have lived at this region. Many yogis, ascetics, have practised penance here. The places of Hindu Buddhism, Sikh, Jain, Islam have raised here. On the other hand, business and trade might have developed at the time of Dholaveera, hence travelling also might have been occurred become of all these factors, continuous attraction towards Kutch might have remained continuously and the tourists also might have arriving here. The travelling in Kutch continuous in the middle age and even modern age. The great sent like Swami Vivekananda moved in Kutch crossing the desert and sailing on the sea. Many English have noted about their tour.

This question may casually arise which attraction there might be for coming in Kutch and travelling in it. Naturally, the main factor may be religion one. The tourists and pilgrim's might have come to visit different religions places since ancient time. The Buddha places might have kept this attraction alive from 2nd and 9th century A.D, Hi- En -song's visit is its proof.

The second factor is its place. It becomes unavoidable to pass in or through Kutch to travel to the western countries from India or enter India from the western countries. The sea plays an important role in it. Many great person like lord Krishna and Alexander have passed through this place in this context. The path here might have been easy to go for the battle or return from here.

One more factor was added afterwards- research. The land of Kutch is like a living museum. Kutch being ancient geographical, geological etc, Bears variety. Here the land, desert, sea- and in many things bear variety which have been attracting many researcher have been done here and their remarks drag other here.

Handicraft of Kutch has become medium of tourism for some last year since it entered the business world; it has been becoming popular in the country and foreign country. The verity of its colour and design has attracted the whole world to come, see and learn here to tourists arrived in 20th century but its flow remained scattered and slow .This thing took a severe tour on the first of the first year in the beginning of 21st century. The destructive earthquake occurred on 26th January, 2001 drew the world's attention the institutes from world over arrived in Kutch and worked in each the every earner to make the large destructive earthquake light one and work for rehabilitation, the work of damage and rehabilitation get benefit of broad publicity by media both study and research become.

It created more interest and number of tourists increased. There was feeling of pity in the beginning but on seeing society and culture full of verity, the feeling of curiosity which played in a great role.

The govt's efforts mixed with it for the first time the current chief Minister got much interest in Kutch because of some unbelievable reason. He has been taking maximum visit of Kutch among the entire district. He liked the beauties of different place during their visits. Since he raised the issue of 'Vibrant Gujarat' he started the efforts to make Kutch also vibrant. He started playing of different festival along with other steps. 'Sharad utsav' was celebrated in the beginning. It changed into desert festival after awards. He increased attraction towards Kutch by different programmes like- to live in Kutch, move watch its beauty, arrange visit of other places, and increase attraction by Carnival. The number of tourist has been increasing because of it.

The Gujarat govt. started on aggressive publicity to increase attraction towards Gujarat in the vibrant programme in the 2010. And made Amitabh Bachchan, the famous actor a brand ambassador to Canvas Gujarat attractive CDs. Main tourism places were prepared in his voice and were telecast

on TV and film. A small piece Kutch also is included in this canvassing. Amitabh, by showing desert etc. In it, says emphatically in his gorgeons voice 'Kutch Nahin Dekha' to the number of tourist incense in Kutch after the advertisement or boeing's and tours seem to be increasing, it seems that it is become of Amitabh's influence. The crowd seen in the desert festival in 2010 also empowers this belief. The way in which tents of the deserts or the hotels of Kutch are being booking constantly one month it also support it. Thus the tourism of Kutch has raised a new standard in the last decade.

It is necessary to mention a new factor in it also. It is industries development of Kutch occurred in the last decade. The central govt has announced 'Tracks Holiday' it establish and encourage industries in Kutch in order to develop Kutch and increase employment having been attracted by it, the industries started establishing in Kutch. About 500 small and big industries have spread in 2010. The whole sea- coast is overflowing with industries. The people from all over the country have been residing here become of availing employment here common tourism and economic tourism also have been developing here by it and referring to the industries. It also increases the number of tourists.

There is another subordinate but attracting factor. The way in which the shooting of films started in Kutch, the beauty of Kutch shown in the film like 'Border' 'Dil' De chuke Sanam' or 'Lagan' it also has remarkably increased possible attraction visit of Kutch religious places also have been increasing the importance of pilgrimages of religions places like Mata no Madh, Haajipeer, Shikh temple of Lakhpat, many pilgrims come here from many place of the country, as a result, the number of tourists have been increasing day by day, more tourist were seen in winter formerly, it is a remarkable thing.

This event happing is welcome; some for culture development and economical progress Kutch has become a global place for the first time after hundreds of years. Regular and broad economical development is being occurring for the first time and the life standard of the people has been improving for the first time which is bringing change in social and other fields along with it, other things also attractive. The business, and trade of Kutch is expanding and the tourists are increasing. This thing being encouraging one, they have to pay attention to accommodation and dinning etc for the tourist. This hospitality management does not develop at required speed. The development of other attractions at tourism place in very slow.

The tourism department itself is in ignorance. It has few publicity literature it has zero information documentary fitness about the tourist also are zero. Private institutes are doing efforts of complete that limitation. The guides are less. Information about them also is not available. All these factors make the tourists discourage and disappoint. Proper planning is necessary in all these things only them Kutch can become world famous as much as Gova or Roma of Italy.

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