A

GLOBAL COUNTRY REPORT (G.C.R)

"TOURISM"

AT

MALI

SUBMITTED FOR

THE PART OF TWO YEARS FULL TIME

MASTER OF BUSINESS ADMINISTRATION

ACADEMIC YEAR 2012-13

SUPERVISED BY

MRS. SHYMA GOKUL

(ASSISTANT PROFESSOR)

SHRI H. D. GARDI MBA COLLEGE, RAJKOT

SUBMITTED TO

SHRI H. D. GARDI MBA COLLEGE, RAJKOT

AFFILIATED WITH GUJARAT TECHNICAL UNIVERSITY, AHMADABAD
## INDEX

<table>
<thead>
<tr>
<th>No.</th>
<th>Particulars</th>
<th>Page no.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>A. PESTEL Analysis Of Tourism Sector</strong></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Introduction of Mali</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td><strong>Political Factor</strong></td>
<td>16</td>
</tr>
<tr>
<td></td>
<td>✤ Tourism Industry In Mali</td>
<td></td>
</tr>
<tr>
<td></td>
<td>✤ Tourism Industry In India</td>
<td></td>
</tr>
<tr>
<td></td>
<td>✤ Tourism Industry In Gujarat</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td><strong>Economic Factor</strong></td>
<td>19</td>
</tr>
<tr>
<td></td>
<td>✤ Tourism Industry In Mali</td>
<td></td>
</tr>
<tr>
<td></td>
<td>✤ Tourism Industry In India</td>
<td></td>
</tr>
<tr>
<td></td>
<td>✤ Tourism Industry In Gujarat</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td><strong>Social Factor</strong></td>
<td>22</td>
</tr>
<tr>
<td>5</td>
<td><strong>Technological Factor</strong></td>
<td>24</td>
</tr>
<tr>
<td>6</td>
<td><strong>Environmental Factor</strong></td>
<td>26</td>
</tr>
<tr>
<td>7</td>
<td><strong>Legal Factor</strong></td>
<td>26</td>
</tr>
<tr>
<td></td>
<td><strong>B. Bibliography</strong></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Findings, Suggestions, Conclusion, Bibliography</td>
<td>32</td>
</tr>
</tbody>
</table>
Introduction of Mali

The republic of Mali is landlocked country in West Africa. The country is bordered by Algeria on the north, Niger (east), Burkina Faso and Côte d’Ivoire (south), Guinea on the south-west and Senegal and Mauritania (west). Its size is app. over 1,240,000 square kilometers with a population of 14.5 million. Bamako is a capital of Mali.

Mali consists of eight regions and its borders on the north reach deep into the middle of the Sahara, while southern part of country where the majority of inhabitants live features the Niger River. The country's economic structure centers on agriculture and fishing. Mali's prominent natural resources including gold, being the third largest producer of gold in the African continent and salt. Half of the population lives below the international poverty guideline of $1.25(US) day.

Mali's tourism outline

In recent years, travelers to Mali come mostly to see the three World Heritage sites, Timbuktu, Djenne and Bandiagara. But, there exist numerous other many tourism resources relating to the diverse cultures of the empires and kingdoms that have flourished over the centuries. National project currently being pursued in Mali seek to open up and develop tourism resources, so as to allow new existing forms of tourism. In terms of tourism development, which leads the Malian Govt's list of priorities, ecotourism combine with conventional tourism, and the policy of utilizing the festivals held in various regions as tourism resources are projected to contribute to an increase in visitor numbers.

Steps are being taken in various parts of Mali to set up a pleasant environment geared towards tourism. In addition to several hotels and tourism operators. There have been increases in the number
of car rental companies, hospitals allowing foreigners, insurance organizations, and financial institutions handling foreign exchange. Airport, road and railway linking these areas are also under expansion. Active steps are being taken in the wake of economic liberalization and the privatization of various Govt. bodies, to improve facilities, staff, and support and manage tourism resources by means of tourism associations and other organizations.

Tourism in Mali is currently based on its endowment of cultural assets, including four sites inscribed by the United Nations Education, Scientific and Cultural Organization on the World Heritage List.

Mali has the second most World Heritage sites among the countries of West Africa. They include:

- The Old Towns of Djenné which have been inhabited since 250 B.C., and were a market centre and an important link in the trans-Saharan gold trade.
- Timbuktu which was intellectual and spiritual capital and a centre for the propagation of Islam throughout Africa in the 15th and 16th centuries.
- The Cliff of Bandiagara, which features a landscape of sandy plateaux and cliffs, the architecture of houses, altars and sanctuaries, and age-old social tradition, including masks, feasts, rituals, and ceremonies involve ancestor worship, and
- The Tomb of Askia, which features a dramatic 17-meter pyramidal structure built by Askia Mohamed, the Emperor of Songhai, in 1495 in his capital of Gao.

**NUMBER OF ARRIVALS IN MALI:**

The International tourism; number of arrivals in Mali was last reported at 169000 in 2010, according to World Bank report published in 2012. International inbound tourists (overnight visitors) are the number of tourists who travel to a country other than that in which they have their usual residence but outside their usual environment, for period not exceeding 12 months and whose main purpose in visiting is other than an activity remunerated from within the country visited.

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Arrivals</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>155000</td>
</tr>
<tr>
<td>2009</td>
<td>145000</td>
</tr>
<tr>
<td>2010</td>
<td>150000</td>
</tr>
<tr>
<td>2011</td>
<td>160000</td>
</tr>
<tr>
<td>2012</td>
<td>165000</td>
</tr>
<tr>
<td>2013</td>
<td>170000</td>
</tr>
<tr>
<td>2014</td>
<td>180000</td>
</tr>
<tr>
<td>2015</td>
<td>185000</td>
</tr>
<tr>
<td>2016</td>
<td>190000</td>
</tr>
</tbody>
</table>
**Timbuktu:**

In the 13th century, Timbuktu supported the prosperity of the Mali and Songhai empires as a trading center for salt and gold. Timbuktu's decline started from the 6th century. The desertification of surrounding areas has seen Timbuktu inscribed on the List of World Heritage in Danger. Today it is still one of the destinations most visited by foreign tourists, particularly those from Europe, America, Asia, and the Middle East.

**Djenne:**

Djenne is known as Timbuktu's twin sister. From the 13th century, Djenne developed as the distribution point for everyday commodities such as rice and corn, also as a center of arts, learning and religion. In the middle of the old city stands great Sudanese style mosque. Djenne society was organized around this mosque and even today the region is noted for its strong Islamic faith and high intellect.

**Bandiagara (Dogon):**

The villages of the Dogon, who live on an escarpment some 200 km long as conveyed in their mythology in the shape of people, and their head turned toward the north. The mask dances are intimately connected with Dogon mythology. Dogon culture has been threatened in current years, particularly by the severe droughts afflicting the Sahara.
In Mali, festival events are frequently held according to the seasons, ethnic customs and myths specific to the different regions. While many aren’t open to the public, there may also exist numerous festivals that people from outside can experience. Such well known festivals like the Sigui and Azalai have tended to be popular with tourists in recent years, due to the perceptions that the true culture of Mali’s diverse ethnic groups can be experienced by observing ethnic events such as these. In the future, it is anticipate that visitors to Mali will be able to partake in a variety of other cultural experiences. The existence in Mali of historical remains and animals not found in other African countries opens the opportunity for ecotourism that makes the most of such features.

**Dogon mask festivals:**

The Dogon people, living on a huge escarpment in the Bandiagara area of central Mali are known for their myths, cosmology, and mask dances. The Dogon create the large scale view of the universe and mythology passed down from their ancestors through mask dances performed at funeral ceremonies, the Sigui festival held sixty years and the Dama ceremony held once every twelve years to worship the spirits of their ancestors. During the Dama ceremony the men retreat into caves to mourn the souls of those who have died in the past twelve years where they make masks. The souls of the dead are say to reside in the masks giving them the power to ward off evil spirits. For five day men wearing these masks stage performances having run down narrow paths from the cliff tops. The ceremony features sirige mask that bind the spiritual world with the world of the living and masks symbolizing Amma the god of creation. Water buffalo and hyena mask appear toward the end of the ceremony to tell the Dogon's future. After ceremony, the souls of the dead are recognized as ancestors protecting the Dogon.
Deegal (Cattle crossing festival):

Every year an enormous festival accompanying the crossing of the cattle is held in the villages of the Fulani of Mopti. These festivals celebrate the return of the herders who set out to drive their cattle across the Sahel. According to Fulani custom, young men spend a year away from their village herding cattle and on their return they report their experiences. The evaluation of this report has great bearing on the subsequent position of these young men in village life. These festivals are also of great interest to prospective wives. On the day that the man returns, the whole village is in festival mode from morning to night. There is eating, singing and dancing and the air pulses with energy of people interacting. For the young Fulani man it is an honor to participate in the herding, this being one of the "rites of passage" to attaining manhood.
Tourism in India is a large industry. The World Travel and Tourism Council calculated that tourism generated $121 billion or 6.4% of the nation's GDP in 2011. It was responsible for 39 million jobs, 8% of its total employment. The GDP of the tourism sector has expanded 229% between 1990 and 2011. This sector is predicted to grow at an average annual rate of 7.7% in next decade. In a 2011 forecast the World Travel and Tourism Council predicted the annual growth to be 8.8% between 2011 and 2021. This gave India the fifth rank among countries with the fastest growing tourism industry. India has large medical tourism sector which is expected to grow at an estimated rate of 30% annually to reach about 9,500 crore in 2015.
**Jammu and Kashmir:**

Jammu and Kashmir is the northernmost state of India. J & K is noted for its scenic landscape ancient temples and mosques, Hindu and Muslim shrines, gardens and forts. The Hindu holy shrines of Amaranth in Kashmir Valley attracts about .4 million Hindu devotees every year. VaishnoDevi is also attract thousands of Hindu devotees every year.

Jammu's historic monuments feature unique blend of Islamic and Hindu architecture styles.

Tourism forms an integral part of the Kashmiri economy. Often dubbed "Paradise on Earth", Kashmir's mountainous has attracted tourists for centuries. Notable places are Dal Lake, Srinagar's Pahalgam, Gulmarg, Yeusmarg and Mughal Gardens etc. Kashmir's natural has made it one of the popular destinations for adventure tourism in South Asia.

In recent years, Ladakh has emerged as a major hub for adventure tourism. That part of Greater Himalaya called "moon on earth" consists of naked peaks and deep gorges. Leh is also a growing tourist spot.

**Himachal Pradesh:**

Himachal Pradesh is famous for its Himalayan landscapes and popular hill stations. Many outdoor activities like rock climbing, mountain biking, paragliding, ice skating, and heli-skiing are popular tourist attractions in Himachal Pradesh.

Shimla, the state capital, is very popular among tourists. The Kalka-Shimla Railway is a Mountain railway which is a UNESCO World Heritage Site. Shimla is famous skiing attraction in India. Other known hill stations include Manali and Kasauli.

Dharamshala, home of the Dalai Lama is known for its Tibetan monasteries and Buddhist temples. Many trekking expeditions also begin here.
Mizoram:

Mizoram is considered by many as a beautiful place due to its dramatic landscape and pleasant climate. The state is rich in birds diversity, which has the potential to make it major Birdwatching destination. Mizoram is a stronghold for Mrs. Hume’s Pheasant. There is also a rare record of the Wild water buffalo from the state. There has been several past records of sightings of the Sumatran rhinoceros from Mizoram, and Lushai hills, the small population of wild elephants can be seen in Ngengpui and Dampa Sanctuaries. Other interested sites are Mizo Poets’ Square also known as Mizo Hlakungpui Mual in Mizo and the Great Megaliths locally known as ‘Kawtchhuah Ropui’. Pu Ziona, who lives in Baktawng near Aizawl, has lot of visitors due to his fame as having the largest Family in the World.

![image of Mizoram landscape]

### NUMBER OF ARRIVALS IN INDIA

<table>
<thead>
<tr>
<th>Month</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>80000</td>
<td>70000</td>
</tr>
<tr>
<td>February</td>
<td>70000</td>
<td>60000</td>
</tr>
<tr>
<td>March</td>
<td>60000</td>
<td>50000</td>
</tr>
<tr>
<td>April</td>
<td>50000</td>
<td>40000</td>
</tr>
<tr>
<td>May</td>
<td>40000</td>
<td>30000</td>
</tr>
<tr>
<td>June</td>
<td>30000</td>
<td>20000</td>
</tr>
<tr>
<td>July</td>
<td>20000</td>
<td>10000</td>
</tr>
<tr>
<td>August</td>
<td>10000</td>
<td>5000</td>
</tr>
<tr>
<td>September</td>
<td>5000</td>
<td>2000</td>
</tr>
<tr>
<td>October</td>
<td>2000</td>
<td>1000</td>
</tr>
<tr>
<td>November</td>
<td>1000</td>
<td>500</td>
</tr>
<tr>
<td>December</td>
<td>500</td>
<td>250</td>
</tr>
</tbody>
</table>
Aavo Padharo:

Aavo Padharo, welcome words in the language of Gujarat because it is here that these words ring truly and the guest is ‘God’ and the people of Gujarat are gregariously friendly, inviting and will entice you to come again and again.

Here in Gujarat you will discover centuries of history as spanning the geological core of the earth onto a fascinatingly vibrant future. Gujarat is unique in its geological and topographical landscape and from volcanic outpourings through bedrock to fossil fields of indigenous dinosaurs; from the art of the Neolithic cave painter to the stone masterpieces of a series of civilized architecture.

Ancient cave paintings to historic murals, nature and manmade caves. Art, history, music, culture, all of dovetail within each other to form a wondrous matrix that is the cultural exuberance of the people of the state.

LOTHAL:

You arrive in Lothal and see no intricate carvings or vibrant fresco walls. No grand fortifications and temples. Instead you see flat and desolate ruins. But you have come not for what is visible now to imagine what once was. And in the emptiness, you recreate for yourself unique drama of the place that some believe was the cradle of the subcontinent’s oldest civilization.

Lothal, literally “Mound of the Dead”, is the most extensively excavated site of Harappa culture in India, and therefore allows the most insight into the story of the Indus Valley Civilization, its exuberant flight, and its tragic decay.
**Nalsarovar Bird Sanctuary:**

A black tailed godwit gracefully descends upon the tranquil water, flutters its wings and sails kms from its nesting ground in Central Europe to spend the winter at Nalsarovar in Gujarat!

Clouds upon clouds of more than 200 types of birds land in this lake having made an equally long journey to escape the harsh winter of their nesting area. Here they find food and warmth. This migrant bird visits Nalsarovar every year from November to February. During these months water is plentiful and fish, insects and aquatic plants abound in lake - an ideal environment for the birds. Nalsarovar at this time is a delightful for birdwatcher.

**Gandhi Ashram:**

For many years Ahmadabad was the center of Mahatma Gandhi’s non-violent struggle for India’s independence. The energy of that movement can be felt at the Satyagraha Ashram that he established on the banks of the Sabarmati in 1917, ago Kochrab Ashram had to be abandoned because of a breakout of plague. He chose the location that was far out of the city so that he could try farming and other such experiments. He learn the art of spinning and weaving, and the ashram began to buzz with khadi, not just as the way of producing clothes, but also as a way of thought. The activity waned when he moved to Sevagram Ashram near Wardha, Maharashtra, after Namak Satyagraha, leaving the Ashram to the Harijan Sevak Sangh.
**Uparkot:**

The oldest part of Junagadh, and the center of visit to the city, is the upper citadel, known as Uparkot. Over 2300 year old, with walls up to 20 m high in some places, Uparkot is what allowed Junagadh to withstand a 12-year siege at one point! It is believe that these caves belong to 1st-4th Century AD and are gilded with beautiful pillars and gates, water cisterns, horseshoe shaped chatiya windows, the assembly hall and cell for meditation. There is a 300 ft.-deep moat inside the walls, that reportedly used to be inhabited for crocodiles, so that if any attackers managed to surmount the high fortifications, they would then either be exposed the upper battlements or fall into the crocodile-infested trench.

Just inside the entrance are the insignia of some of Uparkot’s former rulers and temples to Ganesh, Hanuman and Shakti. Closeby are two medieval cannons named Nilam and Manek, forged in Cairo and brought by the Turks who sailed to Saurashtra to aid in defending Diu against the Portuguese.

Entry to Uparkot is Rs.2/- (Rs.10/- for a vehicle); it is open from 7am-7pm every day. The following places (Jami Masjid, AdiKadi Vav, Buddhist caves and Navghan Kuvo are all within Uparkot.)

**Gir National Park:**

In Gir you touch the history of India before humanity itself. Ago monuments, temples, mosques and palaces. The history as humanity is emerging, when humans coexisted with lions, before the formers have overrun the continent (and the world) and pushed the latter to the brink of extinction.

Many come to Gir because, outside of Africa, It is the only place where wild lions live. But to truly experience the Gir and the lions, you must explore their natural habita, with everything from tiny wild birds, not easily seen, however heard singing in the forest canopy, to crocodiles floating in marsh waters.
Somnath:

In the Shivapurana and the Nandi Upapurana, The Lord Shiva is quoted as saying, ‘I am omnipresent, but I am especially in twelve forms and places.’ This place is known as jyotirlingas, and Somnath is the first to found in the world. Around the linga the moon god Somanath built a mythical temple of gold as an ode to Lord Shiva’s glory and compassion. Like the waxing and waning moon, and fitting for the place associated with Lord Shiva’s cosmic dance of creative destruction, Somnath temple has risen unfailingly from repeated acts of devastation.

On Kartik Sud 14 in the Hindu calendar, the day of Kartikeya’s birth, Shiva's son, the fair is held for four days at the shrine of Somnath. Millions of devotees converge here for these ebullient celebrations on the shores of the Arabian Sea.

Dwarkadhish:

The main temple at Dwarka, situated on Gomti creek, is known as jagat mandir or trilok sundar. Originally believed to be built by Vajranabh, the great grandson of Lord Krishna, more than 2500 years ago, it is the glorious structure seeming to rise from the waters of the Arabian Sea. It's exquisitely carved shikhar, reaching 44 m high and the huge flag made from 52 yards of clothes, can be seen from as far away 10 km. The grandeur of the temple is enhanced by the flight of 56 of soft limestone and consists of a sanctum, vestibule and rectangular hall with porches on three sides. There are two gateways: swarga dwar where pilgrims enter, and moksha dwar (gate to liberation), where pilgrims exit.
Dholavira:

At the height of our civilization, our social and material complexity, our technological developmental signs point to progress, we often think. And yet, all isn't as it seems and once in a while it occurs to us to look into the past to discover our future.

Dholavira is the larger of the two most remarkable excavations of the Indus Valley Civilization or Harappa culture, dating back to 4500 years before. But the other site, Lothal, is more exhaustively educated and easy to reach, a visit to Lothal only complements, rather than replaces, visit to Dholavira. What this site offer you, in the intense environment that comes with being surrounded by the Great Rann of Kutch, is the unique insight into the pioneering Harappa mind, with one of the world’s earliest and the best planned water conservation systems and what might be the world’s first signboards, written in an ancient Indus script.
NUMBER OF ARRIVALS IN GUJARAT

2010 2011
Political Factor:

- Political Factor On Tourism Industry In Mali:

- Mali in light of the political instability.
- Mali was heavily dependent on the tourism, as the sector was the 3ed-largest revenue generator for the country. In 2011, more than 200,000 people visited Mali. Last year, fewer than 10,000 tourists traveled to the beleaguered country.
- According to the Ministry of Tourism, Mali has 244 hotels with 3,927 hotel rooms.
- Development has seen a sharp rise helped by the hosting of the 2002 Africa Cup Finals. Countries with FDI in the hotel sector include Germany and France.
- Politics of Mali takes place in a framework of a presidential representative democratic republic in the President of Mali is head of state with a presidentially appointed Prime Minister as the head of government, and of a many-party system. Executive power is exercised by the government. Legislative power is west in both the government and the National Assembly.
- The Judiciary in independent of the executive and the general assembly
- The Assembly meets for two regular sessions each year. It debates and votes on the legislation propose either by one of its members or by the government and has the right to question government ministers about government actions and policies.
- Eight political parties, aggregated into four parliamentary groups, are represented in the Assembly. ADEMA currently holds the majority; minority parties are represented in all committees and in the Assembly directorate.
Political Factor On Tourism Industry In India:-

- India has a stable democratic government. This entails stability for the tourism industry.
- The center has a specifically ministry of tourism whose prime purpose is to device plans and strategies for the welfare of Indian tourism industry.
- India as a nation is divided into various smaller state and every state has its own tourism department. These departments frequently fight with each other in ensuring higher tourist inflow into their respective states.
- Government is the gumption of the entire tourism industry and should support the private players.
- Government charges high rates of taxes on the luxury and the star category hotels. A luxury tax of 10% followed by VAT and other service taxes of approx. 10% (on food, beverages, etc.) makes hotel business in India very costly.
- Because the political environment is not contributing, Kashmir and North-East have suffered from tourism revenue despite the high potential they possess.
- Following Godhra riots, Gujarat experienced abbreviated tourists to the state.
- After years, government decided to personalization airports and now India can boast of good airports like IGI, Delhi and Rajiv Gandhi International at Hyderabad.
- The ministry of tourism design national policy of the development and promotion of tourism.
- The price competitiveness of India's tourism sector 28th out of 139 countries. It mentions that India has quite best air transport (ranked 39th), particular given the country’s stage of development, or reasonable ground transport infrastructure (ranked 43rd).
- Some other aspects of its tourism infrastructure remain somewhat underdeveloped however. The nation has many few hotel rooms per capita by international comparison and low ATM penetration.
- The Indian government has identified a shortfall of 150,000 hotel rooms, with most of the undersupply in the budget sector.
- The Indian government aims to dual tourism revenue by 2017.
Political Factor On Tourism Industry In Gujarat:

- The state government is exploring various avenues to popularize Gujarat as a tourist destination. The state has even set apart a marketing budget of Rs 45-50 crore to promote tourism.
- The growth of Gujarat Tourism; With special stress on health and wellness tourism while Gujarat witnessed 3,00000 international arrivals in the state last year, of which 170,000 were Non-resident Indians, only 1,25,000 international travelers visited the state for leisure as compared to 10,70,000 leisure travelers to the neighboring Rajasthan.
- Tourism Corporation on the Gujarat at Gujarat Tourism Conclave 2010 held by the Department of Tourism, Government of Gujarat in partnership with Federation of Indian Chambers of Commerce and Industry (FICCI).
- The Tourism Policy needs to be implemented in an effective and time-bound manner so as to achieve the target of attracting tourists to Gujarat.
- Government of Gujarat is to improve the quality and quantity of tourism infrastructure at tourist destinations/circuits in a sustainable manner.
- Gujarat Government proposes to equate all tourism related activities with that of Industry. To enable this, the structure for electricity duty, electricity duty, non-agriculture land charges and local taxes shall be worked out.
- The policy proposes that for development of Tourism in the state, different taxes like Luxury Tax, Entertainment Tax and Sales Tax are rationalized and simplified in a manner that Tourism projects are encouraged.
Economic Factor:-

- **Economic Factor On Tourism Industry In Mali:-**

- Mali is a vast country of one million square kilometers. Our vision and ambition is to make Mali a first class tourist destination in Africa.
- Mali’s tourism industry was long its 3ed-most important, fueling local economies and keeping people employed. But later terrorists and separatists seized control of the country's northern region that tourism has all but evaporated.
- According to World Travel and Tourism Council (2010), international visitor arrivals more than doubled during the decade of 1997 to 2007, and has now contacted approximately 2 lakhs.
- The direct economic impact of travel and tourism in Mali is estimated at US$223 million (or 2.1% of gross domestic product [GDP]).
- Mali’s tourism sector provides employment is approximately 33 thousand.
- The economic outlook for tourism in Mali is positive. The donation of the travel and tourism economy (including direct and indirect impacts) to GDP is expected to rise from 4.9% (US$523 million) in 2010 to 6.1% (US$1,090 million) by 2020.
- The donation to employment is expected to rise from 80,000 jobs in 2010, to 129,000 jobs by 2020.
- Mali use to get 170,000 tourists a year, and each spent on average $100 a day.
Economic Factor On Tourism Industry In India:-

- The Tourism sector of Indian economy is at present experiencing a huge growth.
- The Tourism sector of Indian economy has become one of the major industrial sectors under the Indian economy.
- India’s tourism sector is among the fastest growing economies of the world.
- India’s tourism industry earns foreign exchanges deserving 21,828 crore. Previous year the growth rate of the tourism sector of Indian economy was recorded as 17.3%.
- A higher economic growth also assures increase, in investments in the infrastructure, promotional consumptions, construction of newer tourist boulevard, beautification of cities and towns etc. These assure a boost to the tourism industry.
- Tourism in India is the largest service industry, with a contribution of 7% per annum to the National GDP. A higher economic growth ensures rise in annual income hence increase in domestic tourism.
- India’s tourism sector provides 8.78% per annum of the total employment in India.
- India witnesses’ more than 17.9 million annual foreign tourist comers and 740 million domestic tourism visits.
- Capital Investment in the Indian tourism sector will increase by 8.8% per year.
- The demand of travel and tourism with in India is going to increase by 8.2%. This growth rate is 3rd highest in the whole world.
- In India absolute majority of foreign tourists come from USA and UK.
- The tourism industry in India generated about 100 US$ billion in 2008 and that is expected to increase to US$275.5 billion by 2018 at a 9.4% annual growth rate.
- In the year 2010, 17.9 million foreign tourists visited India.
Economic factor on tourism industry in Gujarat:-

- Tourism in Gujarat, the 7th largest state in India, located in the western part of India with a coastline of 1600 km (longest in India).
- Gujarat is one of the most popular states in the country for tourists with annual footstep of 19.81 million tourists in 2010–11.
- Gujarat was ranked 10th in the terms of domestic tourist arrivals and 16th in international tourist arrivals in the year 2009.
- Gujarat has got good connectivity options to most tourist spots. Most of the tourism spots are connected via State Highways and railways.
- Gujarat is also the State with the highest number of domestic airports.
- Amitabh Bachchan is currently the brand ambassador of Gujarat Tourism.
- ‘Khushboo Gujarat Ki’ campaign by megastar Amitabh Bachchan has grown tourism in Gujarat by 14%, twice that of national increase rate. Ahmadabad is considered to be an ideal hub to cover all the destinations in Gujarat.
- The average contribution of tourism industry to the Gujarat State’s GDP is close to 2.5%.
- The average foreign tourist spend per person per day is close to USD 700 to 1050. With world class health adeptness’s, zero waiting time and most importantly, one tenth of the medical cost in US or UK.
- Gujarat is becoming a preferred medical tourist terminus. About 1,200 to 1,500 NRI’s, Non Resident Gujarat (NRG’s) and a small percentage of foreigners come every year for different medical treatments.
- Gujarat contributes close to 25-31 % of the total medical tourism business in India.
Social factor:

Social factor affect of Mali tourism industry

- Mali has potential as tourist destination, with its rich cultural heritage, ancient cities and archaeological sites.
- Tourism remains very small subsector of the economy.
- Tourist facilities are limited. In 2000 some 91,000 tourists visited Mali.
- Generating income of approx. US$50 million.

Social factor affect of India tourism industry

- India, a diverse nation with millions of languages, cultures, traditions, cuisines; make it an ideal destination for cultural tourism.
- The depth of diversity can be concluded from the fact that India has more than 22 constitutional languages and 1600 dialects.
- Indian culture has mostly emphasized on respecting and entertaining their guests very well.
- The Sanskrit Shloka “ATHITI DEVO BAHVAH” (guest is god) is the essence of Indian tradition.
- This warmth and love for their guests has always been appreciated by tourists in general and foreign ones in particular.
- India has vibrant and rich history of cultures that can also attract many culture lovers and scholars for further studies and exploration.
- Most of the people at India can communicate and understand in English. This gives added advantage to India in comparison to its neighboring counterparts in attracting foreign tourist.
Social factor affect of Gujarat tourism industry

- Gujarati people are loveable, kindly & helpful so all tourists are attract by this culture.
- This place are attract of tourist in Gujarat Asiatic lions in Sasan Gir National Park, the Rann of Kutch, 4000-year old archaeological sites at Lothal and Dholavira
- This place are also showing of Guajarati culture Hindu and Jain pilgrim centers at Dwarka, Somnath and Palitana, beautiful mosques, mausoleums and monuments and the oldest sacred fire of the Parsi community in India at Udvada.
- Gujarat is peaceful & secure state in India so more&more tourist attract in Gujarat.
Technological factor affect of Mali tourism

- The government has launched programs to develop tourism.
- Mali’s transportation facility is poor so not more tourist attract.
- Mali in internat facility are costly & not more educational portion so also affect tourist.

Technological factor affect of India tourism industry

- At this time Information Technology plays a very important role in tour planning and its implementation.
- Start from searching the tourists spots to booking hotels and transportation to transferring money every where web based platforms are used.
- In the Indian context there are plenty of such web based portals such as makemytrip, yatra etc.
- India being an IT superpower is capable enough for future development of such avenues in a very cost efficient and technologically superior way.
- For the growth of tourism it is essential that a country must be equipped with state of the art transportation facilities.
- It must have very efficient transportation system that can help in transporting both large volume of people and goods in a cost effective, fast and comfortable fashion.
Technological factor affect of Gujarat Tourism

Through the technological support like website Gujarat site increase continuous support and through that increase tourist.

Gujarat take help of also media like T.V and News paper to spread across the globe and increase tourist.

Now days Amitabh bachhan being brand ambassador of khusbu Gujarat ki who is well known actor of glob. so direct attract of tourist in Gujarat
Environmental & Legal Factor:

The International Tourism number of arrivals in Mali was last reported at 169000 in 2011, according to World Bank report published in 2012. International inbound tourists are the number of tourists who travel to a country other than that in which they have their usual residence, but outside of usual environment, for a period not exceeding 1 year and whose main purpose in visiting is other than an activity remunerated from within the country visited. When data of tourists are not available, the many of visitors, which includes tourists, per day visitors, cruise passengers, and crew members, is shown instead. Sources or collection methods of arrival differ across countries. In many case data are from border statistics (police, immigration, and the like) or supplemented by border surveys. In all cases data are from tourism accommodation establishments.

This page includes historical data chart, news and forecasts for International tourism; number of arrivals in Mali.

Cultural heritage fuels Tourism Boom:

Mali has a rich historical past that attracts lots of tourists from around the world. The largest and one of the fastest growing segments of the country’s travel and tourism industry is cultural heritage tourism. The sector has been experiencing a tremendous growth with a trend towards increased specialization among tourists. This can be observed in the rise in the number of tourists travelling the country to weak adventure, culture, history, archaeology and interaction with local people. The number of tourist arrivals in Mali has increased more than 200% between 2000 and 2008.
CRIME:

Violent crime in Mali is infrequent, petty crimes, such as pick pocketing and many theft, are common on urban areas. Passports or wallets should be closely guarded when in crowded outdoor areas and open air markets. Individuals are advised against traveling on the Bamako-Dakar railroad and should be vigilant for pickpockets, specially for night. Criminals will not hesitate to use violence if they encounter resistance from their victims. They are sporadic reports of night time robberies occurring on the roads outside of the capital; tourists should not drive outside of Bamako on night. Travelers should stay alert, remain in group, and avoid poorly some areas after dark.

Sporadic banditry and random carjacking have historically plagued Mali’s vast northern desert region and its borders with Mauritania and Niger. While banditry hasn't targeted U.S. citizen’s specifically, such acts of violence cannot be predicted. In July 2008, 6 people working as USAID contractors were robbed of their vehicle and all belongings, at gunpoint, by bandit between the villages of Temera and Bourem, approximately 120 km (75 miles) northeast of Gao along the Niger River. From May 2008 until July 2008, series of attacks occurred at various Malian government installations. While mostly of these have been in northeastern Mali, in May 2008, bandits attacked by military outpost in Diabali, 175 km (110 miles) north of Segou.

CRIMINAL PENALTIES:

While in Mali, you are subject to its laws even if you are U.S. citizen. In some places you may be taken in for questioning if you don’t have your passport with you. at some places driving under the influence could land you immediately go in jail. There are also some things that might be legal in the country you visits, but still illegal in the United States, and you can be prosecuted under U.S. rules if you buy pirated good. Engage in sexual conduct with children or using or disseminating child pornography in a foreign country is a crime prosecutable in the United State.

Religious Activities:

Islam is the predominant religion in Mali. A large mosque is located in the center of Bamako, and many small neighborhood mosques are situated around the city. Both Catholic and Protestant churches are in Bamako as well. Mass in French and Bambara are regularly given at the large, centrally located Roman Catholic Cathedral. Protestant services in French and Bambara are held at the International Protestant Church run by the Gospel Missionary Union, and worship services in English take place on Sunday evenings at the Protestant Mission compound. There is also a Bahai and Jehovah's Witness Community in Mali. There is no synagogue. Protestant Sunday school classes taught by Gospel Missionary Union staff are held at the American School on Sunday mornings during the school year. An Adult Bible Study group meets Sunday mornings at the American school.
Tourism in India

India’s bounteous heritage includes not just breathtakingly beautiful architecture, very rich traditions and diverse cultures but also mesmerizing and scenic landscapes. The challenging snow-clad peaks of the Himalayas and the cool hill stations of the north, the alluring beaches on the western and eastern coasts and the ornate temples of the south, India has the variety to satiate the interests of all those travelling through the country. In fact so popular is the country as a global tourist hot spot that the ‘Conde Nast Traveler’, one of the ace travel magazines, profiled India as the most preferred tourist destination in recent times.

It is true then, that tourism is an important and flourishing industry in the country. It accounts for one-third of the foreign exchange earnings of India and also gainfully employs the easily the highest number of people compared to other sectors. According to the World Tourism Organization, by the year 2020, it is expected that India will become the leader in the tourism industry for South Asia, with 8.9 million arrivals.

Of the Indian tourism economy have been deemed as the second-most rapidly increasing (8.8%) tourism economy in world by World Travel and Tourism.

For the RNCOS-formulated report titled "Indian Tourism Industry Forecast (2007-2011)" objectively analyzes the current scenario and future prospects of the Indian tourism industry, focusing on different parameters of the industry such as: inbound and outbound tourism, expenditure on inbound tourists, and medical tourism in India. It helps analyze the opportunities and factors, which are crucial to the success of the tourism industry in India. The key findings of the report are:

• Inbound tourist expenditure per head on India, is third highest in the world and even more than the global average tourist spending.

• Healthcare tourism is on the rise in India. Visitors can avail several private healthcare facilities. The many of tourists visiting India for medical treatment is expected to reach one million of 2012, representing Compounded Annual Growth Rate (CAGR) is 28.09% since 2007.
During 2001-2006, disposable income grew at a CAGR of 10.11%, which led to an increase in domestic as well as outbound tourism.

More than 50% of the revenue earned by the Indian hotel industry comes from room rents. Over the five-year period spanning 2007-2011, Indian outbound tourist flow is expected to increase at a CAGR of 12.79%. It is expected that the tourist influx to India will increase at a CAGR of 22.65% between 2007 and 2011.

Declaration of tourism as an industry: Many states such as Tamil Nadu, Kerala, Uttar Pradesh, West Bengal, Arunachal Pradesh, Uttarakhand, and U.T are Daman & Diu, Dadar & Nagar Haveli have already granted ‘industry status’ to tourism. It is proposed that tourism should be included in Schedule 1 of the Industries Development Act 1951 and that all the remaining State Governments must recognize it an Industry, so that hotels throughout the country can avail of the benefits under the Industrial Policy of the respective state governments:

- Land banks for budget hotels
- Exemption of duty on stamp paper
- Exemption or Concession in VAT or Sales Tax
- Property tax, electricity rates and water charges levied as per Industrial rates
- Single window clearance or new hotel projects

Accelerated development of transport infrastructure: Exemption from Para 63, Service tax Act:

1994 is being sought. Service tax is now levied on services rendered by them such as renting of coaches cars, which are used for tourist transportation, car rentals for foreigners and for which payment has been received in convertible foreign exchange. The amount for which payment is received in convertible foreign exchange should be exempted.

In spite of the efforts promoting this sector, there are innumerable challenges waiting to be overcome:
India needs to overcome the problem of inadequate capacity and this necessitates investments worth INR 600 billion over the next five years to meet the shortfall of about 1,50,000 rooms. According to the WTTC, the Indian tourism industry will be responsible for creating about 40 million jobs by 2019.

Skill development through study and transfer of the best practices from across the globe; developing a ‘sector skill development plan’ and maintaining skill inventory will enable better competency standards and improved qualifications.

Improving the approach roads to various tourist sites and providing better civic amenities in their vicinity.

Identification of select model cities (major tourist hubs) by the Ministry of Urban Development, where a pilot ‘PPP model-based civic amenities improvement scheme’ can be launched and run in collaboration with the Ministry of Tourism (MOT).

With the addition of Service tax in Budget 2011–12, India has by far, the highest taxes as compared to the neighboring tourist destinations

Gujarat Tourism:

Gujarat has all the ingredients to become one of India's leading travel destinations - natural beauty, rich heritage, ancient archaeological sites and a colorful culture as well. Yet, Gujarat tourism has not met success in comparison to destination branding success stories such as Kerala, Rajasthan, Goa, etc.

The primary aim of this study was to study destination Gujarat and probe for the reasons behind this phenomenon. A secondary aim of this study was to explore destination branding as a concept by evaluating Gujarat tourism and in the process understand how domestic and foreign tourists choose destinations for travel.

Since centuries Gujarat has been a vibrant melting pot of cultures, traditions and movements. It has also been blessed with a unique natural landscape and architecture which includes ruins of a long forgotten ancient Harappa civilization at Dholavira and Lothal to the abode of endangered wildlife like the Asiatic Lion and Wild Ass not found anywhere else in the world; from the holy town of Dwarka to the glorious Modhera Sun Temple built by the Solanki rulers.
Literature Review:

**Destination Branding**

To understand, Gujarat as a tourist brand it is imperative to understand the concept of destination branding that has been looked upon by various academicians.

**Tourist Destinations**

Tourism destinations are products of history and culture. To some level, a successful tourist destination is one which can connect instantly with the cultural background of its potential tourist. If one looks at the meanings associated with a particular place, some of them are shared by the local community whereas others are shared by global cultural communities. For example, a place like Manali or Rishikesh attracts tourists from all over the world.

**Relationship between Industrial Development and Tourism**

The massive flow of investment in industrial sector will increase the frequency of visits by executives of different industrial houses. Further, the investment in infrastructure sector in port and road, will also increase the international trade from Gujarat and particularly from the land locked states. All these developments are expected to play an important role to increase the flow of business tourists.

Gujarat Tourism at a Glance Today

**Spiritual Tourism / Religious Tourism**

Many of Gujarat's historical monuments represent the great religions of Asia Hinduism, Buddhism, Jainism, Islam, Zoroastrianism and Sikhism. Gujarat has two Jyotirlings (Somnath and Dwarka), two shakti peets (Ambaji and Pavagarh), Narmada river (one of the seven holiest for the Hindus) and Narayan Sarovar (One of the five holy lakes in India).

Two of the five important Jain sites (Palitana and Girnar) are in Gujarat besides a host of popular Jain temples spread across the state at Shankeshwar, Tarangaji, Mehsana, etc.

The Dargahs of Sarkhej and Unjha hold great importance for the Muslims of India.

Also, in Gujarat are Sacred Iranshaw Fire Temple at Udvada, Navsari Atashbehram and Surat Atashbehram. All three hold utmost importance for the Parsi community in the country.
CONCLUSION AND SUGGESTIONS

Conclusion on Findings and Suggestions:

Throughout the years, tourism has had a growing economic and social significance especially in Belize and other developing countries. The promotion of tourism in developing countries as a growth sector resides in its perceived potential to accelerate growth in GDP; to create employment; to increase foreign exchange earnings; and to attract capital investment. Developing countries have thus recognized its importance and introduced tourism as a major part of their national development strategies. Since developing countries tend to import more and their exports hold only a small portion in the international trading market, it was discussed that as small economies, these developing nations have very limited financial resources, so capitalizing on tourism remains their best alternative to maintain a growing economy. We saw that Belize, like many developing nations, is characterized as a dependent economy in which most of its important economic activities are geared towards the production and export of a few commodities. In this regard, tourism offers countries like Belize the opportunity to compete fairly and with greater profits, because people are always traveling and even more so today with the opening up of markets, easier access to countries, and more cost efficient and less time consuming ways to travel. Thus, the efficient utilization of the abundant endowment in their pristine natural resources, which are lacking in the developed nations, presents the gateway for these developing nations to capture financial gains and balance off from the areas where they lack such gain. The export orientation focus of the Belizean economy had long limited both the scope of economic diversification and the development of strong, inter-sectoral linkages between tourism and the rest of the economy. It was predominantly for this reason that the industry, in many developing countries, has become highly import dependent. Although being the fastest growing sector in Belize, the high import content of the tourism industry meant that a significant portion of foreign exchange earnings from tourism is accrued abroad in imports for construction; imports of consumer goods; repatriation of profits; overseas promotional expenditures; and amortization of external debt incurred by the industry. 8.1.2 Suggestions: The concept of developing the industry to new heights should not only entail trying to increase the number of arrivals yearly in order to increase the revenues, but in the process to instill the value of development in the local individuals or business are encouraged and begin to invest in the industry. Also, having adequate support from the government will encourage committed collaboration from private sector individuals or companies. Thus, as discussed, the Government of Belize needs to cater more attention in the area. It is essential for tourism to be the national priority of the present government to ensure the viability of the industry in the future, especially as it deals with non-cruise tourism. This category of tourists is the one that positively impacts the economy more than the cruise tourists. Because the non-cruise tourists stay in Belize for a period of time, we must ensure that they always feel welcomed, safe and appreciated. Belize has taken the first steps in terms of the Tourism Police Unit, but must continue to strengthen this Unit. Furthermore, Belize must be able to develop a network system of well coordinated tourist information centers throughout the country, in addition to the location of major tourist attractions.
**Suggestion:**

**Fremantle Day Tour**

Find the charm of the lively port city of Fremantle, where history and culture combine to create a rich display of unique architecture.

**Active Outdoors**

Western Australia offers every adventure under the sun. There are endless ways to soak up the sunshine and fresh air in and around Perth.

The Swan Valley offers all things from wine tasting to art galleries, and is a perfect spot to awaken the senses, tantalize the taste buds and escape the hustle and bustle of city life.

**Perth Beach Getaway**

Experience of the magnificence of Western Australia's coastline at one of Perth's 19 sensational white sand beaches.

**Swan Valley**

The Swan Valley offers all thing from wine tasting to art galleries, and is a perfect spot to awaken the senses, tantalize the taste buds and escape the hustle and bustle of city life.
Other suggestions

There is a growing number of young Macedonian tourists visiting Macedonia from the Diaspora, and most of these tourists either go straight to Horrid or stay with their families in various cities across Macedonia.

Often, these guys don't get to see much of the country, and even though it is geographically small, they miss a number of great sites and experiences.

The suggestion is to run a contiki-style tour within M.
Bibliography:

- http://fsg.afre.msu.edu/promisam_2/Tourism_and_food_security_in_Mali
- http://ambamali-jp.org/en/e04-06.html
- http://www.ambamali.jp/
- http://whc.unesco.org/
- https://www.google.co.in/search?hl=en&noj=1&biw=1366&bih=624&q=mali+tourism+statistics&oq=mali+tourism&gs_l=serp.1.3.0j4i0i10j0l2j0i22i3j0i362j12l2j0i62i65.21912.21912.0.36212.53.19.0.0.0.0.0.0.0...0.0.1c.1.6.LBptq95CKe8
- https://www.google.co.in/search?hl=en&noj=1&biw=1366&bih=624&q=mali+tourism+statistics&oq=mali+tourism&gs_l=serp.1.3.0j4i0i10j0l2j0i22i3j0i362j12l2j0i62i65.21912.21912.0.36212.53.19.0.0.0.0.0.0.0...0.0.1c.1.6.LBptq95CKe8
- https://www.google.co.in/search?hl=en&site=imghp&tbnid=isch&source=hp&biw=1366&bih=568&q=Timbuktu&tbm=isch&sa=1&tab=wi&ved=0ahUKEwj13iSVsl9PAhUGoJQAHX7vDkUQ9Q4Cu&url=http://ambamali-jp.org/en/e04-01.html&usg=AFQjCNEk8p3z5Ij8EYeMgHjzBu7KnG8HfA
- https://www.google.co.in/search?hl=en&site=imghp&tbnid=isch&source=hp&biw=1366&bih=568&q=Djenne+twin+sister+of+timbktu&tbm=isch&sa=1&tab=wi&ved=0ahUKEwj13iSVsl9PAhUGoJQAHX7vDkUQ9Q4Cu&url=http://ambamali-jp.org/en/e04-01.html&usg=AFQjCNEk8p3z5Ij8EYeMgHjzBu7KnG8HfA
- http://www.google.co.in/search?hl=en&site=imghp&tbnid=isch&source=hp&biw=1366&bih=568&q=Djenne&tbm=isch&sa=1&tab=wi&ved=0ahUKEwj13iSVsl9PAhUGoJQAHX7vDkUQ9Q4Cu&url=http://ambamali-jp.org/en/e04-01.html&usg=AFQjCNEk8p3z5Ij8EYeMgHjzBu7KnG8HfA
- http://www.india-tourism.com/en_indiafacts01.0.html
- http://tourism.gov.in/