

TOURIST RESORT

TOURIST RESORT WITH INTERPRETATION CENTRE IN MANDVI, KUTCH, GUJARAT

By

MUHAMMAD HAWA

A REPORT

Submitted in partial fulfilment of the requirements for the degree of
Bachelor of Architecture.



University of Mumbai

2023

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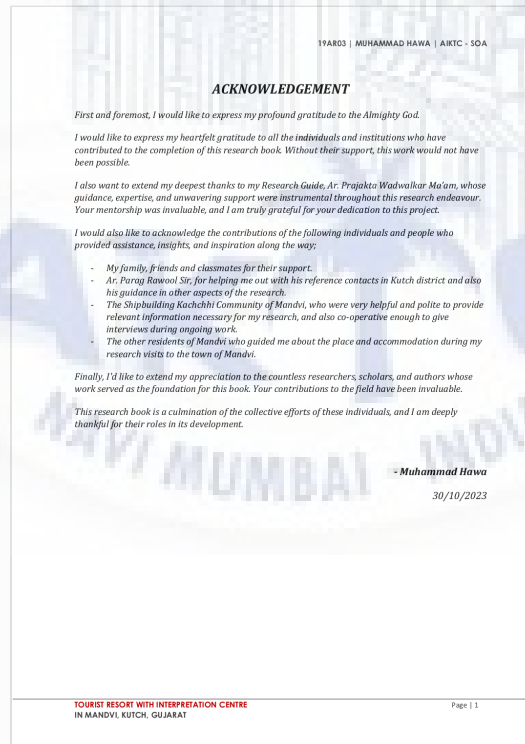


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30/10/2023

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ABSTRACT

This study delves into the multifaceted tourism industry of Mandvi, a charming town nestled in Gujarat's Kutch region, India, offering a compelling case study in tourist development, given its rich historical past, ship-building industry, and evolving tourism sector. The primary objective of this research is to propose a sustainable future for Mandvi by constructing a tourist resort with an information centre, informed by a comprehensive exploration of its historical development and current tourism landscape. The study aims to provide valuable insights into the sustainable development of tourism in this picturesque coastal town by meticulously examining its historical significance, contemporary tourism dynamics, and prospects for cultural preservation. By amalgamating the town's historical context with present-day tourism trends, this investigation offers a thorough analysis of Mandvi's tourism potential and ultimately puts forth a sustainable vision for its future as a travel destination. In alignment with the scope of the study, Mandvi stands out as a remarkable tourism hub due to its wealth of religious, cultural, historical, and heritage attractions, paving the way for thriving tourism activities. The accommodation options in Mandvi cater to various preferences and budgets, encompassing affordable lodges and guest houses, mid-range hotels with essential amenities, and luxurious beach resorts. Nevertheless, there is a noticeable gap in the market, particularly for context-specific beach resort facilities administered by the Tourism Corporation of Gujarat, which could not only offer opulent beachfront stays but also serve as custodians of Mandvi's maritime history and culture through exhibits and educational programs. This inclusive approach would broaden Mandvi's appeal as a tourist destination, accommodating a diverse range of visitors and contributing to the town's economic growth while solidifying its status as a holistic and sustainable tourism hotspot.

Keywords: Mandvi Tourism, Tourist resort, Interpretation centre, Cultural heritage, Historical significance

1. INTRODUCTION

1. Tourism Sector of India



Image 1.1 – Diverse Indian Tourism (source: freepik.com)

Tourism in India accounts for approximately **4.6% of the nation's GDP** and, unlike other sectors, is not a primary focus for the Government of India. India was recognized as the 7th most beautiful country in the world by Forbes magazine. In 2021, the World Travel and Tourism Council reported that tourism contributed **₹13.2 lakh crore (US\$170 billion)** to India's GDP, making up 5.8% of the total, while supporting **32.1 million jobs**. These figures, although lower than pre-pandemic levels, marked a significant economic recovery in 2021 following the downturn of 2020. Projections indicate that the sector is poised for substantial growth, with an estimated annual increase of 7.8%, eventually reaching **₹33.8 lakh crore (US\$420 billion) by 2031, equivalent to 7.2% of GDP**.

Gujarat's tourism industry is strategically centered on the captivating region of Kutch, renowned for its striking desert landscapes and intricate handicrafts, offering a unique fusion of cultural heritage and natural splendor. Notably, Kutch has deep-rooted connections with the traditional wooden shipbuilding expertise of the Kutchi community, a skill that has been passed down through generations. Tourists have the opportunity to immerse themselves in this remarkable craft, witnessing the meticulous creation of exquisite vessels and even embarking on journeys aboard these finely crafted ships. This harmonious blend of rich cultural traditions and the enduring art of shipbuilding in Kutch creates an indelible and defining aspect of Gujarat's tourism appeal.

Extending into the Arabian Sea and marked by a subtle desert touch, Gujarat, the birthplace of Mahatma Gandhi, India's revered Father of the Nation, boasts a sprawling **1600-kilometer coastline**. The state is celebrated for its pristine beaches, temple towns steeped in history, and past capitals that have left their mark. Gujarat is a treasure trove of wildlife sanctuaries, hill resorts, and natural wonders. Its artistic heritage shines through in its sculptures, handicrafts, and vibrant festivals. Remarkably, Gujarat is a technological hub, hosting the country's largest petrochemical complex.

Gujarat has historically been a significant center for the Jain community, featuring captivating Jain Temple hubs like Palitana and Girnar Hills. Beyond the Jain temples, the state's main attractions include the exclusive habitat of the Asiatic Lions in the Gir Forests, thrilling desert adventures at the Wild Ass Sanctuary, and the exquisite Indo-Saracenic Architecture of Ahmedabad. The kaleidoscopic tribal villages of Kutch leave an indelible impression. The state's topography is remarkably diverse, transitioning from lush green forests to stark white salt plains. With its 1660-kilometre coastline teeming with unique marine life, Gujarat is a melting pot of cultures, people, places, and histories, shaped by millennia of migratory influences. These migrations have introduced diverse rituals, cuisines, attire, fairs, and festivals, all seamlessly integrated into the rich tapestry of this incredibly diverse state, thanks to the state's openness to trade, commerce, and its people's adaptability in embracing and incorporating the contributions of all who seek refuge, exploration, or trade within its borders.

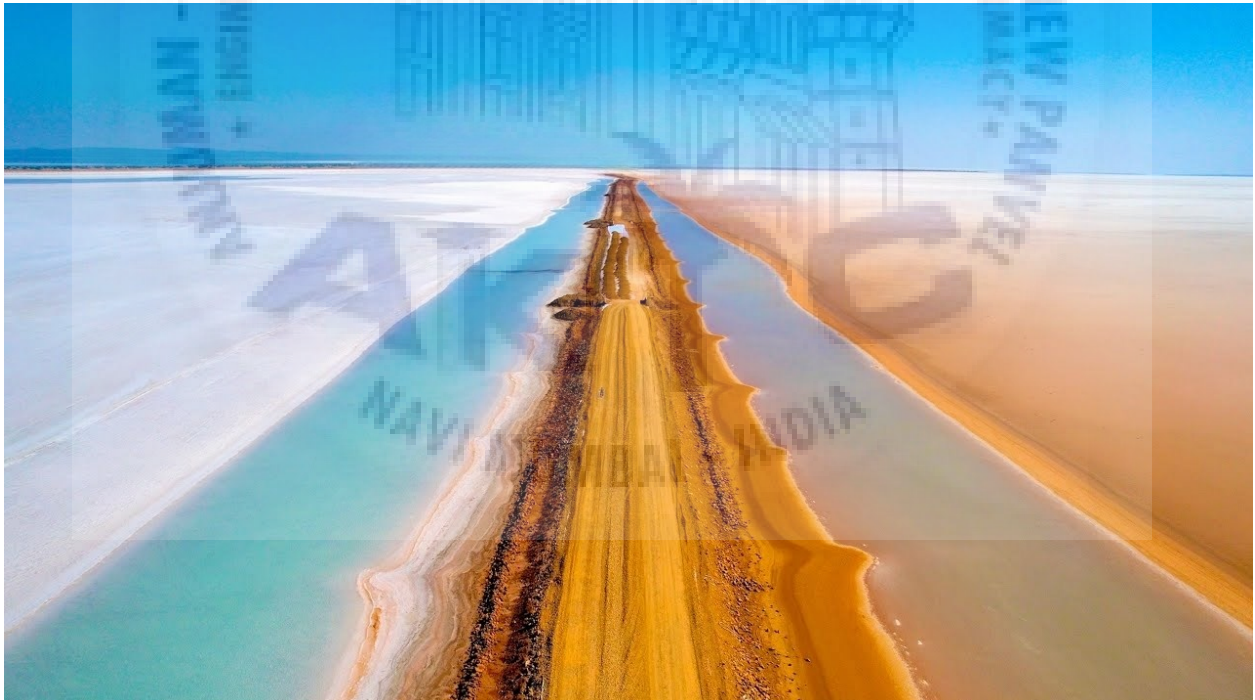


Image 1.2 – Diverse Indian Tourism (source: shutterstock.com)

2. Tourism Sector of Kutch, Gujarat

The region of Kutch / Kachchh, known as the Wild West of India, is surrounded by water and gets its name from the word katchua or kachbo, which means a tortoise. Kutch is home to flamingos, wild asses, rocky forts, beautiful castles, and ancient temples. However, Rann of Kutch, a shallow wetland with marshy salt flats that appear to be an endless blanket of snow extended as far as the eye can see, covers the majority of it. The Great Rann of Kutch and the Little Rann of Kutch are separated by the Rann of Kutch.

KUTCH - A LAND OF DIVERSITY

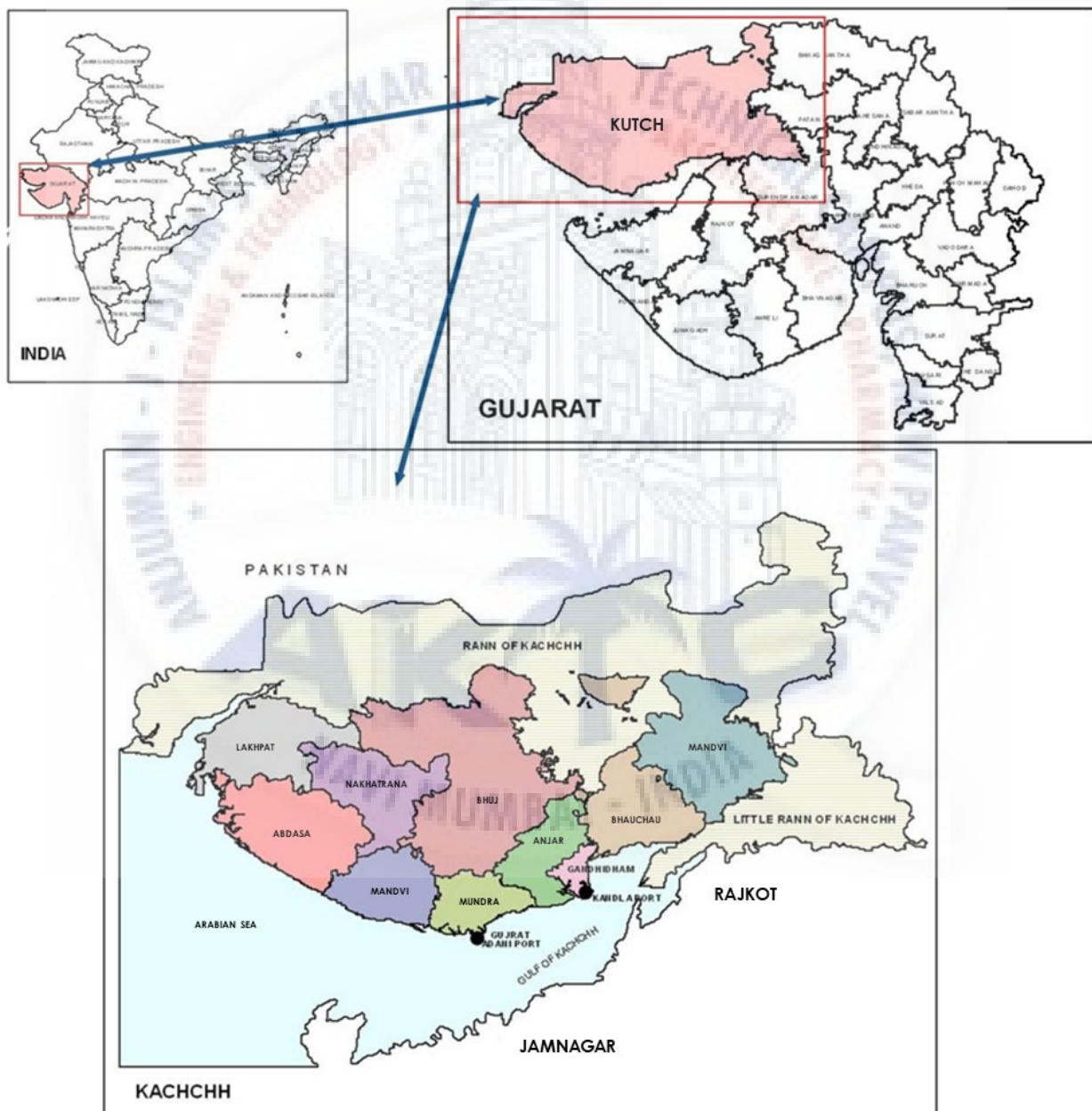


Image 1.3 – Location of Kutch (source: setupanchayat.wordpress.com)

The Great Rann of Kutch covers 7505.22 square kilometers. It supports a diverse range of vegetation and wildlife. Migratory birds find a home here in a variety of weather situations. The Surendranagar, Banasakantha, Patan, Kutch, and Rajkot districts in Gujarat are home to the 4,953 sq km Little Rann of Kutch. The endangered Ghudkhur can be found in Kutch in the Wild Ass Sanctuary.

Rann Utsav, a three-month long yearly celebration held in Kutch, draws tens of thousands of visitors to the stunning White Desert. PM Modi also frequently attends this celebration. When individuals dressed in vibrant, ethnic attire perform folk dance and music during the Rann Utsav, the Rann's attractiveness is enhanced greatly.

The landscape is also dotted by villages that produce some of India's finest textiles glittering with exquisite embroidery and mirror work. The district is also famous for the ecologically important Banni grasslands, which with its seasonal marshy wetlands form the outer belt of the Rann of Kutch. The Mandvi Beach is another attraction that is a must-visit for every traveler. You are sure to find mental peace and serenity after taking a stroll on this calm, clean beach.

BEST TIME TO VISIT KUTCH

The average minimum and maximum temperature of Kutch is as given below. The best time to visit Kutch is also specified.

MONTH	BEST TIME	MIN. TEMP (°C)	MAX. TEMP (°C)
January	BEST TIME	13	29
February	BEST TIME	15	31
March	BEST TIME	19	36
April		23	39
May		26	40
June		27	37
July		25	33
August		25	32
September		24	34
October		23	36
November	BEST TIME	19	33
December	BEST TIME	15	30

Table 1.1 – Temperature and climate (source: travel website)

SOME IMPORTANT TOURIST PLACES IN KUTCH

1. Bhuj

Bhuj, the largest and most significant town in the Kutch region, is a fascinating tourist destination with incredible handicrafts and enormous buildings that exude an unsettling beauty. Furthermore, Bhuj draws millions of visitors from all over the world and is a prime location for textile tourism. According to well-known historians, Bhuj's name derives from the mountain range and hill, Bhujiyo Dungar, which is located approximately 3 kilometers from the city centre and overlooks the area.

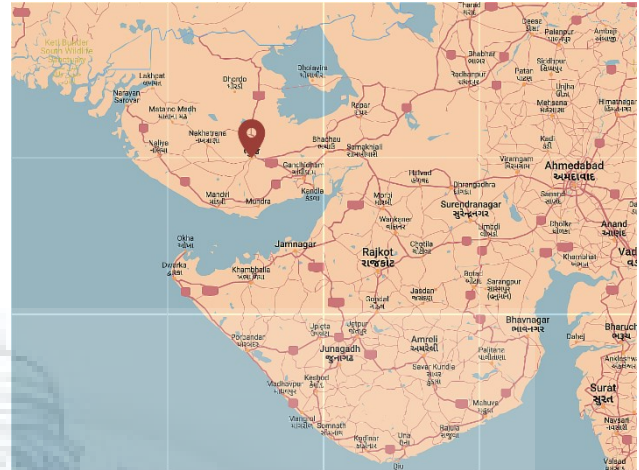


Image 1.4 – Location of Bhuj (source: snazzymaps.com)

Since the beginning of its development, Bhuj has drawn many kings and rulers. Rao Hamirji founded the city in 1510, and Rao Khengarji later made it the state capital in 1549. The town served as the seat of government for the affluent princely state of Kutch, which benefited from sea trade with east African and Persian Gulf ports. The city is still home to many families of the African slaves who played a significant role in Kutch's marine trade.



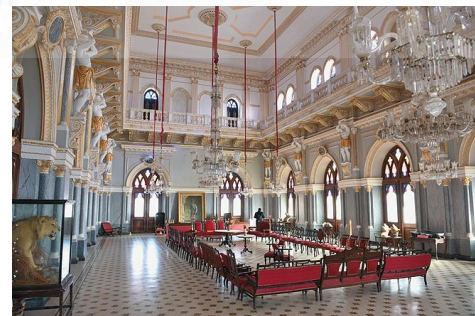
LLDC MUSEUM, BHUJ



SMRITIVAN EARTHQUAKE MUSEUM, BHUJ



PRAG MAHAL, BHUJ



AINA MAHAL, BHUJ

Image 1.5 – Places to visit in Bhuj (source: author)

Bhuj, a wonderful walled city with beautiful palaces, bazaars, and Havelis, was reduced to rubble after the earthquake of 2001. The city is a shoppers' dream because Bhuj's bazaars are well-known for their exquisite jewellery and handicrafts. Famous attractions in Bhuj include the majestic Aina Mahal, the Parag Mahal bell tower, the Kutch Museum, which is thought to be the oldest museum in the area, and Hamirsar Lake. Sadly, the bazaar, the Swaminarayan temple, and the royal cenotaphs are now in ruins, but other structures still survive.

2. Dholavira

In the vast Rann of Kutch of Gujarat, 250 miles from the Bhuj district, close to Khadir Bet, is the ancient village of Dholavira, which is home to the fascinating and important Indus Valley Civilization ruins. The site, known as Kotada timba locally, is the fifth-largest in the Indian subcontinent and the second-largest Harappan site in India. Dholavira is the only known Harappan site that exhibits evidence of the culture's existence between 2900 BC and 1500 BC.

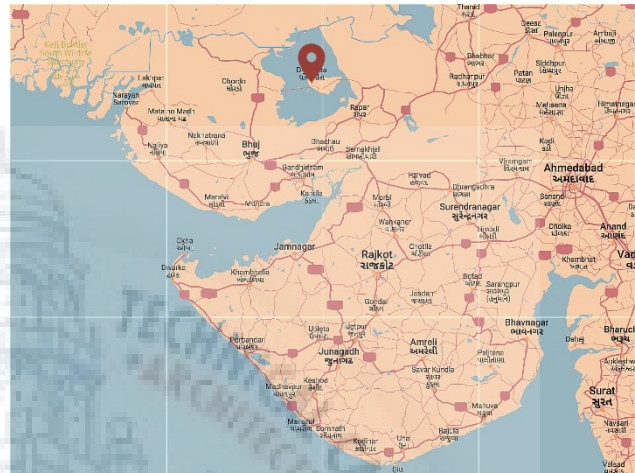


Image 1.6 – Location of Dholavira (source: snazzymaps.com)

Dholavira, which is located on Khadir Island in the Rann of Kutch, has a total area of roughly 100 hectares. Two monsoon channels, the Manhar and Mansar, encircle the old village. Evidence of a great planned city with wide streets, a central citadel (where the rulers or top officials slept), a middle town with spacious homes, and a lower town with markets may be found in Dholavira. Dholavira's fortification was shaped like a parallelogram, just like the fortifications of other towns from the Indus Valley civilization. Even yet, archaeologists think that the 5,000-year-old metropolis may have once been a beautiful city of lakes. Actually, the people of Dholavira had built their settlement between the Manhar and Mansar water streams, collecting their water during the monsoon and utilising it for the rest of the year.

Buildings in the area are still standing strong and are made of stone and sun-dried mud bricks. One can infer from the town's outstanding architecture that skilled civil engineers were hired to build it. The presence of sizable reservoirs and a dam, which indicate the existence of an advanced system of water collection, indicate that the city was also a significant commerce hub. In reality, according to a 2014 news report, a 5,000-year-old stepwell that is three times larger than the Great Bath at Mohenjo Daro has been discovered in Dholavira. The reservoir is the largest, grandest, and best-furnished ancient reservoir that have been found in the nation so far, measuring 73.4m long, 29.3m broad, and 10m deep.

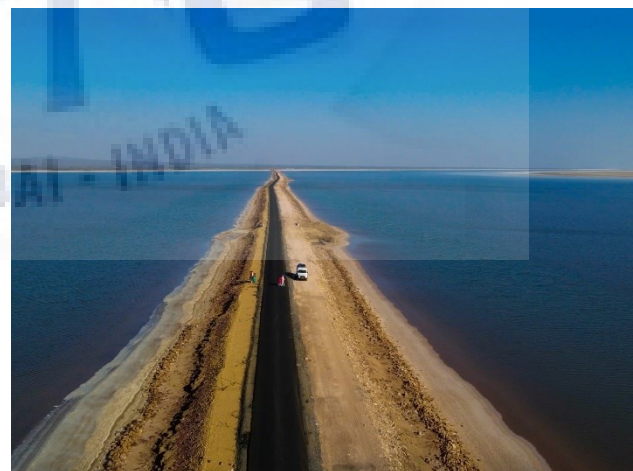


Image 1.7 – Road to Dholavira (source: Shutterstock)

Because excavations revealed evidence of seven strata, which represents as many settlements over a period of 1500 years, the city appears to have been significant during the Indus Valley era. The design of the city went through seven different phases, according to archaeologists. The inscriptions, particularly the ten enormous signs that serve as the earliest examples of written language, are the most intriguing feature of Dholavira.



Image 1.8 – Views of Dholavira (source: Gujarat Tourism)

People are drawn to Dholavira because it offers a glimpse into the innovative Harappan mind, with the best water conservation system in the world, the earliest sign boards, and historic Indus scripts. The region was discovered in 1967 by members of the Archaeological Survey of India (ASI). Terracotta ceramics, beads, ornaments made of gold and copper, seals, fish hooks, animal figurines, tools, urns, and vessels that show trade connections with other lands were also discovered here. All of these things are now on display in the museum, which is close to the city's entrance.



Image 1.9 – Location of Dholavira (source: shutterstock)

3. Mandvi

Mandvi is one of those locations where one may anticipate sea, sand, and sun. It was formerly a well-known port and is now a significant tourist destination in Kutch. An old port town called Mandvi offers beaches and rides on horses and camels near the water. Khengarji, the king of Kutch, founded Mandvi as a harbor town in 1574. Sundarwar Temple was the earliest notable structure in the area, and it was followed by Rameshwar Temple (1627) and Jama Masjid (1603), Lakshminarayan Temple (1607), Kajivali Mosque (1608), and Lakshminarayan Temple (1607). Its significance to the state kingdom is amply demonstrated by the existence of all these sites. Before Mumbai entered the scene, Mandvi Port was a significant trading hub.

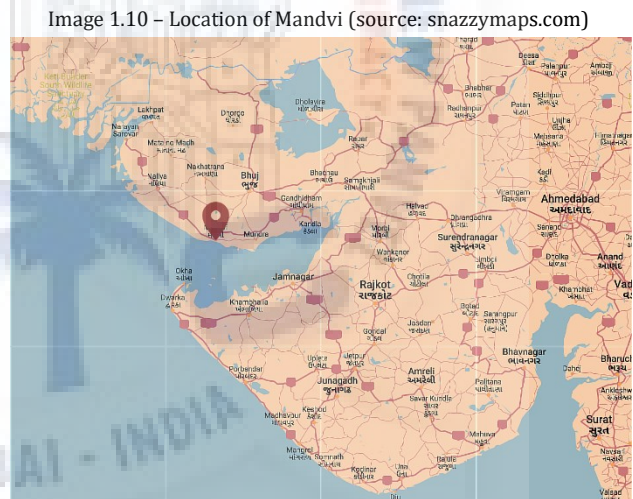


Image 1.10 – Location of Mandvi (source: snazzymaps.com)

People who want to explore something unique can visit the bank of Rukmavati River, where they can see handmade wooden ships, stand at the Tower of Wagers, where once wealthy shipowner used to gather, awaiting the return of the trading fleet from East Africa, and bet on whose would arrive first. During the bygone era, Mandvi was protected with a fort that had 8 m high wall with gated and 25 bastions. Presently this wall is almost destroyed, but the bastion on the southwestern region is the largest and still acts as a lighthouse.

Little away from the Mandvi beach is the Vijay Vilas Palace, which is now a resort and is known for its fantastic architecture. One should take a tour to all these places for a memorable trip in Mandvi.

Mandvi Shipbuilding Yard in Gujarat, situated a mere 300 meters from Mandvi Bus Stand, boasts a maritime legacy spanning four centuries. Located at the meeting point of the Rukmavathi River and the Arabian Sea, this shipyard was once a thriving center where numerous skilled craftsmen toiled diligently. During the 18th century, it achieved its zenith, renowned for its capacity to accommodate and repair up to 400 vessels, some of which ventured as far as England. In contemporary times, the skilled artisans at the shipyard specialize in crafting boats tailored for shorter voyages to the Gulf and for fishing expeditions. They employ a blend of traditional tools and modern equipment in their meticulous work.



Image 1.11 – Under Construction Wooden Ship in Mandvi
(source: Author)

These vessels, known as Kotia, are meticulously fashioned from robust Sal wood. The construction process involves meticulously shaping the boat's framework with wooden components, heating and bending large planks of wood to conform to the desired contours, and securing them firmly with substantial nuts and bolts. Constructing an average-sized boat, standing around 50 feet tall and spanning over 200 feet in length, with the capacity to transport cargo ranging from 50 to 1000 tons, demands significant time and effort, typically taking between 9 months to a year. The ancient art of shipbuilding endures today, carried on by adept artisans from the Kharva community, who skillfully fashion wooden ships by hand. Visitors are welcomed to witness these master craftsmen in action, gaining a deep appreciation for their meticulous workmanship. It's worth noting that the safety of sailors relies heavily on their skill and precision.



MANDVI BEACH



VIJAY VILAS PALACE, MANDVI

Image 1.12 – Places to visit In Mandvi (source: Author)

3. Resorts and Interpretation Centres

A resort is a comprehensive accommodation establishment that offers a variety of amenities and recreational options to enhance a guest's leisure experience. These resorts typically play a central role in shaping the guest's overall experience, and they may also offer services for corporate events or conferences. Additionally, they are typically situated in locations that are focused on providing vacation experiences.

Types of Resorts

- **Destination Resort:** These properties serve as the primary motivation for visiting a destination and offer high levels of service. They provide most or all amenities throughout a guest's visit and have access to substantial recreation or leisure space. In addition to meeting the minimum resort requirements, destination resorts must have four signature/anchor amenities, fifteen or more unique secondary recreation/leisure/entertainment experiences, three or more food & beverage outlets, and spa/health/wellness amenities.
- **Intermediate Resort:** These properties can also serve as the primary reason to visit a destination but guests may have additional motivations for visiting. They provide access to substantial recreation and leisure space and are typically located away from major population centers. Intermediate resorts have two signature/anchor amenities, ten or more unique secondary recreation/leisure/entertainment experiences, and two or more food & beverage outlets.
- **Intermediate-Access Resort:** These resorts are typically located in vacation destinations or densely populated areas. While they may not be the primary attraction for guests, they offer adequate recreation/leisure/entertainment experiences to engage guests throughout their stay. Intermediate-access resorts must meet the minimum resort requirements and provide direct access to geographically-significant signature amenities, such as ski or beach.
- **Specialized Resort:** These properties provide a focused experience around one signature amenity or anchor attribute. They can be found in any location and are typically smaller in size. Specialized resorts can serve as the primary attraction for guests or complement the destination. They must meet the minimum resort requirements, including providing one signature amenity or anchor attribute, five secondary recreation/leisure/entertainment experiences, one full-service food & beverage outlet, and have a minimum of 25 rooms or accommodations.

Faux resorts are properties that have been incorrectly identified or marketed as resorts, either by the proprietors to increase property value or by consumers due to their perceived resort qualities. These properties do not meet the established requirements to be considered resorts. They may lack the necessary amenities or fail to provide a signature amenity or anchor attraction.

Types of Faux Resorts

- **Vacation Retreat**

Consumers have typically considered these accommodations as resorts due to their ability to offer an escape from everyday life, even though they do not meet the standard criteria for being classified as resorts. These establishments are relatively compact in size and are situated either on or with direct access to a distinctive natural feature, such as a lake or beach. They consist of various structures, such as multiple cabins along with a central lodge, and they include a few minor amenities that set them apart from other types of lodging facilities.

- **False-Positive**

These are establishments that have been erroneously labeled as resorts, either due to intentional self-designation or due to mistaken beliefs by consumers and the industry. While these properties may possess some resort-like features, they fall short of the fundamental criterion of having a distinctive attraction or anchor feature. Instances of misclassified resorts include roadside motels claiming to be resorts, cruise ships being referred to as floating resorts, and beach or ski hotels that lack the necessary qualifications to be classified as intermediate-access resorts.

- **Integrated Destination Development (Mega Resort)**

These properties are recognized for their considerable scale, wide-ranging amenities, and the inclusion of numerous lodging options within a self-contained environment or destination. These developments frequently include a residential aspect, offer amenities typically associated with resorts, and can encompass one or more resorts or other lodging accommodations. It's important to distinguish them from resort destinations like ski or coastal towns. An illustrative instance of this concept is City Center in Las Vegas.

Interpretation centres

- An interpretation center, often referred to as an interpretive center or visitor interpretive center, serves as an institution dedicated to sharing knowledge about natural or cultural heritage. These centers represent a modern approach to museums and are commonly associated with visitor centers or ecomuseums, often located near cultural, historical, or natural sites.
- Interpretation centers employ various communication methods to enhance the public's understanding of heritage. Their primary approach focuses on being user-friendly and interactive to facilitate the discovery process and foster a visitor's intellectual and emotional connection to heritage. They frequently use scenographic displays and multimedia programs. Many interpretation centers also host temporary exhibitions related to specific aspects of the site.
- In municipalities and rural areas where resources may be limited for establishing a traditional, full-scale museum, interpretation centers can serve as an effective means of conveying heritage information, especially when heritage plays a crucial role in tourism development.
- Unlike conventional museums, interpretation centers typically do not engage in the collection, preservation, or scholarly study of objects. Instead, they are specialized institutions dedicated to conveying the significance and meaning of heritage. Their primary mission is education and raising awareness, with activities such as conservation and research often being outsourced to specialized external organizations.

AIM:

- The aim of this research is to explore the potential for the development of a tourist resort with an interpretation centre in Mandvi, Kutch, Gujarat.

OBJECTIVES:

- To assess the historical significance of Mandvi, Kutch, Gujarat, and identify its cultural heritage assets.
- To examine the current state of tourism in Mandvi and its impact on the city's heritage.
- To propose a concept for a tourist resort with an interpretation centre that integrates the city's history and heritage.
- To develop a strategic plan for preserving, conserving, and reviving Mandvi's historical and cultural assets through tourism.

RESEARCH QUESTIONS:

- What is the historical significance of Mandvi, Kutch, Gujarat, and what are its key heritage assets?
- How has tourism impacted Mandvi's heritage, and what are the existing challenges and opportunities?
- What is the potential for a tourist resort with an interpretation centre to promote cultural heritage tourism in Mandvi?

SCOPE:

- This research will primarily focus on the historical and cultural aspects of Mandvi, Kutch, Gujarat.
- It will assess the current state of tourism and heritage preservation in the city.
- The study will propose a conceptual design for a tourist resort with an interpretation centre.
- Economic, social, and environmental aspects related to the proposed development will be explored.
- Recommendations and strategies can be provided for heritage preservation and sustainable tourism in Mandvi.

LIMITATIONS:

- The research will not include a detailed architectural or engineering study for the resort's construction.
- It may not encompass an exhaustive analysis of the entire Kutch region, but will primarily concentrate on Mandvi.
- Due to budget and time constraints, the fieldwork and data collection may not cover every aspect comprehensively.
- The research will be based on the available data and information up to the knowledge cutoff date in September 2021, and may not include more recent developments in the region.

METHODOLOGY

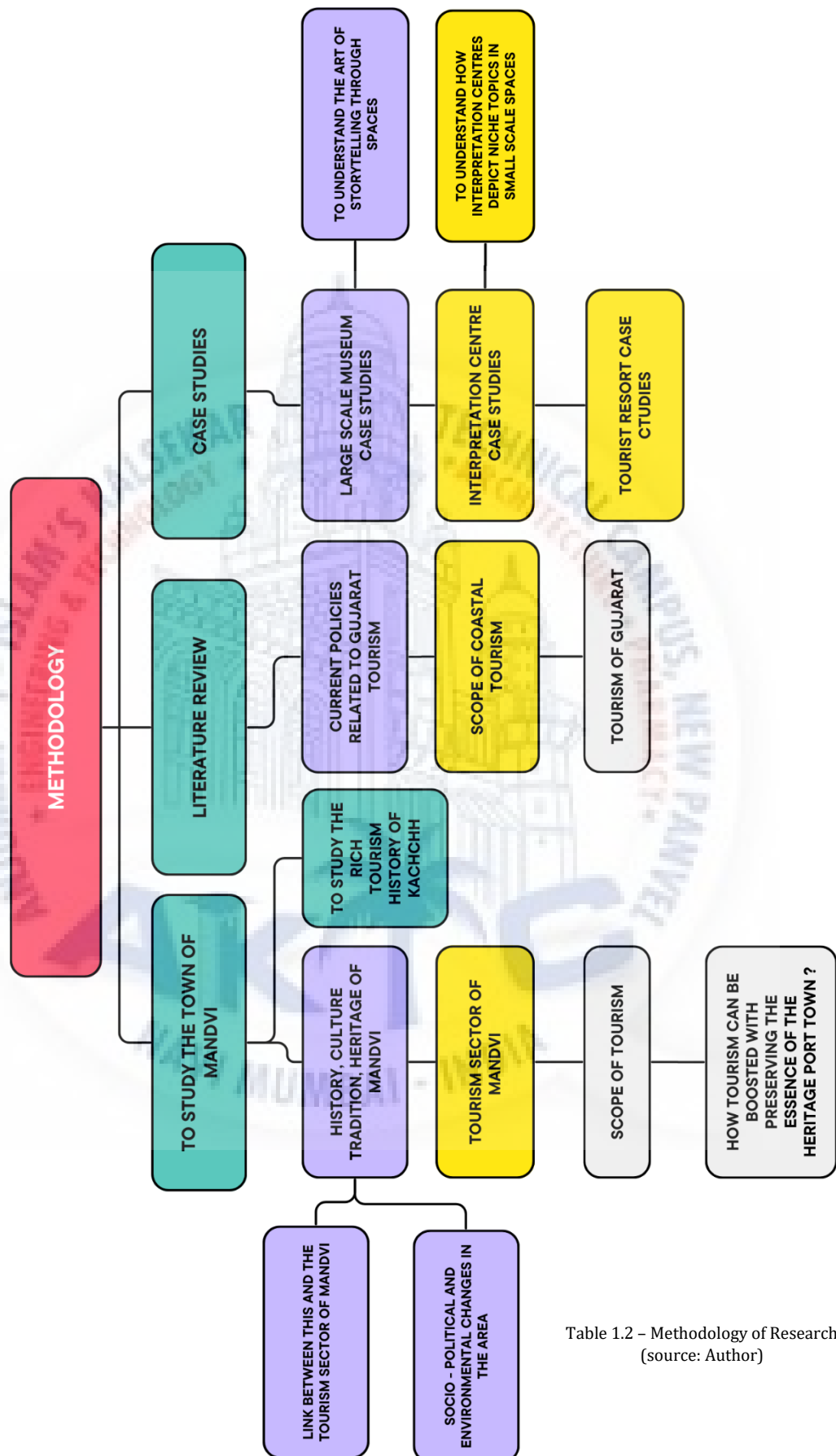


Table 1.2 – Methodology of Research (source: Author)

2. THE TOWN OF MANDVI

1. Overview of Mandvi

Location: At 22.81°N 69.36°E, Mandvi is a port city where the Rukmavati River empties into the Gulf of Kutch. The distance from Bhuj, the regional capital, to it is roughly 56 kilometres. The distance to Ahmedabad, a significant megacity, is about 446 kilometres. **Mandvi lacks a rail system, hence Bhuj is the closest city with a public airport and train station.**

Climate: The climate here is tropical. The summers are much rainier than the winters in Mandvi. According to Köppen and Geiger, this climate is classified as Aw. The average temperature in Mandvi is 27.4 °C. In a year, the average rainfall is 1539 mm.

History: Khengarji I, the Rao of Kutch State, built Mandvi in 1580.

- Ruins of the fort's gate and wall may be found close to Brahmapuri.
- Sage Mandavya, a character from the Mahabharata epic, gave the town of Mandvi its name. He also went by the name AM BABA.
- A Gujarati was at his side when Portuguese explorer Vasco da Gama found the maritime passage between Europe and India in 1497. The commander was guided to Calicut from Malindi on the east African coast by a Kutchi sailor named Kanji Malam. Malam was a native of the shipbuilding center of Mandvi. The identity of the sailor has been disputed by historians, who have referred to him as both a Gujarati and a Christian. According to the German author Justus, Malam (Kharva), a Hindu Gujarati, accompanied Vasco. Sinthia Salvadori, an Italian scholar, too came to the same conclusion that Malam had shown Gama the path to India. In her narrative "We Came in Dhows," which she wrote after meeting people in Gujarat, Salvadori makes this comment. Historians have generally ignored Malam's contribution to the Vasco voyage.[3]
- Many Kutch Gurjar Kshatriya clans, including the Gohil, Bhatti, Jethwa, Solanki, Rathod, and Visavaria Brahmin clans, moved from Dhaneti to Mandvi during the 15th and 16th centuries AD, according to their histories.
- The first Jadeja monarch of Kutch, Rao Khengarji I, is credited with founding the town in the late 16th century (1581 AD).
- 400 ships made up the collective fleet of the Mandvi merchants in the 18th century, which they used to trade with East Africa, the Malabar coast, and the Persian Gulf. It served as a significant port of entry for commerce with Malwa, Marwar, and Sindh in the early 19th century.
- Mandvi served as an important trading hub since it was at the intersection of two trade routes: the marine spice trade route and the desert camel caravan route.
- Mandvi was formerly a fortified town with an 8 m tall by 1.2 m wide stone masonry fort wall. There were 25 bastions and many portals in the fort, but now much of the wall is gone. The main bastion, which also serves as a lighthouse, lies on the southwest side.
- Prior to the introduction of steamboats, at the height of maritime commerce, Mandvi was a wealthy and affluent town that derived four times as much of its income from export as it did from import. It was the Kutch state's financial hub and was wealthier than Bhuj, the capital city. Local social activist Dr. Manubhai Pandhi documented shipbuilding art and gathered antiquated records, which are now preserved at Mumbai's Prince of Wales Museum (www.bombaymuseum.org).
- Even the Mughals held the Maharaos of Kutch in great regard since they need the port of Mandvi for exports, imports, as well as pilgrimages to Mecca. This was because most of India's major ports were under the authority of Europeans, particularly the Portuguese.

- The Dabeli is said to have been created in this location in the decade of 1960 by Keshavji Gabha Chudasama (Malam)(Kharva).

Demographics:

- About 51,000 people live in Mandvi, mostly Brahmins, Charan (Gadhavi) Brahmkshatriyas, Bhanushalis, Bhatalas, Kharvas, Lohanas, Maheshwaris, Dawoodi Bohra Muslims, and Jains, Kandoi, Patidar, and Mistris.
- Mandvi is a special place that perfectly encapsulates Gujarati and Kutchi culture. Nagalpur and Moti Rayan, two nearby villages, are also a part of Mandvi. Merchants and sailors coexist together in Mandvi, profiting from each other's trade.
- The Lal Bungalow/Arihant Bungalow belonged to Mandvi. constructed by Khengarji III. This palace took 16 years to construct. Having a distinctive architectural style and opulent 55 Rooms, 5 Floors, and Teak Wood Ceilings. Sanket Shah presently owns the historic Lal Bungalow. It's destroyed between 2011 and 2012. A new residential and retail complex has just been constructed.
- One of the towns that the Gujarat earthquake of 2001 had a significant effect on was Mandvi.
- The renowned social worker Dr. Chhotalal J. Mehta (1911–1982) and his brother Dr. Prabhudas J. Mehta (1925–1959) founded the first free TB hospital, a school for deaf and dumb children, and the 1000th Rotary club in the world in 1950 in the area of Kutch. Baal Mandir and Bhagini Mandal were the initial ventures launched by Mrs. Hiraben C. Mehta (1916–2011).

2. The Ship-building Industry of Mandvi

On the north and east ends, the once-isolated island of Kutch was surrounded by huge, treeless salt marshes known as the Rann (desert), while the south and west ended opened out to the sea and all of its wealth. M. L. Rushbrook in *The Black Hills: Kutch in History and Legend*, Williams writes that it is "no wonder that the Kutchis became a seafaring race" since the sea has been their primary means of travel to and from the rest of the globe. Traders and merchants who often travelled to East Africa, Arabia, and the Persian Gulf also continued this ancient legacy of sailing, in addition to sailors. These Kutchi sailors were so skillful that when Vasco da Gama found his path from Europe to Asia, he had a Kutchi sailor named Kanji Malam who assisted him in navigating the choppy waters. Malam was a native of Mandvi, a little centre for shipbuilding.

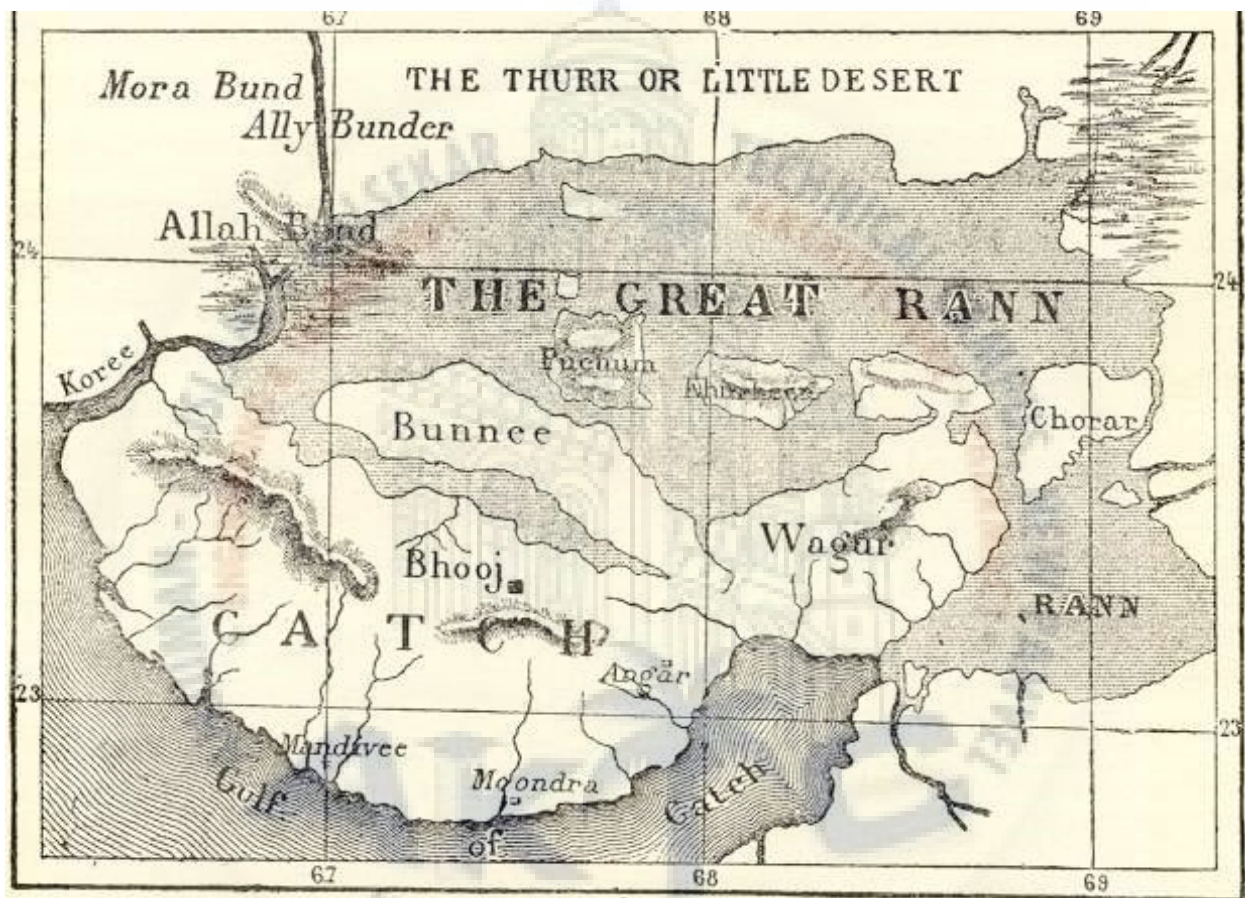


Image 2.1 – Map of Kutch from the 1880s (source: Wikimedia)

Mandvi was a prosperous port town and shipyard founded in 1581 by the first Jadeja monarch of Kutch, Rao Khengarji I, situated at a critical intersection of the marine spice trade route and the desert camel caravan route. Even today, if one travels down the Bunder Road along the River Rukmavati, one may still witness remnants of its **400-year-old shipbuilding past**. The Kharwa village produces the biggest handicrafts in the world, the enormous wooden Kutchi dhows that line the river's bank. A variety of historic sailing boats with one or more masts or lateen sails—a triangular sail linked to a cross beam and controlled by the winds—are collectively referred to as dhows. Dhows, which were trade ships that transported commodities around the coasts of Arab nations, East Africa, and the Indian subcontinent, are said to have been created by either the Indians or the Arabs.

These 2000-ton boats are constructed from **Sal** wood that is either locally grown **Babool** tree wood or **Sal** wood that has been imported from Malaysia, Indonesia, and Burma. Laying the **Pathan**, a lengthy beam that forms the hull's foundation, is the first step in creating a dhow. Large wood planks called **Vakias** are chiselled into form to install on this foundation and are integrated into the frame that supports the boat's structure. The outside wood layer, known as **Patias**, is installed after the ship's curves have begun to take form. These boards are covered with mud, cooked over the fire, and then slightly bent to take on the desired form. The planks are filled in between them with a cotton sealant coated in fish oil to make the vessel airtight after they are tightly fastened with nuts and bolts.

It takes many iterations of this sealing procedure for the ship to become robust enough to withstand choppy waters. Many contemporary **Dhows** utilize adapted boat motors in place of the customary textile sails in order to stay up with technological advancements.



MANDVI SHIPYARD - THE BEGINNINGS OF A SHIP (laying of the *Pathan*)



Image 2.2 – Image showing framing of the bridge

(source: Author)



Image 2.3 – image showing an about to be completely Wooden Boat

THE INTERVIEW:

(Mandvi' shipbuilding industry explained by a ship building contractor, **Javed Bhai of Mandvi**, also a resident)

*"The Mandvi shipbuilding industry in Gujarat is primarily powered by the **Kutchi Muslim community**, constituting around **80% of its workforce**. The industry's structure includes owners, contractors, architects/engineers (Gaider), supervisors/foremen, and various worker types, including laborers and carpenters. However, a challenge arises from the declining influx of new skilled laborers, with local carpenters shifting to alternative professions like autorickshaw driving and furniture making.*

*Imported raw materials play a vital role in ship construction, particularly **Malaysian wood (Sal wood)** for the outer hull and cladding, while internal framing relies on **Gujarat wood**, such as **Bawad and Babool from Nadiad**. The imported Malaysian wood lands on **Kandla port in Kutch** and is transported via road to site of use. This transition to Malaysian wood has allowed the industry to produce larger-span boats, particularly in the cargo ship category. Smaller fishing boats, on the other hand, are now predominantly crafted from **fiberglass** in the nearby Veraval port, which specializes in fiberglass boat production.*

*The shipbuilding tradition in Mandvi has evolved to include modern engines imported from Dubai, offering boats 10-15 years of maintenance-free operation. Each vessel is operated by a knowledgeable engine operator, and engines range from **500 to 600 horsepower**. Mandvi typically constructs **1500 ton - 3000-ton capacity wooden vessels**. The standard calculation for engine capacity to boat tonnage capacity is, **1.25 horsepower for every 1 tonnage capacity** of the wooden vessel. However, there is a notable exception—an extraordinary 5000-ton capacity wooden ship, crafted by the Kutchi caste for a UAE client, earning it a Guinness World Record. The primary clientele for Mandvi shipbuilders typically hails from Gulf countries and England, facilitating trade in commodities such as dates (khajur) import and earthenware export.*

***Wood seasoning** plays a crucial role in ship construction and occurs during the **3-year manufacturing process**, with a break during the monsoon season. Maintenance work primarily takes place during this monsoon hiatus and includes tasks like repainting and wood repair or replacement. However, the industry faces challenges due to diminishing wood quality, leading to a decline in overall ship quality.*

***Workers in the industry** receive daily wages ranging from 300 to 500 rupees, with weekly payments and Fridays usually off. New workers undergo a 3-to-5-month training period to acquire essential ship construction skills.*

*Operating on land controlled by the **Customs Department**, the Mandvi shipbuilding industry pays **rent for their workspace**, and rent is calculated based on a **per-10-square-meter area plus GST**. **The Gujarat Maritime Board** conducts basic surveys before providing final registration.*

*Lastly, the rich maritime heritage of the Kutch community is exemplified by the assembly of a 150-year-old ship (haveli) as an installation in a park in **Lower Parel Peninsula Park**, serving as a testament to their maritime legacy."*

3. The Tourism Sector of Mandvi

Image 2.4 – Bandhni

(Dupatta Source: Author)



- Tourists come from all over the world to visit Mandvi, a picturesque seaside town located in the western Indian state of Gujarat. Mandvi provides a totally immersive experience and is known for its magnificent **Bandhani clothes** as well as its abundance of historically and culturally significant sites.
- The enduring legacy of Bandhani clothing, a textile art style that has been honed through decades, is at the core of Mandvi's attraction. Visitors are greeted to a colorful tapestry with fascinating designs that has been meticulously created by expert craftspeople. The Bandhani technique is a monument to the persistent artistry that has endured here for generations as well as the aesthetic legacy of the area.
- Mandvi is home to an exquisite collection of historical and cultural treasures that take visitors back in antiquity. The town is full with **Heritage buildings** that are evocative of the lavish lives of former rulers. Visitors may follow in the footsteps of royalty by seeing these architectural wonders, which serve as living testimonials to Mandvi's extensive historical past.
- Beyond the palaces, Mandvi's immaculate **beaches** entice tourists to relax and take in the peace of the Arabian Sea. The shoreline is a haven of peace that provides a break from the rush of contemporary life. The beaches provide the ideal setting for leisurely strolls, picnics, or just watching the sun set as the stunning colors of the sunset paint the sky.
- The **400-year-old shipbuilding industry** in Mandvi is one of the nation's most distinctive and lasting traditions. It is thrilling to see craftspeople methodically create wooden ships using methods that have been handed down through the years. These ships have an extensive history, have been important to the town's maritime heritage, and continue to captivate tourists.
- A spiritually significant location, Mandvi is ornamented with a plethora of **temples and dargahs**. These holy places are not only works of art, but they also provide a window into the town's religious and cultural diversity. Visitors may fully immerse themselves in Mandvi's spiritual tapestry whether they want to tour historic temples or pay respects at respected dargahs.
- In conclusion, Mandvi is a treasure with many facets that charms visitors with its **Bandhani fabrics, ancient castles, peaceful beaches, traditional shipbuilding industry, and a spiritual ambience** that vibrates with a feeling of timeless. This seaside community spins an enthralling tale of craftsmanship, history, and culture that beckons visitors to go off on a voyage of exploration and amazement.

Image 2.5 – Context of Mandvi (source: Author)

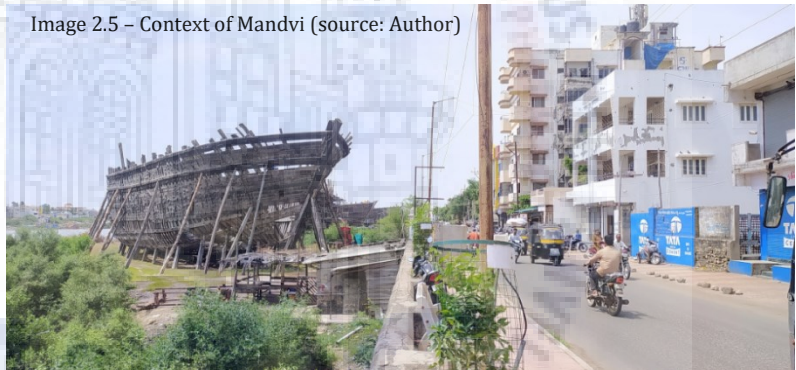


Image 2.6 – Context of Mandvi (source: Snazzymaps.com)



The points of interest in Mandvi (all situated in a small 10km radius)

- **Swaminarayan Temple at Mandvi:** This temple is new but old and real temple is in main city. it is about 157 years old. New swaminarayan temple is on the main road of Mandvi – Naliya.
- **Kharva na Mama Temple:** situated near Hanuman Dairy, a temple for the caste of Kharva.
- **Shitla Mata Temple:** The Temple of Goddess Shitla. It's situated in Layja Road. Currently a walkway on one side of lake is under construction just opposite temple.
- **Ashapura Mata Temple:** situated in Layja, Mandvi.
- **Shivmastu Samavsaran Jain Tirth,** Mandvi Rural, Gujarat 370465
- **Shri Ambe Dham Temple** Godhra, Mandvi Rural
- **Vijay Vilas Palace:** The Vijay Vilas Palace, a Royal residence situated in the heart of well-kept grounds with water canals and marble fountains, is the main attraction in Mandvi. The palace was created and built in 1920 AD by an architect and craftsman from Jaipur. The palace borrows heavily on the design of the palaces at Orchha and Datia and has all the hallmarks of Rajput architecture. The palace is worth seeing because of the elaborate stone carvings on the central high dome on the pillars, the Bengal domes on the sides, the colored glass windows, the carved stone "jalisi," the domed bastions at the corners, the lengthy porch, and other features. The Vijay Vilas Palace features a private beach where guests may stay in air-conditioned tents. This palace, which has since turned into a popular tourist site, served as the backdrop for several Hindi movies.
- **Mandvi Port:** The loading and unloading of ships happens at Mandvi Port. It is idyllic—a little harbor with white sand beaches and wooden sailboats floating in the water. But things weren't always this way. Mandvi was formerly one of India's largest and busiest ports in the late 18th and early 19th century CE. It was a crucial stop on the triangle trade route connecting Oman, Mandvi, and the hinterland of Punjab and Sindh, which stretched from Central Asia to the west coast of Africa and India.
- **Traditional ship building:** Additionally, Mandvi has a 400-year-old shipbuilding industry. Ships constructed here used to go up to England and back. Even now, skilled woodworkers still construct fishing boats using the old-fashioned methods.

- **The Wind Farms Beach and Wind-mills**, which line the horizon of Mandvi, has views from the Mandvi sea-beach. The Wind mills projects running in this beach was Asia's 1st Wind-Mills Projects in 1983.
- **Rukmavati River:** The river in Mandvi, which flows between Mandvi City and Salaya.
- **Rukmavati bridge:** The bridge on the Rukmavati River was built in 1883; it is the longest existing structure of its kind in India today. This bridge was built by Vishram Karman Chawda of Chandiya belonging to the Mestri community.[6][7]
- **Light House:** Newly constructed Light House for Country Craft Sea Transportation, this structure was constructed after earthquake.
- **Topansar Lake:** Sitting in the heart of the city, this lake forms an important landmark. With visits of thousands of Seagulls every winter, treat to watch.
- **Public Bath System "KUYDI", Talav Gate.**
- **Bandhni Bazaar:** Mandvi is known for the production of its Bandhani (tie-dye) and other country crafts.
- **Shyamji Krishna Varma Smarak or Kranti Trith:** The monument, or smarak, is close to Lohana Mahajan Wadi. Freedom warrior and scholar Shyamji Krishna Varma. He founded India House in Britain to assist Indian students traveling to the country to further their education. Eventually, India House turned into a foreign center of nationalist action for the liberation of India. Mandvi is where Shyamji Krishna Varma was born. On the Mandvi-Dharbudi Road, 3 km from Mandvi, a brand-new structure called The Smark of Shyamji Krishna Varma was constructed. Gujarat is now in its second Kranti Trith.
- **Kasi Vishvanath Beach, Salaya:** This is another beach near Mandvi. It derives its name from a Shiv temple nearby.
- **Rawalpeer Temple & Beach:** Seth Sundarji and Jetha Shivji erected a Raval Pir temple in 1819 (Samvat 1876), which is considered to be holy. Raval, who is said to have been born in the fourteenth century from a blister on his mother's hand, became well-known for killing many Muslim missionaries at Jakhau who had been disturbing the followers of Dhoramnath in the Dhinodhar Hills. A spotless beach is also close by. About 6 miles separate this location from Mandvi.

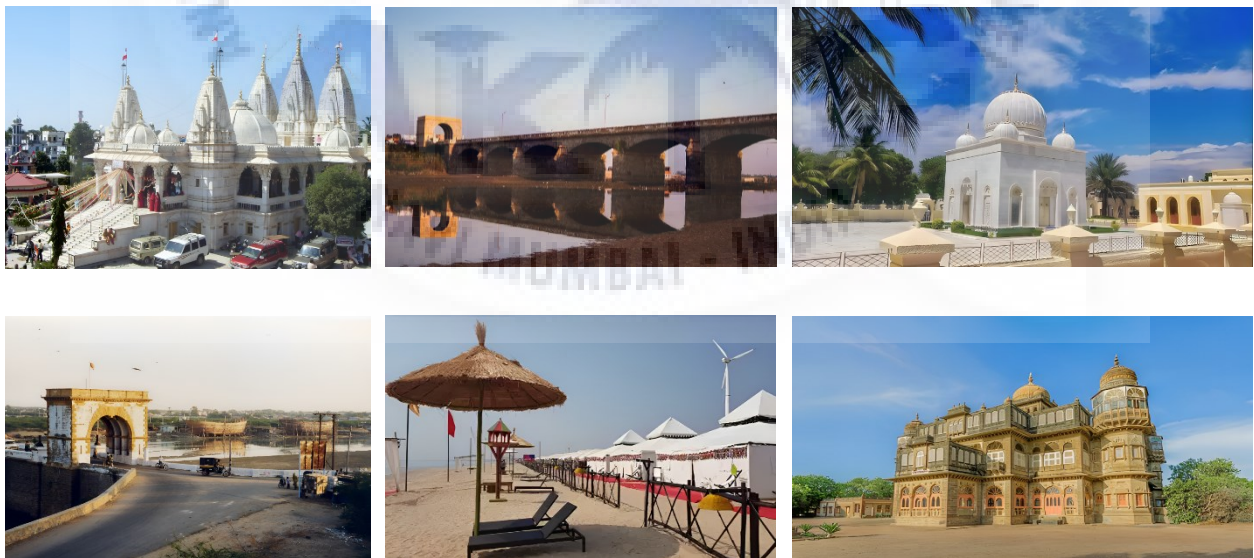


Image 2.7 – Points of Interest in Mandvi (source: Wikipedia)

4. Scope of Tourism in Mandvi (Hypothesis)

Mandvi stands out as an exceptional tourism hub due to its diverse array of sites of religious, cultural, historical, and heritage significance. This wealth of attractions has created a fertile ground for tourism activities to flourish and thrive.

Accommodation options in Mandvi primarily fall into three categories, each catering to various preferences and budgets:

- **Affordable Lodges and Guest Houses:** These lodging facilities are well-suited for budget-conscious travellers. They offer economical yet comfortable stays, ensuring that visitors can explore Mandvi without breaking the bank.
- **Decent Hotel facilities with Essential Amenities:** Mandvi also boasts a range of mid-range hotels that provide guests with essential amenities and a pleasant stay. These establishments offer a balance between affordability and comfort, making them ideal for travellers seeking a comfortable experience without extravagance.
- **Luxurious Beach Resorts with Abundant Amenities:** In recent years, the development of beach resorts in Mandvi has gained momentum. These upscale resorts, nestled along the picturesque coastline, offer opulent accommodations coupled with extensive amenities and ample open spaces. They provide an exclusive and indulgent experience for guests.

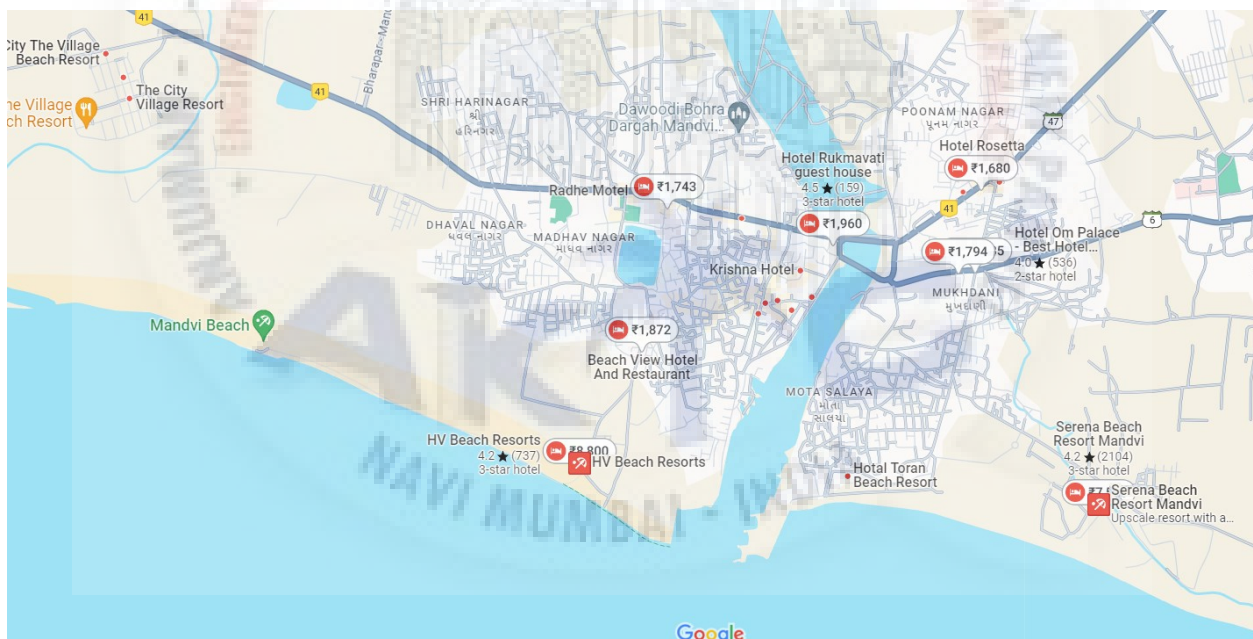


Image 2.8 – Options for Accommodations in Mandvi (source: Google maps)

However, a noticeable gap in the market remains unfilled, specifically for **context-specific beach resort facilities administered by the Tourism Corporation of Gujarat**. These envisioned centres would not only offer luxurious beachfront accommodations but also **play a pivotal role in preserving and showcasing Mandvi's rich maritime history, culture, and heritage**.

By integrating elements of conservation, these government-run beach resorts can serve as custodians of Mandvi's unique heritage. They could feature exhibits, displays, and educational programs that showcase the town's maritime legacy, attracting research-oriented tourists and academics who seek to delve deeper into this rich history.

Furthermore, these beach resorts, while maintaining an air of exclusivity, could also make a concerted effort to be accessible to less affluent travellers. This inclusivity would broaden the appeal of Mandvi as a tourist destination, catering to a diverse range of visitors with varying purposes for their trips.

In conclusion, Mandvi's tourism potential is vast, and with the introduction of context-specific beach resort facilities under the aegis of the Tourism Corporation of Gujarat, the town can harness its rich heritage, culture, and natural beauty to attract a broader spectrum of tourists, both nationally and internationally. Such a move would not only enhance the local economy but also establish Mandvi as a holistic and sustainable tourism destination.



3. REVIEWING RESEARCH PAPERS AND ARTICLES

Research Article 1 - Gujarat Tourism Policy 2021 - 2025

Author: Government of Gujarat

Abstract:

The document is a resolution issued by the Government of Gujarat outlining the Investment Promotion Incentive Scheme for Tourism Units and Tourism Service Providers. The resolution aims to position Gujarat as the foremost tourist destination in India by promoting sustainable tourism development, enhancing tourist infrastructure, and supporting tourism service providers. It emphasizes the importance of creating an investor-friendly environment and streamlining procedures to facilitate ease of doing business in the tourism sector. The document provides details on the eligibility criteria, incentives, and procedures for registration, approval, and claiming of benefits under the policy. It also highlights the need for continuous operation of tourism projects for a minimum of five years and the role of institutional committees in the implementation and monitoring of the policy. The resolution further emphasizes the importance of percolating the benefits of tourism development to the local community, introducing innovative tourism products, and promoting accreditation of key service providers. Overall, the document aims to drive socio-economic growth, employment, and sustainable tourism practices in Gujarat.

Keywords: Tourism Policy, Investment Promotion Incentive Scheme, Sustainable tourism development, Tourist infrastructure, Socio-economic growth, Employment

Impact of Tourism Sector in India's economy

Tourism sector's contribution to India's GDP	6.8%	India's position globally in terms of World Tourist Arrival	23rd
Employment generated by the tourism sector	14 Million		
Total number of Foreign Tourist Arrivals (FTAs)	10.9 Million	India's position globally in terms of World Tourism Receipts	12th
Total number of Domestic Tourist visits	2,322 Million		
Earnings from Foreign Exchange	USD 30 Billion	India's position in Asia Pacific Region in terms of World Tourist Arrival	8th
FDI inflow in hotel and tourism space (April 2000-June 2019)	USD 13 Billion	India's position in Asia Pacific Region in terms of World Tourism Receipts	6th

Source: India Tourism Statistics 2020, Ministry of Tourism, Government of India. Data is for the year 2019, unless otherwise specified

Tourist-centric approach- Atithi Devo Bhava

"Atithi Devo Bhava"- Going by this principle the Gujarat Tourism Policy 2021-25 strives to improve the host-guest relationship by ensuring a safe, comfortable and inclusive experience for all tourists. For ensuring hassle free experience to the foreign tourists visiting the state digital interventions shall facilitate payments at registered hotels and resorts across the state. Tourists availing this facility are eligible for discount up to ₹20,000.

Image 3.1 – Screenshots of 'Gujarat Tourism Policy' Document (source: Gujarat Tourism)

1. "Tourism Project/ Tourism Unit"

means a project or unit established by any eligible organization for the purpose of offering amenities and services connected to the travel and tourist industry as defined and authorized by this policy. All such ventures must begin operating partially or fully for profit within the policy term, register with the Gujarati government's commissioner of tourism, and get the appropriate category certification or accreditation.

The projects listed below will be regarded as tourism projects or units:

- a) **Hotel / Resort:** "Hotel / Resort" refers to a brand-new tourism project or an expansion of an existing project that is being established exclusively in the designated High Priority Tourism Destinations in Gujarat, which are stated in Annexure-A, with a minimum capital investment of Rs. 1.00 crore. Such a hotel or resort All of these hotels and resorts must also receive the requisite category certification in accordance with the guidelines periodically released by the Ministry of Tourism, Government of India.
- b) **Wellness Resort:** "Wellness Resort" refers to a new or expanded tourism project to establish a NABH approved wellness center with lodging and a variety of wellness services. Ayurvedic, Yoga, Naturopathy, Unani, Siddha, Homeopathy, Acupressure, Acupuncture, and any other alternative treatments, excluding allopathy-based therapy, may be included in the wellness services with the goal of rejuvenation, rehabilitation, and immune improvement. The following amenities are required for the wellness resort: Accommodations, landscaped green areas, and a range of wellness services round out the list. This category excludes standalone facilities including gyms, spas, skin treatment centers, fitness centers, immunization centers, health checkup centers, and hospitals.
- c) **Apartment Hotel:** The term "Apartment Hotel" refers to a new or expanded "Apartment Hotel" project. The required category certification from the Ministry of Tourism, Government of India, as per periodically updated standards, is also required, with a minimum capital investment of 50.00 Lakh.
- d) **Tented Accommodation:** "Tented Accommodation" refers to a New Tourism Project that complies with the requirements outlined in the Classification of Tented Accommodation guidelines periodically released by the Ministry of Tourism, Government of India. The Ministry of Tourism, Government of India, must categorize all such tent accommodations, and they all need to have a stable base and the bare necessities. Within five years of the date when commercial operations began, these tent accommodations must continue to be in use for a minimum of 90 days per year.
- e) **Container Accommodation:** "Container Accommodation" refers to a new tourism project with amenities that are at least on par with the "Guidelines for Project Approval and Classification of Tented Accommodation" and any subsequent updates or modifications as and when made available by the Ministry of Tourism, Government of India.
- f) **Bhunga/ Cottage/ Log hut** Bhunga/ Cottage/ Log hut refers to a New Tourism Project with amenities at least equal to the one-star hotel category in accordance with "Revised Guidelines for Approval of Hotels at Project Stage and Star Classification /Re-classification of Operational Hotels, No. 8-TH-I (3)/2013-ft-1, dated: 19.01.2018" and any such subsequent revisions or amendments as and when released by the Ministry of Tourism, Government of India from time to time.
- g) **Houseboat:** "Houseboat" refers to a tourist facility on the water (stationary or slowly

moving) that is powered by internal combustion and provides accommodations for at least two people. In exchange for services, it could provide boat tours on the lake or river. From the day when commercial operations began, the houseboat must continue to be in use for a minimum of six months each year for a total of five years.

The following are the bare minimal amenities needed for the houseboat:

- **One double bedroom**
- **At least one washroom**
- **Kitchen and dining area**

- h) **Motel:** The term "Motel" refers to a brand-new motel or an expansion of an existing motel that requires a **minimum capital investment of Rs. 50,00,000** and the receipt of the required category certification from the Ministry of Tourism, Government of India, in accordance with periodically updated standards.
- i) **Wayside amenities:** According to the "Guidelines for Wayside Amenities, No. TRS / NPT/WAYSIDE AMENITIES / 2020 - 2021 / 131, dated: 04.08.2020" and any subsequently published revisions or amendments as and when released by the Government of Gujarat from time to time, "Wayside Amenities" refers to a New or Expansion of Tourism Project with a Minimum Capital Investment of Rs. 50.00 Lakh.
- j) **Theme Park and Integrated Destination Theme Park**
- k) **Convention Centre:** "Convention Centre" refers to a new tourism project with the potential to host meetings, corporate events, convocations, and exhibitions. It must also include a single hall with a minimum seating capacity of 2,500 people as well as parking for at least 250 automobiles and 10 coaches/buses. According to periodically updated standards, all such projects are required to receive category certification from the Ministry of Tourism, Government of India.
- l) **Tourism and Hospitality Training Institute:** A new tourism project or an expansion of an existing tourism project for the purpose of educating and creating skilled labor in the tourist and hospitality sector is referred to as a "Tourism & Hospitality Training Institute." The Tourism & Hospitality Training Institute(s) must be registered with the Department of Tourism (Central / Gujarat state) and must be providing tourism / hospitality courses that are recognized / accredited by regulatory bodies. Any such project has to have SLEC permission in advance.
- m) **Other Tourism Project, as approved by SLEC from time to time.**

2. “Eligible Capital Investment”

“Eligible Capital Investment” refers to capital investments that are qualified to receive capital subsidies. In order to qualify for incentives under this program, the indicated broad categories of investments listed below must be made:

- i. Construction of new buildings and other related projects: If any tourism project or tourism service provider seeking benefits under this policy constructed the building during the policy’s operational period, either themselves or by hiring a third party to do so, the capital investment made on the building will be eligible;
- ii. Plant and machinery, equipment necessary for the Tourism Project;
- iii. Battery Operated Vehicle such as golf cart I golf buggy / club cart, etc. will be eligible, subject to a limit of five vehicles;
- iv. Electrification, Air-conditioning and utilities;
- v. Internal infrastructure and last mile connectivity; and
- vi. Within 3% of the Eligible Capital Investment (Applicable exclusively to Theme Park), Design Know-How, Technology Transfer, Patented Technology, and Consulting Fees. The Operational Guidelines of the Tourism Policy 2021–25, which will be published by CoT, will provide more information on the aforementioned investment heads.

8. Incentives

8.1. Quantum of Capital subsidy to Tourism Units

S. No.	Eligible Tourism Units	As a Percentage of the Eligible Capital Investment
1	a) Hotel b) Resort	20%
2	a) Theme Park/Amusement Park and Integrated Tourism Destination Theme Park b) Wellness Resort c) Convention Centre d) Tourism Hospitality and Training Institute e) Bhunga/Cottage/Log hut f) Houseboat g) Tented Accommodation h) Motel i) Container Accommodation j) Wayside Amenities k) Apartment Hotels	15%

Table 3.1 – Eligible tourist units for receiving subsidy (source: Gujarat Tourism)

S. No.	Eligible Tourism Units	As a Percentage of the Eligible Capital Investment
3	For Purchase of Caravan or Campervan or Campingvan. Maximum 3 Vehicle per applicant.	15% or ₹ 10.00 Lakh per Vehicle, whichever is lower
4	For purchase of Adventure Tourism Equipments	15 % or ₹ 15.00 Lakh, whichever is lower,
5	For purchase of River Cruiser/ Boat	15 % or ₹ 25.00 Lakh per River Cruiser, whichever is lower
6	For purchase of commercial E-Vehicle (2 / 3 / 4-wheeler) only in High Priority Destinations	15% or ₹ 2.00 Lakh per E-Vehicle, whichever is lower,
7	For Establishing Public Charging Station	25% or ₹ 10.00 Lakh per PCS, whichever is lower

Table 3.2 - Eligible tourist units for receiving subsidy (source: Gujarat Tourism)

8.2. Financial Assistance for Sustainable Certification:

S. No.	Eligible Tourism Units & Service Providers	Financial Assistance
1	For Green Building Certification to Tourism Projects/Units	50% of the certification fees paid or ₹ 10.00 Lakh, whichever is lower
2	For Global Sustainable Tourism Certification to Tourism Projects/ Service Providers	50% of the certification fees paid or ₹ 5.00 Lakh, whichever is lower

Table 3.3 - Financial Assistance (source: Gujarat Tourism)

Image 3.2 – Screenshots of ‘Gujarat Tourism Policy’ Document (source: Gujarat Tourism)

Incentives

Hotel:

Capital subsidy of 20% on the eligible capital investment, for setting up a project at the **identified High Priority Tourism Centers in Gujarat**, with minimum capital investment of ₹ 1 Cr.

Theme Park / Amusement Park:

Capital subsidy of 15% on the eligible capital investment, for setting up a **world class theme park/ amusement park** with capital investment ranging from ₹ 50 Cr to ₹ 500 Cr. In case of capital investment of more than ₹ 500 Cr for setting up a new project, 15% of the eligible capital investment and if required, land on lease to be provided by the State Government

Convention Center (along with related facilities) with at least one hall with seating capacity of 2,500 persons or more:

Capital subsidy of 15% on the eligible capital investment and if required, land on lease to be provided by the State Government.

NABH accredited Wellness Resort:

Capital subsidy of 15% on the eligible capital investment, for setting up a project.

Tourism Hospitality and Training Institute:

Capital subsidy of 15% of the eligible capital investment, for setting up a project.

Tented / Container Accommodation/ Motel/ Wayside Amenities/ Bhunga/ Cottage/ Log hut:

Capital subsidy of 15% of the eligible capital investment, for setting up a project.

Tour Operator / Hotels / Wellness Resorts and others:

1) Capital subsidy of 15% of the eligible capital investment for Caravan, up to ₹ 10 Lakh, 2) Capital subsidy of 15% of the eligible capital investment for adventure tourism equipment, up to ₹ 15 lakh and 3) Capital Subsidy of 15% of the eligible capital investment for sailing infrastructure of river cruise, up to ₹ 25 lakh.

Capital subsidy of 15% of the eligible capital investment for E-Vehicles (2/3/4 wheeler and above) and getting registered at the identified High Priority Tourism Centers, up to ₹ 2 lakh. (Also applicable for Tourist Transport Operator)

Interest subsidy of 5%, up to ₹ 3 lakh per annum for 5 years for setting up new offices in Municipal Corporation area, and 7% up to ₹ 5 lakh per annum for 5 years for setting up new offices in areas other than Municipal Corporations. (Also applicable to Travel Agent)

Image 3.3 – Screenshots of 'Gujarat Tourism Policy' Document (source: Gujarat Tourism)

Any private player:
Capital subsidy of 25% on the eligible capital investment for setting up public charging station for E-Vehicles, up to ₹10 lakh.

Foreign Tourists:
Discount of 5% on stay at registered hotels and resorts & 10% on purchase of products from Garvi Gurjari via Gujarat Tourism Card / E-Vouchers and issue of online Tourism Vouchers with a total limit of ₹20,000.

MICE Event Organizers:
For organizing international events, assistance of ₹ 5,000 per foreign participant for overnight stay, with a maximum assistance up to ₹5 lakh per event. For organizing domestic events, ₹ 2 lakh per event, with a limit of 3 events per organizer per year.

Rural Tourism Fair Organizer:
Assistance of ₹ 5 lakh per year per Rural Tourism Fair Organizer, for organizing all-inclusive annual fairs and festivals for showcasing indigenous culture, dance, handlooms, handicrafts, etc. within Gujarat.

Recognized Tour/ Hotel Associations/ Chamber of Commerce:
Assistance of ₹ 5 lakh per year per association/chamber of commerce for undertaking market research studies pertaining to tourism industry.

Sustainable Tourism:
Reimbursement of 50% of the certification fees paid, up to ₹ 10 lakh to hotel / wellness resort obtaining Green Building Certification under IGBC/GRIHA/LEED or any such international accreditation/ certification as identified by SLEC from time to time
Reimbursement of 50% of the certification fees paid, up to ₹ 5 lakh to Tour Operator for obtaining GSTC certification through GSTC accredited agencies.

Payroll incentive:
Reimbursement to Hotel/ Resort/ Tour Operator for providing employment to tourist guides by providing payroll incentive of 25% of the monthly remuneration deposited in account of the tourist guide, up to ₹ 4,000 per guide per month for a duration of 6 months for a period of 5 years

Marketing & Promotion:
1) For participation in National/International exhibition within Gujarat, reimbursement of 50% of the space rent up to ₹ 30,000, 2) For participation in National Level exhibition outside Gujarat, reimbursement of 75% of the space rent up to ₹ 1 lakh, 3) For participation in International level exhibition outside Gujarat, reimbursement of 75% of the space rent up to ₹ 2 lakh, and 4) For participation in exhibition outside India, reimbursement of 60% of the space rent up to ₹ 5 lakh as well as reimbursement for expenses on economy airfare for round trip up to ₹ 40,000. (applicable to Hotel/Wellness Resort/Convention Center/ Tented / Container Accommodation/ Motel/ Wayside Amenities/ Bhunga/ Cottage/ Log hut/ Heritage units / Homestays)
For points 1) and 2) a combined total of up to 5 events during the policy period shall be allowed for claiming benefits whereas for points 3) and 4) each, up to 5 events during the policy period shall be allowed for claiming benefits.

General Benefits:
100% exemption from electricity duty for a period of 5 years (applicable only to new projects). 100% reimbursement of Stamp Duty/Registration fee
Note: The incentives mentioned in this document are suggestive in nature. The detailed GR/Guidelines shall be released covering the final incentives and benefits under the Gujarat Tourism Policy 2021-25

Image 3.4 – Screenshots of ‘Gujarat Tourism Policy’ Document (source: Gujarat Tourism)

List of High Priority Tourism Centers in Gujarat			
District	Taluka	District	Taluka
Kutch	Entire district	Patan	Sidhpur, Patan and Sankheshwar
Dwarka	Entire district	Surendranagar	Chotila and Dasada
Narmada	Entire district	Vadodara	Dabhoi
Gir-Somnath	Entire district	Sabarkantha	Vijaynagar, Idar and Poshina
Porbandar	Entire district	Valsad	Umergam, Dharampur and Valsad
Junagadh	Entire district	Navsari	Vandsa and Jalalpore
Dang	Entire district	Dahod	Dhanpur and Devgad Baria
Jamnagar	Jamnagar Rural	Bhanvnagar	Ghogha, Palitana and Bhavnagar Rural
Mahisagar	Balasinor, Santrampur and Kadana	Bharuch	Jhagadia
Panchmahal	Halol and Jambughoda	Amreli	Dhari
Banaskantha	Danta and Suigam	Chhotaudepur	Chhotaudepur, Kawant, Nasvadi and Sankheda
Mehsana	Vadnagar, Becharaji, Kadi and Kheralu	Aravalli	Bhiloda
Tapi	Uchchhal		

Research Article 2 - Mandvi, Dynamic Port Town of Kutch

Author: Adhya Bharti Saxena

Abstract:

Mandvi, an ancient port town in the Kutch region of Gujarat, has a rich history dating back to the sixteenth century. It served as a crucial trade hub with connections to the Eastern African Coast, Red Sea, and Persian Gulf. This article draws upon historical sources, including writings by Marianne Postan and Rushbrook Williams, as well as local Gujarati historians like Dungarsi Dharamasi Sampat and Douleray Karani. Mandvi's significance in trade, shipbuilding, and cultural diversity is explored, with references to its historical development, rulers, and economic activities. The article also discusses Mandvi's connection to international trade routes, its architecture, and its evolving trade dynamics over the years.

Keywords:

Mandvi, Kutch, Gujarat, Port town, Trade history, Shipbuilding, Cosmopolitan, Traditional settlement, Historical sources, Trade routes, British period, Maritime trade, Cultural diversity, Architecture, Economic activities

Inference:

Mandvi, a significant port town in Gujarat, has a rich history of trade, shipbuilding, and cultural diversity. It emerged in the sixteenth century and maintained its importance through various historical periods. The town's historical accounts are drawn from a variety of sources, including British records, local historians, and archaeological findings. Mandvi's role in international trade, especially with regions like the Eastern African Coast and the Persian Gulf, is evident. The town's architecture, including notable structures like the Ramsingh Malam-designed mansion, played a key role in its cultural and economic development. Over the years, Mandvi experienced fluctuations in trade, influenced by factors such as political conflicts and changing trade routes.

Conclusion:

In summary, Mandvi, Gujarat's historic port town, has a rich legacy in trade, shipbuilding, and cultural diversity dating back to the sixteenth century. This article, by Adhya Bharti Saxena, highlights its pivotal role in international trade, showcasing its architectural treasures like the Ramsingh Malam-designed mansion. Despite trade fluctuations due to political conflicts and changing routes, Mandvi's historical significance endures. Preserving and celebrating its heritage is essential, as ***Mandvi remains a captivating window into Gujarat's maritime history.***

Research Article 3 - Exploring the Evolution of Tourism Resorts 2004

Author: *Andreas Papatheodorou, University of Surrey, UK*

Abstract:

This paper examines evolutionary patterns in tourism from an economic geography perspective. It proposes a new theoretical model where endogenous changes to the tourism circuit lead to a dualism in market and spatial structures: powerful conglomerates share the markets with a competitive fringe and core resorts share tourism spaces with peripheral destinations. The model illustrates graphically the interaction of market and spatial forces and studies implications for resort development. The short run analysis examines the relationship among origin regions, core, and peripheral resorts; smooth and abrupt long term patterns are subsequently explored. The paper also gives directions to operationalize the model and suggests themes for future research.

Keywords:

economic geography, market, structure, spatial scale, evolution, tourism flows.

Inference:

The research paper presents a novel theoretical model for comprehending the evolution of tourism resorts, departing from the traditional Tourist Area Life Cycle (TALC) model. It introduces a critical distinction between exogenous and endogenous changes within the tourism industry. While exogenous factors, such as shifts in fashion and technology, can impact tourism destinations, the paper asserts that endogenous changes related to market and spatial structures are equally influential.

The paper emphasizes that a dualism in market and spatial configurations can lead to diverse patterns of tourism flows in both the short and long term. This dualism is characterized by the coexistence of powerful conglomerates alongside a competitive fringe in the market, as well as the cohabitation of core resorts with peripheral destinations. The model acknowledges the growing influence of corporate power, which has gained prominence in the tourism sector due to deregulation and mergers.

Conclusion:

In summary, this research paper provides a valuable framework for comprehending the evolution of tourism resorts. It underscores the importance of distinguishing between exogenous and endogenous factors in shaping the development of these resorts, challenging the conventional TALC model. The paper's insights have far-reaching implications for resort sustainability and rejuvenation, highlighting the need to consider both internal and external dynamics.

Entrepreneurs and policymakers in the tourism industry can greatly benefit from these insights, as they offer a more holistic understanding of resort management and development. By acknowledging the role of corporate power and market-spatial dualism, stakeholders can make more informed decisions to ensure the long-term success and resilience of tourism resorts.

Research Article 4 - Impact of Tourism on Coastal Areas 1997

Author(s): Erdmann Gormsen

Source: GeoJournal, Vol. 42, No. 1, Land, Sea and Human Effort (May 1997), pp. 39-54

Published by: Springer

Abstract:

The manifold influences of tourism on coastal areas are analysed from three different angles: (1) The development of seaside tourism including the changes of socio-economic and settlement patterns; (2) its cultural impact on the local population; (3) its environmental aspects. Point 1 is described with the help of a model showing four peripheries in space and time: (I) the North Sea and Baltic coasts since the 18th century; (II) Southern Europe during the 19th century; (III) the North African shores around 1950; (IV) the tropical oceans after 1965. Within every periphery, several phases (pioneer, domestic, international) can be distinguished according to the origin of tourists, the investment, the know-how etc. While the beginning of every phase is dominated from abroad, later-on national actors play an increasing role. This applies also to point 2, which refers mainly to developing countries. As for point 3, mass tourism may result detrimentally on water supply, sensitive coastal landscapes, socio-cultural identity etc. Among the questions to be raised are: How far are industrial societies responsible for any negative impacts of tourism, and what are the chances for, and a general consciousness on, a sustainable tourism development?

Key words:

coastal areas, peripheries, tourism

Inference:

The research paper examines tourism's impact on coastal areas from three angles: (1) the evolution of seaside tourism, (2) its cultural influence, and (3) its environmental consequences. It presents a model with four developmental phases, illustrating the growth of seaside tourism from the 18th century to the present. The transition from foreign dominance to national actors is noted. The paper also highlights potential negative effects on water supply, landscapes, and socio-cultural identity, raising questions about sustainability and industrial societies' responsibility.

Conclusion:

In summary, the paper explores the complex relationship between tourism and coastal regions. It emphasizes the significant global growth of seaside tourism since 1950, driven by changing social patterns. Various tourism forms, from sight-seeing to package tours, have evolved. **Coastal tourism, once perceived as risky, gained popularity for its health benefits and aesthetics.** The paper analyses spatial and temporal trends and acknowledges both positive and negative impacts on the environment and culture. It underscores the need for sustainable tourism and raises questions about societal responsibility. This research provides valuable insights into coastal tourism's evolution and consequences, offering a holistic view of its interaction with coastal ecosystems.

Research Article 5 - Tourism Development in Gujarat (June 2012)

Author: Dr.Yogesh N. Vansiya, Dr.Subadra Ragothaman

Abstract:

Tourism is a rapidly evolving industry in the global marketplace. Tourism in India has grown substantially over the last three decades. Foreign tourist arrivals during 1997 were 2,374,094 as compared to 2,286,860 in 1996, an increase of 3.8%. India's share in the world tourist market at the end of 1996-97 was 0.39 per cent. Foreign exchange earnings in the same year were estimated at Rs. 10,418 crores. Tourism has become one of the largest foreign exchange earners of the country. Domestic tourism's contribution to the generation of employment is very high. The tourism's contribution to GDP of the country has been 5.9% in 2003-04, while employment in tourism sector both direct and indirect, has been 41.8 million in the same year, which accounts for 8.78% of total employment in the country. Another important feature of the industry, is its contribution to national integration, preservation of natural as well as cultural environments. The state of Gujarat has taken a number of steps to promote tourism. This paper examines the progress and prospects of tourism in this state. The state has visualized various event-based tourism which strengthens the prospects of Gujarat tourism in the near future.

Keywords:

Gujarat, Tourism, Eco-tourism.

Inference:

The content provided discusses the evolution and impact of tourism in India, focusing on its economic contribution, cultural significance, and environmental implications. Key points highlighted in the content include:

Economic Contribution: India's tourism sector has experienced significant growth, with rising foreign tourist arrivals and substantial foreign exchange earnings.

Domestic tourism in India also plays a vital role, contributing to employment and economic activity.

Cultural Significance: Tourism promotes national integration and cultural preservation by showcasing India's rich cultural diversity.

Domestic tourism encourages cultural understanding among different regions and communities.

Environmental Implications: The paper acknowledges the potential of ecotourism in India for conserving natural areas and wildlife habitats.

It recognizes the challenges of ecotourism, such as market failures and negative externalities.

Tourism Growth: India's tourism sector has shown substantial growth, with both foreign and domestic tourism on the rise.

Tourism contributes significantly to India's GDP and employment.

Promotion Efforts: The government actively promotes tourism through infrastructure development, branding campaigns like 'Incredible India,' and human resource development initiatives.

Global Perspective: India's share in global tourist arrivals is modest, but it has high earning potential per tourist compared to neighbouring countries.

The section on Gujarat's tourism development highlights the state's efforts to promote tourism, its policies, tourist attractions, arrival trends, and initiatives for tourism development. Gujarat aims to tap into its cultural and natural resources to become a prominent tourist destination.

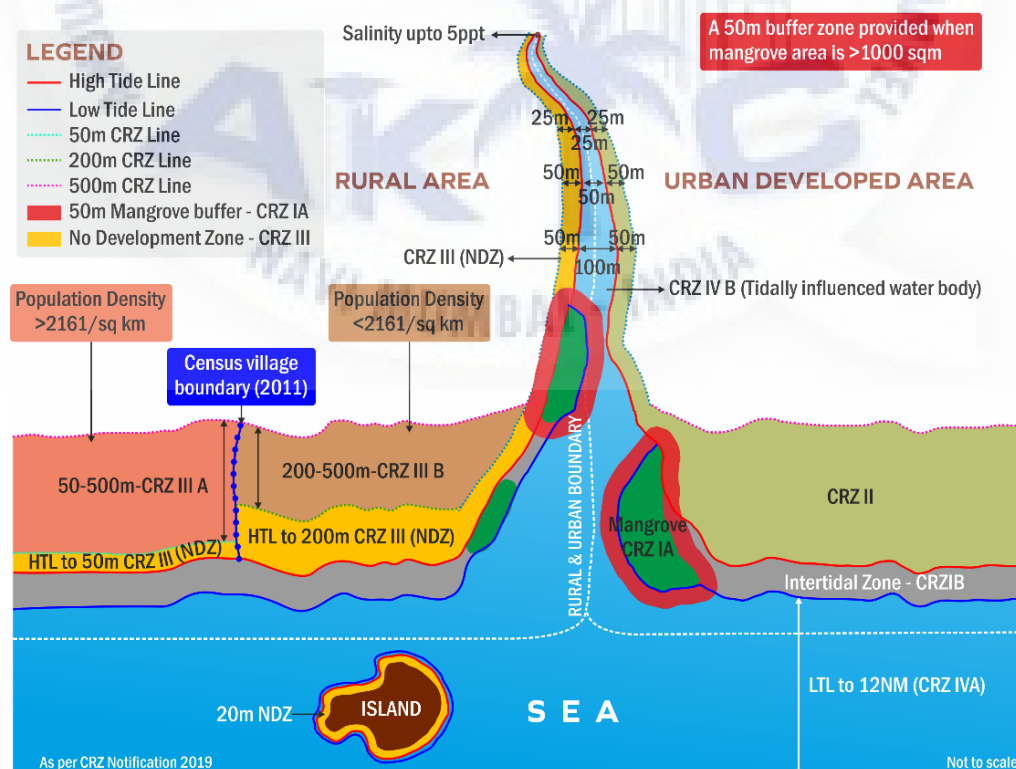
Conclusion:

Gujarat has tourist flow for religion purpose and also for business purpose. The state can there for concentrate on providing infrastructure facilities in order to attract and promote tourism in the state. The state can also provide training facilities so that the local employment can increase in this sector. **Tourism should be developed in order to maintain and preserve the local traditions and culture.** By providing the local people with alternative source, eco-tourism would drastically reduce the biotic pressures in the region which would automatically lead to greater habitat improvement. Other habitat improvement work such as clearing weeds for making view lines, creating salt pits for wildlife etc. Would be mutually beneficial for both the forest and the eco-tourists. Gujarat has tribal belt that can we developed as eco-tourism centre. The Dangs NJRIM Vol 2, No 1, June 2012 76 district of Gujarat has attracted tourist for the purpose of locating herbal medicinal plants. The government can develop this Dangs district as eco-tourism spot.

Research Article 6 - Coastal Zone Management Plan 2019

The Government of India issued the Coastal Regulation Zone Notification in 2019, with a view to conserve and protect the unique environment of coastal stretches and marine areas, besides livelihood security to the fisher communities and other local communities in the coastal areas and to promote sustainable development based on scientific principles taking into account the dangers of natural hazards, sea level rise due to global warming, do hereby, declares the coastal stretches of the country and the water area up to its territorial water limit, excluding the islands of Andaman and Nicobar and Lakshadweep and the marine areas surrounding these islands, as Coastal Regulation Zone

- **CRZ-IA** - Ecologically Sensitive Areas
- **CRZ-IB** - Intertidal Zone
- **CRZ-II** - Developed Land Areas (Municipal Limits / Urban Areas)
- **CRZ-IIIA** - Undeveloped rural areas where the population density is more than 2161 per square kilometre as per 2011 census base, is designated as CRZ-III A and **area up to 50 meters from the HTL on the landward side shall be earmarked as the 'No Development Zone (NDZ)'**
- **CRZ-IIIB** - Undeveloped rural areas where the population density of less than 2161 per square kilometre, as per 2011 census base, is designated as CRZ-III B and the **area up to 200 meters from the HTL on the landward side shall be earmarked as the 'No Development Zone (NDZ)'**
- **CRZ-IVA** - The water area and the sea bed area between the Low Tide Line up to twelve nautical miles on the seaward side shall constitute CRZ-IV A
- **CRZ-IVB** - areas shall include the water area and the bed area between LTL at the bank of the tidal influenced water body to the LTL on the opposite side of the bank, extending from the mouth of the water body at the sea up to the influence of tide, i.e., salinity of five parts per thousand (ppt) during the driest season of the year



Research Article 6 – Feasibility report of development of resort facilities in Mandvi, Kutch, Gujarat (2020)

Author: Gujarat Tourism

Abstract:

The document is a Project Information Memorandum for the development of a resort in Mandvi, Kutch. The study highlights the need for the resort development, citing the cultural richness and tourist attractions of Kutch. It also mentions the growing demand for tourism in the region and the potential for investment in the hotel and tourism industry. The document includes assumptions for the financial analysis, project cost, and site analysis. Overall, it recommends moving forward with the project based on market acceptability and feasibility.

Keywords

Resort, Mandvi, Kutch, Cultural Heritage, Tourism Corporation of Gujarat Limited

Hotels are establishments that provide lodging, accommodation, and various services to travelers and guests. They offer temporary accommodation and amenities for individuals or groups who are away from their homes. Hotels can vary in terms of size, facilities, services, and target clientele. Here are the different types of hotels mentioned in the document:

- **Residential Hotels:** Also known as apartment hotels, these hotels function as apartment houses and charge rent on a monthly, half-yearly, or yearly basis. They are typically located in big cities and towns and do not serve meals to customers.
- **Commercial Hotels:** These hotels are primarily meant for people visiting a place for trade, commerce, or business purposes. They are usually located in commercial or industrial centers and cater to individual travellers.
- **Heritage Hotels:** Heritage hotels in India are known for their elegance, luxury, and loyal treatment. They are often tourist attractions themselves, as they are exquisitely designed and decorated, reflecting the ambience and lifestyle of the bygone era. These hotels are typically located in palaces, havelis, castles, forts, and residences built prior to 1950.
- **Beach Resort Hotels:** These hotels are located along the coastlines and offer an array of beaches as their main attraction. They provide facilities and services in a beachfront setting, catering to tourists seeking beach-related activities and relaxation.
- **Wild Resorts Hotels:** These hotels offer accommodation in the midst of dense wilderness, allowing guests to experience living in a forest for a few days. They are often located in or near wildlife reserves or national parks, providing a unique wildlife tour experience.
- **Government Approved Hotels:** These hotels may not have applied for star categorization or may be small establishments. They are often found in remote or far-off places and provide a minimum level of accommodation facilities, including wildlife resorts, lodges, and hostels.
- **Floating Hotels:** These hotels are located on water surfaces such as seas, rivers, or lakes. They provide all the facilities and services available in a good hotel and are sometimes created by repurposing old luxury ships.

S.No	Category	Name	Address	Rooms			Banquet Hall	
				Category	Total Rooms	Rates/Night	Availability	Capacity
1	5 star	Navjivan nature Cure Center	34 Kms from Bhuj, on Bhuj Mandvi Road, Near Pundi patiya, Mandvi	Standard Rooms	80	2000	Yes	50
				Suprier Rooms		3,000.00		
				Deluxe rooms		2,600.00		
				Luxury Villas		3,600.00		
2	5 star	Serena Beach Resort	Near Shyam Ji Krishna Varma Smarak, Salaya	Deluxe Hut King Size Beds	30	6,300.00	No	-
				Deluxe Hut Queen Size Beds		6,000.00		
3	5 star	H & V Beach Hotel	Wind Farm Beach, Mandvi	Standard Rooms	20	3,000.00	No	-
				Suite Rooms		4,000.00		
4	3 Star	Hotel Aashirwad Palace	Opp. Jain Ashram, Mandvi Bhuj Highway,	Deluxe AC Rooms	12	2,500.00	No	-
				Dormitory		2,200.00		
5	3 star	Hotel Sea View	Jain Dharmashal Road, Mandvi Kutch, Guj.	Royal Suites			No	-
				Royal Mini Suites				
				Deluxe AC Rooms				
				family AC Rooms				
6	3 star	Hotel Kalash	Mandvi - Kachchh, Opp. Maska Octroi, Mandvi, Gujarat	Standard Rooms	14	2,100.00	Yes	150
				Deluxe Rooms		2,500.00		
				Super Deluxe Room		3,000.00		
7	5 star	Beach Camp at Mandvi Palace	Vijay Vilas Palace Estate,	AC Tents Single Occupancy		14,000.00	No	-
				AC Tents Double Occupancy		16,000.00		

Table 3.4 – Existing Accommodation Options in Mandvi 2020 (source: Tourism Corporation of Gujarat)

Tourist Inflow of the City

The inflow of tourist in Mandvi in the last few years is as given below:

Sr. No	Year	Number of Tourist			Changes in % with comparison to last year		
		Domestic	Foreign	Total	Domestic	Foreign	Total
1	2014-15	129398	1923	131321	-	-	-
2	2015-16	134892	2000	136892	4.25	4.00	4.24
3	2016-17	162652	2245	164897	20.58	12.25	20.46
4	2017-18	194327	2432	196759	19.47	8.33	19.32
5	2018-19	224790	2758	227548	15.68	13.40	15.65

Thus it can be seen from the above table that the tourist inflow (domestic as well as foreign) has been increasing consistently. This marks the rising demand of the place and its growing popularity.

Table 3.4 – Tourist Inflow in the City 2020 (source: Tourism Corporation of Gujarat)

Image 3.5 – Screenshots of 'Feasibility Report' Document (source: Tourism Corporation of Gujarat)

SWOT Analysis of Mandvi as Tourist Destination

Strengths

- The governments, both the state and local are known to be proactive, relatively transparent and effective implementers.
- The city has a huge coastline which offers tremendous potential for tourism.
- Mandvi has a pleasant weather throughout the year so the tourist inflow could be expected throughout the year.
- The Mandvi region is a mix of heritage, architecture, beach, culture, handicraft, wildlife, flora and fauna giving tourist a variety to get pleased from.

Weaknesses

- Lack of direct connectivity with major cities. The connectivity is through Bhuj only.

Opportunities

- Gujarat Government plans to develop beaches in places such as Mandvi in Kutch on the lines of those in Kerala and Goa. This is just one of the State Government's ambitious plans to tap the tourism potential that Gujarat has to offer.
- The Gujarat Tourism Policy has attracted investment in hotels, convention centres, resorts and adventure tourism in the State. This definitely is good opportunity to tap tourist in the State.
- The Tourism Corporation of Gujarat is engaged actively in promotion and marketing campaign of different Tourist places in the State. Like they have roped in Mr. Amitabh Bachchan for promoting tourist destinations in Gujarat of which one is Kutch Mandvi.

Threats

- Kutch falls in high risk zone for earthquakes and its beaches also fall in high tide zone risk. This may pose a threat to tourism at times.
- Current Pandemic has resulted in limited Tourism growth all across. The same will temporarily effect the tourism sector in Mandvi also.

Inferences

- Mandvi offers tourism opportunities due to its beaches, rich heritage, and royal history. It was once a summer retreat for the Kutch royalty.
- The city has seen a consistent increase in tourist inflow, both domestic and foreign, in the past few years. This indicates a rising demand for tourism in Mandvi.
- The major demand drivers for hospitality in Mandvi are leisure travel, birdwatching, Bollywood shooting, and fairs and festivals like Uttarayan, Navratri, and Rann Utsav.
- Mandvi has attractions like the Vijay Vilas Palace, Mandvi Palace, Jain temples, and the Swaminarayan Temple. The Mandvi beach and Mandvi Creek, inhabited by flamingos and other bird species, are also popular among tourists.
- The development of eco-tourism and adventure tourism in Mandvi presents vast possibilities due to its ecological advantages.
- The Gujarat government has plans to develop beaches in Mandvi, similar to those in Kerala and Goa, which indicates the potential for beach tourism in the region.
- Mandvi's tourism sector is experiencing a strong resurgence, with a large influx of national and international tourists attracted to its palaces, wildlife, fairs, and festivals.
- The city's limited supply of quality hotels and increasing tourism in the region make it feasible for the development of new resorts and hotels.

Conclusion

Mandvi offers significant tourism opportunities due to its beaches, rich heritage, and royal history. It attracts both domestic and foreign tourists. The city has seen a consistent increase in tourist inflow, indicating a growing demand for tourism in Mandvi. Mandvi's tourism sector is experiencing a strong resurgence, with a large influx of national and international tourists visiting the palaces, wildlife, fairs, and festivals in the district. The development of resorts and hotels in Mandvi is considered productive due to the tourism potential, government policies to develop beaches, and available investment options. Mandvi's tourism resources include its beaches, Vijay Vilas Palace, Mandvi Palace, Jain temples, and Mandvi Creek, which is popular among birdwatchers. The Gujarat government has plans to develop beaches in Mandvi, similar to those in Kerala and Goa, indicating the potential for beach tourism in the region. Mandvi's pleasant weather throughout the year makes it an attractive destination for tourists, and the city has a large coastline offering tremendous potential for tourism. The limited supply of quality hotels and the increasing tourism in the region make it feasible for the development of new resorts and hotels in Mandvi.

Overall, Mandvi has a diverse range of tourism offerings, including beaches, heritage sites, wildlife, and cultural attractions, making it an attractive destination for tourists. The government's initiatives and the growing demand for tourism indicate the potential for further development and investment in the tourism industry in Mandvi.

4. CASE STUDIES

a. VIRASAT E KHALSA MEMORIAL MUSEUM

- **Project Location** - Anandpur sahib, Rupnagar, Punjab.
- **Architects**-Moshe Safdie & Associates, Boston, US
- **Associate Architect** - Ashok Dhawan, New Delhi
- **Construction Consultant** - Larsen & Tourbo limited, India
- **Promoters and Developers** - Anandpur sahib Foundation Trust
- **Inception Date**-1-1-1998
- **Completion Date** 13-4-2010
- **Total Area**- 75 Acre
- **Built up Area**- 40 Acre
- **Project Cost** - Total estimate cost including exhibits 224 crores



Image 4.1 – Birds Eye View of Virasat-e-khalsa-Museum (source: SlideShare)

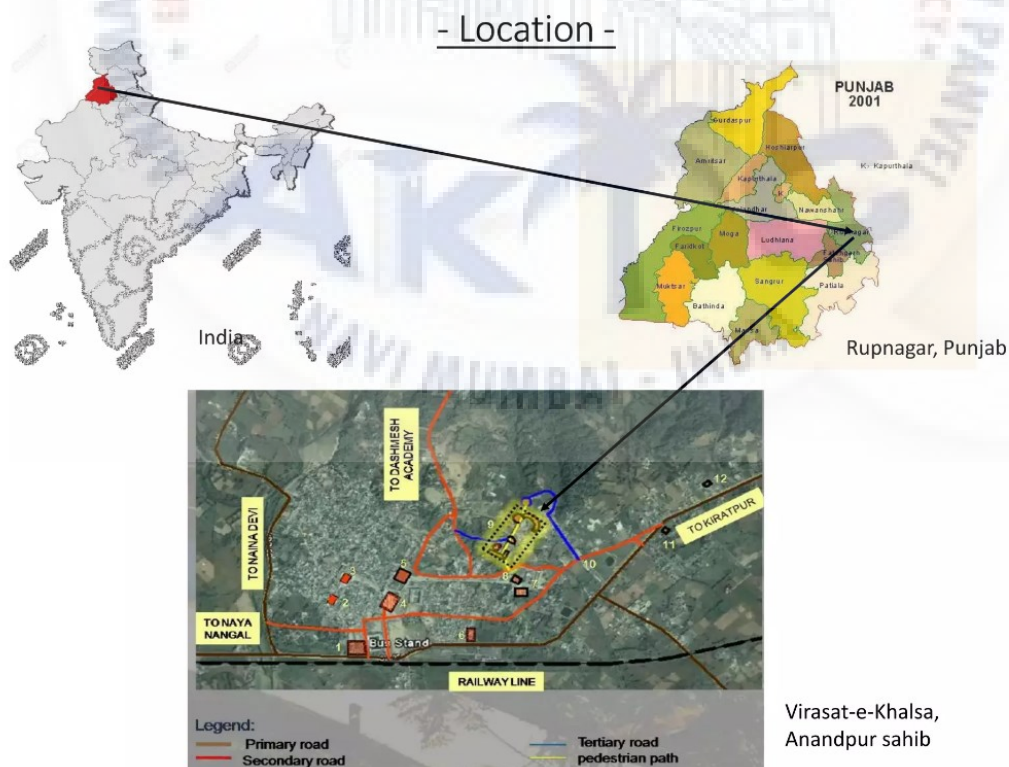


Image 4.2 – Location of Virasat-e-khalsa-Museum (source: SlideShare)

PURPOSE OF STUDY: To study how culture, heritage, and storytelling is combined, represented and depicted through spaces. Memorial museums are the best example of storytelling through spaces.

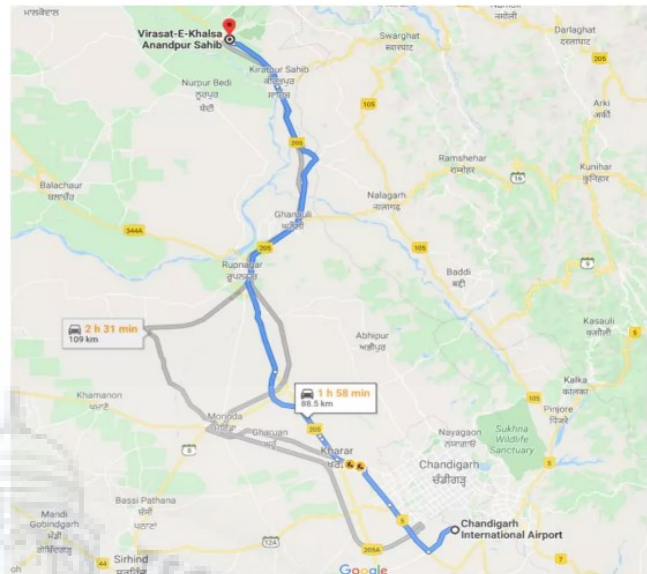
INTRODUCTION: The Khalsa Heritage Centre is a museum dedicated to the Sikh people, situated in the sacred town of Anandpur Sahib, near Chandigarh in the Punjab state. This museum pays homage to 500 years of Sikh history and commemorates the 300th anniversary of Khalsa, the sacred scriptures authored by the 10th Guru, Gobind Singh, who founded the modern Sikh faith.

Spanning a 75-acre site overlooking the town, the Khalsa Heritage Centre comprises two interconnected sets of structures, separated by a ravine and linked by a bridge. The western complex, which interfaces with Anandpur Sahib, encompasses an entrance plaza, a 400-seat auditorium, a two-story library, and temporary exhibition spaces. A lengthy 540-foot bridge extends from the western complex, crossing a seven-acre network of reflective pools, allowing access to the eastern complex that houses permanent exhibition areas. The eastern complex consists of clusters of curvilinear galleries that draw inspiration from the fortress architecture prevalent in the region, creating a striking silhouette against the backdrop of sand cliffs and the distant Himalayan foothills.

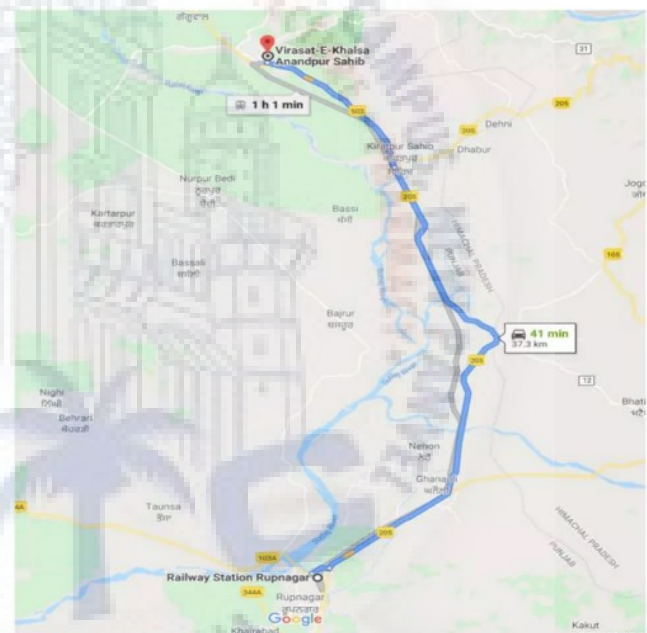
The design of the Khalsa Heritage Centre is deeply intertwined with its natural surroundings and resonates with the architectural traditions of the region. To authentically represent the sacred site's mission and context, the buildings combine concrete and local sandstone, with stainless steel roofing to withstand the Punjab's harsh weather conditions.

The site is a significant pilgrimage destination, accessible from two directions: on foot from the southwest, where a bridge connects the town to the western gateway complex, ideal for pilgrims visiting the Gurdwara and Fort; and by vehicle from the northeast, with parking facilities east of the museum complex. Visitors arriving by car can either ascend to the lobby from the parking area or descend from a drop-off circle to reach the museum's central lobby. Consequently, both groups converge at the same lower-level lobby, regardless of their approach.

Image 4.3 – Location of Museum (source: Google Maps)



Distance from site to Chandigarh Airport(nearest) is 80km.



Distance from site to Railway 37 km

A series of dams within the ravine creates pools that beautifully reflect the complex's architecture, especially at night.

Inside the museum, visitors follow a curated path through various galleries. The exhibitions encompass a blend of large hand-painted murals, dioramas, relief paintings, 3D interpretive structures, and intricately hand-woven tapestries. A notable highlight is the interpretive exhibit in the boat building, which celebrates Punjabi culture and its indomitable spirit.

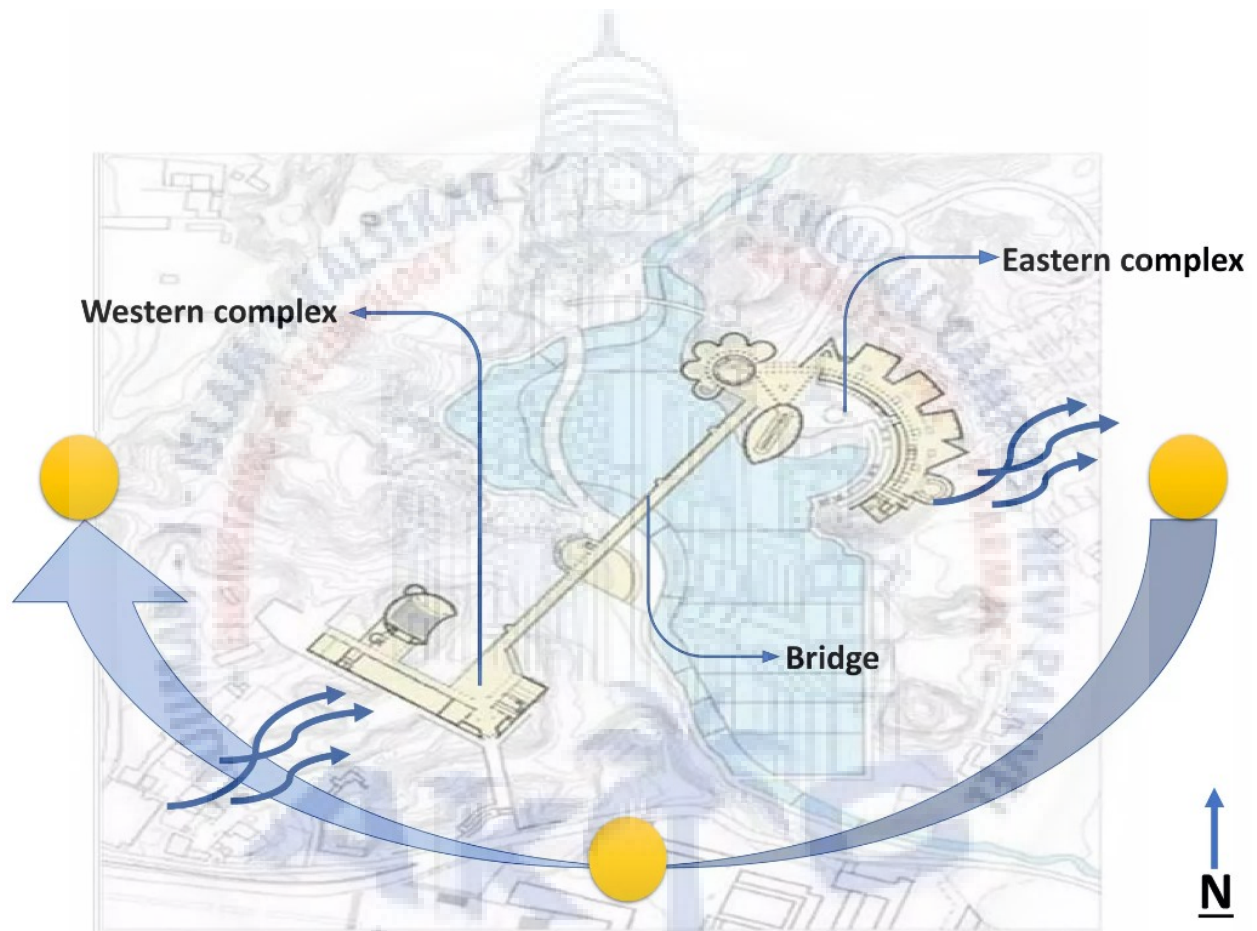
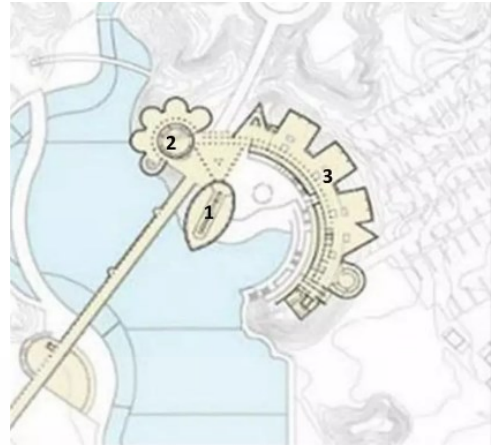


Image 4.4 – Distribution of spaces In Virasat-e-khalsa-museum (source: SlideShare)

Concept-

- The initial structure is designed in the form of a boat, serving as the first gallery visitors encounter. This section provides a panoramic view, almost 360 degrees, to showcase the contemporary culture of Punjab.
- The second structure takes the shape of a flower, representing the five virtues of Sat (truth), Santosh (contentment), Daya (compassion), Namrata (humility), and Pyar (love), which are also associated with the Panj Piaras, the five beloved individuals of Guru Gobind Singh. These five Sikhs are Bhai Daya Singh, Bhai Dharam Singh, Bhai Himmat Singh, Bhai Mukham Singh, and Bhai Sahib Singh.
- The third building is crescent-shaped, featuring petal-like extensions on its roof. These roof petals are covered with special stainless-steel sheets, symbolically directing the skylight towards the Gurudwara.

Image 4.5 – Floor plans (source: Slide Share)

**Complex A (western complex):**

- The western complex serves as the entrance from Anandpur Sahib to the museum.
- Its structure is primarily composed of concrete bearing walls and trusses.
- The walls ascending from the ravine level are covered with weather-resistant sandstone. It includes a library with a covered area of 2230 square meters.
- The auditorium, with a seating capacity of 400, covers an area of 1980 square meters, divided into three levels.
- The temporary exhibition gallery offers a covered area of 1373 square meters.

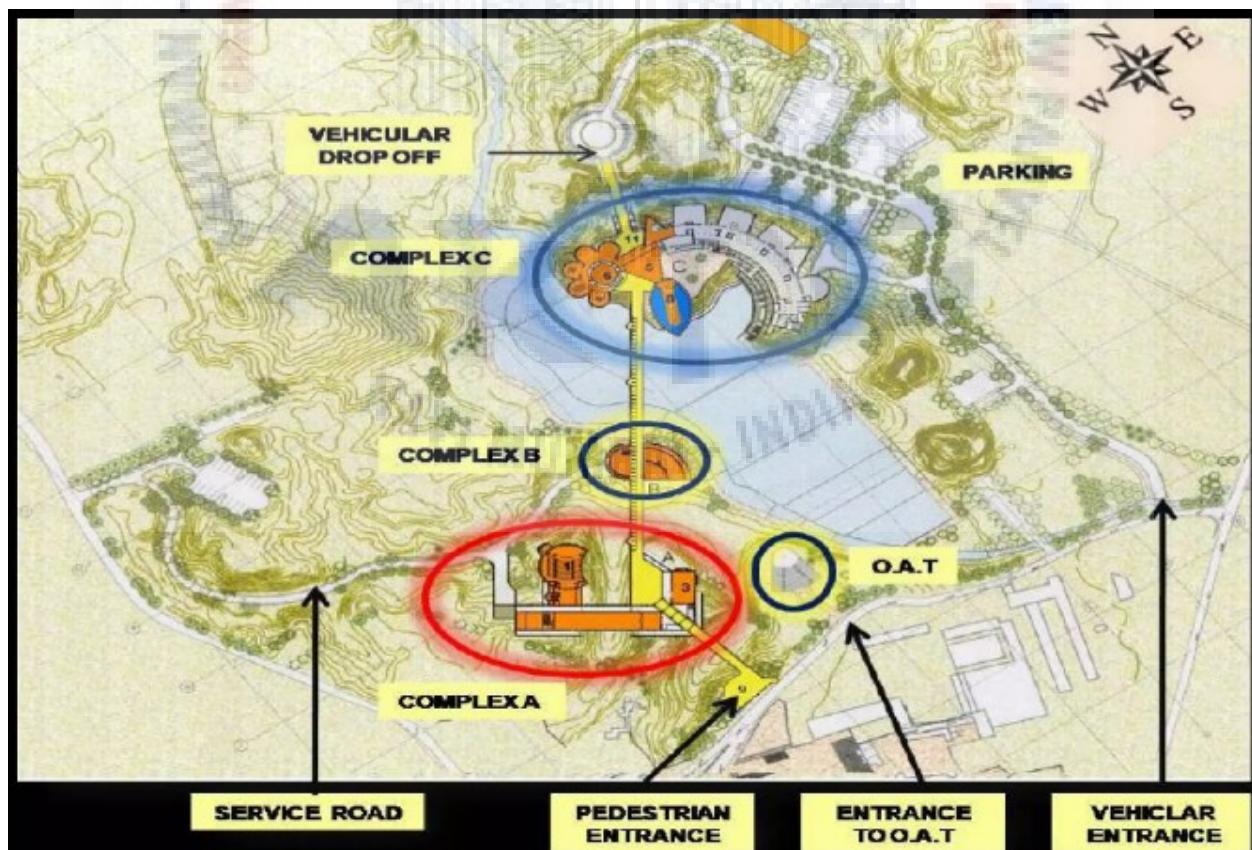
Complex B:

- This section mainly comprises a pedestrian bridge, cafeteria, and kitchen block.
- The pedestrian bridge is 165 meters long and wide, connecting complex A and C. It features four independently supported arches, with three measuring 33 meters in length and one measuring 27 meters.
- The cafeteria and kitchen blocks include a cafeteria with a covered area of 1424 square meters.
- The foundation level of the cafe dining area is at 316.4 meters.

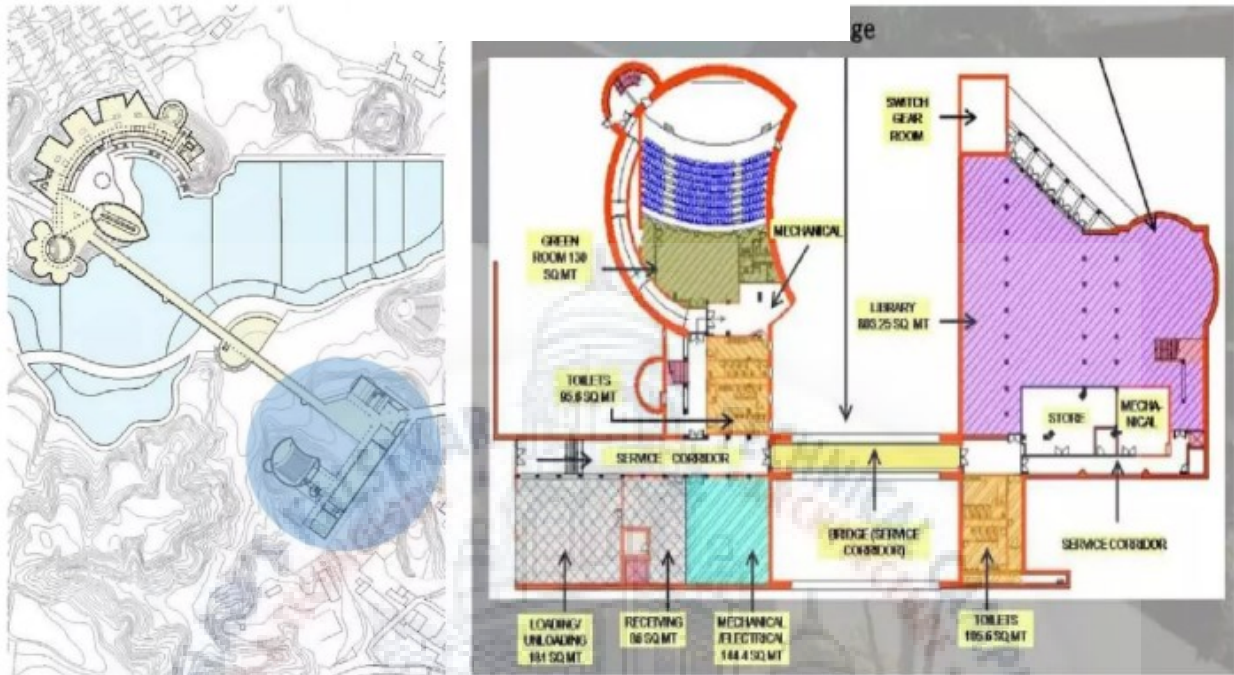
Complex C:

- Complex C encompasses various functions, including an arcade, receiving dock, mechanical/electrical room, reception, storage space, workshops, labs, lecture and meeting spaces, book store, gift shops, offices, toilets, exhibit galleries, planters, and grand stairs.
- The building is organized into three levels: the lowest level at 319 meters, the mid-level at 324 meters, and the highest floor level at 330 meters.
- The design of the building's roof consists of five petals, symbolizing the Panj Piaras (the five cherished ones) of Guru Gobind Singh.
- Permanent exhibits within each of the five petals trace the life history of the first five gurus from birth to their attainment of salvation or martyrdom.
- The heritage museum, also referred to as the Boat building, has a plan area of 1780 square meters. It features a ramp that begins at 321 meters and ascends to 327.60 meters.
- The structural composition involves RCC shear walls with an internal ramp made of prestressed concrete.
- The foundation level is at 308.5 meters, and the top of the roof reaches 330.6 meters.
- The design incorporates a water body on the ground floor level, which reflects in the glass ceiling, creating an illusion of height for visitors.

Image 4.6 – Floor plans (source: Slide Share)



COMPLEX A



COMPLEX B

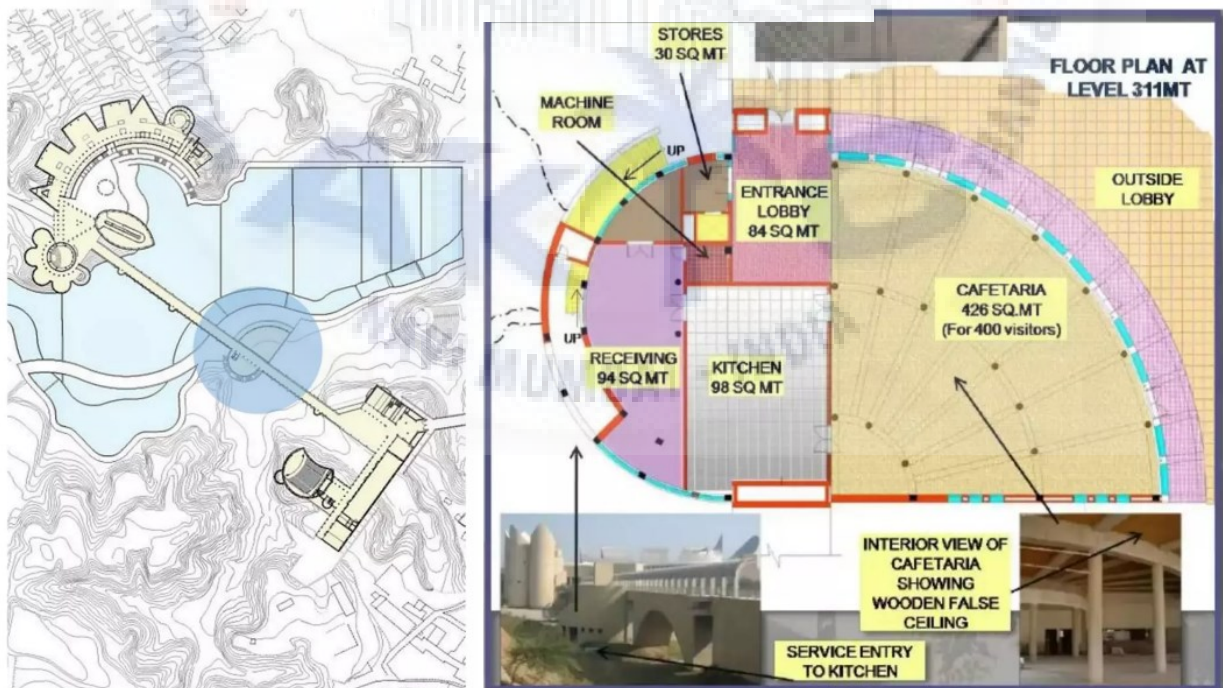


Image 4.7 – Floor plans (source: Slide Share)

COMPLEX C

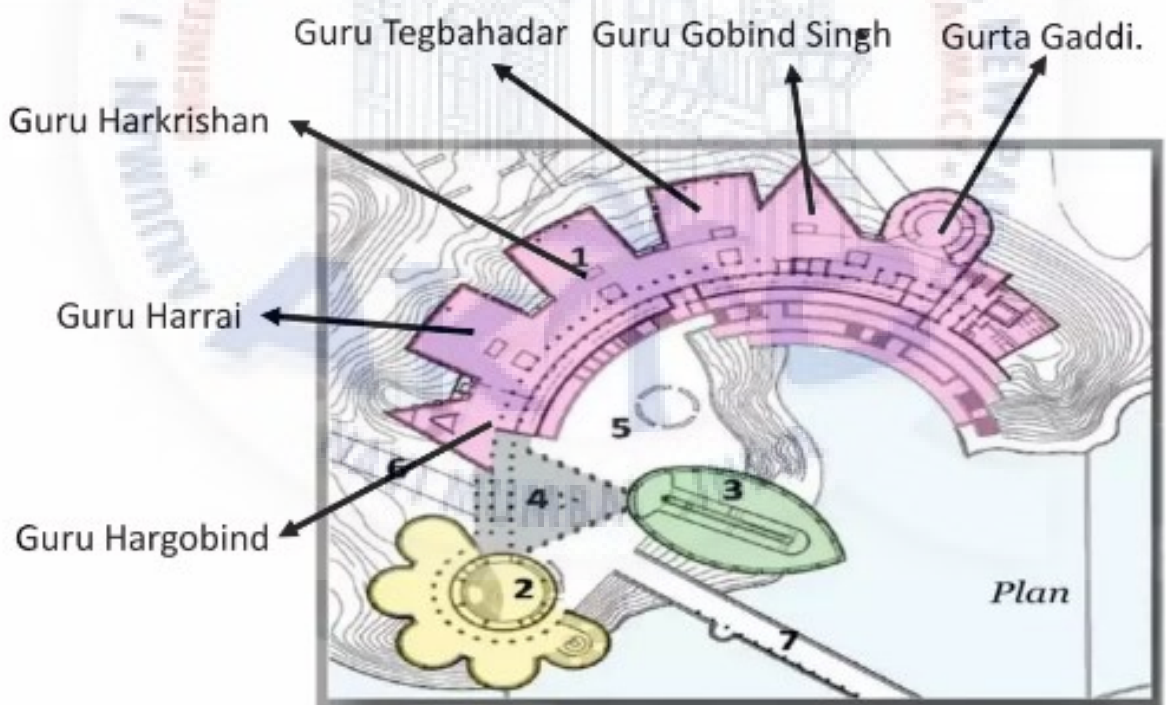
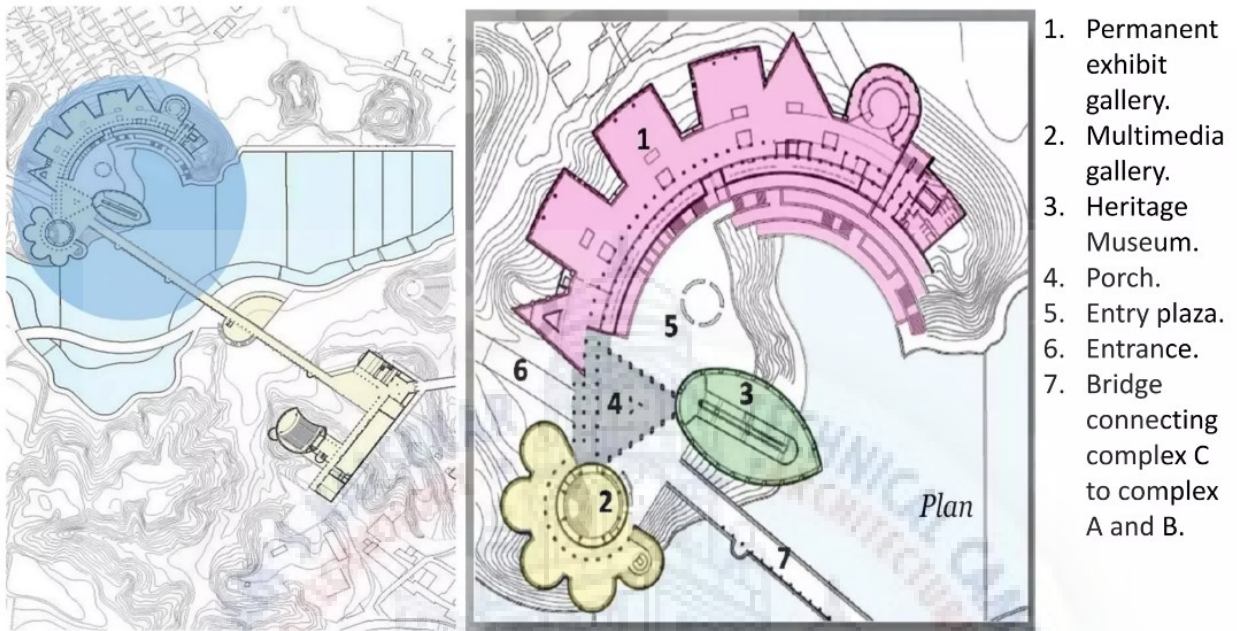


Image 4.8 – Floor plans (source: Slide Share)



Image 4.9 – Interior Views (source: Slide Share)



Image 4.10 – Sketch of the museum (source: Slide Share)



b. SMRITIVAN EARTHQUAKE MEMORIAL MUSEUM

- **Architects:** Vastushilpa Sangath
- **Area:** 10900 m²
- **Year:** 2023
- **Manufacturers:** Daikin, Jaquar, Jindal Steel, Tata Steel
- **Structural Consultants:** V.R Shah Engineers
- **Partner In Charge and Chief Architect:** Rajeev Kathaplia
- **Project Lead:** Piyas Choudhari
- **Senior Architect:** Rajesh Suthar
- **Architect:** Kunal Suthar
- **MEPF:** Jhaveri Associates
- **City:** Bhuj
- **Country:** India

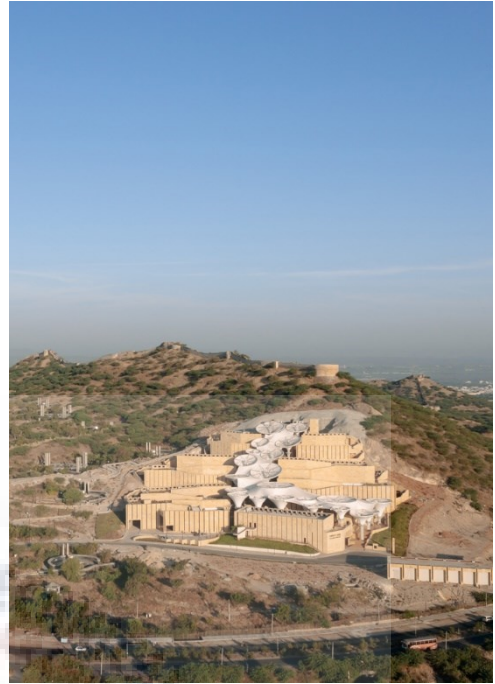


Image 4.11 – Birds Eye View (source: ArchDaily)

PURPOSE OF STUDY:

To study how culture, heritage, and storytelling is combined, represented and depicted through spaces. This is a context specific case study to understand building technology and materials specific to the context of Kutch

INTRODUCTION

The museum is situated atop Bhujiyo Hill in Bhuj, Gujarat, India, forming an integral part of the larger Smritivan Earthquake Memorial masterplan. This masterplan was conceived to commemorate the 2001 earthquake, with Bhuj as its epicenter. The museum is deeply rooted in the heritage, culture, crafts, villages, and wildlife sanctuaries of the Kutch region. It was envisioned not merely as a museum but as a civic space where the local community could gather and celebrate



Image 4.12 –Views (source: ArchDaily)

their festivals and more. The architects, as in their other projects, recognized the significant role of such institutions in shaping a city and ensured that the architecture contributes to civic life. The Smritivan memorial, for instance, addressed the need for a green space and park within the city.

In terms of its purpose, the museum's galleries are dedicated to showcasing the diverse crafts and skills of the Kutch region. The steep incline of the hill posed a challenge in terms of placing the building without disrupting the natural landscape. The hill held cultural significance for the people, so constructing a large box-like structure that contrasted with the hill's contours was deemed inappropriate. Instead, the topography guided an alternative approach, resulting in a design reminiscent of the fort wall remnants found on the hill. The building's mass appears as a line that follows the contours, zigzagging its way up the hill, much like the natural paths used by animals or pilgrims heading to a sacred site. The architects strongly believe in the importance of walking as a means to connect with the surroundings. The heart of the museum experience lies in this gradual ascent, a meandering journey of 50 meters interspersed with various galleries. The central spine serves as a sort of veranda where visitors can pause, contemplate, and immerse themselves in the landscape.

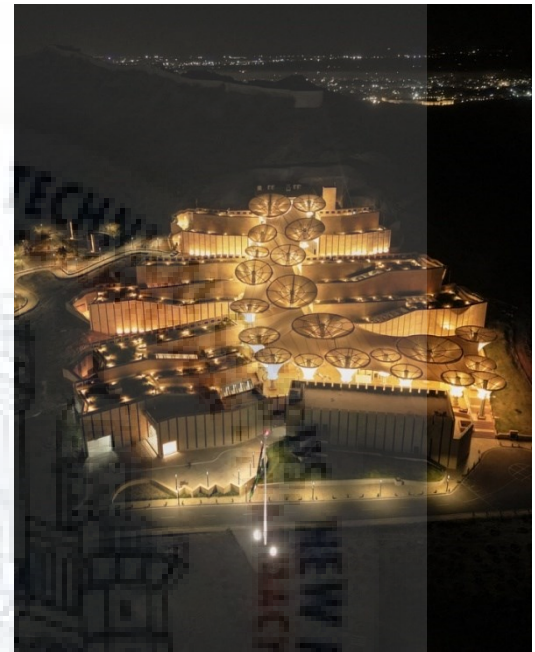
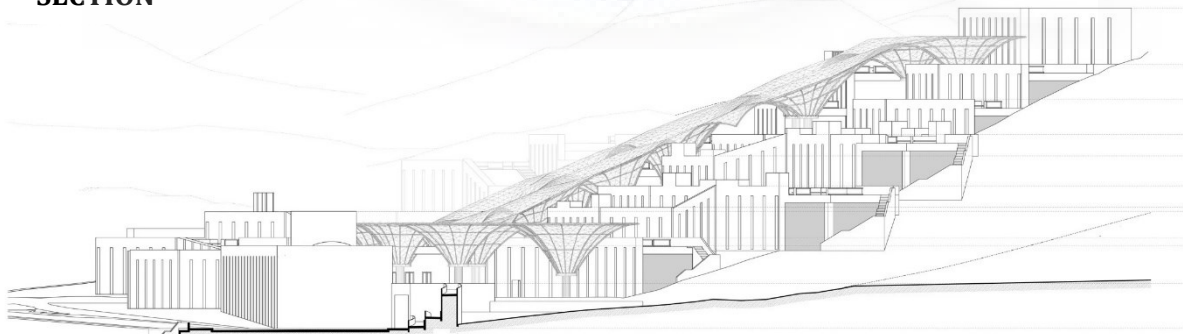


Image 4.13 –Views (source: ArchDaily)

SECTION



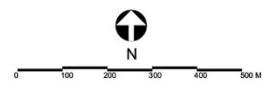
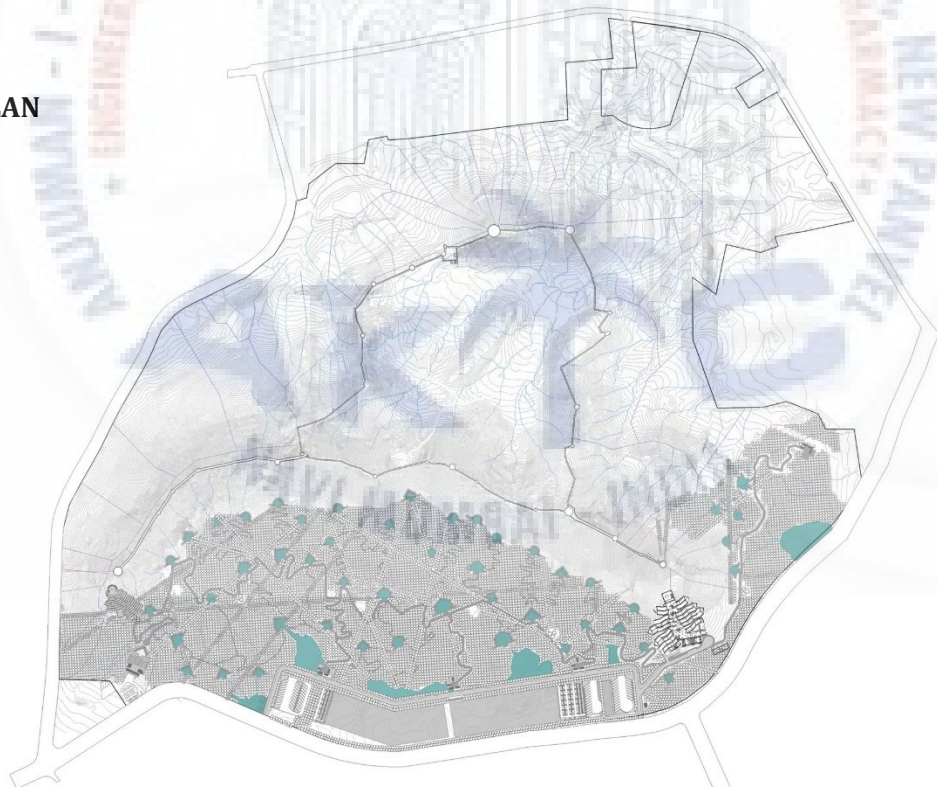
The tensile structure of this spine also casts a gentle, illuminating glow over the monolithic buildings, which are constructed using locally sourced stone from the vicinity of the site. Essentially, this central spine of the museum functions as a civic space even when the galleries are closed. Temporality is a key aspect of the museum's design philosophy. Each gallery's rooftop is adorned with different varieties of local flora, mirroring the hill's changing seasons and marking the passage of time. These gardens also serve various purposes, such as hosting temporary exhibitions and performances, providing visitors with opportunities for reflection and assimilation, which are essential aspects of the museum experience. Like many settlements on a landscape, the museum is designed for gradual expansion. The modular nature of the galleries and the layout of the central spine ensure that any future extensions will always align harmoniously with the unique character of the location. In essence, it is a settlement that is as old as Bhuj itself yet as fresh as the memory of one's last visit.



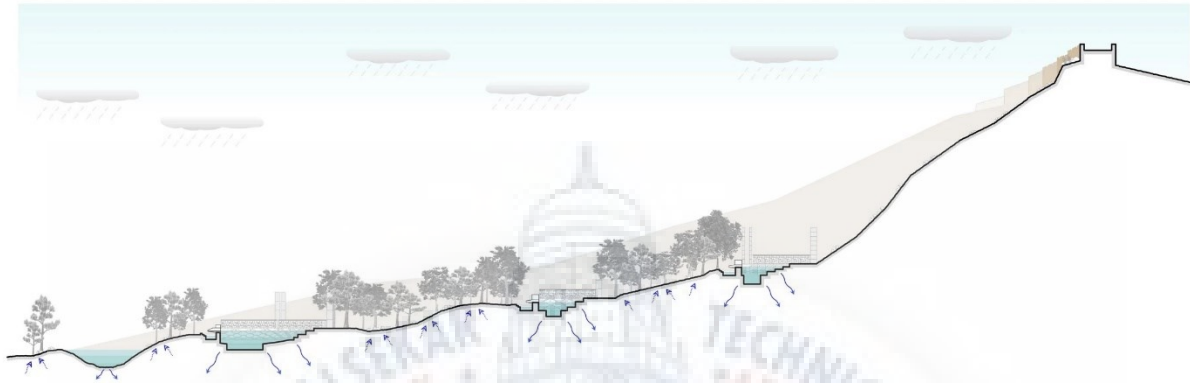
PLAN OF THE COMPLETE MUSEUM SHOWING ALL THE GALLERIES SITUATED AT CONSECUTIVE FLOORS



SITE PLAN



SITE SECTION



SECTION THROUGH MUSEUM GALLERIES

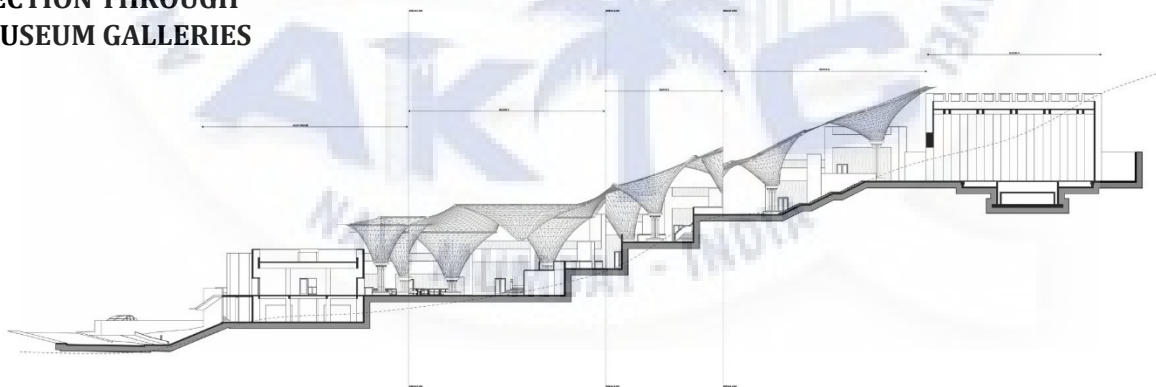


Image 4.14 - **TOP VIEW SHOWING TENSILE CANOPY OF THE MUSEUM** (Source: ArchDaily)



The Smritivan Earthquake Museum covers an area of 11,500 square meters and comprises seven distinct blocks, each offering a unique, educational, and almost futuristic experience.

These seven galleries are as follows:

1. **Rebirth:** This gallery explores the Earth's evolution over millions of years, the formation of landforms, and the history of ancient civilizations in the Kutch region. It delves into trade routes, advancements, and resilience.
2. **Rediscover:** Visitors here learn about the resilience of Kutch, the innovative spirit of Gujarat's people, and the region's relationship with natural phenomena. It highlights natural features and the adaptation of people to erratic environments.
3. **Restore:** This block recounts the tragic events of the 2001 Bhuj earthquake, including immediate rescue and relief efforts. Testimonies and memories of survivors and victims' families from across Gujarat and India are presented.
4. **Rebuild:** Offering insights into the collective efforts to rebuild Gujarat after the earthquake, this gallery showcases rehabilitation, reconstruction, and recovery initiatives.
5. **Rethink:** The Rethink Block focuses on global disaster response and preparedness, utilizing interactive activities and games. It educates about India's vulnerability to natural hazards and their psychosocial effects.
6. **Relive:** This gallery provides a realistic simulation of the 2001 earthquake through state-of-the-art 360-degree experiences. Visitors can feel the tremors and interact with the Smritivan tree inside an infinity room.
7. **Renew:** In this gallery, visitors pay tribute to those who lost their lives in the earthquake by lighting a digital flame through touch panels. The illuminated flame travels through digital LED walls to create a unified light, making it a visually stunning tribute.

Historical Context: The 2001 Gujarat earthquake, measuring 7.9 on the Richter scale with Bhuj as its epicentre, was a catastrophic event in Indian history. It affected over 15.2 lakh individuals in the Kutch district alone, resulting in the loss of around 12,932 lives and impacting 890 villages. Beyond the tangible damage, it left a lasting impact on survivors mentally, emotionally, and physically. Linked to the 1819 Rann of Kutch earthquake, it gained historical significance.

Despite this devastation, Gujarat, through the resilience of its people and government determination, has emerged as one of India's leading states. The museum is a dream project of former Chief Minister and current Prime Minister Shri Narendra Modi, who inaugurated it on August 28, 2022, and encouraged everyone to visit this memorial and museum when in Kutch.



Image 4.15 – Interior views (Source: Author)

c. LLDC MUSEUM

- **Client:** Living & Learning Design Center- LLDC - Ajrakhpur - Kutch
- **Location:** Ajrakhpur, Dist - Kutch, Gujarat
- **Architects:** Uday Andhare & Mausami Andhare
- **Design Team:** Mitesh Panchal, Sayali Andhare, Tejas Jasani, Shweta Rathod, Surendran Aalone
- **Consultants:** Prof. R.J.Shah & Mehul Shah, Ami Engineers, Ahmedabad
- **Site Area:** 8 acres
- **Building Area:** 1.2 lac sq.ft
- **Completion Year:** 2015

PURPOSE OF STUDY

This case study is selected to understand how the culture and local art is represented through space. This is also a context (Kutch) specific case study

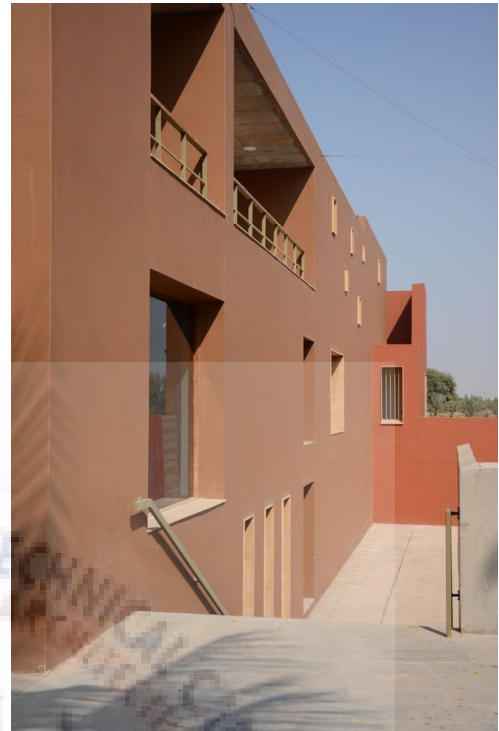
INTRODUCTION

The concept for establishing an institution like this emerged shortly after the devastating earthquake in 2001, which had a wide range of consequences. Firstly, there was the physical devastation that resulted in the loss of human lives and sources of income due to the destruction of buildings and infrastructure. Secondly, in the aftermath of such a natural disaster, there was an outpouring of assistance in various forms, including financial, emotional, and genuine support, as well as some less well-intentioned efforts. The government also provided tax incentives to encourage industrial development, which began to transform the region's landscape.

This transformation posed a significant threat to the indigenous way of life, as native artistic skills were gradually being supplanted by job opportunities in the emerging industrial sector. This worrying trend was slowly eroding a generation's unique skill set and cultural heritage.

In response to this disaster, Shrujan, an NGO located in Kutch and led by Chanda Shroff, took the initiative to help the affected communities restore their livelihoods. They intervened at multiple levels, including the construction of temporary shelters and workspaces where women could engage in productive work. It was believed that only through work could these individuals regain their sense of purpose and take pride in their craft and enterprise.

Image 4.16 – views (Source: Author)



The Living and Learning Design Center (LLDC) project originated in the aftermath of the 2001 earthquake. It was envisioned as a place that would serve as a tangible and visual repository of the diverse crafts of Kutch. Its primary purpose was to function as a resource center for artisans while also serving as a public museum and a space for hands-on, demonstrative learning.

Situated in the predominantly hot, dry, and arid landscape of Kutch, the LLDC project drew inspiration from the region's people and cultural intricacies. There had been a prevailing inclination to preserve, emulate, and replicate what was considered vernacular or characteristic of Kutch. However, interactions with the artisans and their craft revealed that their vision and influence had extended beyond the region's boundaries. This allowed for a broader exploration of architectural possibilities.

The pioneering spirit of the artisans inspired the creation of a contemporary environment that reflected their artistic, resourceful, and industrious mindset.

Design Strategy:

The LLDC is located in Paddhar village, approximately 18 kilometers from Bhuj, on an 8-acre site with abundant mango, chickoo, and coconut palm trees. The master plan consists of three main components: the museum, the crafts school, and residential enclaves. The museum block was the first phase of the project and had strict guidelines for conserving and preserving textiles, necessitating a thermally stable building design.

Architecture:

The architecture of the museum block comprises large solid volumes punctuated by conical skylights designed to minimize exposure to the elements and dust. The design includes ancillary passageways and shaded areas for craft demonstrations and impromptu workshops, fostering spontaneous and simultaneous experiences. This approach prioritizes place-making over manneristic form-making, creating a museum that is a "place" for tactile and informal exploration.

Sustainability:

The project emphasized economy of means and materials. Sustainable design strategies aimed at thermal comfort were integrated into the campus design. Key sustainability measures included the use of locally manufactured lime and fly ash bricks, carefully detailed fenestrations to maximize natural ventilation while minimizing solar heat gain, rainwater harvesting, decentralized wastewater treatment, and radiant cooling on terraces.

Program Details and Buildings:

The museum includes four galleries, one of which houses the permanent collection of the 'Design Centre on Wheels' program. Other galleries feature traditional artifacts related to the textile arts of Kutch. The museum also includes a library, auditorium, conference room, classrooms, and information kiosks.

The crafts school is a significant component, providing working spaces for various Kutch craft forms. It is organized along a central spine, reminiscent of covered markets found in arid desert regions, creating a climatically suitable and sustainable environment.

On-site Housing:

On-site housing is provided for master craftsmen, artisans, visiting academics, and scholars. Modular courts with dwelling units linked by internal streets promote creative synergies, mutual support, and interaction among residents.

Common Spaces:

The plan includes places for dining, recreation, and social events, enhancing the sense of community. Generous courtyards allow for large gatherings during events such as annual product exhibit fairs.

Overall, the LLDC serves as a testament to the rich cultural heritage and craftsmanship of Kutch while embracing contemporary design principles and sustainable practices.



Image 4.17 – views (Source: Author)



Image 4.18 – views (Source: Author)

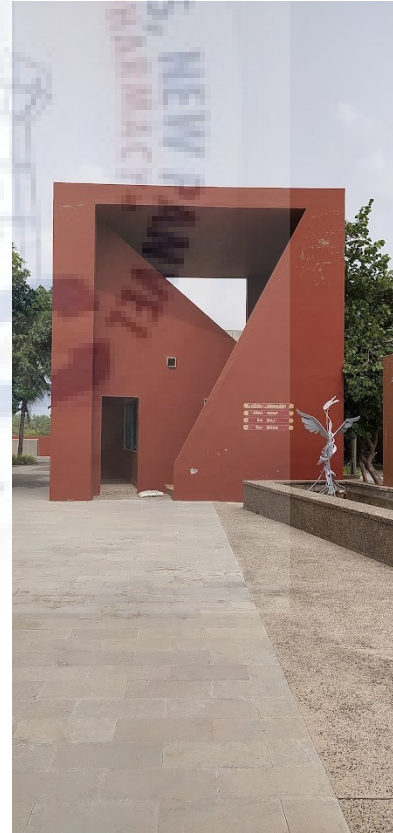
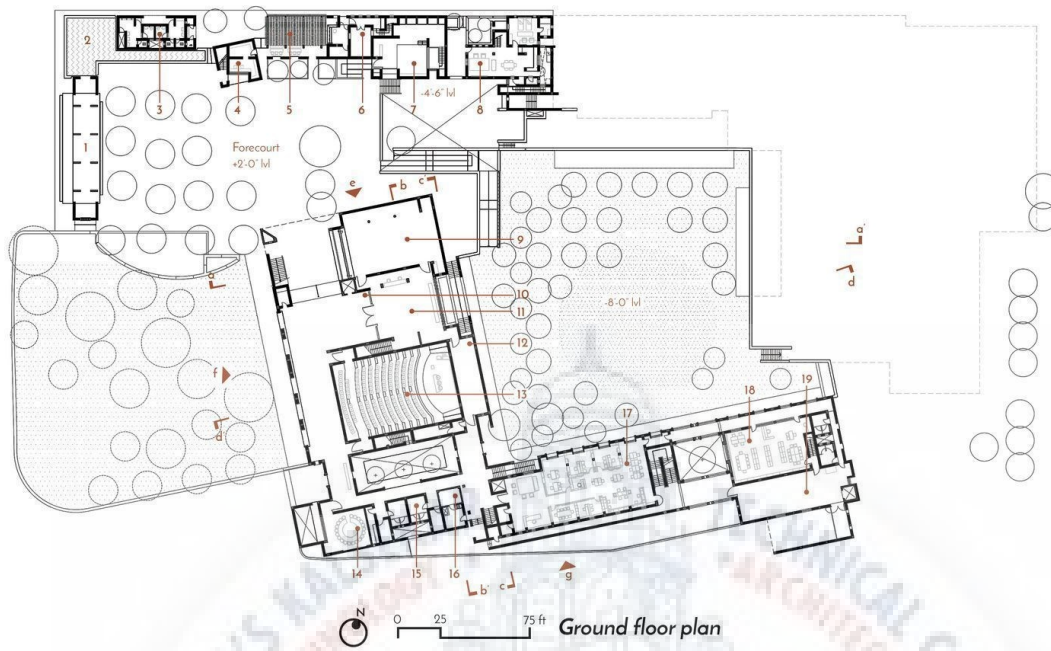
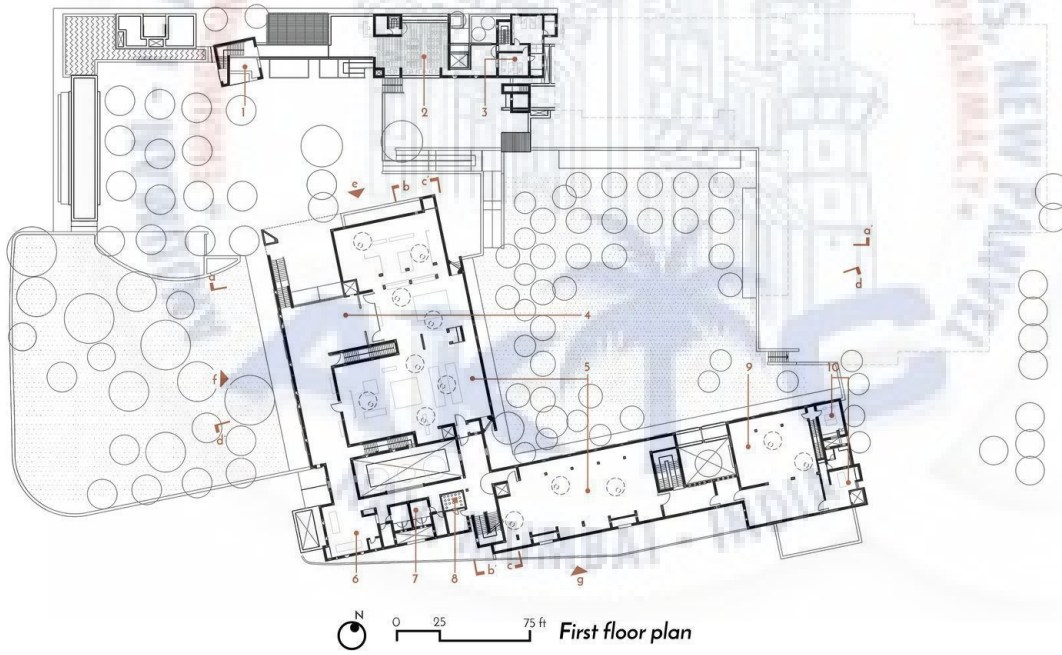


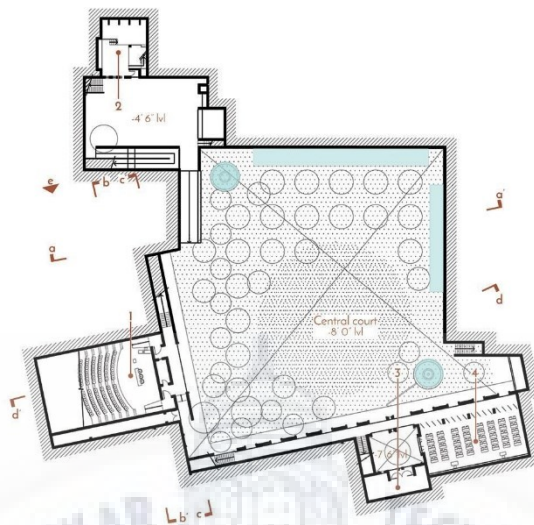
Image 4.19 – views (Source: Author)



- Legend**
- | | | | |
|----------------------|------------------------------|-----------------------|------------------------|
| 1. Entrance pavilion | 6. Kitchen | 11. Orientation space | 16. Cooling tower |
| 2. Pond | 7. Museum Shop | 12. Hands-on gallery | 17. Admin |
| 3. Toilets | 8. Guest house | 13. Auditorium | 18. Library |
| 4. Ticketing tower | 9. Temporary exhibit gallery | 14. Conference room | 19. Conservation space |
| 5. Outdoor cafe | 10. Foyer | 15. Toilets | |

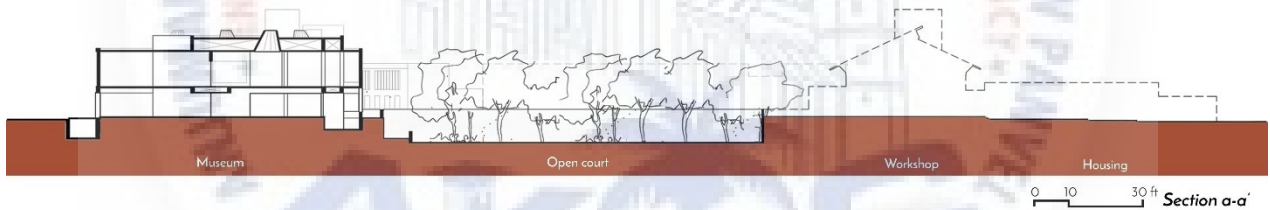


- Legend**
- | | |
|---------------------------|------------------------|
| 1. Ticketing tower | 6. Demo printing area |
| 2. Fine dining restaurant | 7. Toilets |
| 3. Guest house | 8. Cooling tower |
| 4. Informal workshops | 9. Main storage |
| 5. Exhibition galleries | 10. Conservation space |

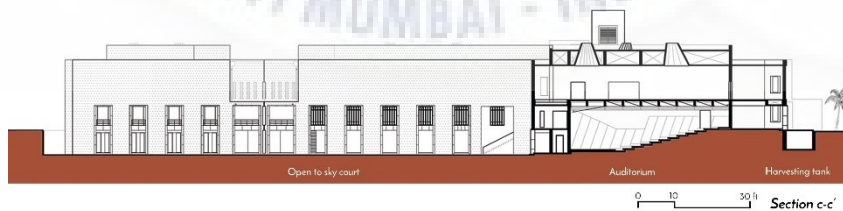


Basement plan

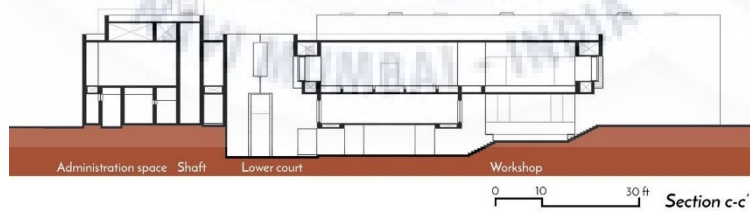
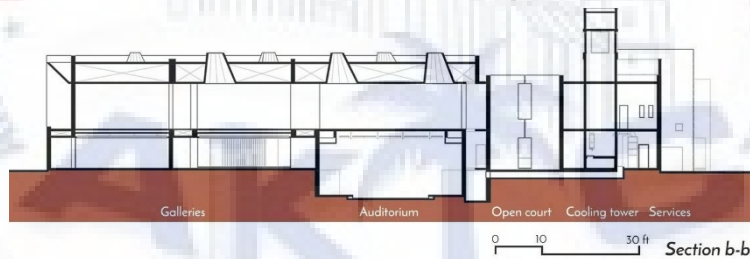
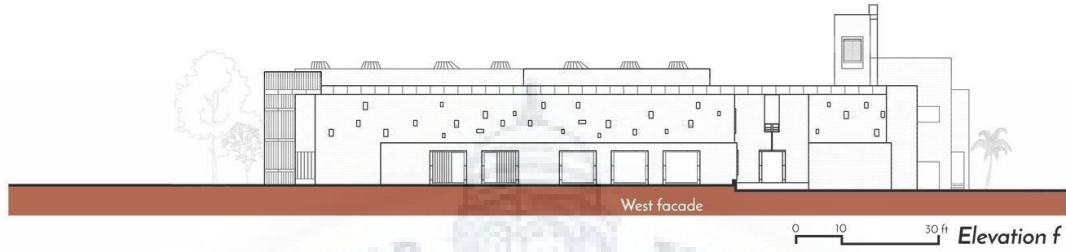
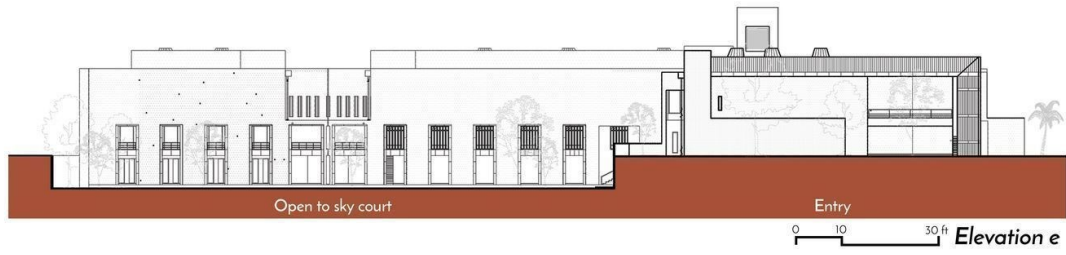
- Legend
- 1. Auditorium
 - 2. Craft shop
 - 3. Workshop/storage
 - 4. Classroom

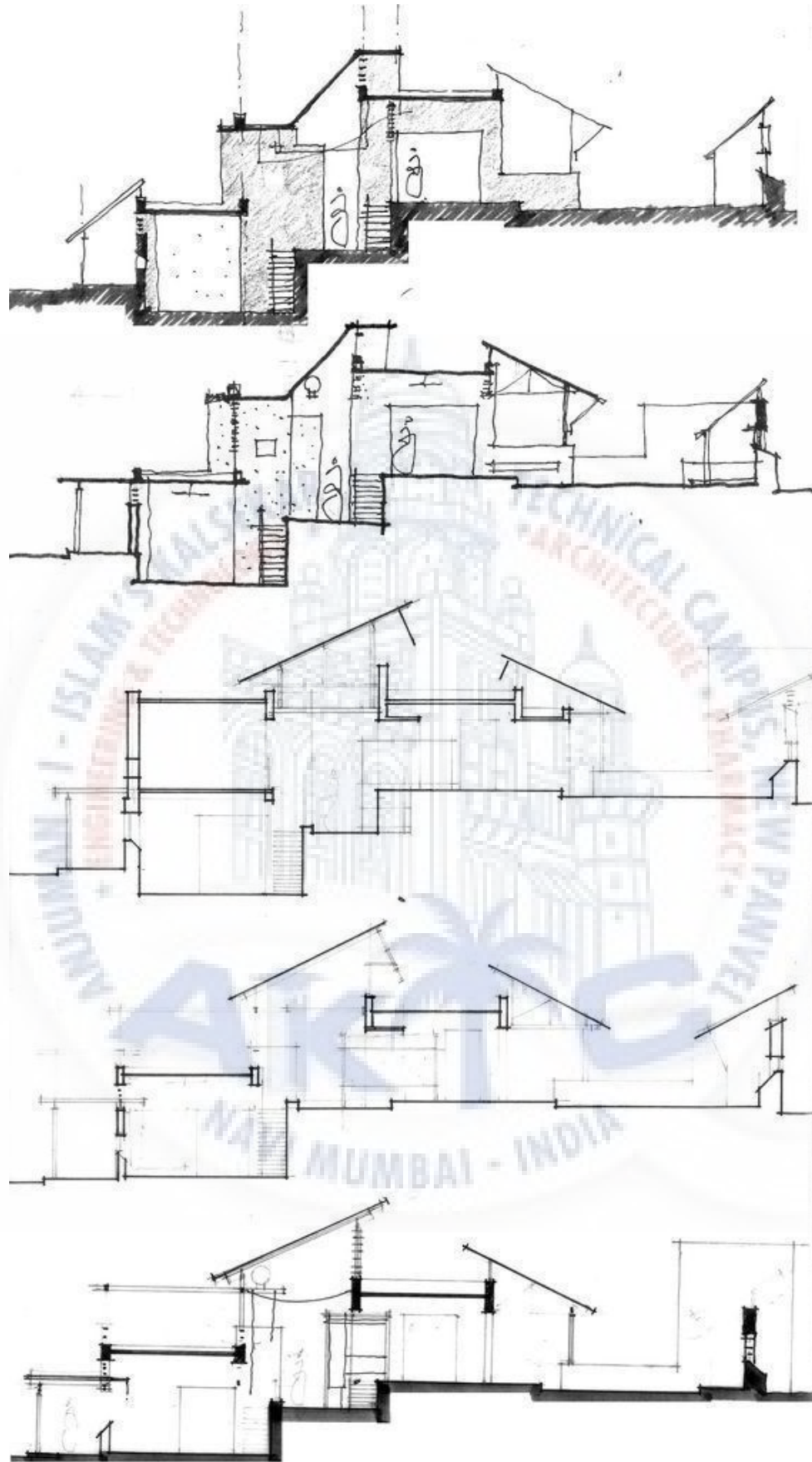


Section a-a'



Section c-c'





d. DUBOAK MARITIME HERITAGE INTERPRETATION CENTRE

- **Architects:** NFO
- **Area:** 1042 m²
- **Year:** 2022
- **Manufacturers:** Sto, Feal
- **Lead Architects:** Damjan Kolundžić, Kata Marunica, Marin Piršić, Nenad Ravnić, Filip Vidović
- **Landscape Architecture:** Studio Perivoj d.o.o., Boris Gerenčević
- **Engineering Project:** Termoprojekting d.o.o.
- **Set Design:** Studio Putinja d.o.o.
- **Museum Consultant:** FARO11 with dr. sc. Tamara Nikolić Đerić
- **Heritage Consultants:** HEREDO
- **City:** Malinska
- **Country:** Croatia



Image 4.20 – views (Source: ArchDaily)

INTRODUCTION

The DUBoak Maritime Heritage Interpretation Center in Malinska on the island of Krk is part of a broader initiative for coastal development. The project resulted from a public architectural competition and is a strategic plan for the town's future growth. Despite tourism growth, Malinska's public spaces were neglected until recent improvements to the main square and "Velika Barka" waterfront.

BUILDING TECHNOLOGY:

- The center features a striking green roof supported by V-shaped wooden columns.
- The use of multimedia technologies to create an interactive visitor experience.

DESIGN PROCESS:

- The project emerged from a public architectural competition.
- It's part of a strategic plan for the town's development.
- Focus on the revitalization of public spaces, including the main square and waterfront.

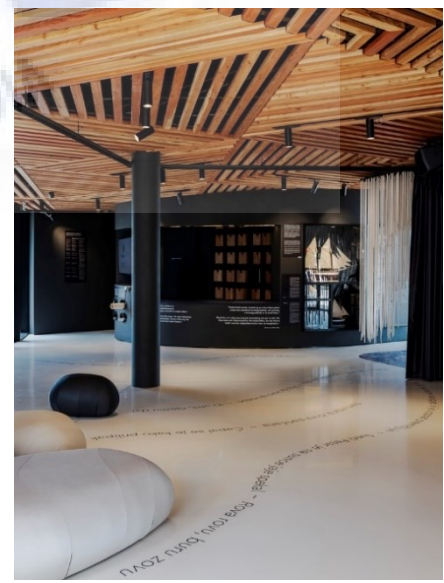
CONCEPT:

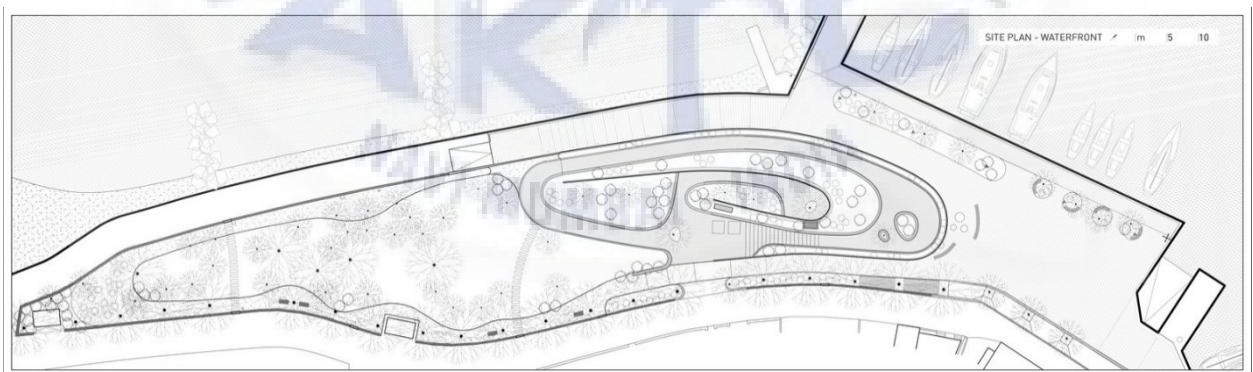
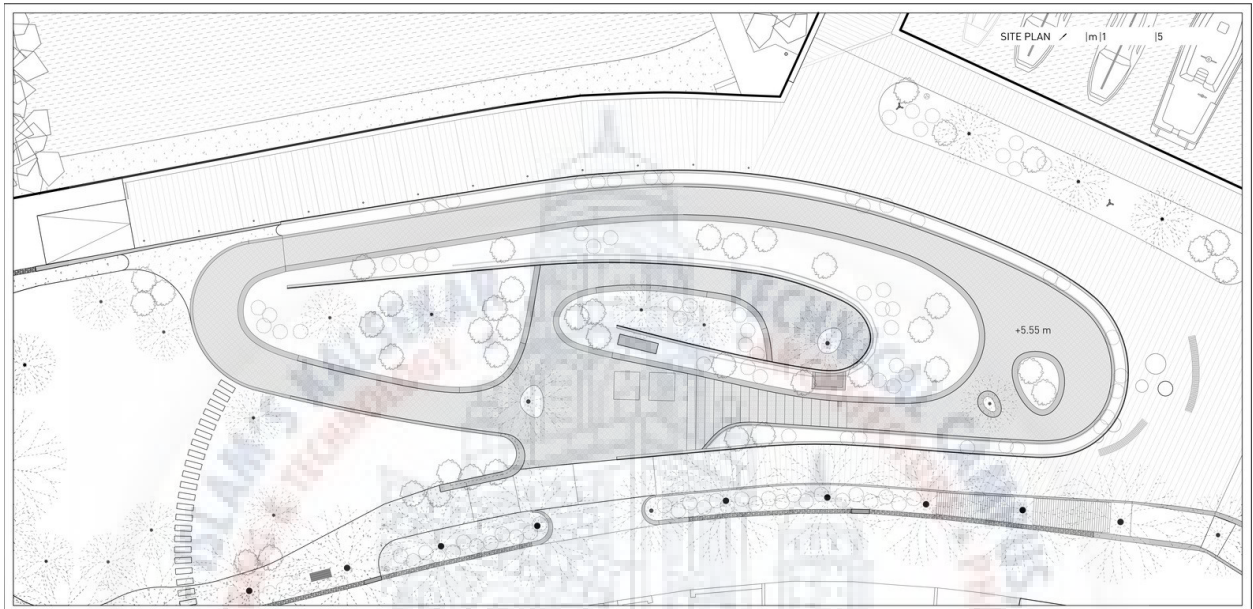
- The center's primary purpose is to showcase the traditional heritage and history of Malinska.
- It aims to serve as a contemporary space while revitalizing the town center.
- Educational events, workshops, and gatherings are hosted to pass on knowledge and skills related to maritime heritage.
- Plans for creating a small harbor for traditional wooden boats in front of the center.

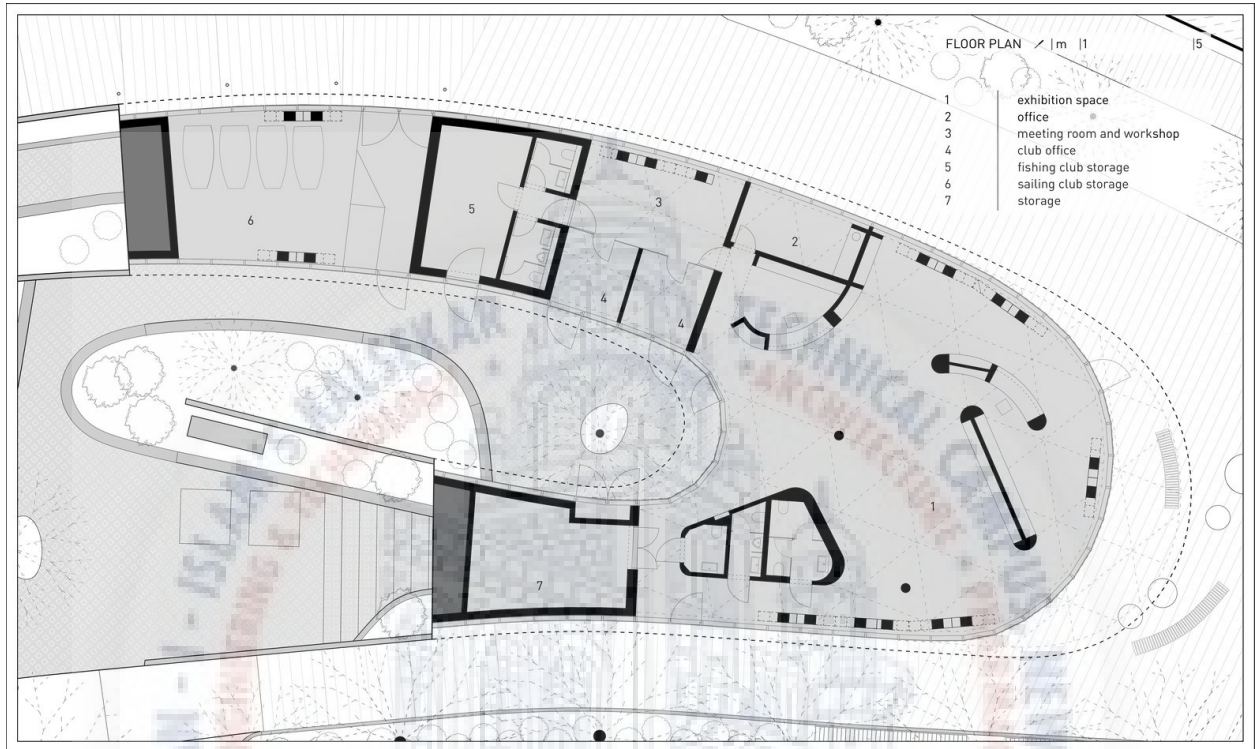
ADDITIONAL FACILITIES:

- The center houses the premises of the Sailing Club and the Sports Fishing Club, ensuring activity even outside the tourist season.
- Part of an integrated approach to transforming Malinska into a model for public space revitalization in small island towns.

Image 4.21 – views (Source: Author)







e. INTERPRETATION CENTRE OF ROMANESQUE

- **Architects:** space workers
- **Area:** 16684 ft²
- **Year:** 2018
- **Lead Architects:** Henrique Marques, Rui Dinis
- **Design Team:** Rui Rodrigues, Sérgio Rocha, Rui Miguel, Marco Santos, Mónica Pacheco
- **Client:** Lousada Municipality
- **Furniture Design:** Bairro Design
- **Finance Director:** Carla Duarte - cfo
- **Engineer:** aspp Engenheiros, Lda.
- **City:** Lousada
- **Country:** Portugal



Image 4.22 – views (Source: ArchDaily)

PURPOSE OF STUDY

To understand how interpretation centres depict and represent niche topics in small scales compared to large scaled museums

INTRODUCTION

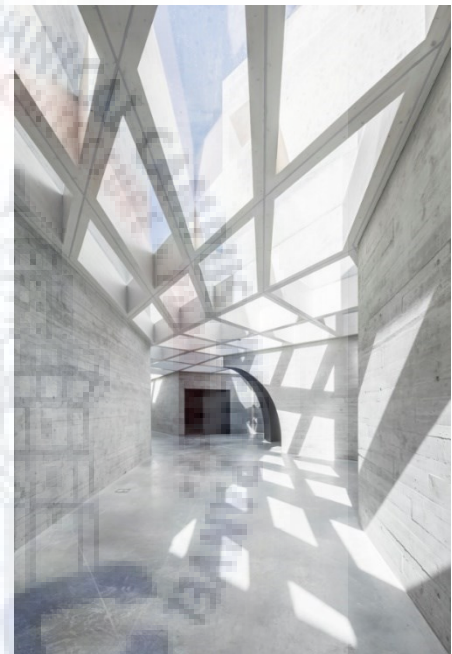
The Interpretation Centre of Romanesque, situated in the Porto district within the village of Lousada, occupies a significant location adjacent to Praça das Pocinhas and the Senhor dos Aflitos Church, both central landmarks in the village. Its design aims to harmonize with the surroundings and establish a new point of reference in the village center. Drawing inspiration from the principles of Romanesque architecture in Portugal, the building serves as a bridge between the present and the distant Romanesque era.

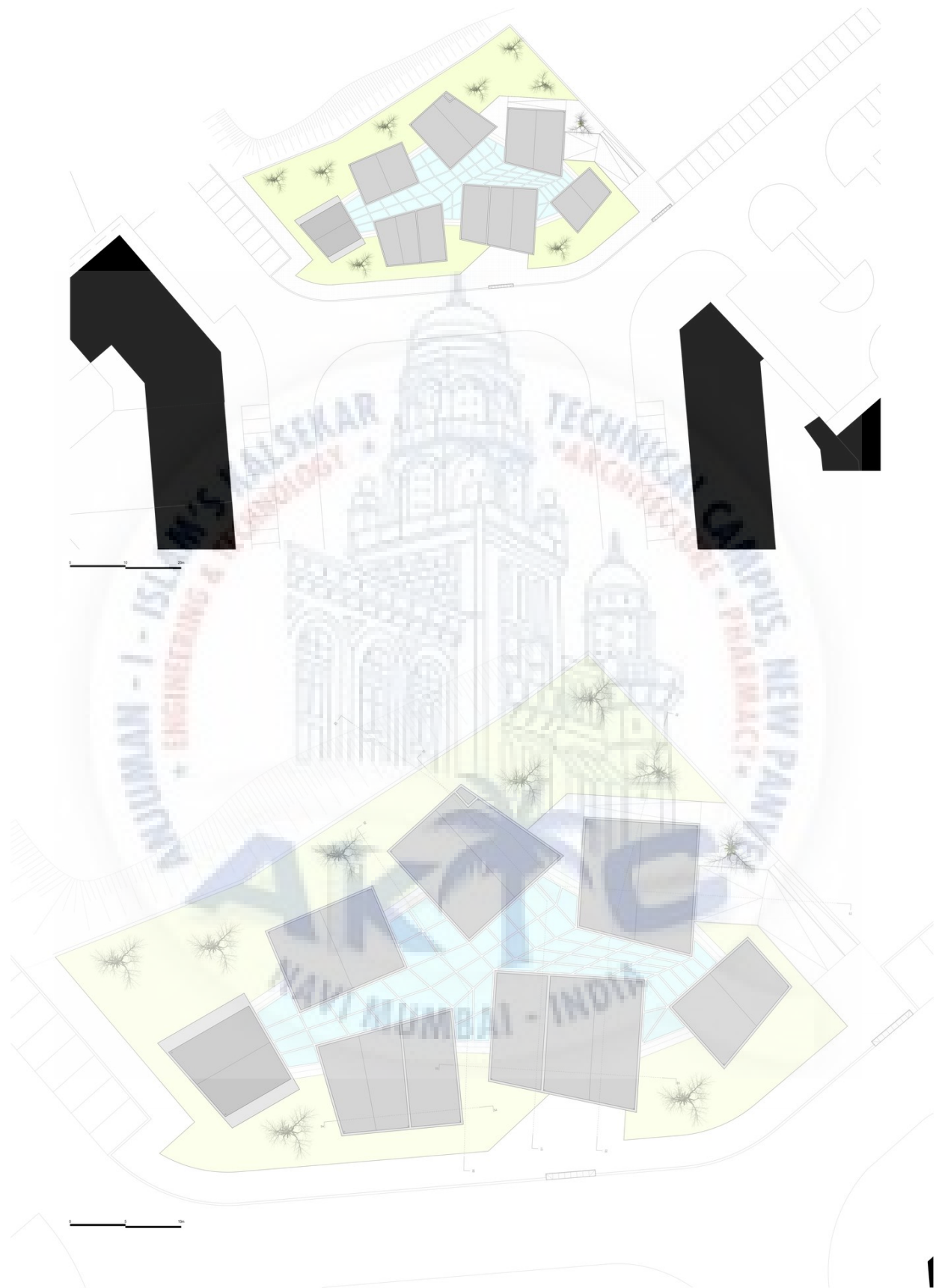
DESIGN OF SPACES

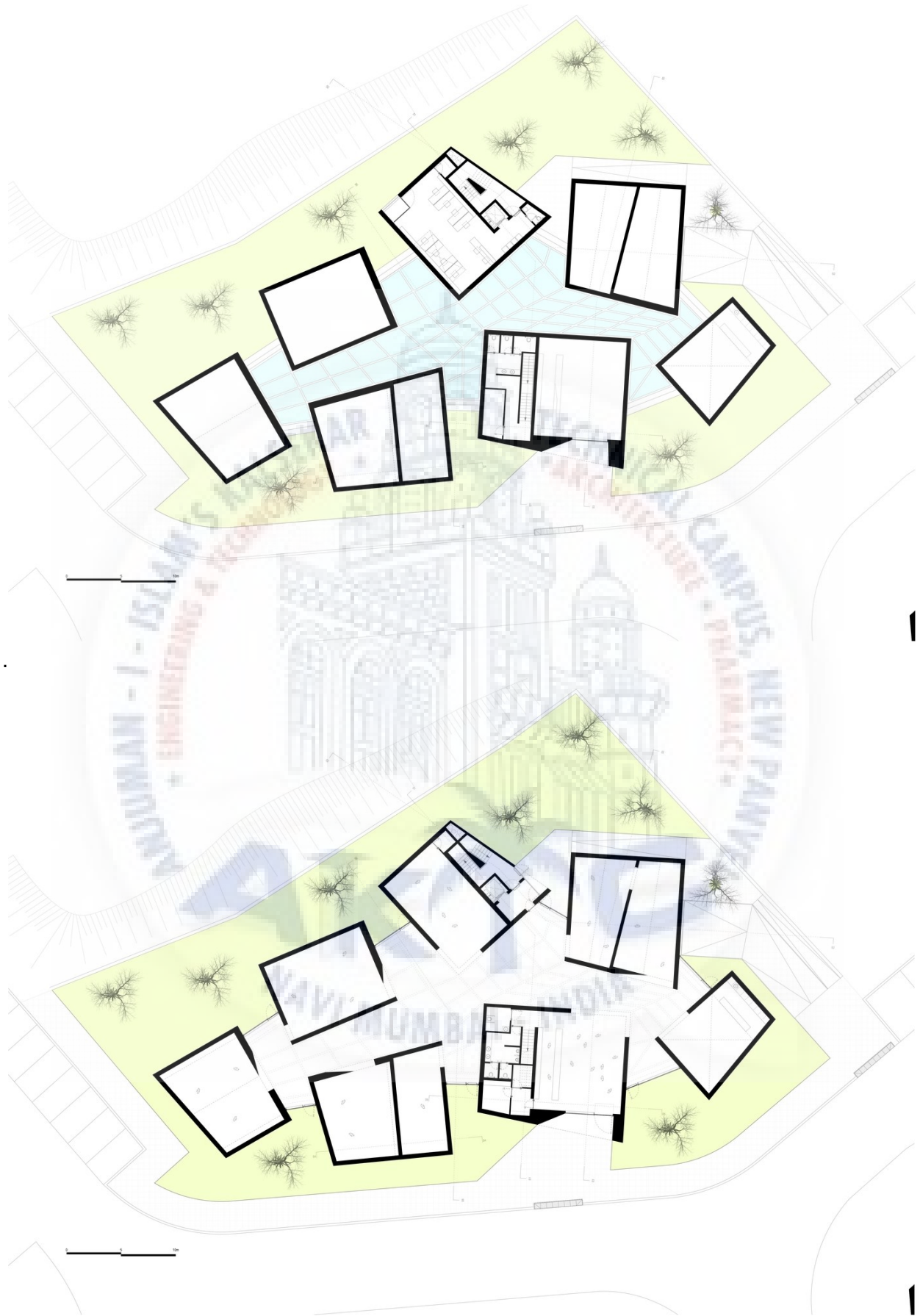
The building's design is characterized by a simple yet diverse volume arrangement, representing the varied structures found in Romanesque architecture. Each distinct volume serves as an exhibition space. To connect these spaces and encourage exploration, a central cloister-like area, covered in glass, was created as a unifying element, allowing natural light to permeate and creating a play of light and shadow within the exhibition areas.

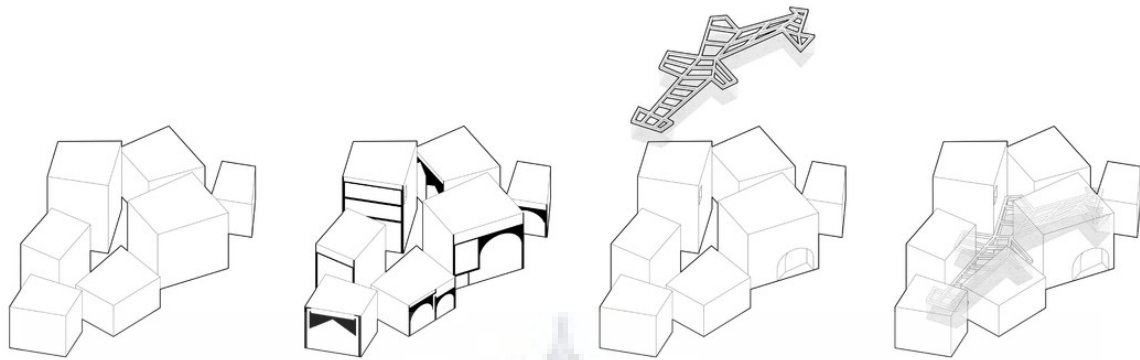
Inside, the exhibition spaces evoke a sense of monumentality reminiscent of Romanesque buildings, both in terms of scale and shape. The ceilings of each volume reinterpret the different roof styles used in Romanesque architecture. The choice of materials reflects a commitment to using contemporary materials while paying homage to the past. Natural stone, particularly concrete in its raw and unadorned state, was chosen to construct the building, creating an atmosphere that seamlessly blends the past and present.

In essence, the building strives to be modern yet respectful of its historical context, fostering a harmonious connection between different time periods







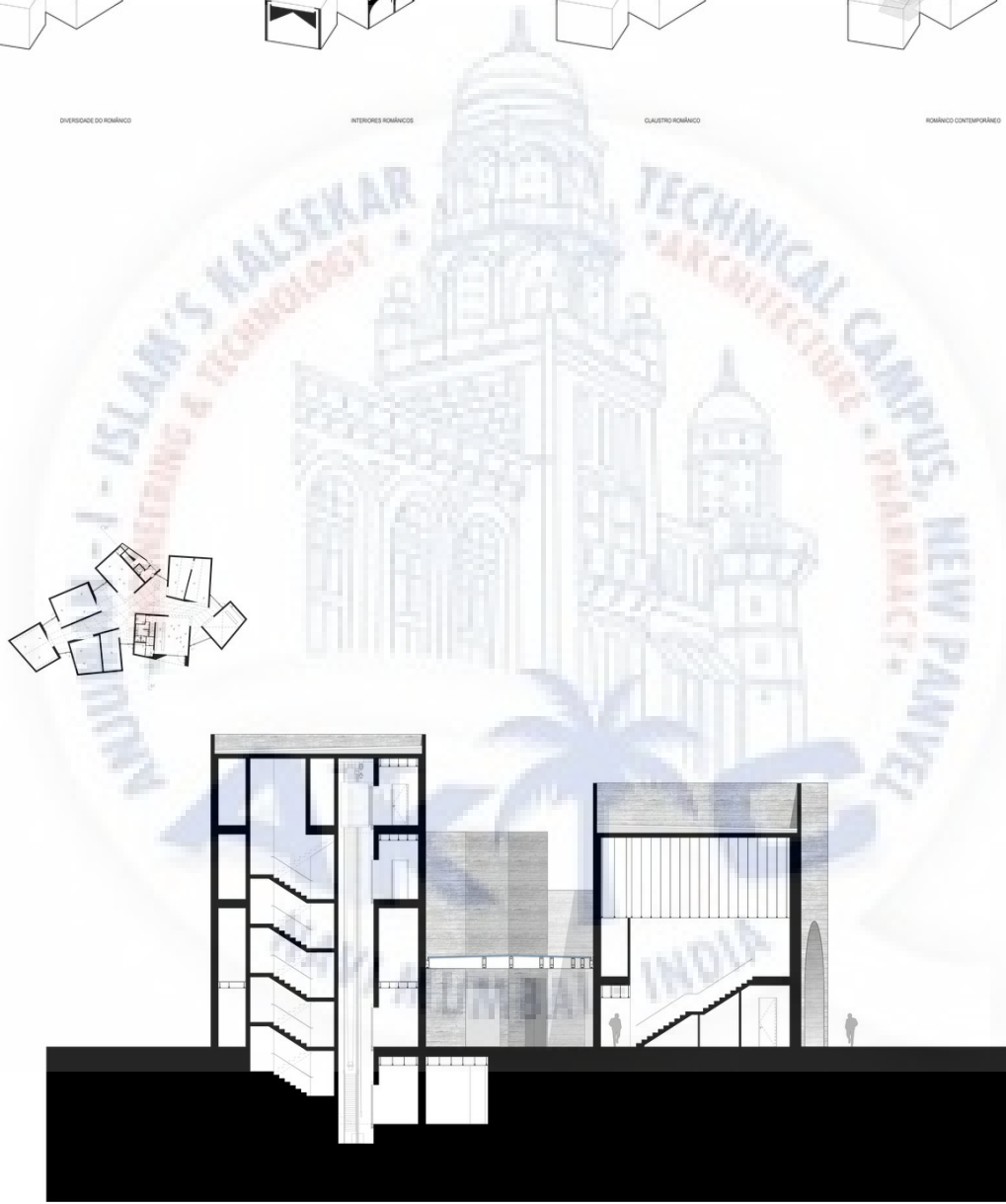


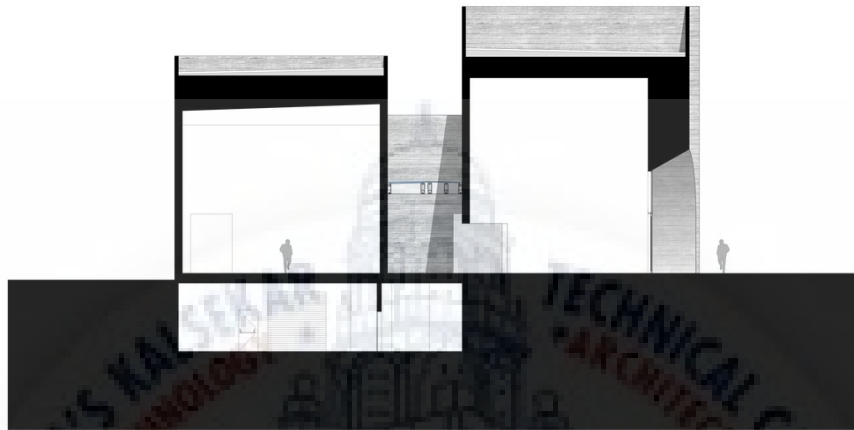
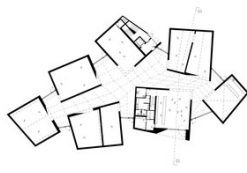
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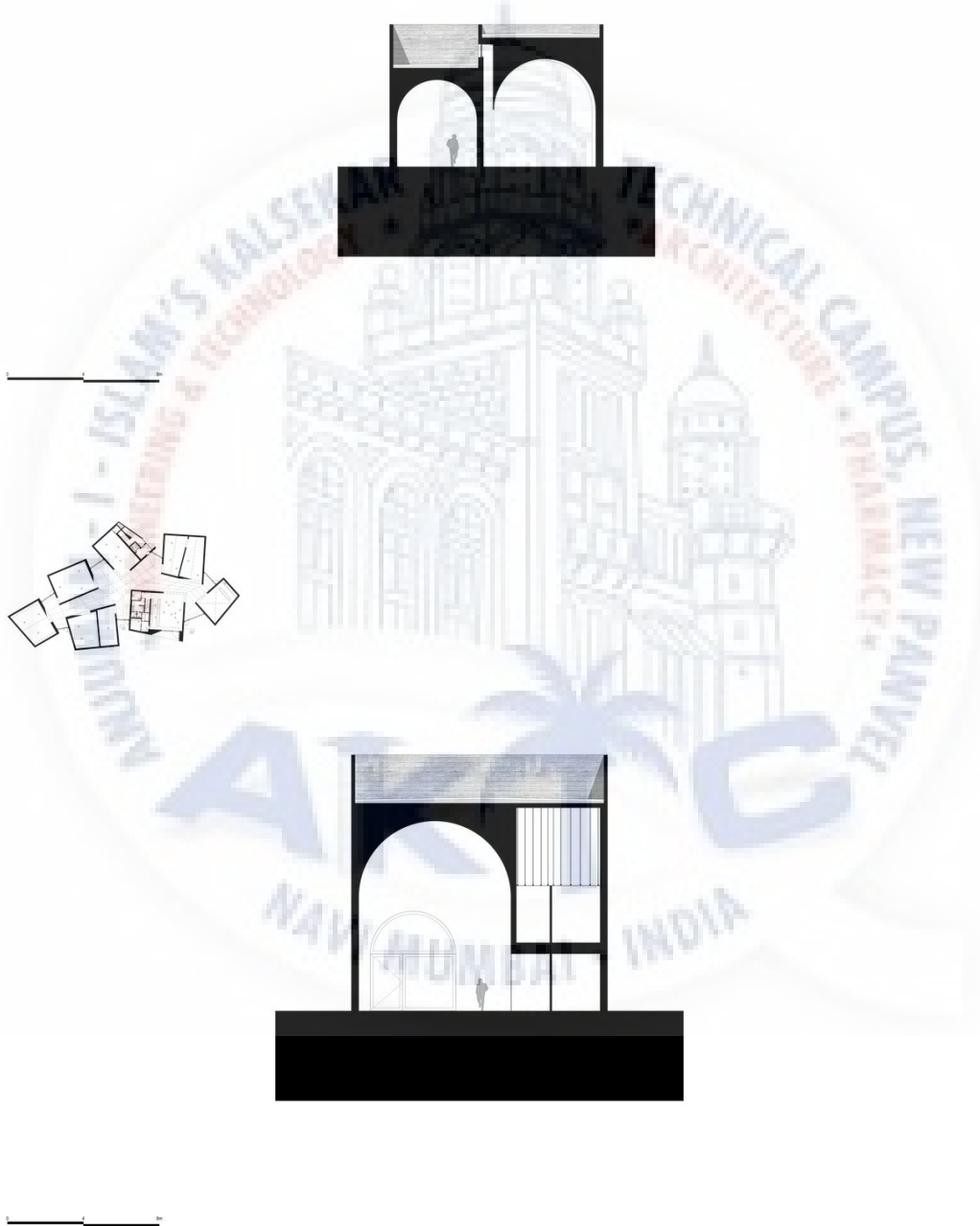
INTERIORES ROMÂNICO

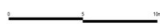
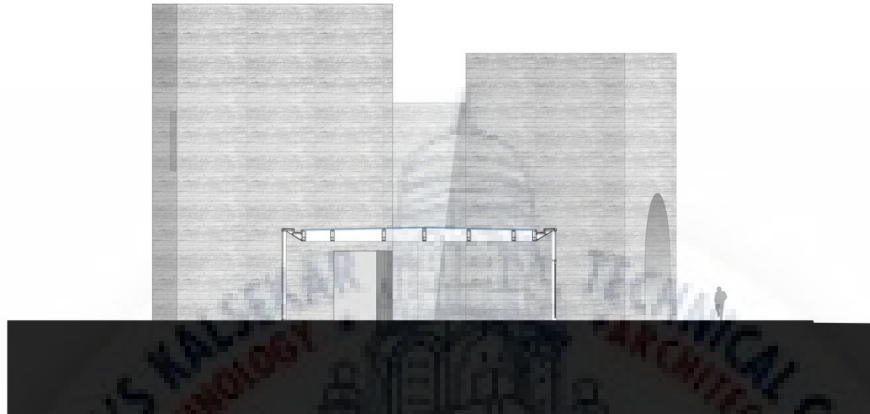
CLAUSTRO ROMÂNICO

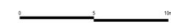
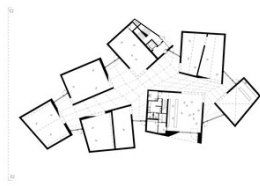
ROMÂNICO CONTEMPORÂNEO











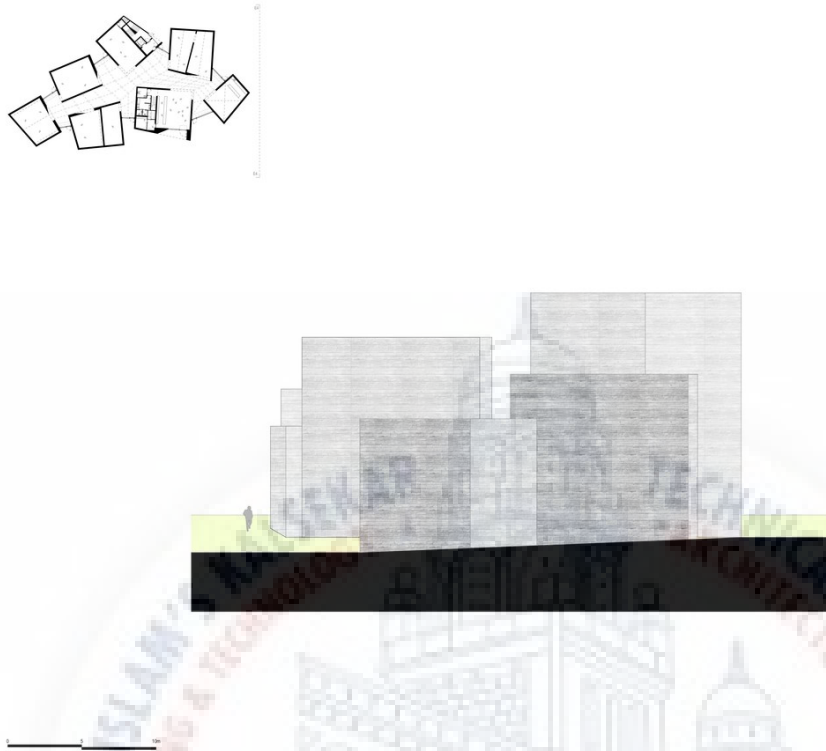


Image 4.23 – views (Source: ArchDaily)



f. KONDAN RETREAT RESORT

- **Architects:** PMA Madhushala
- **Area:** 5600 m²
- **Year:** 2017
- **Design Team:** Sanjay Verma, Gaurav Bhangre, Prasanna Morey
- **Clients:** Green Resorts Developers
- **Engineering:** Subduction Zone Engineers
- **Consultants:** Veeke Pools and Spas
- **City:** Pune
- **Country:** India

INTRODUCTION

In addition to its main objective of offering accommodations with contemporary facilities in a beautiful setting, Kondan Resort's vision also aims to solve issues pertaining to its social, regional, and environmental context. Only half of the 30-acre site has been developed, with 16% of the land set aside for resort amenities, 10% for electricity and rainwater collection, and 23% set aside for reforestation. The physical form, which grew as a series of walls defining private and public areas and lending their peripheries to socio-economic activity evocative of past citadels, was inspired by traditional architecture.

ABOUT THE CONTEXT

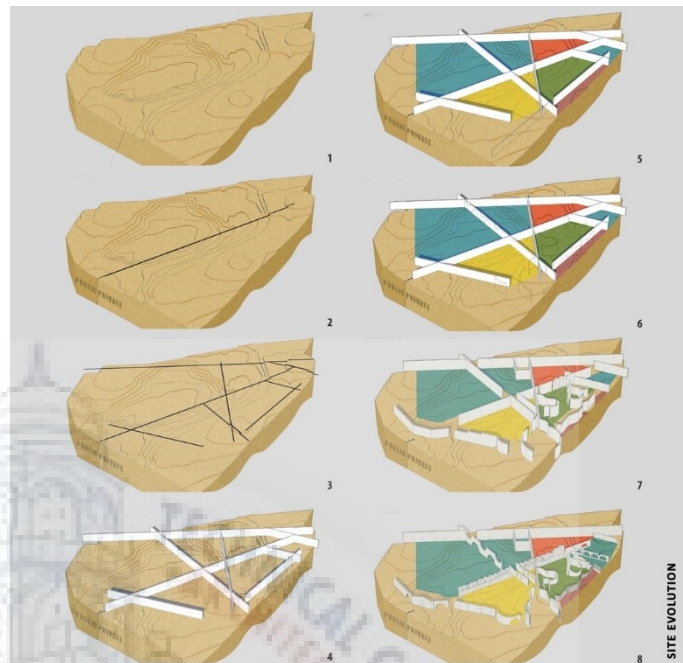
Maval is a series of sizable artificial lakes constructed to provide water and hydroelectricity to these metropolitan regions, and it is situated in the hills that divide the cities of Mumbai and Pune. Although picturesque, the area is nonetheless rural and lacking basic amenities; small-scale dairy and paddy farms provide the majority of the region's revenue. The customer, who was originally from Maval, made the decision to come back with a company plan that would help foster job prospects and boost the local economy. The goal was to provide the desired degree of comfort for urban visitors in a constructed form that respected its surroundings and did not offend its neighbours.

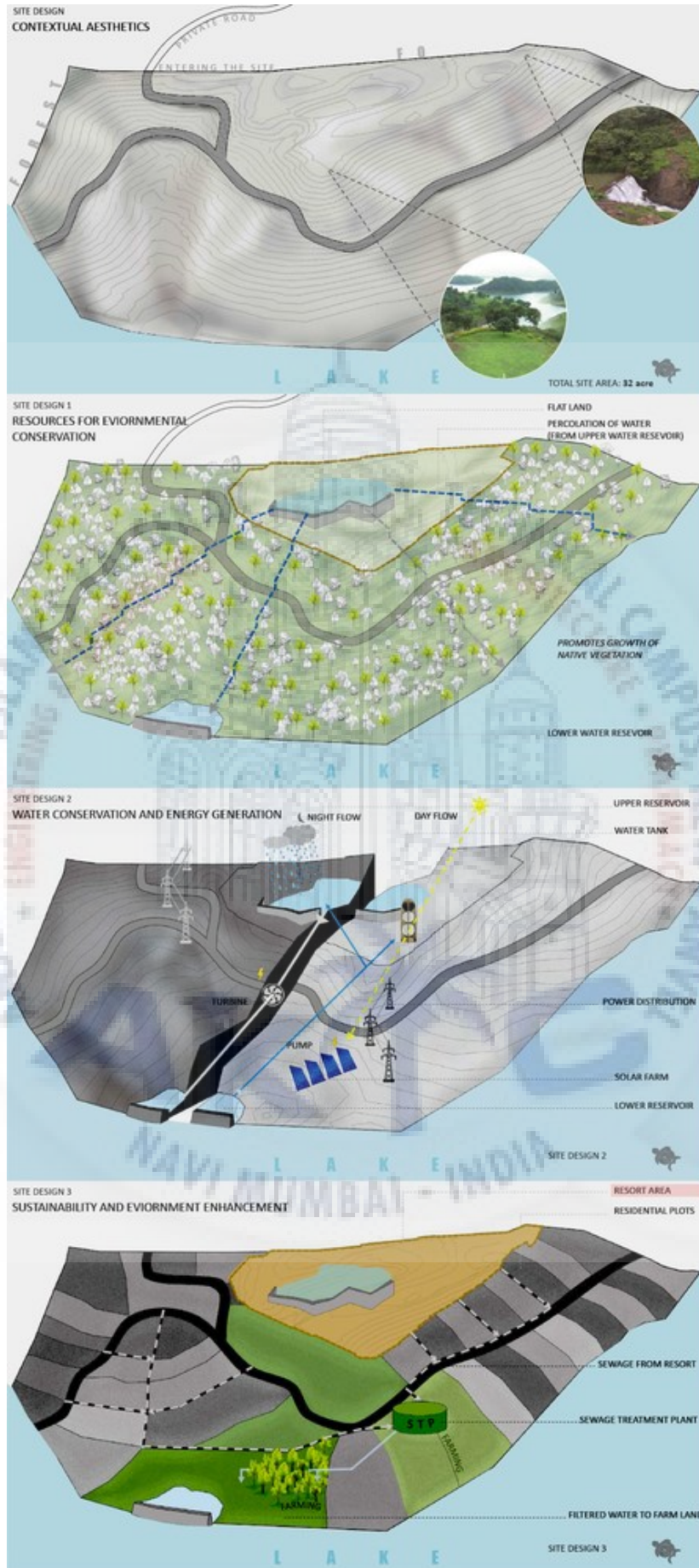


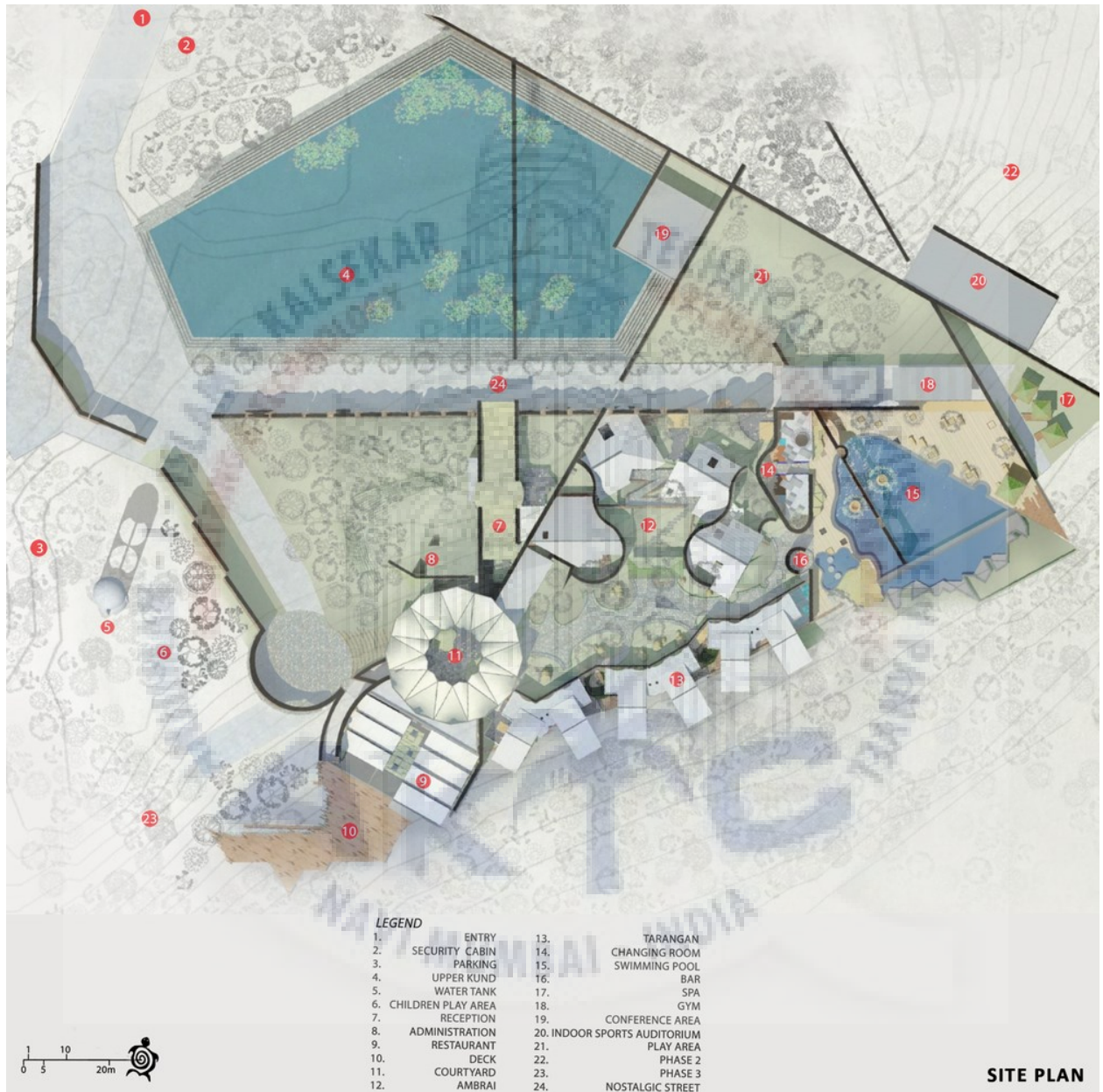
Image 4.24 – views (Source: ArchDaily)

ABOUT THE SITE

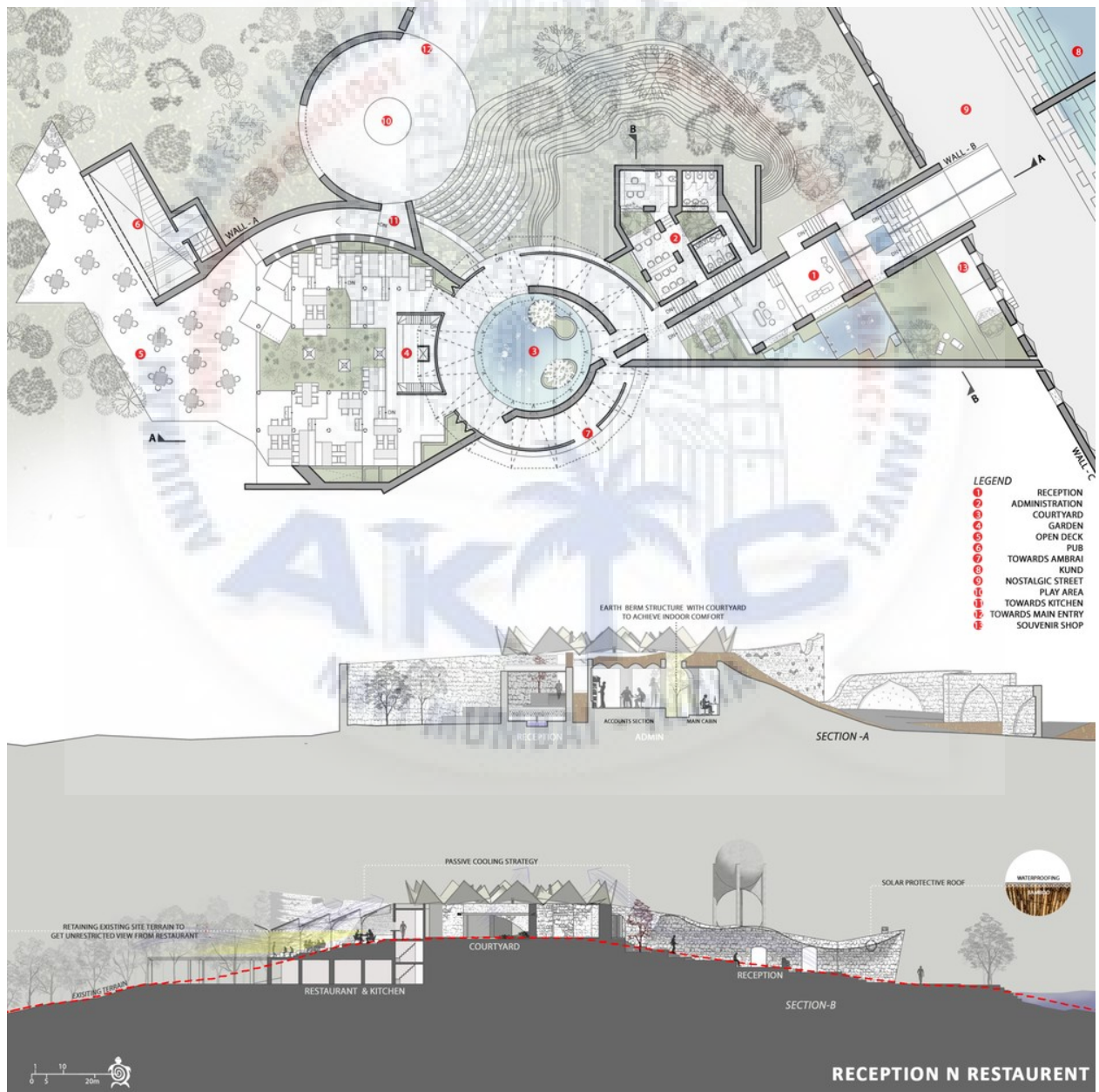
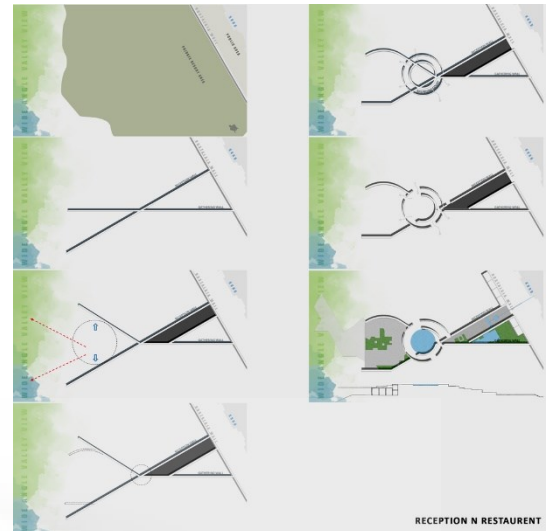
Only a small portion of the site, which is situated on a slope along a lake's backwaters, has been developed. Where construction has taken place, footprints have been optimized to take into account the topography, existing trees, and natural waterways, with some of the site's natural surroundings either being contained or being revealed as views. The property is separated into zones of increasing seclusion, stepped down along the hillside and bounded by eight crossing walls, each with a distinctive character particular to its function. It is designed following the lines of a medieval fortress. The resultant blending of closed, partially open, and open areas accommodates many activities:







Reception and Restaurant: The restaurant's main deck has a breathtaking view of the valley to the south and is accessible through the pramukh dwar (ceremonial gateway). The reception area creates an experiential connection from the public to private zone via a gently rising, narrow, and introverted lane.

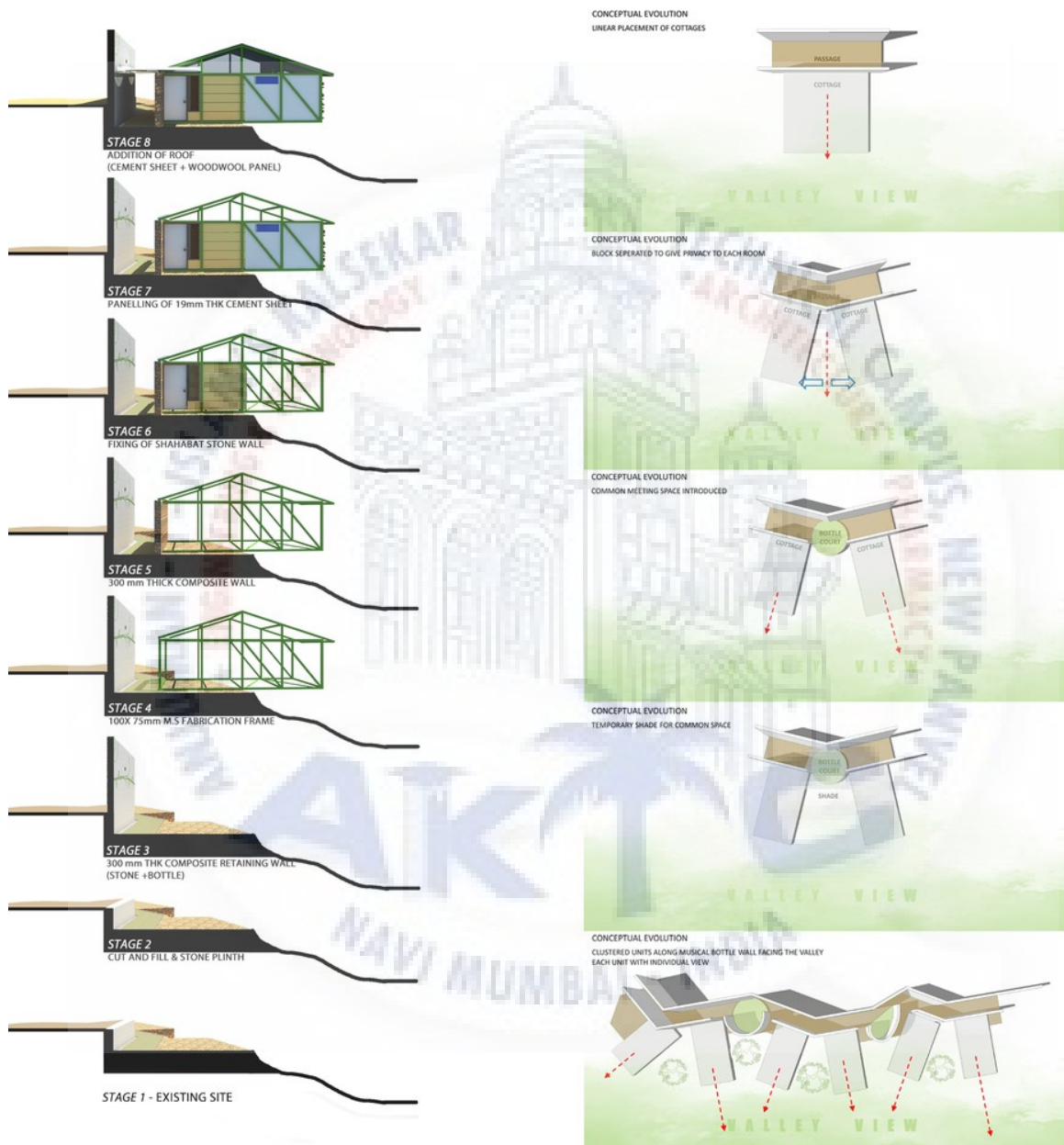


Aamrai: four multi-level suites situated inside a mango orchard, the spaces of each being draped around one or more courtyards.





Tarangan: a series of six cottages cantilevered off an axial spine towards a grove frequented by fireflies.



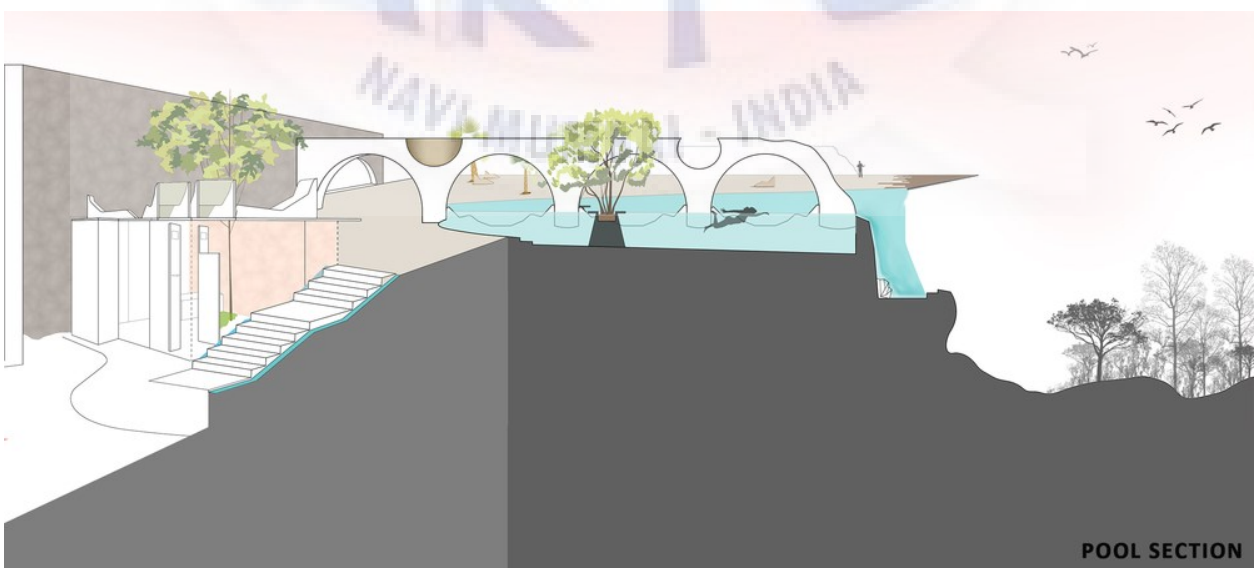
DESIGN DEVELOPMENT -TARANGAN



Swimming Pool: spreads organically through a cluster of trees, ending in an infinity edge towards the eastern valley.



POOL PLAN



POOL SECTION

Health club and Spa: located on the north-eastern end on the site, the spaces open onto the forest, with parts that are open to public, such as the indoor sports facilities and gym, being accessed directly from the public area.

The gated campus' peripheral lends itself to numerous components of conventional public areas that promote encounters and exchanges between guests and the local population. A moha (*Madhuca longifolia*) orchard for the weekly farmers' market, a bazaar (shopping street) with workshops and booths for craftsmen, and a venue for conferences or other informal events border the kund (stepped reservoir), the main center of such activities.

Regional identities and conventional knowledge are becoming less important in India, where many and distinct cultures have developed through decades of habitation in particular regions. The odd concrete boxes that may be seen all around the nation are a frequent manifestation of ideas of permanence and development.

This project gave us the chance to establish a development model that emphasizes cultural sustainability equally, and the emphasis was then on context celebration rather than just inclusion. The resort's influence also led to the first stone home being erected in a nearby town in decades, which was the ultimate prize for us.



Image 4.25 – views (Source: ArchDaily)

LOCAL CONSTRUCTION MATERIALS AND WORKERS

A large portion of the construction materials came from the site itself. Numerous vernacular construction methods, including dry pack, dressed masonry, composite boulder concrete, and the excavation of water bodies and foundations, have been interpreted using stone from these sources extensively. Construction workers from adjacent villages who worked for a daily salary were educated in masonry or other trades that would ensure their employment as part of the resort's maintenance crew. Items like stone light fixtures were purchased from local artisans.



g. SERENA BEACH RESORT, MANDVI, KUTCH



Image 4.26 – views (Source: ArchDaily)

PURPOSE OF STUDY:

To study space program of beach resorts specific to the context i.e., Mandvi

SITE AREA: 70000 sqm

Location & Surroundings

- Located on a shore overlooking **Gulf of Kutch**, Serena shore Resort is one of the most renowned accommodations in town, noted for its opulent services.
- Serena shoreline Resort is located on expansive 50 acres of shoreline offering breathtaking vistas and a tranquil ambience. Travellers are enamoured of this property for its proximity to the shore.
- The **Rudra Mata Airport** is the nearest airport, which is **63 km away** from the property while **Bhuj Railway Station** is **65 km away**.

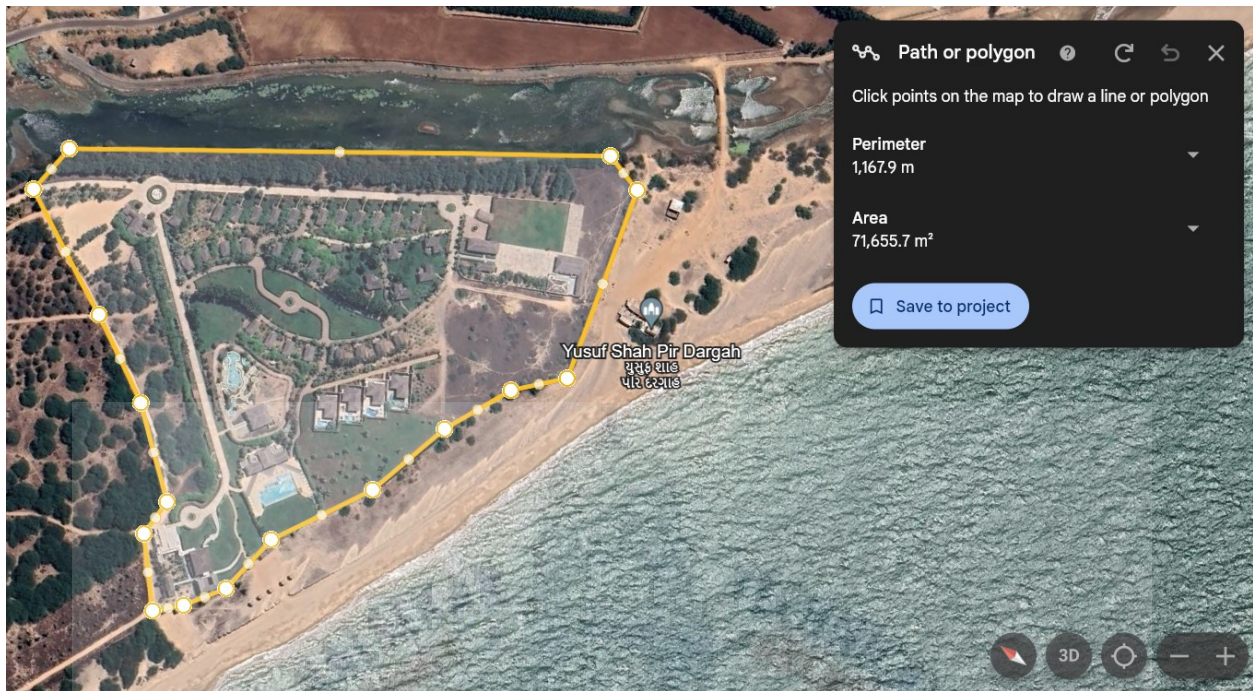


Image 4.27 – views (Source: ArchDaily)

Property Highlights

- The centrally air-conditioned property offers free Wi-Fi and free parking facilities.
- The resort has a bathing pool to spend leisure hours.
- The resort is also furnished with a well-maintained fitness centre and sauna and steam room.
- It also provides airport shuttle services for hassle-free travel.
- You can choose from the Deluxe King Rooms, Deluxe Twin Rooms, the Villas with garden view, and the Villas with Private Pool.
- All rooms are furnished with linen bedding, a wardrobe, central air conditioning, a safety deposit box, fans, intercoms, clothes rack, electric teapot, a TV, Wi-Fi, wake-up service, and efficient room service.
- The private pool residences feature a swimming pool with a pavilion, sit-out area, and outdoor bathing area.
- Garden Villas have distinct Kutchi architecture with tented embroidered ceilings and feature an outdoor terrace overlooking the garden.
- The property accommodations were awarded palms up by the travellers.

Food and Dining

- Dunes, the in-house veg multi-cuisine serves an array of delectable delicacies.
- Laguna, the on-site pool café serves a variety of non-alcoholic beverages along with some delectable refreshments.
- Travellers prefer to remain at the property because of an excellent on-site restaurant.

Activities & Nearby Attractions

- The religious site of Jain Temple is only 9.7 km from the resort.
- Visit The Beach at Mandvi Palace (8.3 km) and experience the marvels of the city.
- The Vijay Villas Palace is a must-visit and is located at a distance of 9 km.
- Travellers gave a thumbs-up for traveling around the adjacent Beach.

Room details and Amenities

- You can choose from the **Deluxe King Rooms, Deluxe Twin Rooms, the Villas with garden view, and the Villas with Private Pool.**
- All rooms are furnished with linen bedding, a wardrobe, central air conditioning, a safety deposit box, fans, intercoms, clothes rack, electric teapot, a TV, Wi-Fi, wake-up service, and efficient room service.
- The private pool residences feature a swimming pool with a pavilion, sit-out area, and outdoor bathing area.
- Garden Villas have distinct Kutchi architecture with tented embroidered ceilings and feature an outdoor terrace overlooking the garden.
- The property accommodations were awarded palms up by the travellers.

GARDEN VIEW AC HUTS (70 SQM)



Image 4.28 – views (Source: ArchDaily)

GARDEN VIEW VILLA (100 SQM)



**SEA VIEW PRIVATE POOL
VILLA
(210 SQM)**



Space Program:

- Reception
- Private Parking
- Amenities: Swimming pool, Spa, Restaurant, Gymnasium, Play Area, Bar, Sauna, Play Ground
- Garden View AC Huts
- Garden View AC Villas
- Sea View Private Pool Villa

Image 4.29 – views (Source: ArchDaily)



h. HV BEACH RESORT, MANDVI, KUTCH

Image 4.30 – views (Source: MakeMyTrip)

PURPOSE OF STUDY:

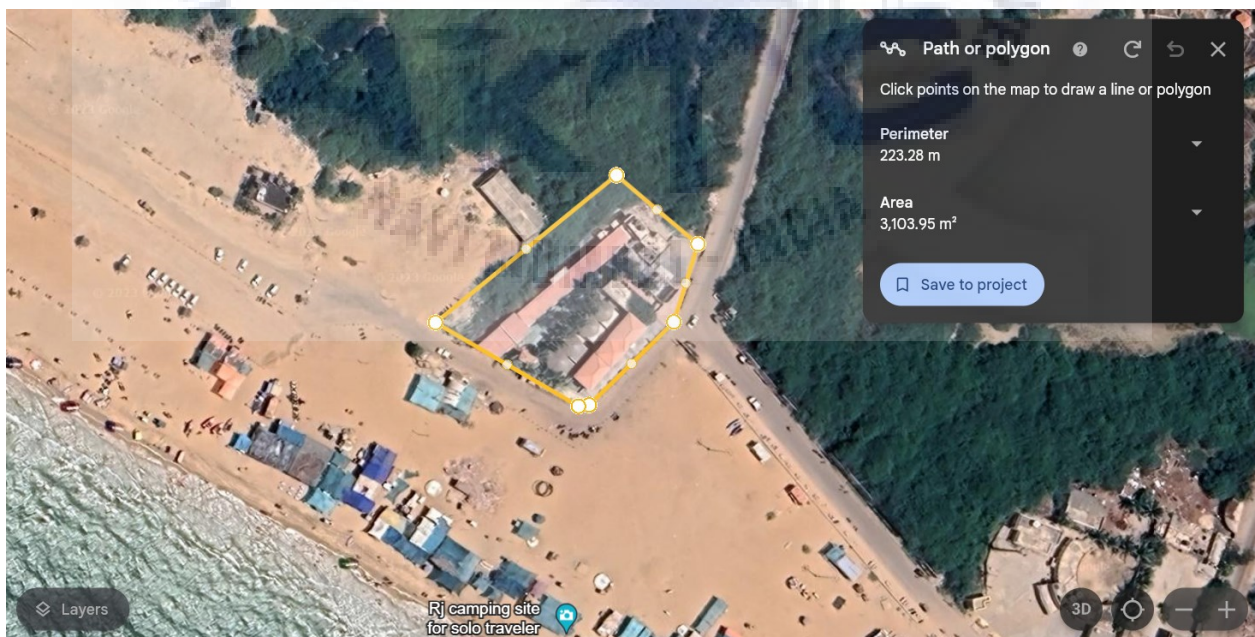
To study space program of beach resorts specific to the context i.e., Mandvi

SITE AREA: 3000 sqm



Location & Surroundings

- The retreat is located near Wind Farm Beach in Gujarat's Mandvi. Blue Star Water Sports is 110 m away and Dhindh Bus Stop is 6.4 km away from the property.
- From the 6.4 kilometers distant Dhindh Bus Stop, you may get to the property.
- The property is 64.7 kilometers from Bhuj Airport.
- Bhuj Station, 64.1 kilometers away from the resort.



Property Highlights

- During their stay, visitors have access to free WiFi and parking spaces, and the resort organizes excursions and trips for them.
- There is a separate children's play area for the younger visitors to enjoy.
- There is a business center with a wide range of services for companies hosting events.
- A power backup facility makes sure visitors have a pleasant stay.
- The resort provides a variety of lodging options, including Suite Rooms, Standard Rooms, Flamingo Villas, My Village Villas, Sea View Villas, and Heritage Villas. Spectacular sea views are available to visitors from every villa and room.
- All of the lodgings have plush interiors, stylish furnishings, and contemporary facilities for an opulent vacation.

Activities & Nearby Attractions

- Blue Star Water Sports, at a short distance of 110 m, is for indulging in some memorable and exciting adventures.
- Rushabhs Beach, 4 km away, is a tourist attraction known for its splendid white sandy beach with mesmerising sunsets.
- Mandvi Gate, 2.2 km from the stay, is a famous historical place offering spectacular architecture.

Room details and Amenities

- The getaway offers a wide range of accommodation choices to guests and features Sea View Villa, My Village Villa, Flamingo Villa, Heritage Villa, Suite Room, and Standard Room. Each villa and room offer spectacular sea views to guests.
- All the accommodations boast plush interiors, elegant furniture and modern amenities for a luxurious holiday.

30 SQM ROOM

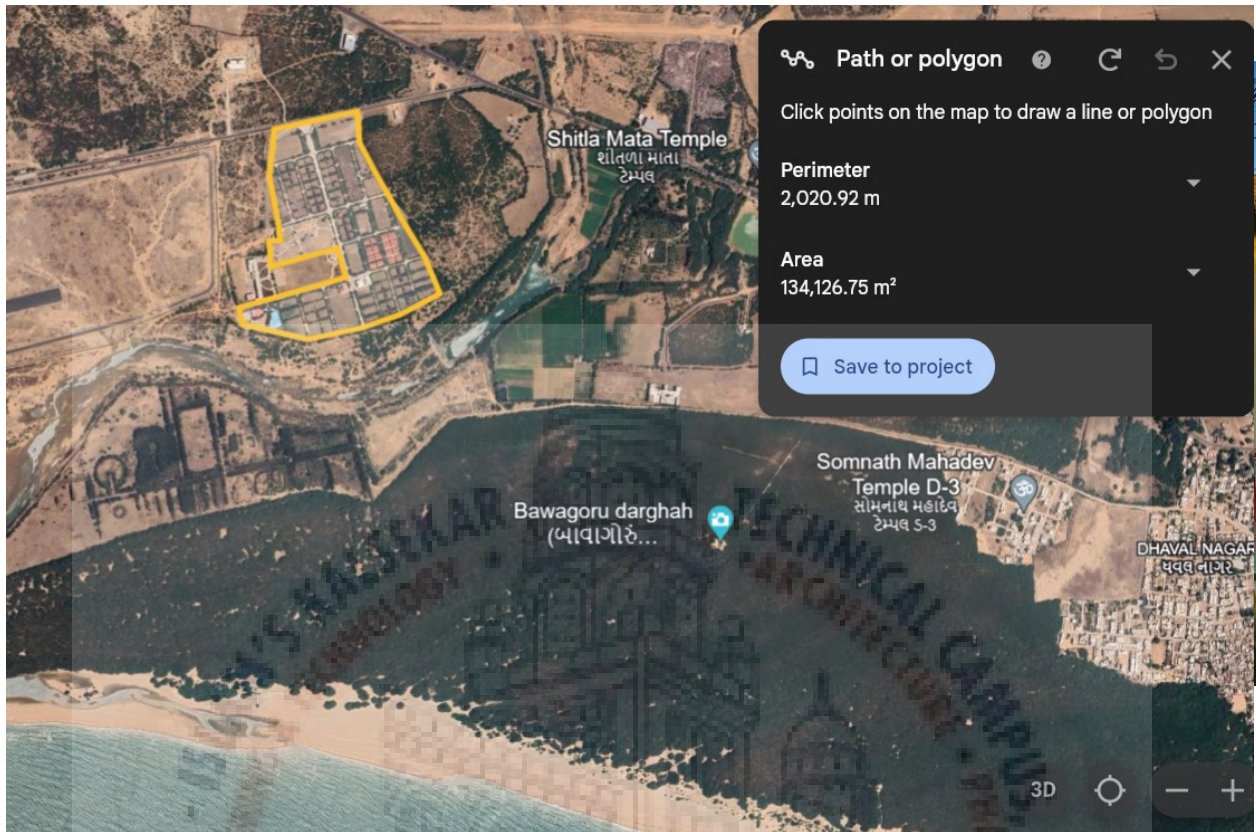


Image 4.31 – views (Source: MakeMyTrip)

Space Program

- **Reception**
- **Amenities: Childrens Play Area, Restaurant**
- **30 sqm Rooms**
- **Parking**

i. THE CITY VILLAGE BEACH RESORT, MANDVI, KUTCH



PURPOSE OF STUDY:

To study space program of beach resorts specific to the context i.e., Mandvi

SITE AREA: 1,34,000 sqm

Space Program

- Reception
- Amenities: Restaurant, Kids Play Area, Lounge, Bar, Bonfire, Restaurant, Outdoor Play Groung, Indoor Game Room
- 22 sqm Tent/ Hut Rooms
- Parking

22 SQM ROOMS

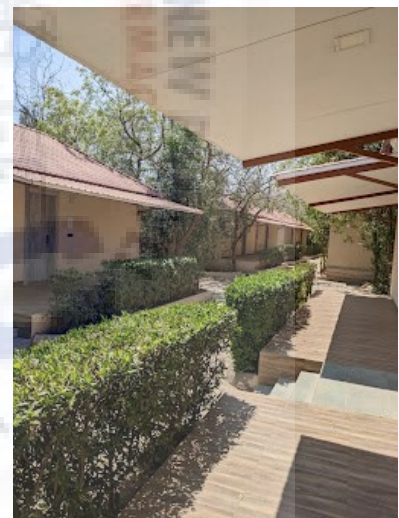


Image 4.32 – views (Source: MakeMyTrip)

Resort Description

- Nestled within 25 acres of lush greenery and picturesque lakes, City the Village Beach Resort offers a luxurious retreat. The resort's spacious, well-lit rooms come with porches, providing guests with views of the surrounding nature and the nearby Arabian Sea.

Location and Features

- Located near Mandvi in Gujarat, this resort is renowned as one of the finest in Kutch.
- It boasts 56 rooms and suites, Gujarat's largest party venue accommodating up to 4000 guests, a swimming pool, and various outdoor activities.

Weddings and Celebrations

- The City Village Resort is a preferred choice for destination weddings in Kutch and is also well-suited for romantic beach weddings in the vicinity.
- It's an excellent venue for various social celebrations, making it an ideal choice for special events.

Exploring the Area

- Situated a short distance away from the famous Mandvi Beach, the resort provides easy access to historical landmarks and water sports.
- Guests can explore local markets and attractions, immersing themselves in the timeless allure of Mandvi, Gujarat.

Cultural Inspiration

- The resort takes a little bit of inspiration from the rich art and cultural heritage of Kutch.
- The ambiance reflects this heritage, with refreshing breezes, natural light, local artwork, and traditional music adding to the experience.

Dining and Relaxation

- Guests can tantalize their taste buds with a variety of international cuisines at the resort's restaurants.
- Afterward, they can unwind by the poolside with a refreshing mocktail, creating a memorable dining and relaxation experience.

Event Facilities

- The City Village Beach Resort provides both indoor and outdoor venues for hosting events.
- The expert staff and catering services ensure that gatherings and celebrations are executed seamlessly.

Accommodations and Amenities

- The resort offers spacious accommodations with luxurious amenities and complimentary Wi-Fi, catering to guests on romantic getaways, family vacations, or business retreats. Energizing moments await at City the Village Beach Resort.

Image 4.33 – views (Source: MakeMyTrip)



j. SHAAM E SARHAD RESORT, HODKA, KUTCH

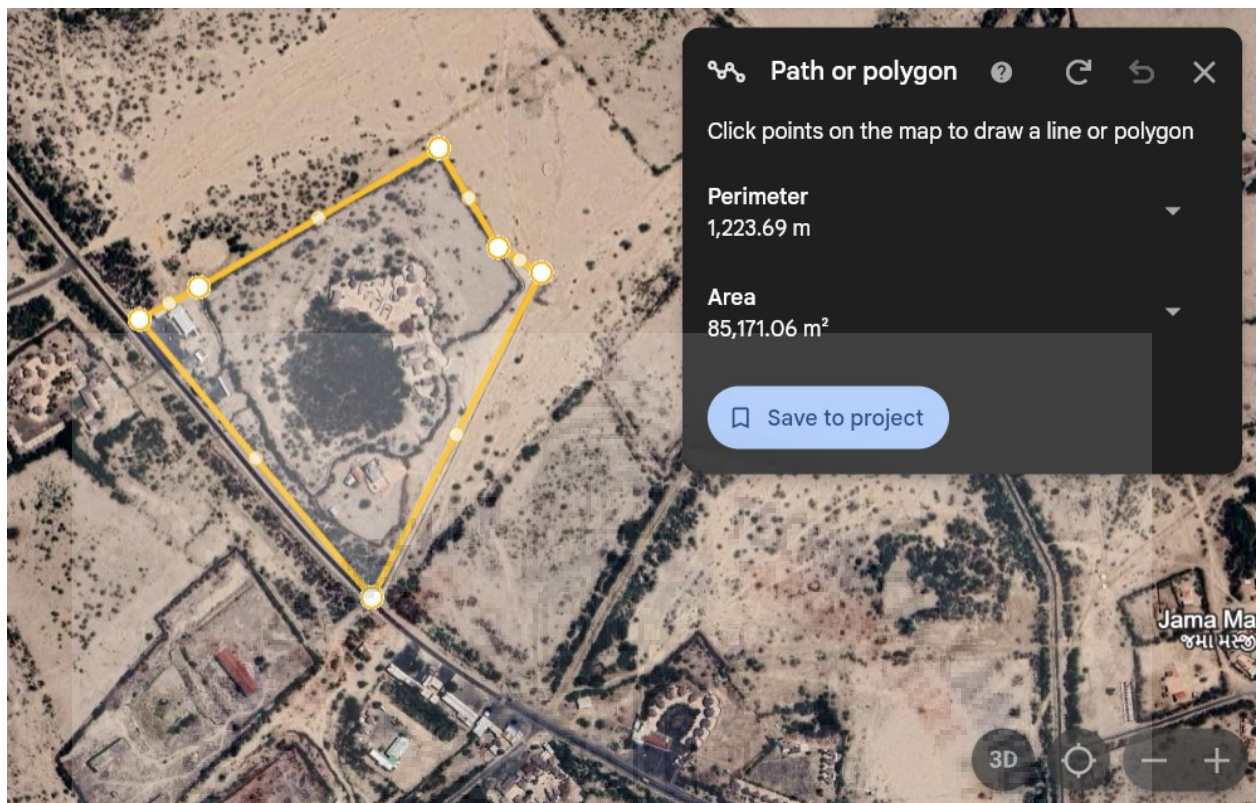


Image 4.34 – views (Source: Hunnarshala Foundation)

PURPOSE OF STUDY:

To study space program of beach resorts specific to the context i.e., Kutch

SITE AREA

85,000 sqm

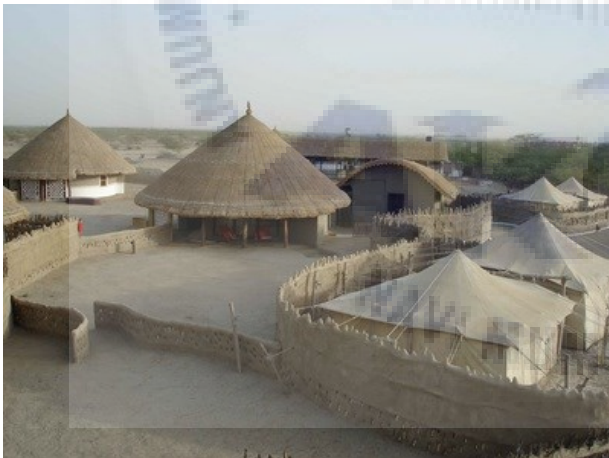


INTRODUCTION

A pastoral community residing in the grasslands of Banni, often deemed 'underdeveloped,' took the initiative to establish a resort with the aim of introducing modern societies to their way of life. This endeavor serves as a means to enlighten the broader community about the merits of 'treading lightly on the land.' The resort was not only constructed by the pastoral community but is also administered and operated by them. It functions as a platform for advocating their values, which emphasize that communal resources yield superior economic outcomes compared to privatization. Moreover, it highlights their sustainable living knowledge systems, where the boundaries between vocation, tradition, and artistic expression are intricately intertwined.

The Hunnarshala Foundation, in collaboration with the Kutch Mahila Vikas Sangathan, UNDP, and the State government, collaborated with the Hodko village community to create the Shaam-e-Sarhad (Sunset at the Border) Village Resort. The design and construction process were carried out in conjunction with the local artisans of the village, thereby showcasing their time-honored arts and crafts. What sets the Hodko experience apart is the pivotal role played by the community. They were deeply involved in the project right from its inception, and they currently possess full ownership and control over the resort. This holistic approach has resulted in not only economic advantages but also substantial social and political benefits for the community.

Image 4.35 – views (Source: Hunnarshala Foundation)



HOW GET TO SHAAM-E-SARHAD IN HODKA VILLAGE:

- **By Air:** The closest airport is in Bhuj, approximately 65 km away. You can find daily flights to and from Mumbai at this airport. Kandla, which is about 150 km away, also offers daily flights from Mumbai. Jet Airways Domestic Airlines operates daily flights between Mumbai and Bhuj.
- **By Rail:** There are daily train connections between Mumbai and Delhi, passing through Ahmedabad, as well as from Bhuj. Gandhidham, located about 80 km from Bhuj, has weekly trains that connect to various parts of the country, including Pune, Bangalore, and Trivandrum. Ahmedabad is well-connected by both air and train to the rest of the country.
- **By Road:** If you're traveling by road, the distance from Ahmedabad to Bhuj is approximately 350 km. There are comfortable overnight sleeper buses that operate daily between Ahmedabad and Bhuj.
- Hodka village can be reached from Bhuj, and it's about 63 km away, which takes approximately one and a half hours to reach.

THE GENESIS OF SHAAM E SARHAD AT HODKA

- In 2004, Hodka was nominated for the UNDP's ETP by the District Collector.
- The Kutch Mahila Vikas Sangathan (KMVS) was chosen as the coordinating organization, supported by Sahjeevan, a long-standing NGO in the region.
- After the 2001 earthquake, Hodka had a surplus of tents, which were initially used for a trial tourism project named Shaam-e-Sarhad, or 'Evening at the Border'.
- Hunnarshala was responsible for the initial construction, but due to its growing popularity, permanent structures were later added.
- Mud plastering, traditionally known as lipan, was carried out by a group of women led by Ramaben.
- Additional components for the successful tourism project were identified once accommodations were in place.

CURRENT CONDITION

- Shaam-e-Sarhad has been successfully running now for nine years.
- At present there are
 - a) 6 two-person tents
 - b) 4 *Bhungas*
 - c) 2 family rooms
- Shaam-e-Sarhad is ideally located as a tourist destination.
- Villages that are a repository of different arts and crafts surround the resort. For the naturalist this area presents some unique biodiversity.
- Shaam-e-Sarhad is the winner of the 2010 Pacific Asia Travel Association (PATA) Gold Award for Best Rural Tourism Project.

CATEGORIES OF ROOMS

- **Premium Bhungas (Mud Huts) – 03 Numbers**
- **Eco-Friendly Mud Tents – 06 Numbers**
- **Quadruple Family Cottages (Four Beds) – 02 Numbers**
- **Standard Bhunga (Standard Hut) – 01 Number**

CAPACITY OF ROOMS

- A Double Bed Bhunga (Mud Hut) occupies One Double Bed and sleeps a maximum of 2 + 1 extra bed.
- A Double Bed Ecofriendly Tent occupies One Double Bed and sleeps a maximum of 2 +1 extra bed.
- A Quadruple Family Cottage Occupies One Double Bed and Two Separate Beds 2 + 2.

INFERENCE

- Shaam-e-Sarhad: Challenging the Dominant Tourism Model
- The Shaam-e-Sarhad model is unique in many ways, primarily because it is both community-owned and managed.
- It must however be emphasized that Shaam e-Sarhad is a small enterprise, promoting niche tourism as opposed to mass tourism that focuses on the heritage of the Banni area.
- Shaam-e-Sarhad seems to have established its credibility.
- This is further evident from the fact that many of the same foreign tour operators bring new groups of tourists here every year.

CASE STUDY COMPARISON (table no. 1)

Table 4.1 – Case Study Comparison (Source: Author)

MUSEUMS & INTERPRETATION CENTRES	Virasat E Khalsa Memorial	Smritivan Earthquake Memorial	LLDC Museum	Dubok Maritime Heritage Interpretation Centre	Interpretation Centre of Romanesque
Type	Museum	Museum	Museum	Interpretation Centre	Interpretation Centre
Location	Anandpur Sahib, Rupnagar, Punjab, India	Bhuj, Kutch, Gujarat, India	Ajrakhpur, Kutch, Gujarat, India	Malinska, Croatia, (Europe)	Lousada, Portugal, (Europe)
Climate	Hot Semi-arid Climate	Tropical Semi-arid, Climate	Tropical Semi-arid Climate	Mediterranean Climate	Warm Temperate, Mediterranean Climate with a Distinct Wet Season in Winter
Area	1,61,874 sqm	10,900 sqm	11,148 sqm	1042 sqm	1550 sqm
Year	2010	2022	2015	2022	2018
Purpose of Case Study	To study how culture, heritage, and storytelling is combined, represented and depicted through spaces. Memorial museums are the best example of storytelling through spaces	To study how culture, heritage, and storytelling is combined, represented and depicted through spaces. Memorial museums are the best example of storytelling through spaces. This is a context (Kutch) specific case study	This case study is selected to understand how culture and local art is represented through space. This is a context (Kutch) specific case study	To understand how interpretation centres depict and represent niche topics in small scales compared to large scaled museums	To understand how interpretation centres depict and represent niche topics in small scales compared to large scaled museums
Architect	Moshe Safdie and Associates	Vastushilpa Foundation	Uday Andhare & Mausami Andhare	NFO Architects	Space Workers
Space program	Multiple Different Galleries, Complex A, B, C, Parking, Cafeteria, Admin, Store, Washroom, Service Rooms, Porch, Semi Open Corridors, Drop Off Space, Open Spaces, Auditorium, Landscape, Control Room, water bodies, Storage	7 Different Galleries, Admin, Washroom, Auditorium, Landscape, Store, Cafeteria, Parking, Service Room, Control Room, Water Bodies, Drop Off Space, Porch, Storage	Entrance Pavilion, Pond, Washroom, Ticket Counter, Admin, Museum Shop, Multiple Different Galleries, Auditorium, Landscape, Cooling Tower, Library, Cafeteria, Fine Dining Restaurant, Informal Workshop Space, Storage, Guest House	Exhibition Space, Office, Meeting room, Workshop space, Club office, Storage, Landscape, Outdoor seating	Admin Office, Exhibition spaces, Common central, spill out space, Workshop Space, Storage, Landscape
Inference	A large monumental scale is chosen for the outer form of the structure of the memorial, and each different part of the event/story is depicted through multiple different galleries through space.	The structure is designed such that before entering the actual memorial the person experiences the monumental scale of the structure. The memorial is simply divided into 7 galleries, each showcasing different part of the event.	The scale is large but not as monumental as other museums. This being a cultural portraying museum, is more of a conventional type of museum where exhibits are seen and viewer proceeds further on his own pace.	Interpretation centres more interactive in nature as compared to museums are not focused around the built-mass/ form of the structure but offer a holistic interactive environment	All the different spaces are connected to a central shaded space lit via skylight. User can travel through multiple spaces without losing track/way

CASE STUDY COMPARISON (table no. 2.1)

TOURIST RESORTS	Kondan Retreat Resort	Shaam e Sarhad Resort	HV Beach Resort	The City Village Resort	Serena Beach Resort
Type	Conventional Resort	Village Resort	Beach Resort	Conventional Resort (marketed as a beach resort but far from the beach)	Beach Resort
Location	Pune, Maharashtra, India	Hodka, Kutch, Gujarat, India	Mandvi, Kutch, Gujarat, India	Mandvi, Kutch, Gujarat, India	Mandvi, Kutch, Gujarat, India
Climate	Hot semi-arid climate	Tropical Semi-arid, Climate	Tropical Semi-arid Climate	Tropical Semi-arid, Climate	Tropical Semi-arid, Climate
Area	5600 sqm (Site Area = 1,29,500 sqm)	8000 sqm (Site Area = 85000 sqm)	2000 sqm (Site Area = 3000 sqm)	13,000 sqm (Site Area = 1,34,000 sqm)	13,000 sqm (Site Area = 70000 sqm)
Year	2017	2009	2019	2019	2017
Purpose of Case Study	To study how culture, heritage, and storytelling is combined, represented and depicted through spaces. Memorial museums are the best example of storytelling through spaces	To study how culture, heritage, and storytelling is combined, represented and depicted through spaces. Memorial museums are the best example of storytelling through spaces. This is a context (Kutch) specific case study	This case study is selected to understand how culture and local art is represented through space. This is a context (Kutch) specific case study	To understand how interpretation centres depict and represent niche topics in small scales compared to large scaled museums	To understand how interpretation centres depict and represent niche topics in small scales compared to large scaled museums
Architect	PMA Madhushala	Hunnarshala Foundation	Unknown	Unknown	Unknown
Construction Methodology	Dry pack, Dressed Masonry, Composite Boulder Concrete, use of brick and stone	Traditional Construction Methodology: Mud Bhunga Hut	Conventional RCC Construction	Conventional RCC Construction	Conventional RCC Construction

Table 4.2 – Case Study Comparison (Source: Author)

CASE STUDY COMPARISON (table no. 2.2)

Table 4.3 – Case Study Comparison (Source: Author)

TOURIST RESORTS	Kondan Retreat Resort	Shaam e Sarhad Resort	HV Beach Resort	The City Village Resort	Serena Beach Resort
Space program	<ul style="list-style-type: none"> Entrance Parking Reception Store Rooms Waiting Lounge Restaurant Lounge Amphitheatre Waterbody Conference Room Exhibition Space Banquet Hall Clubhouse: <ol style="list-style-type: none"> Bar Game Room Lawn Lounge Spa Gym Indoor Game room Pool Kids Play Area Outdoor Playground Lawn Store/Shop Staff Quarters 3 BHK Private Villas (with Parking, lawn and Swimming pool) 3 BHK Private Villas (with No amenities) 2-4 person Bedrooms 4-6 person Bedrooms 	<ul style="list-style-type: none"> Entrance Parking Reception Store Rooms Waiting Lounge Restaurant Lounge Amphitheatre Waterbody Conference Room Exhibition space Banquet Hall Clubhouse: <ol style="list-style-type: none"> Bar Game Room Lawn Lounge Spa Gym Indoor Game room Pool Kids Play Area Outdoor Playground Lawn Store/Shop Staff Quarters 3 BHK Private Villas (with Parking, lawn and Swimming pool) 3 BHK Private Villas (with No amenities) 2-4 person Cottages 4-6 person Cottages 	<ul style="list-style-type: none"> Entrance Parking Reception Store Rooms Waiting Lounge Restaurant Lounge Amphitheatre Waterbody Conference Room Exhibition Space Banquet Hall Clubhouse: <ol style="list-style-type: none"> Bar Game Room Lawn Lounge Spa Gym Indoor Game room Pool Kids Play Area Outdoor Playground Lawn Store/Shop Staff Quarters 3 BHK Private Villas (with Parking, lawn and Swimming pool) 3 BHK Private Villas (with No amenities) 2-4 person Cottages 4-6 person Cottages 	<ul style="list-style-type: none"> Entrance Parking Reception Store Rooms Waiting Lounge Restaurant Lounge Amphitheatre Waterbody Conference Room Exhibition Space Banquet Hall Clubhouse: <ol style="list-style-type: none"> Bar Game Room Lawn Lounge Spa Gym Indoor Game room Pool Kids Play Area Outdoor Playground Lawn Store/Shop Staff Quarters 3 BHK Private Villas (with Parking, lawn and Swimming pool) 3 BHK Private Villas (with No amenities) 2-4 person Cottages 4-6 person Cottages 	<ul style="list-style-type: none"> Entrance Parking Reception Store Rooms Waiting Lounge Restaurant Lounge Amphitheatre Waterbody Conference Room Exhibition Space Banquet Hall Clubhouse: <ol style="list-style-type: none"> Bar Game Room Lawn Lounge Spa Gym Indoor Game room Pool Kids Play Area Outdoor Playground Lawn Store/Shop Staff Quarters 3 BHK Private Villas (with Parking, lawn and Swimming pool) 3 BHK Private Villas (with No amenities) 2-4 person Cottages 4-6 person Cottages
Inference	<p>The facility is properly designed with lavish amenities. Suites are designed each different from another and outdoor view from the bedroom is properly thought of by the architect. All the Bedrooms and suites have adequate privacy as well as unique outdoor views.</p>	<p>This resort offers a village experience, different from the conventional resorts with lavish amenities. The material used for construction are locally available, context sensitive and climate responsive. Traditional building technique of mud Bhunga Hut is utilised. It offers tourists, an authentic experience of village life.</p>	<p>The scale is very small for amenities to be provided which require large spaces. The builtform of the individual cottages (bedrooms) mimics traditional Bhunga Hut of Kutch District but materials used are conventional RCC construction.</p>	<p>This is a conventional Resort marketed as a beach resort with decent amenities but the site selected is a plotting scheme site. The cottages / bedrooms / suites are far from each other and the whole site is not yet fully occupied. Empty plots are still seen. Limited type of tourist intake can be seen due to only 1 type of accommodation option seen i.e., 2-4-person cottage</p>	<p>This resort is meant for the luxury tourists only. There is no design consideration given towards the context of Mandvi, or Kutch. It has private villas as well as AC tents but construction here is also RCC Construction. Use of locally available materials is not seen.</p>

5. SITE STUDY

The proposed site is located in the Mota Salaya region of Mandvi, near the circuit house of Mandvi. This area comes under **CRZ II** {CRZ-II - Developed Land Areas (Municipal Limits / Urban Areas)}.

Site Area: 1,58,259 sqm (39 acres)

Usable Site Area: 1,20,000 sqm (29 acres)



Image 5.1 – Location of Site in Mandvi (Source: Google Maps)

SITE SELECTION CRITERIA

Application for CRZ Clearance

for

“Development of Tourist Facilities & Accommodation at Mandvi, Kutch”

(A Beach Resort Project)

at

Mandvi, Kutch district, Gujarat

Total plot area: 1,58,259 m²

Project Proponent

Tourism Corporation of Gujarat Limited,
Block No. 16, 4th floor,
Udhog Bhavan,
Gandhinagar

In the year 2014, the Tourism Corporation of Gujarat proposed a Beach Resort in Mandvi, Kutch, Gujarat. The proposal received all technical clearances but due to political discrepancies, the construction process did not commence as of now (Year 2023).

Form No-1
For seeking clearance for project attracting CRZ Notification

(I) Basic Information

Sr. No.	Item	Details
1.	Name of the Project/s:	Development of Tourist Facilities & Accommodation at Mandvi, Kutch Developed by Tourism Corporation of Gujarat Limited.
2.	Location of Project	Mandvi, Kutch district Gujarat
3.	Size of Project (In terms of total area)	Total onshore land of about 1,58,259 m² (Total land owned by Gujarat Tourism is tune around 121240 m² out of which 1,20,000 m² utilize for this project).
4.	CRZ Classification of area	CRZ-III
5.	Expected cost of Project	30 Crores
6.	Contact Information	Mr. Sanjay Kaul, IAS (Designation: Managing Director) Tourism Corporation of Gujarat Limited. Block No. 16, 4th floor, Udhog Bhavan, Gandhinagar Phone: (079) – 23222029 (079) – 23221908 Fax: (079) - 23222189

Tourism Corporation of Gujarat Limited.

- 1 -

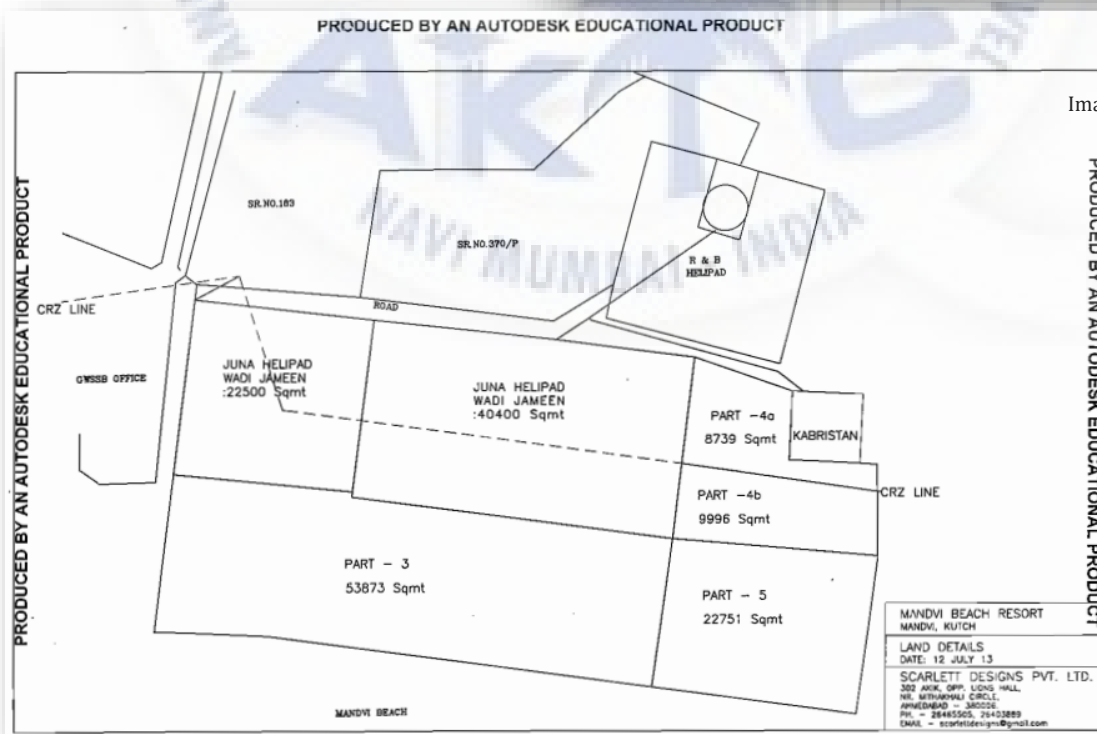


Image 5.2 – screenshots of Environmental Clearance Report (Source: Gujarat tourism)



Image 5.3 – Coastal regulatory Zone plan of Mandvi (Source: czmp.in)

6. DESIGN BRIEF

Design Brief: Beach Resort with an Interpretation Centre

Project Overview:

The project involves the design and development of a tourist beach resort with an interpretation centre situated in a site area of 150,000 sqm within a CRZ II Zone. The resort should offer a blend of modern amenities, eco-friendly practices, and interpretation of the local natural and cultural environment. The design must adhere to the regulations of CRZ II Zone and maximize the use of available space efficiently while ensuring environmental sustainability and a seamless guest experience.

Site Location:

- **Location:** Mandvi, Kutch, Gujarat, CRZ II Zone, Beachfront Property
- **Usable Site Area:** 1,20,000 sqm (29 acres)

Project Components:

- **Reception Block:**
Welcoming and functional reception area for guests.
- **Cottages:**
Eco-friendly and comfortable accommodation options for guests.
Consider sustainability in design, e.g., rainwater harvesting, solar energy.
- **Beach Restaurants:**
Beachfront dining spaces offering a variety of cuisines.
Outdoor seating options with a view of the sea.
- **Spa, Gym, Swimming Pool:**
A wellness area with a spa, gym, and swimming pool for relaxation and rejuvenation.
Design with eco-friendly features like natural cooling systems and efficient lighting.
- **Security Cabin:**
A secure entrance points with a functional security cabin.
- **Staff Quarters:**
Comfortable accommodations for the resort staff.
Consider energy-efficient design for staff quarters.
- **Parking:**
Adequate parking space for guests and staff.
Design for minimal environmental impact, such as permeable paving.

- **Interpretation Centre:**
Educational space showcasing the local natural and cultural environment.
Interactive exhibits, information displays, and guided tours.
- **Souvenir Shop:**
A shop offering locally-made products and souvenirs.
Sustainable design elements, such as natural lighting and ventilation.
- **Lounge Spaces:**
Comfortable seating areas throughout the resort.
Consider eco-friendly design, use of local materials, and low-energy lighting.
- **Kids Play Area:**
A designated area with age-appropriate play equipment for children.
- **Playground:**
A larger open area for recreational activities such as sports and games.
- **Open Landscaping Spaces:**
Use native and drought-resistant plants for landscaping.

Design Considerations:

- **Compliance with CRZ II Zone regulations.**
- **Sustainability:** Incorporate eco-friendly design elements, renewable energy sources, and waste reduction strategies. Use of local materials and architectural styles to blend with the natural surroundings.
- **Accessibility:** Ensure accessibility for all guests, including those with disabilities.
- **Stormwater Management:** Implement effective stormwater management and flood control measures.
- **Cultural Interpretation:** Integrate local culture and heritage into the resort's design and activities.

Project Goals:

- Create a tourist beach resort that provides a memorable and sustainable experience for guests.
- Contribute to the local economy and community through job creation and support of local artisans and businesses.
- Preserve the culture of Mandvi

Conclusion:

The design of this tourist beach resort with an interpretation centre in a heritage town of Mandvi must prioritize environmental sustainability, cultural interpretation, and a high-quality experience for guests. Collaboration with local communities and compliance with regulations are key to the project's success.

7. SPACE REQUIREMENTS AND STANDARDS

HOTEL

- The hotel, formerly a company that provided lodging and food, sometimes with an upscale flare, is now a sophisticated and effective (mass) service provider with a broad range of options (conferences, wellness, vacations). Hotels come in a range of pricing and comfort levels.
- The key areas are the hotel lobby and reception as the central, orderly, and prestigious nerve center between the different parts of the operation, the catering area connected to the hotel lobby (the extent of the services depends on the hotel category), administration, a staff area that is separately accessed and connected to some other areas of the hotel, and the guest room area with variously sized rooms and individual access areas set up under the aspect of the hotel.

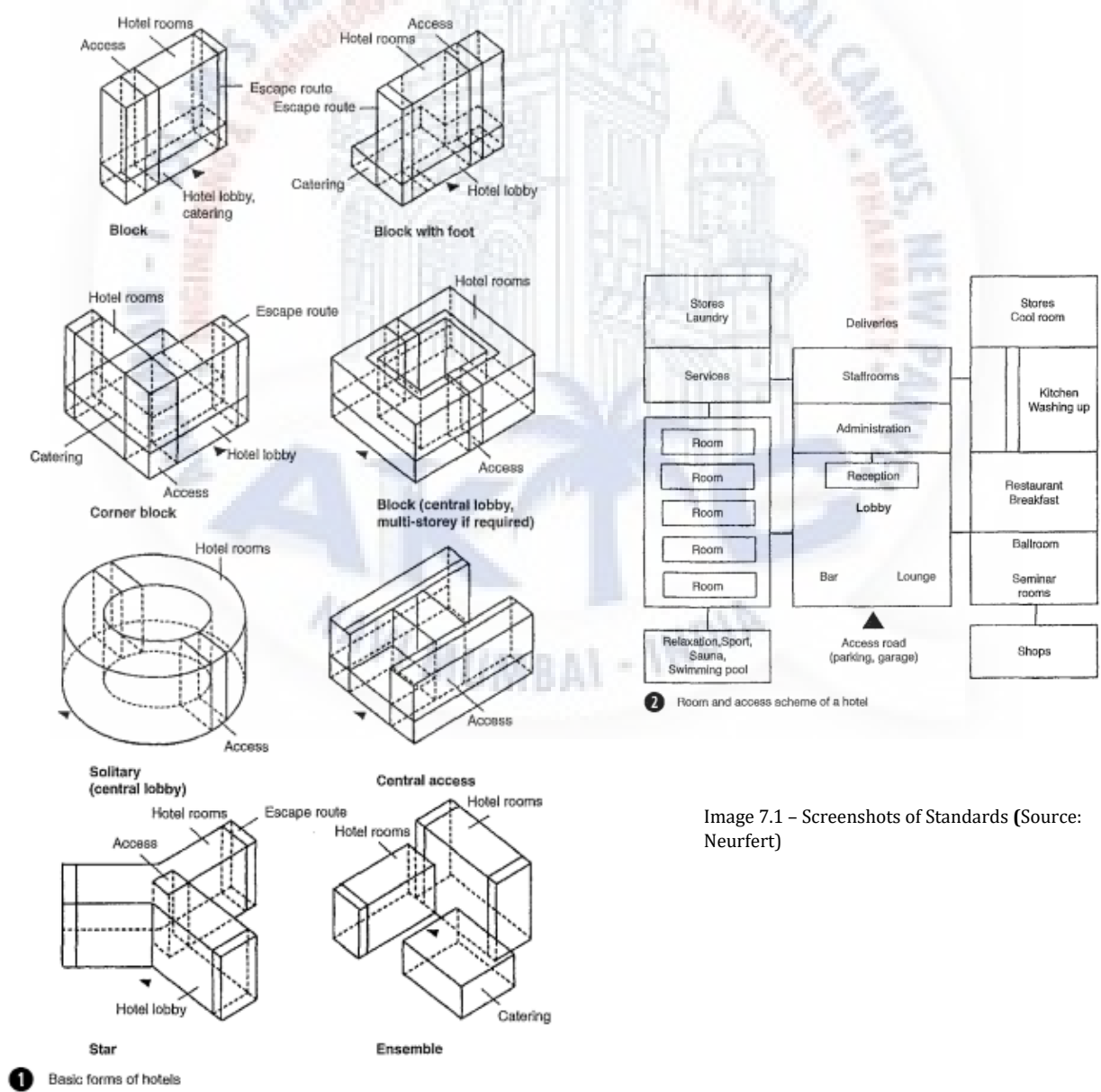


Image 7.1 – Screenshots of Standards (Source: Neurfert)

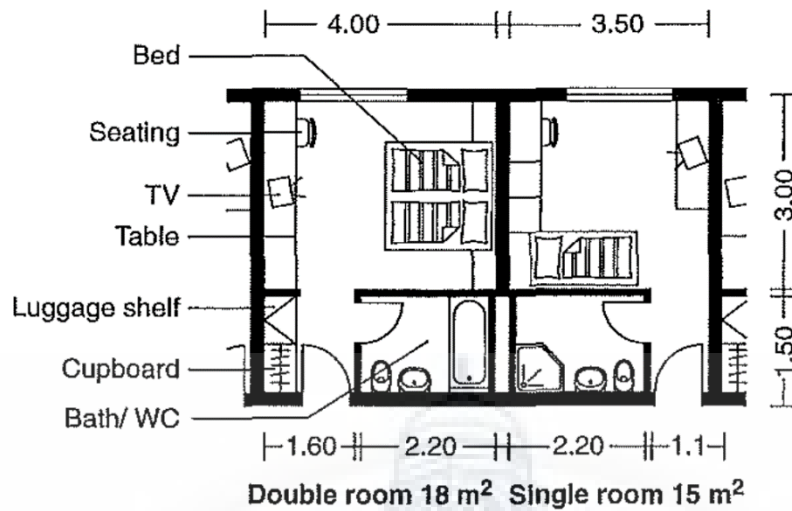
1.	guest rooms, bathrooms, corridors, room service	50–60%
2.	public areas, lobby, reception etc.	4–7%
3.	catering	4–8%
4.	events, ballroom, seminar rooms	4–12%
5.	wellness/ fitness area	5–10%
6.	other areas, cosmetics, hairdresser	1–2%
7.	management, administration	1–2%
8.	service area, kitchen, staff rooms, stores	9–14%
9.	building services	5–10%

Parking and garage areas and special areas (e.g. wellness and bathing area) are also to be taken into account (and can vary widely according to the range of services)

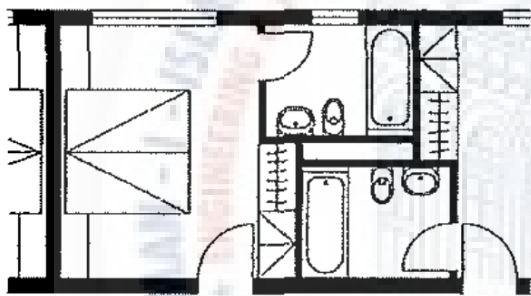
	Hotel type	m ² /room
1.	luxury	90–110
2.	first class	60–70
3.	comfort	50–60
4.	standard (holiday hotel, motel)	40–60
5.	tourist (low-budget)	15–20

- 4** Guideline values for (above) shares of hotel surface area taken by each function and (below) gross areas per room in various categories of hotel

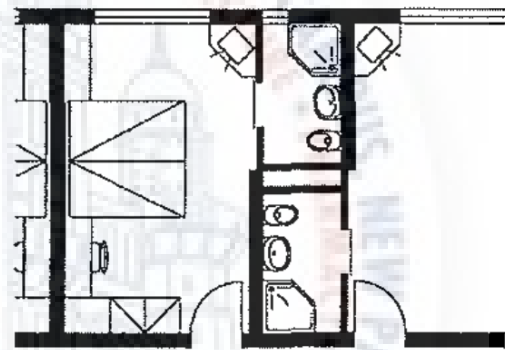
Image 7.2 – Screenshots of Standards (Source: Neurfert)



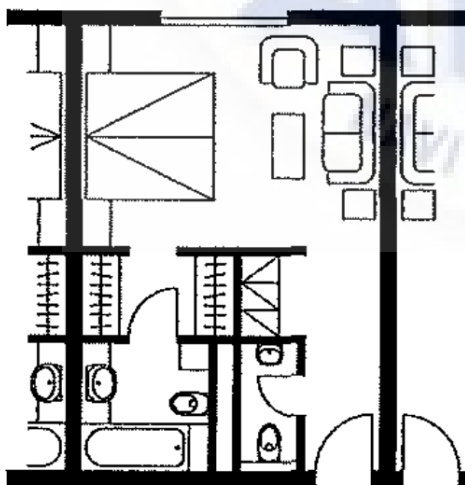
1 3-star hotel rooms showing features and main dimensions (according to DEHOGA classification, single room slightly enlarged)



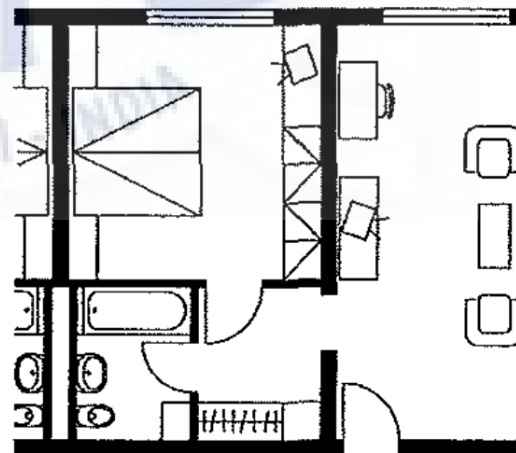
2 Bathrooms between hotel rooms



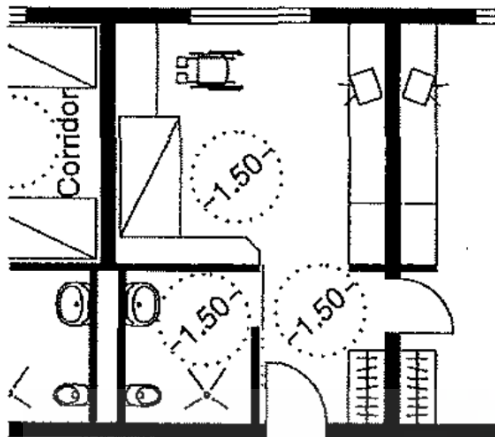
3 Bathrooms between hotel rooms



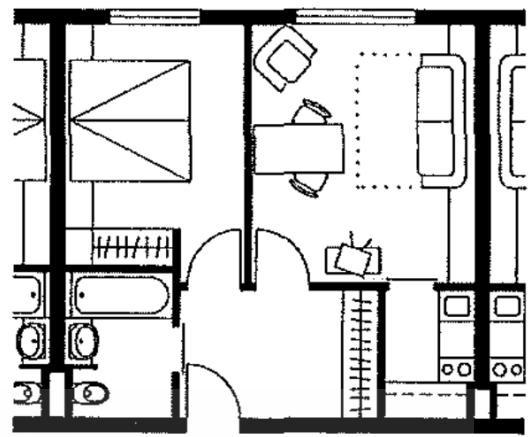
4 Hotel room with extra WC



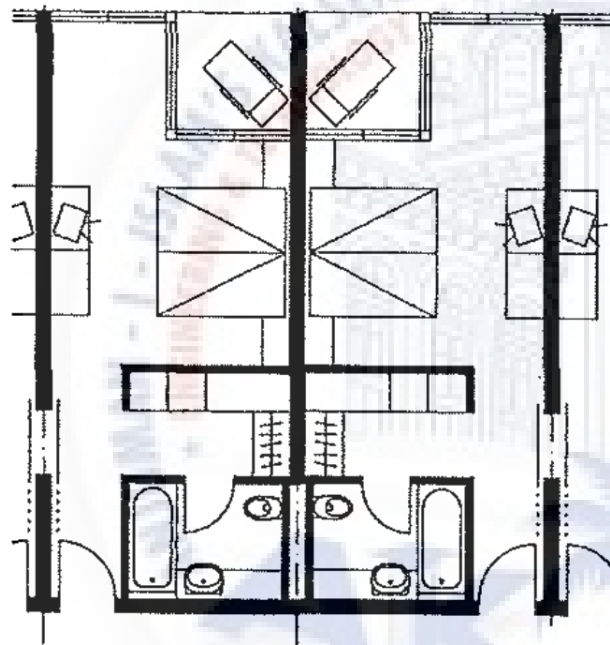
5 Two-room apartment



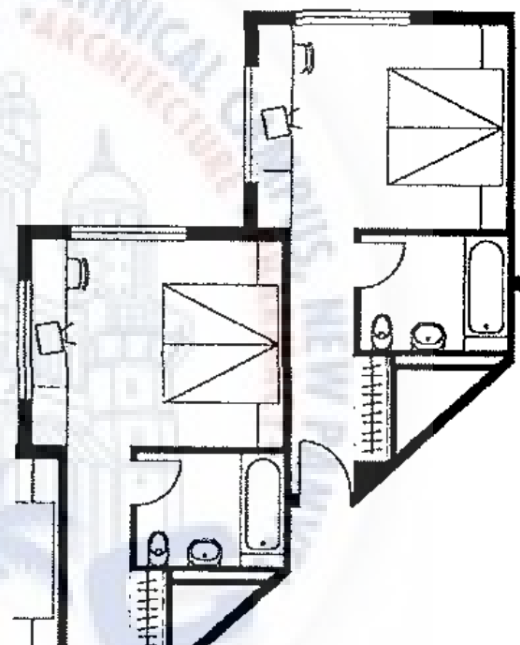
6 Hotel room accessible for a disabled person with space for accompanying person → p. 21



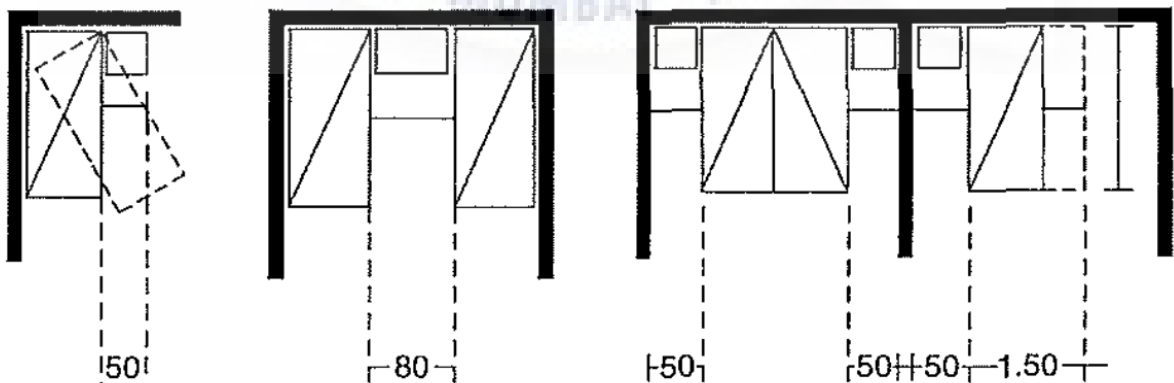
7 Two-room apartment with small kitchen



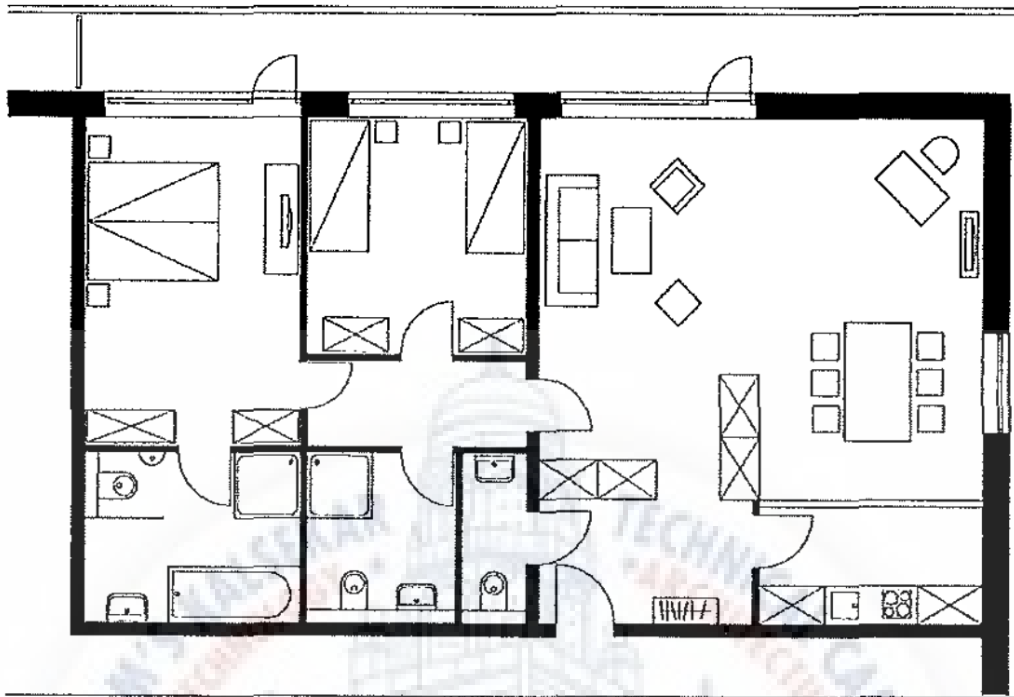
8 Hotel room with cupboard zone and balcony



9 Diagonal room arrangement



10 Minimum distance between hotel beds



11 Three-room apartment (suite) with cooking niche, two bathrooms and guest WC

Image 7.3 - Screenshots of Standards (Source: Neurfert)

Hotel room features, according to DEHOGA (excerpt) According to the classification system of the German Hotel and Inn Association (DEHOGA), there are five categories, essentially determined by the room's size and features:

1 Star (Tourist): single room 8 sqm, double room 12 sqm (minimum area for 75% of the hotel rooms, without bathroom), bed, wardrobe, seat, washbasin in the room, reception as a separate area

2 Stars (Standard): as before, but single room 12 sqm, double room 16 sqm (minimum area for 75% of the hotel rooms, including bathroom and corridor), bathroom in room (for 70% of hotel rooms), seat per bed, colour television (in 70% of the hotel rooms)

3 Stars (Comfort): as before, but single room 14 sqm, double room 18 sqm (minimum area, see above), bathroom in room (for all rooms in the hotel), telephone, reception area with seating for group, independent reception

4 Stars (First Class): as before, but single room 16 sqm, double room 22 sqm (minimum area, see above), minibar, armchair/couch with coffee table, lobby with seating and drinks service
5 Stars (Luxury): as before, but single room 18 sqm, double room 26 sqm, (minimum size, see above), 2% of the hotel rooms as suites (at least two), each with an armchair/sofa per bed, additional washbasin in double rooms and suites, additional colour television in suites, reception lobby.

8. AREA PROGRAM

Table 8.1 – Area Program (Source: Author)

SPACES	SUBSPACE	NO. OF SUBSPACES	NO. OF USERS	AREA PER UNIT (IN SQM)	TOTAL AREA (IN SQM)
ENTRANCE	SECURITY CABIN WITH TOILET	1	2	16	16
PARKING	4-WHEELER PARKING	150	200	20	3000
	2-WHEELER PARKING	50	80	5	250
	TRUCK PARKING	1	1	100	100
					3350
RECEPTION	RECEPTION DESK	1	3	10	10
	WAITING LOUNGE	1	15 - 20	40	40
	STORE ROOM	1	1	10	10
	JANITOR ROOM	1	1	10	10
	TOILET MALE	2	10	6	12
	TOILET FEMALE	2	10	6	12
					94
RESTAURANT	CHECK IN COUNTER	1	1	5	5
	4 PERSON SEATING	50	200	2	100
	KITCHEN	1	10	60	60
	STORE ROOM	1	2	10	10
	PANTRY	1	5	10	10
	JANITOR ROOM	1	1	10	10
	TOILET MALE	5	50	6	30
	TOILET FEMALE	5	50	6	30
					255
CLUBHOUSE	RECEPTION DESK	1	3	10	10
	STORE ROOM	1	1	30	30
	INDOOR GAME ROOM	1	20	150	150
	BANQUET HALL	1	200	600	600
	JANITOR ROOM	1	1	10	10
	TOILET MALE	5	50	6	30
	TOILET FEMALE	5	50	6	30
	CHILDREN'S PLAY AREA	1	20	100	100
	OUTDOOR OPEN LAWN WITH SEATING AND LANDSCAPE	-	-	-	-
	SWIMMING POOL	1	100	300	300
	CHANGING ROOM MALE	4	4	4	16
	CHANGING ROOM FEMALE	4	4	4	16
COTTAGES	2+1 PERSON COTTAGES	20	60	50	1000
	4+2 PERSON COTTAGES	20	120	90	1800
					2800
ELECTRICAL SUBSTATION, METER ROOM, GENERATOR ROOM		1	1	80	80
	PUMP ROOM	1	1	10	10

Table 8.2 – Area Program (Source: Author)

SPACES	SUBSPACE	NO. OF SUBSPACES	NO. OF USERS	AREA PER UNIT (IN SQM)	TOTAL AREA (IN SQM)
INTERPRETATION CENTRE	COMMON ENTRANCE HALL WITH RECEPTION	1	50	100	100
	ADMINISTRATION OFFICE	1	10	50	50
	GALLERY OF HISTORY AND HERITAGE	1	20	100	100
	GALLERY OF CULTURE AND ART	1	20	100	100
	GALLERY OF MARITIME HISTORY	1	20	100	100
	STORE ROOM	1	5	30	30
	TOILET MALE	2	50	6	12
	TOILET FEMALE	2	50	6	12
	AUDITORIUM	1	100	100	100
	EXHIBITION SPACE	1	100	100	100
	OUTDOOR EXHIBITION SPACE, LAWN, SEATING AND AMPHITHEATRE	-	100	-	-
	STORE / SOUVENIR SHOP	1	10	30	30
					734
TOTAL					8631 SQM
TOTAL BUILT UP AREA (AFTER ROUNDING OFF)					8700 SQM



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