Exploring Collaboration Approaches Adopted By Government for Gujarat as a Tourism Destination

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Abstract
This research paper aims to explore various collaboration approaches adopted by government for Gujarat as a tourism destination. Its design is descriptive one and includes data based on secondary sources of information such as: journals, websites, PDFs. It is found that the government has already collaborated with other tourism states, companies for development of amenities at the destination and for promotion of the destination. Some additional approaches for collaborations are also suggested in this research paper such as: collaboration with inbound tour operators, with tourism educational institutions, mega event partners, universities and integral collaboration approach. It is important for researchers, academies and government to explore various approaches of collaboration for tourism destination. This study would appear to be the first of its kind and is of interest to academic researchers, government to better understand different collaboration approaches available for tourism destination.

Key Words: collaboration approaches, government, tourism destination, Gujarat