International Journal for Multidisciplinary Research (IJFMR)
E-ISSN: 2582-2160 ● Website: www.ijfmr.com ● Email: editor@ijfmr.com

Statue of Unity: A Comprehensive Performance Analysis as a Tourist Attraction

Mohit Sheokand[1], Dr. Sumegh[2]

[1]Research Scholar, Institute of Hotel and Tourism Management, Maharshi Dayanand University Rohtak
[2]Associate Professor, Institute of Hotel and Tourism Management, Maharshi Dayanand University Rohtak

ABSTRACT

This study evaluates the performance of the Statue of Unity as a major tourist attraction in India using a combination of secondary data analysis in the form of visitor footfall at Statue of Unity in conjunction with thereview of relevant literature to evaluate the performance of the Statue of Unity as a tourist attraction. Following PRISMA guidelines, 18 relevant studies were selected and synthesized to understand tourism trends, visitor behaviour, and economic impact. The analysis of visitor footfall from 2018 to 2024 was done which reveals strong post-pandemic recovery and sustained growth, with a CAGR of approximately 19.4% from 2021 to 2024. The findings highlight the monument's role as a destination icon and its contribution to regional tourism development. The study also provides strategic recommendations for sustainable tourism management and improved visitor experience.

KEYWORDS: Statue of Unity, Tourist Attraction, Tourism Trends, Performance Analysis, Visitor Behaviour, Destination Icon, Visitor Footfall

1. INTRODUCTION

The Statue of Unity stands as the greatest tourist attraction in the South Gujarat region of India, which comprises seven districts: Surat, Bharuch, Narmada, Navsari, Dang, Valsad, and Tapi. This impressive monument is dedicated to Sardar Vallabhbhai Patel, known as the "Iron Man of India," who served as the first deputy prime minister and home minister of independent India. Sardar Patel earned recognition for his remarkable achievement of uniting 560 princely states during India's pre-independence period, which inspired the statue's name (Paatiwala & Bansod, 2021).

The Statue of Unity, dedicated to Indian independence leader Sardar Vallabhbhai Patel, has emerged as one of India's most significant tourist destinations since its inauguration in 2018 (Kumar, 2020).

Standing as the tallest statue in the world, it has become a centrepiece of India's tourism initiatives, alongside national campaigns like "Incredible India" and "Atithi Devo Bhava" which equates guests to gods (Sakshi, Tandon, Ertz, & Bansal, 2020).

Beyond its cultural and historical importance, the statue has proven to be economically beneficial, generating revenue for the Government of India and creating employment opportunities for local communities. Currently acknowledged as the world's tallest statue, the Statue of Unity symbolizes unity, power, and peace. Its global significance has been further cemented by its inclusion in the 'Eight Wonders' of the Shanghai Cooperation Organization (SCO). (Paatiwala & Bansod, 2021). This recognition places it in the company of other famous statues that have become international symbols,

such as the Statue of Liberty, which has inspired replicas in other parts of the world, including a smaller version on the island of Grenelle in Paris (Nilsson & Blom, 2023).

The statue's global significance was further validated when TIME Magazine included it in their "100 greatest places 2019 list," enhancing Gujarat's position on the international tourism map (Sardana, 2020).

2. REVIEW OF LITERATURE

2.1 Performance of Tourist Attractions and Visitor Footfall

The performance of tourist attractions has traditionally been evaluated through visitor footfall, which serves as a readily observable indicator of popularity and market demand. However, contemporary tourism scholarship increasingly argues that visitor numbers alone provide a limited understanding of attraction performance. According to Wang et al. (2024), visitor behaviour analysis, including movement patterns and activity participation, offers more comprehensive insights into how tourists engage with destinations and how attractions can optimize visitor management strategies. This perspective suggests that the assessment of tourism performance should extend beyond numerical visitation statistics to include behavioural and experiential dimensions.

Similarly, Han et al. (2020) contended that the popularity of tourist attractions cannot be adequately explained through visitor counts alone, emphasizing the significance of visitor engagement and digital interactions. Their findings indicate that modern tourism destinations derive competitiveness not only from physical visitation but also from their visibility and influence within digital environments. This shift reflects broader changes in tourist behaviour, where social media exposure and online representation increasingly shape destination choice.

Research on iconic monuments further demonstrates the relationship between symbolic landmarks and tourism demand. For instance, Mubasher and Liao (2024) highlighted the enduring popularity of the Statue of Liberty as one of the most visited monumental attractions, while Yang et al. (2017) observed that both visitor volume and duration of stay are critical indicators of attraction effectiveness. Nevertheless, much of the existing literature remains focused on output measures, such as visitor numbers, while paying comparatively less attention to the underlying factors that sustain long-term attractiveness. Consequently, a comprehensive evaluation of the Statue of Unity requires consideration of both quantitative and qualitative dimensions of tourism performance.

The literature also acknowledges that visitor trends are significantly influenced by external conditions. As noted by Afifi (2021), many globally recognized attractions have adopted visitor management mechanisms to address concerns related to sustainability and overcrowding. This observation highlights that increasing visitor numbers should not automatically be interpreted as evidence of successful tourism development unless accompanied by effective management practices and sustainable growth strategies. Therefore, while the remarkable increase in visitor arrivals at the Statue of Unity reflects its growing prominence, the broader implications of this growth require critical examination.

2.2 Cultural Significance and Destination Identity

Monuments and memorial structures occupy a unique position within tourism studies because they function simultaneously as cultural symbols and tourism products. Tola (2017) argued that statues serve as representations of a society's civilization, historical achievements, and collective identity, thereby transforming them into important attractions for both domestic and international tourists. This

perspective positions monuments as cultural assets whose value extends beyond their physical characteristics.

However, the relationship between cultural significance and tourism attractiveness remains a subject of scholarly debate. While some researchers emphasize the heritage and educational functions of monuments, others suggest that cultural symbolism alone may be insufficient to sustain tourist interest in increasingly competitive tourism markets. According to Tan (2018), highly recognizable landmarks often function as primary nuclei within tourism systems because they possess attributes capable of influencing travel decisions. Similarly, Oladipo and Modupe (2020) classified iconic monuments among the most influential tourism resources due to their ability to attract visitors through symbolic and experiential appeal.

Within this context, the Statue of Unity represents more than a commemorative structure dedicated to Sardar Vallabhbhai Patel; it functions as a destination icon that contributes to the construction of Gujarat's tourism identity. Nevertheless, existing studies have largely concentrated on its symbolic significance and national importance, providing limited empirical evidence regarding how visitors perceive and engage with its cultural meanings. This suggests a need for further investigation into the relationship between cultural symbolism, visitor experience, and destination competitiveness.

2.3 Economic Contribution of Iconic Attractions

The economic importance of tourism attractions has been widely documented within tourism and development literature. According to Tola (2017), iconic attractions generate direct and indirect economic benefits through employment creation, income generation, foreign exchange earnings, and increased business activity. Such attractions often function as focal points within tourism systems, stimulating demand for accommodation, transportation, food services, retail activities, and other complementary sectors.

Despite broad agreement regarding the positive economic effects of tourism development, scholars have increasingly questioned the tendency to evaluate economic performance solely through aggregate indicators. While many studies demonstrate positive contributions to regional economies, fewer investigations critically assess the distribution of benefits among local communities, the sustainability of economic gains, or the effectiveness of public investments. This limitation is particularly relevant in the context of mega-tourism projects that require substantial financial commitments.

The Statue of Unity represents one of India's most ambitious tourism infrastructure projects and has generated considerable attention regarding its economic impact. However, existing literature remains largely descriptive, emphasizing visitor growth and tourism potential while offering limited analysis of broader economic outcomes. Consequently, there remains a significant gap in understanding the extent to which the monument contributes to local development, employment generation, and long-term regional economic sustainability.

2.4 Role of the Statue of Unity in Gujarat's Tourism Development

Destination development literature increasingly recognizes iconic attractions as strategic instruments for enhancing destination competitiveness and strengthening place branding. As Stojanović et al. (2019) noted, destination icons often become symbolic representations of places and serve as primary motivators for tourist visitation. Their significance extends beyond attraction-specific performance to include broader impacts on destination image and market positioning.

The development of the Statue of Unity aligns closely with this theoretical perspective. Gujarat has experienced sustained growth in tourism over recent years, supported by heritage conservation

initiatives, infrastructure improvements, and destination diversification efforts. According to Singh (2018), the state has successfully expanded its tourism sector while maintaining its industrial prominence. Furthermore, Sardana (2020) observed that international recognition, including inclusion in global tourism rankings and the development of complementary attractions, has enhanced Gujarat's visibility within national and international tourism markets.

Nevertheless, attributing tourism growth exclusively to the Statue of Unity would represent an oversimplification of the state's tourism dynamics. Tourism development is inherently multifaceted and influenced by numerous interacting factors. Therefore, while the monument undoubtedly contributes to Gujarat's tourism profile, its specific role should be evaluated within the broader framework of destination development strategies rather than as an isolated driver of tourism growth.

2.5 Tourist Motivation and Visitor Experience

Understanding tourist motivation is fundamental to evaluating attraction performance because visitor decisions ultimately determine destination success. Research consistently identifies cultural interest, historical significance, educational opportunities, and leisure experiences as important determinants of visitation behaviour. For example, Masullo et al. (2021) found that visitors are frequently motivated by cultural and historical attractions, while environmental characteristics such as tranquillity, green spaces, and aesthetic appeal also influence destination choice.

However, contemporary tourism research suggests that tourist motivations are becoming increasingly complex. Beyond traditional cultural and educational interests, visitors are now influenced by experiential consumption, novelty seeking, social interaction, and digital representation. In this regard, Fan (2024) demonstrated that international tourists often exhibit strong preferences for culturally significant attractions that generate memorable experiences and encourage online engagement.

These findings are particularly relevant to the Statue of Unity, whose appeal extends beyond historical commemoration to include recreational facilities, technological exhibits, viewing experiences, and destination branding. Nevertheless, existing studies provide limited insight into the relative importance of these motivational dimensions. Consequently, a more comprehensive understanding of visitor motivations is necessary to explain not only visitation patterns but also visitor satisfaction, loyalty, and destination competitiveness.

2.6 Tourism Resilience and the Impact of COVID-19

The COVID-19 pandemic represents one of the most significant disruptions in the history of global tourism. Travel restrictions, lockdown measures, and public health concerns resulted in unprecedented declines in tourist mobility, exposing the vulnerability of tourism systems to external shocks. According to Kumar (2020), the Statue of Unity remained closed for several months during the pandemic, significantly disrupting its visitor flows and tourism operations. Although the immediate effects of the pandemic are evident in declining visitor numbers, its long-term implications are more complex. Recent tourism literature suggests that COVID-19 altered traveller behaviour, destination preferences, and perceptions of risk, thereby reshaping tourism demand patterns. Consequently, post-pandemic increases in visitation should not be interpreted solely as evidence of attraction recovery but also as reflections of broader changes in tourism behaviour.

For the Statue of Unity, the pandemic period represents an important contextual factor when analysing visitor trends and overall performance. Failure to account for such external disruptions may lead to inaccurate interpretations of growth trajectories and destination effectiveness. Therefore, tourism

resilience emerges as an important dimension in any comprehensive assessment of the monument's performance.

The reviewed literature demonstrates that the performance of tourist attractions is influenced by a complex interaction of visitor footfall, cultural significance, economic contribution, destination image, tourist motivation, and resilience to external disruptions. Existing studies collectively acknowledge the importance of iconic attractions as catalysts for tourism development and destination branding. However, the literature remains fragmented, with most investigations focusing on individual dimensions of attraction performance rather than adopting an integrated analytical framework.

3. RESEARCH GAP

In the case of the Statue of Unity, previous research has primarily emphasized its symbolic importance, engineering achievement, and tourism potential (Sardana, 2020; Tola, 2017). Comparatively limited attention has been devoted to examining how these dimensions interact and combine with visitor statistics to determine its overall effectiveness as a tourist attraction. Furthermore, a very few studies have systematically evaluated the monument's performance by integrating cultural, economic, behavioural, and destination development perspectives within a single framework.

This gap in the literature highlights the need for a comprehensive performance analysis of the Statue of Unity. Such an approach would contribute not only to a deeper understanding of the monument's role in Gujarat's tourism development but also to broader theoretical discussions concerning the effectiveness of iconic attractions in contemporary tourism systems.

Although previous studies have examined cultural symbolism, tourism branding, and destination image related to the Statue of Unity, limited research has systematically evaluated its tourism performance using longitudinal visitor data and theoretical tourism frameworks. This study attempts to bridge this gap by integrating symbolic importance, engineering achievement, and tourism potentialwith empirical tourism trend analysis.

4. OBJECTIVES

1. To examine the annual visitor footfall at the Statue of Unity for 2018–2024 and analyze the pattern and trends of visitors' inflow at Statue of Unity.
2. To analyse the performance of Statue of Unity as a tourist attraction and develop practical suggestions for sustaining growth and enhancing visitor experience.

5. THEORETICAL FRAMEWORK

This study is anchored in three complementary theoretical perspectives to strengthen its analytical depth:

5.1 Destination Competitiveness Theory

Destination competitiveness theory explains how tourism destinations attract and sustain visitor flows through a combination of resources, infrastructure, and strategic management (Ritchie & Crouch, 2003). The Statue of Unity exemplifies a competitive destination by integrating cultural symbolism, accessibility, and supporting tourism infrastructure, thereby enhancing Gujarat's tourism positioning.

5.2 Tourism Area Life Cycle (TALC)

The Tourism Area Life Cycle model (Butler, 1980) conceptualizes tourism development as a series of stages: exploration, involvement, development, consolidation, and stagnation or rejuvenation. The Statue of Unity demonstrates a rapid transition from development to consolidation, with strong visitor growth

followed by resilience and recovery after the COVID-19 disruption.

5.3 Destination Icon Theory

Destination icons are symbolic landmarks that become primary motivators for tourist visits and shape destination identity (Stojanović et al., 2019). The Statue of Unity functions as a national and global icon, influencing travel decisions and reinforcing India's cultural and historical narrative in tourism.

Together, these frameworks provide a multidimensional understanding of tourism performance by linking destination attractiveness, tourism evolution, and symbolic destination identity.

6. METHODOLOGY

This study adopts secondary data analysis in the form of visitor footfall at Statue of Unity in conjunction with thereview of relevant literature to evaluate the performance of the Statue of Unity as a tourist attraction.

6.1 Research Design

The research follows the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) framework to ensure transparency, replicability, and methodological rigor in the identification, screening, and selection of relevant literature.

6.2 Data Sources

Data for the study were collected from:

1. Peer-reviewed journal articles indexed in databases such as Google Scholar and Scopus
2. Government publications and official reports (e.g., Ministry of Tourism)
3. Reputed media sources and tourism reports
4. Case studies related to tourism development and destination performance

In the absence of a consolidated official annual footfall database, reputed media reports citing government tourism statistics were triangulated with Ministry publications.

6.3 Search Strategy

Relevant literature was identified using keywords such as tourism performance, destination icons, statue tourism, visitor behaviour, tourism growth analysis and Statue of Unity.

The search was restricted to publications primarily between 2017–2024 to ensure contemporary relevance.

6.4 Screening and Selection Process

The study followed a multi-stage PRISMA-based filtering process:

- **Identification:** 57 records were identified from databases and secondary sources
- **Screening:** After removing duplicates (n = 9), 48 records were screened based on title and abstract
- **Eligibility:** 28 full-text articles were assessed for relevance
- **Inclusion:** A final set of 18 studies was included for qualitative synthesis

Inclusion Criteria

- Studies related to tourism, monuments, or destination performance
- Empirical or conceptual studies with relevance to visitor behaviour, tourism impact, or cultural attractions
- Publications in English

Exclusion Criteria

- Irrelevant subject areas
- Lack of full-text availability

- Insufficient methodological rigor

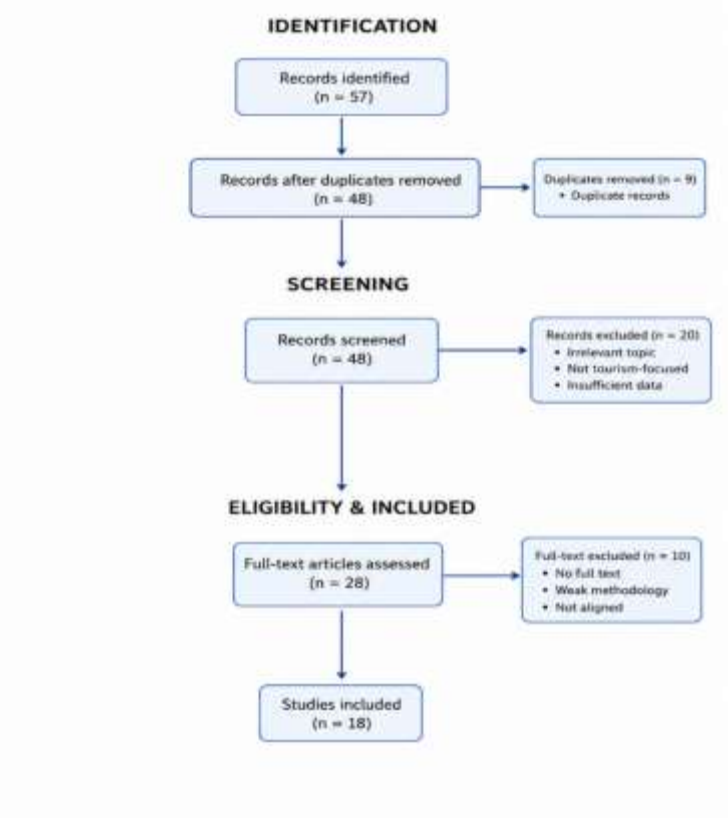


Figure 1: PRISMA Flowchart

6.5 Data Analysis

The selected studies were systematically analysed to identify tourism trends and patterns, economic and cultural impacts of monuments, and visitor motivation and behaviour.

Additionally, secondary quantitative data on visitor footfall (2018–2024) were analysed using trend analysis, graphical representation (line, bar, pie charts), and Compound Annual Growth Rate (CAGR) calculation

6.6 Reliability and Validity

To ensure reliability multiple credible sources were cross-referenced and conservative estimates were used where discrepancies existed.

7 SCOPE OF STUDY

The study focuses on the Statue of Unity precinct (Ekta Nagar, Gujarat) over 2018–2024 and evaluates its performance as a tourist attraction using the data of annual footfall of tourists derived from secondary sources.

8 ANALYSIS AND INTERPRETATION

Year	Visitors (in Millions)
2018	0.453
2019	2.745
2020	1.281
2021	3.429

2022	4.132
2023	5.120
2024	5.825

Table 1: Visitors Inflow Data at Statue of Unity (2018-2024) [Source: Ministry of Tourism (2020); Desh Gujarat (2024–2025)]

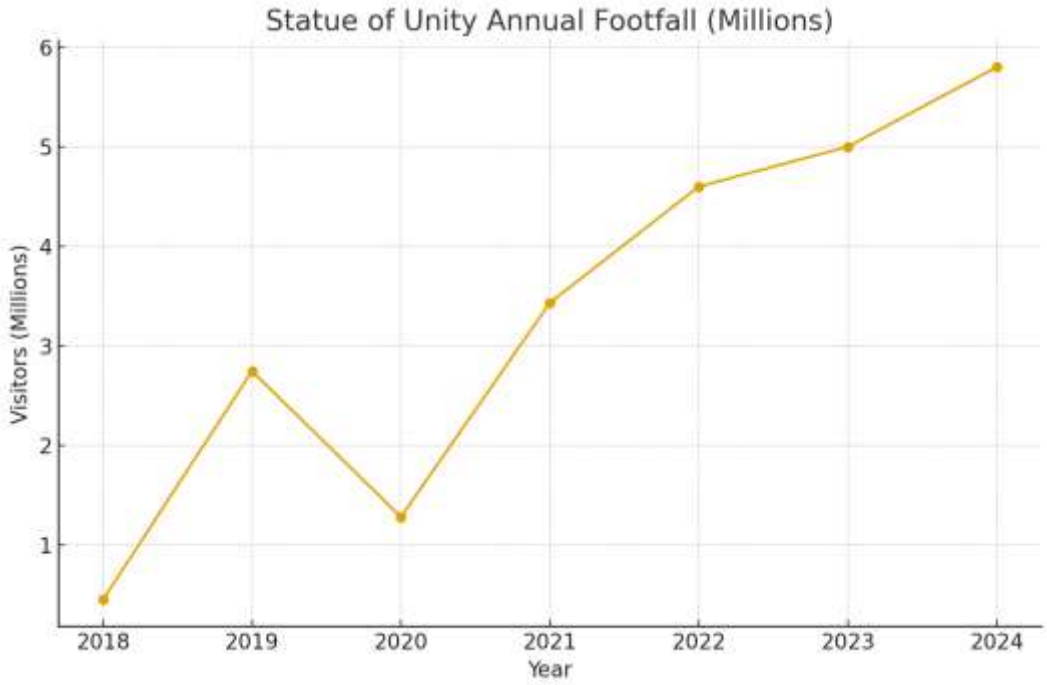


Figure 2. Visitor trend at the Statue of Unity (2018–2024). [Source: Desh Gujarat (2025); Hindustan Times (2023)]

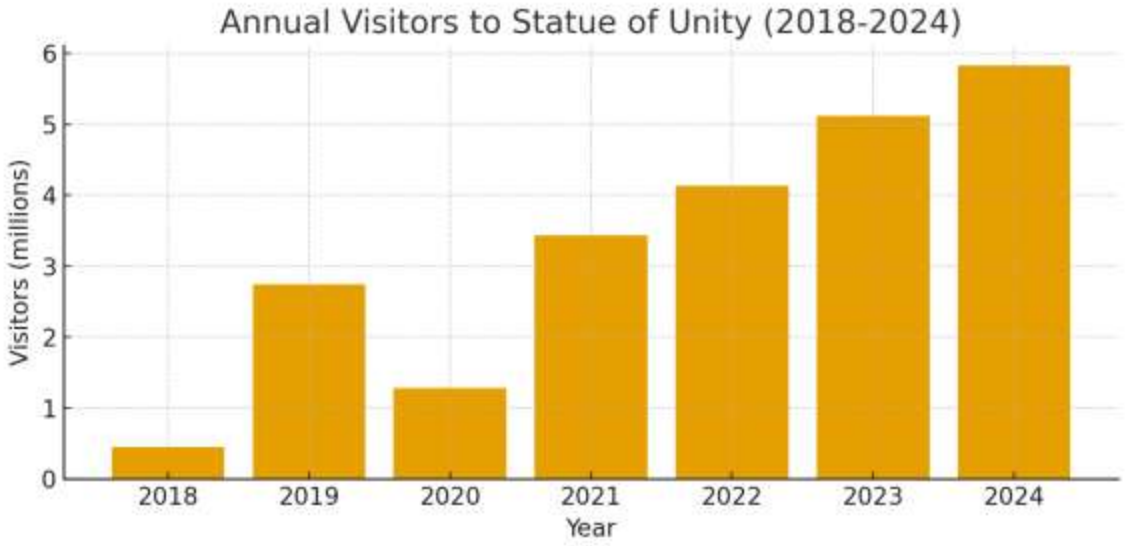


Figure 3: Year-wise Annual visitors (2018-2024). [Source: compiled from Ministry of Tourism (2020) and press reports (Desh Gujarat, 2024–2025; Times of India, 2024)]

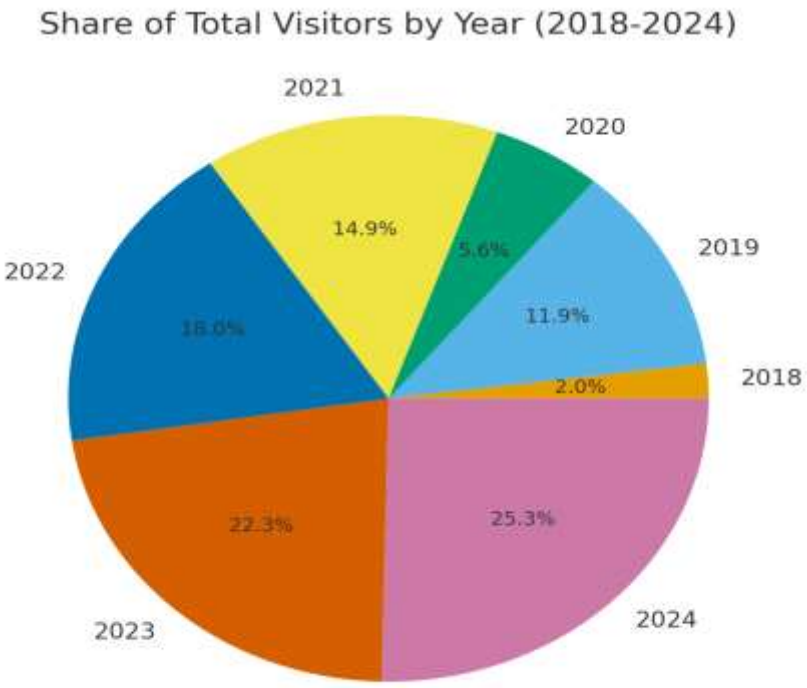


Figure 4: Share of total cumulative visitors by year (2018–2024). [Source: Ministry of Tourism (2020); Desh Gujarat (2024–2025)]

Annual visitors (2018–2024) show a steep rise after inauguration, followed by a dip during the COVID-19 affected year 2020, and recovery with record levels in 2023–2024. Figure 1 (line chart) and Figure 2 (bar graph) display these trends of annual visitors at Statue of Unity from 2018 to 2024. The pie chart (Figure 3) shows the relative contribution of each year to the total visitors across 2018-2024.

Compound Annual Growth Rate

To assess the growth rate of visitor inflows at the Statue of Unity, the Compound Annual Growth Rate (CAGR) formula is applied. The CAGR is given as:

CAGR = (Ending Value / Beginning Value) ^ (1 / n) – 1

where 'Ending Value' is the footfall in the last year, 'Beginning Value' is the footfall in the first year, and 'n' is the number of years. Based on official figures, approximately 2.9 million visitors were recorded in 2019, while the number rose to 5.8 million in 2024. Substituting these values CAGR can be calculated as follows:

$$\text{CAGR} = (12.8587)^{1/6} - 1$$
$$\approx 1.530 - 1$$
$$\approx 0.530$$

=53%

Keeping in mind that the data is not smooth, especially because of the sharp drop in 2020, so CAGR can give only a broad long-term growth estimate, not a precise forecast. CAGR is extremely high because:

- the base year (2018) is very small
- sharp drop in 2020 due to COVID-19

- growth accelerated rapidly afterward

A sustained 53% annual growth rate is rarely maintained for long periods and the recent growth rates are slowing. To get more conservative and realistic results, recent years data can be used where data is smooth and consistent i.e. 2021 to 2024.

For the period 2021 to 2024:

- Beginning value (2021) = 3.429 million
- Ending value (2024) = 5.825 million
- Number of years = 3

Using the CAGR formula:

$$CAGR = \left(\frac{5.825}{3.429}\right)^{\frac{1}{3}} - 1$$

$$CAGR \approx 19.4\%$$

This indicates that, on average, the annual growth rate of footfalls at the Statue of Unity has been nearly 19.4% per year during 2021–2024, reflecting robust expansion in tourist inflows. The 2019–2024 CAGR also remains positive despite the 2020 shock, implying strong market fundamentals and effective product bundling.

Year	Forecast Visitors (in millions)
2025	6.96
2026	8.31
2027	9.92
2028	11.85
2029	14.15
2030	16.89

Table 2: Forecasted Visitors Footfall at Statue of Unity (2025-2030) [Source: Calculated with CAGR of 2021 to 2024]

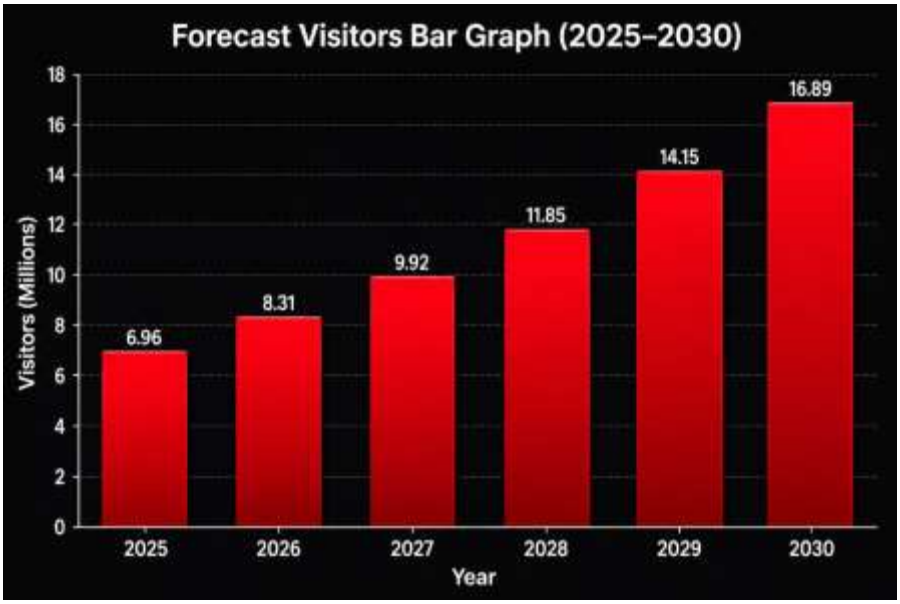


Figure 5: Forecasted Visitors Footfall at Statue of Unity (2025-2030) [Source: Calculated with CAGR of 2021 to 2024]

The trend appears operationally plausible because it aligns with the recent post-2021 growth trajectory rather than the highly volatile early years.

This forecast suggests a steady but moderating growth, more realistic expansion than the earlier 53% CAGR, and gradual movement toward a mature tourism market.

9 DISCUSSION

The findings of this study reinforce the growing importance of iconic monuments as destination anchors within regional tourism systems. The Statue of Unity demonstrates a classic trajectory of a newly developed tourism asset, rapid initial growth, external shock disruption, and strong recoveryindicating both structural resilience and effective destination management.

The observed visitor trend (2018–2024), including the sharp decline during the COVID-19 period followed by accelerated recovery, aligns with broader global tourism recovery patterns. However, the post-pandemic surge exceeding pre-pandemic levels suggests that the Statue of Unity has transitioned from a novel attraction to an established destination icon. This supports the theoretical perspective that large-scale symbolic infrastructure can generate sustained tourism demand beyond initial curiosity-driven visits.

From a destination competitiveness perspective, the Statue of Unity functions as a primary tourism nucleus, influencing travel decisions and enhancing Gujarat's positioning on the national and international tourism map. The steady increase in visitor numbers, as illustrated in the Figure 2 and 3, reflects not only demand growth but also the effectiveness of complementary tourism infrastructure and promotional strategies.

The calculated CAGR of approximately 19.4% further confirms a robust growth trajectory, especially when considered in the context of a major global disruption. This indicates strong underlying demand drivers such as:

- Cultural and national symbolism
- Accessibility improvements
- Integrated tourism offerings within the precinct

The study also highlights the role of experiential and environmental factors in shaping visitor behaviour. As supported by the reviewed literature, tourists are not only motivated by historical significance but also by the overall experience, including landscape, amenities, and interpretive engagement. This aligns with evolving tourism trends where destinations are increasingly evaluated based on holistic experience quality rather than singular attractions.

Another key insight relates to the economic multiplier effect of such mega-attractions. The Statue of Unity contributes to regional development by generating employment, stimulating local businesses, and increasing ancillary tourism activities. This supports the argument that strategically developed landmark projects can act as catalysts for tourism-led regional transformation, particularly in developing economies.

However, the rapid increase in footfall also raises concerns regarding carrying capacity and sustainability. Without appropriate visitor management strategies, there is a risk of overcrowding, reduced visitor satisfaction, and environmental degradation. This underscores the importance of implementing measures such as dynamic pricing, timed entry systems, and spatial dispersal strategies.

From a theoretical standpoint, this study contributes to the literature by integrating Systematic Literature Review (SLR) with empirical trend analysis, providing a more structured and evidence-based

understanding of tourism performance. It bridges the gap between conceptual tourism frameworks and real-world destination dynamics.

In summary, the Statue of Unity exemplifies how symbolic mega-projects, when supported by strategic planning and integrated tourism development, can evolve into sustainable and high-performing tourist destinations. Future research should incorporate primary data, such as visitor satisfaction and expenditure patterns, to further deepen the understanding of its long-term impact.

10 LIMITATIONS OF THE STUDY

The research solely relies on secondary sources of data and limits granularity. Where sources diverge on annual totals, conservative estimates are used and noted. For future work administrative micro-data and primary surveys on satisfaction, dwell time, spending, and origin mix may be integrated.

11 IMPLICATIONS

11.1 Theoretical Implications

This study contributes to tourism literature by integrating empirical trend analysis with the theoretical tourism frameworks, offering a structured approach to evaluating destination performance. It extends destination icon theory by demonstrating how newly constructed mega-monuments can rapidly evolve into globally recognized tourism drivers.

11.2 Managerial Implications

For tourism planners and site managers:

- Implement dynamic pricing and timed-entry systems to manage crowding
- Enhance visitor experience design through interpretation and storytelling
- Develop integrated tourism circuits to increase length of stay

11.3 Policy Implications

For policymakers:

- Promote iconic infrastructure projects as catalysts for regional development
- Encourage public-private partnerships in tourism infrastructure
- Develop sustainability frameworks to balance growth with environmental preservation

12 CONCLUSION AND SUGGESTIONS

The Statue of Unity has consolidated as a national-scale attraction with strong post-pandemic recovery and continuing growth. To sustain and further enhance this performance following steps may be taken:

1. Dynamic timed-entry and peak pricing strategies may be implemented to protect experience quality.
2. Strengthening of dispersal and bundling across the precinct should be done to spread loads.
3. A standardized KPI dashboard (monthly footfall, NPS, dwell time, crowding indices) may be published.
4. Deepening of interpretation and storytelling may be done to reinforce image and increase the revisit intention of the visitors.
5. Institutionalization of resident engagement and benefit-sharing should be done to sustain support.

13. REFERENCES

1. Afifi, G. (2021). The Post-COVID-19 new normal tourism: Concerns and criteria. *Journal of Association of Arab Universities for Tourism and Hospitality, 20*(2), 108-

131.10.21608/jaauth.2021.62962.1134
2. Fan, Q. (2024). Research on the Perception and Dissemination of Tourist Attraction Images in Tourist Cities under Cross-Cultural Backgrounds: Data from International Tourists' Online Reviews. *SHS Web of Conferences.*https://doi.org/10.1051/shsconf%2F202419201003
3. Han, S., Ren, F., Du, Q., & Gui, D. (2020). Extracting Representative Images of Tourist Attractions from Flickr by Combining an Improved Cluster Method and Multiple Deep Learning Models. *ISPRS International Journal of Geo-Information, 9*, 81.https://doi.org/10.3390/ijgi9020081
4. Kumar, V. (2020). Indian Tourism Industry and COVID-19: Present Scenario. *Journal of Tourism and Hospitality Education, 10*, 179–185.https://doi.org/10.3126/jthe.v10i0.28768
5. Masullo, M., Ozcevik Bilen, A., Toma, R., Akin Guler, G., & Maffei, L. (2021). The Restorativeness of Outdoor Historical Sites in Urban Areas: Physical and Perceptual Correlations. *Sustainability, 13*(5603).https://doi.org/10.3390/SU13105603
6. Mubasher, A., & Liao, T. F. (2024). Collective Memory, Visual Communication, and Symbolic Interactions with Statues: The Case of the Charging Bull of Wall Street. *Societies, 14*(7), 97.https://doi.org/10.3390/soc14070097
7. Nilsson, M., & Blom, T. (2023). Tactile Tourism: Tourist Attractions to Touch. *Tourism: An International Interdisciplinary Journal, 71*(3), 553-567.https://doi.org/10.37741/t.71.3.8
8. Oladipo, O., & Modupe, O. (2020). Impact of Tourism Products Development on Osun Osogbo Sacred Grove and Badagry Slave Trade Relics. *Journal of Tourism Management Research, 7*(2), 170-185.https://doi.org/10.18488/journal.31.2020.72.170.185
9. Paatiwala, A. S., & Bansod, A. R. (2021). Tourist Attractions In South Gujarat With Special Reference To The Statue Of Unity. *Towards Excellence, 13*(4).https://doi.org/10.37867/te130494
10. Sakshi, Tandon, U., Ertz, M., & Bansal, H. (2020). Social vacation: Proposition of a model to understand tourists' usage of social media for travel planning. *Technology in Society, 63*.https://doi.org/10.1016/j.techsoc.2020.101438
11. Sardana, P. (2020). Shifting focus: From problems to potential. The better news from museums in India. *The Issues of Museology, 11*(1), 4–14.https://doi.org/10.21638/11701%2Fspbu27.2020.101
12. Singh, A. (2018). Analyzing Performance Of Scale Hotels Of Ahmedabad, India. *Journal of Tourism and Hospitality, 5*, 01-08.https://doi.org/10.18510/IJTHR.2018.511
13. Stojanović, A., Šerić, N., & Perišić, M. (2019). Marketing Management Of The Lighthouse Heritage In The Function Of Strengthening The National Identity On The Global Tourism Market: Stone Lights (Croatia) And The Art Of The Lighthouses (Montenegro). *Зборник радова Економског факултета У Источном Сарајеву, 8*(19), 83-98.https://doi.org/10.7251/zrefis1919083j
14. Tan, J. (2018). Religious tourism and the new evangelization: theory and best practice in the pastoral promotion of the Church's cultural heritage. *Church, Communication and Culture, 3*(3), 283–309.https://doi.org/10.1080/23753234.2018.1547117
15. Tola, M. D. (2017). The Historiography and Values of Statue Construction: Focus on Global Perspectives. *Humanities and Social Sciences, 5*(2), 53-59.https://doi.org/10.11648/j.hss.20170502.11
16. Valeriani, D., & Putri, A. (2020). Tourism Sector Development in Belitung Regency: The Tourist's Perception. *Society, 8*(1), 109-122.https://doi.org/10.33019/society.v8i1.157
17. Wang, S., Huang, Y., & Li, T. (2024). Understanding visitor flow and behaviour in developing tourism-service-oriented villages by space syntax methodologies: a case study of Tabian Rural

Section of Qingshan Village, Hangzhou. *Journal of Asian Architecture and Building Engineering, 24*(3), 2049–2068.https://doi.org/10.1080/13467581.2024.2349737

18. Yang, L., Wu, L., Liu, Y., & Kang, C. (2017). Quantifying Tourist Behavior Patterns by Travel Motifs and Geo-Tagged Photos from Flickr. *ISPRS International Journal of Geo-Information, 6*, 345.https://doi.org/10.3390/ijgi6110345

Reports and Magazines

1. Desh Gujarat. (2025, January 3). Over 58 lakh tourists flock to SOU in 2024, breaking all previous yearly records. https://deshgujarat.com/2025/01/03/over-58-lakh-tourists-flock-to-sou-in-2024-breaking-all-previous-yearly-records/
2. Desh Gujarat. (2024, January 1). Over 50 lakh tourists flock to SOU in 2023, breaking all previous yearly records. https://deshgujarat.com/2024/01/01/over-50-lakh-tourists-flock-to-sou-in-2023-breaking-all-previous-yearly-records/
3. Hindustan Times. (2023, October 25). Tourism triumph: Statue of Unity sets visitor records in its fifth year. https://www.hindustantimes.com/india-news/tourism-triumph-statue-of-unity-sets-visitor-records-in-its-fifth-year-101698132374447.html
4. Ministry of Tourism, Government of India. (2024). Annual Report 2023–24. https://tourism.gov.in/annual-reports/annual-report-2023-24
5. Ministry of Tourism, Government of India. (2023). India Tourism Statistics at a Glance 2023. https://tourism.gov.in/sites/default/files/2023-07/India%20Tourism%20Statistics%20at%20a%20glance%202023%20-%20English%20version_0.pdf
6. Times of India. (2024, January 1). Record 50L visitors at Statue of Unity in Vadodara. https://timesofindia.indiatimes.com/city/vadodara/record-50l-visitors-at-statue-of-unity-in-vadodara/articleshow/106430870.cms