

# IDENTIFYING THE ASSOCIATION BETWEEN DEMOGRAPHICS AND AWARENESS OF KUTCH TOURISM CAMPAIGN: A STUDY OF THE कच्छ नहीं देखा तो कुछ नहीं देखा SLOGAN

**Dr. Vaibhav Parmanand Gallani**

Assistant Professor (Accountancy)  
Shri K. K. Shastri Government Commerce College, Maninagar  
E-mail Id: vaibhav.gallani@skksgcc.edu.in

**Dr. Pankaj Parmeshwar Sharma**

Assistant Professor (Commerce)  
Shri K.K Shastri Government Commerce College, Maninagar  
E-mail Id: pankajkms731@gmail.com

**Dr. Mustufa J. Mansuri**

Associate Professor (Economics)  
Shri K. K. Shastri Government Commerce College, Maninagar  
E-Mail Id: mustufamansuri73@gmail.com

## ABSTRACT

This study investigates the association between demographic factors and awareness of the Kutch Tourism campaign, specifically the slogan "कच्छ नहीं देखा तो कुछ नहीं देखा." Using a descriptive research design, data was collected from 303 respondents through a structured survey, focusing on variables such as gender, age, education, and awareness. Cross-tabulation and Chi-Square tests were employed to analyse the relationships between these variables. The findings reveal that males exhibit higher awareness compared to females, with a significant association between gender and slogan awareness. Age, however, shows no significant impact on awareness, as high levels of awareness are observed across all age groups. Furthermore, individuals with vocational and postgraduate education demonstrated the highest awareness, though educational qualification had only a marginal effect. The study highlights the importance of targeting specific demographic groups, particularly females, and refining marketing strategies to increase inclusivity. The research suggests potential areas for future exploration, including the role of additional socio-economic factors in enhancing the effectiveness of tourism campaigns.

**Keywords:** Kutch Tourism, Demographics, Awareness, Slogan Impact, Gender and Education

## INTRODUCTION

The Kutch Tourism Campaign was launched by the Gujarat Tourism Corporation with the aim of promoting the region as a unique and attractive tourist destination. The campaign's slogan, "कच्छ नहीं देखा तो कुछ नहीं देखा" (If you haven't seen Kutch, you haven't seen anything), was crafted to evoke curiosity and excitement about Kutch's diverse offerings, including its pristine salt desert, the Great Rann of Kutch, wildlife sanctuaries, and the culturally rich Rann Utsav.

The campaign gained substantial momentum with the strategic involvement of Amitabh Bachchan, who became the face of the promotional material. His association with the campaign was not just a marketing tool, but a part of a larger vision to bring attention to Gujarat's lesser-known but incredibly beautiful and culturally rich areas. The

campaign targeted both national and international tourists, highlighting the region's distinctive beauty and cultural heritage.

The history of tourism in Kutch can be traced back to the state's post-independence period, but it was in the early 2000s that the region began receiving significant attention for its tourism potential, especially with the development of infrastructure like roads, transportation networks, and hotels. The region's tourism policies, such as the Gujarat Tourism Policy (2003-2010), helped in creating a conducive environment for promoting Kutch on the global stage. However, it was the launch of the "कच्छ नहीं देखा तो कुछ नहीं देखा" campaign that marked a turning point for Kutch tourism. The campaign tapped into the emotional appeal of exploring an untouched part of India and emphasized the region's charm, history, and traditions. Amitabh Bachchan's involvement gave the campaign the credibility and reach it needed to captivate millions of potential tourists. His endorsement helped position Kutch as a major cultural and adventure tourism hub, drawing significant attention to events like Rann Utsav, camel safaris, and the region's vast desert landscapes.

Over the years, the campaign has helped Kutch become one of the most visited tourist destinations in India, contributing significantly to the region's economic development, job creation, and cultural preservation. Amitabh Bachchan's role in promoting Kutch tourism is a testament to the power of celebrity endorsements in shaping perceptions and encouraging travel to less-explored destinations.

The Kutch region of Gujarat, renowned for its unique landscapes, rich cultural heritage, and diverse ecosystems, has emerged as a key tourist destination in India. With its vast salt desert, the Banni grasslands, and cultural festivals like Rann Utsav, Kutch offers a remarkable blend of natural beauty and traditional culture. Over the years, Gujarat's tourism policy has focused on developing and promoting the region's tourism potential through initiatives such as event-based tourism, rural tourism, and sustainable development practices. These efforts have resulted in improved infrastructure, enhanced employment opportunities, and a better standard of living for the local population (Trivedi & Pandya, 2025). Among the many efforts to position Kutch as a leading tourist destination, the "कच्छ नहीं देखा तो कुछ नहीं देखा" tourism campaign has been a prominent marketing strategy to promote the region to both domestic and international tourists.

Tourism has long been recognized as a powerful tool for economic development and poverty reduction, particularly in rural and underdeveloped regions. The Kutch region is no exception. With its rich cultural resources and diverse tourist attractions, the region has seen significant socio-economic benefits from tourism. Events like the Rann Utsav, which attract thousands of visitors each year, have been key drivers of this growth. However, despite the success of these initiatives, there remains a lack of focused research evaluating the effectiveness of targeted promotional campaigns like "कच्छ नहीं देखा तो कुछ नहीं देखा," which aim to increase awareness and influence tourist behaviour.

This research seeks to fill this gap by measuring the awareness of the "कच्छ नहीं देखा तो कुछ नहीं देखा" campaign and its impact on the tourism industry in Kutch. The study will explore the reach of the campaign, its effectiveness in attracting tourists, and its role in enhancing the visibility of Kutch as a premier tourist destination. By addressing these aspects, this research aims to provide valuable insights for policymakers and tourism stakeholders, enabling them to optimize marketing strategies and further enhance Kutch's position in the competitive tourism market.

The role of tourism in the socio-economic development of Kutch is well-documented. Research has shown that tourism has contributed to job creation, infrastructure development, and the preservation of cultural heritage in the region (Yadav, 2018; Pandya, 2018). However, the specific impact of marketing campaigns, which are integral to the success of tourism in the digital age, has not been extensively studied. This research will focus on evaluating the awareness and perceptions of local residents and visitors regarding the "कच्छ नहीं देखा तो कुछ नहीं देखा" campaign, providing a comprehensive understanding of its role in shaping tourism behaviour and economic outcomes in Kutch.

In light of the COVID-19 pandemic, which significantly disrupted global and regional tourism, understanding the effectiveness of such campaigns has become even more critical. With tourism on the path to recovery, strategies to attract visitors and regain market share are essential for the economic revitalization of tourism-dependent regions like Kutch. This research will contribute to the growing body of literature on tourism marketing and campaign effectiveness, helping to shape future tourism policies and strategies for Kutch and other similar regions.

By measuring the awareness and impact of this iconic tourism campaign, this study aims to provide a structured approach to understanding how targeted promotional efforts can drive tourism growth and contribute to the sustainable development of the region. The findings will be valuable not only for Kutch but also for other regions looking to boost tourism through effective marketing and strategic planning.

Amitabh Bachchan, the iconic Bollywood actor, has played a significant role in promoting the Kutch Tourism

Campaign, "कच्छ नहीं देखा तो कुछ नहीं देखा," by lending his voice and personality to the campaign. Bachchan's involvement has been crucial in raising awareness about the region's rich cultural heritage, unique landscapes, and the diverse experiences that Kutch offers to tourists. His association with the campaign has not only added star power but also brought national and international attention to Kutch as a premier tourism destination in India.

Bachchan, known for his deep voice and charismatic presence, is one of the most recognized figures in Indian cinema. His association with the tourism campaign has helped create a strong emotional connection with the audience, inspiring them to visit Kutch. His endorsement added credibility and trust to the campaign, as he is admired and respected by people of all ages and backgrounds. Through various advertisements and promotional videos, Bachchan effectively communicated the message that Kutch, with its vast desert, vibrant culture, and historical significance, is a place that must be experienced first-hand. His famous tagline, "कच्छ नहीं देखा तो कुछ नहीं देखा," meaning "If you haven't seen Kutch, you haven't seen anything," became iconic and resonated with potential travellers, encouraging them to explore this remarkable region.

The campaign's success can be attributed to Bachchan's ability to connect with audiences through his emotional appeal and widespread popularity. His voiceovers and appearances in the promotional materials helped break the stereotype of Kutch being a remote, underexplored destination, positioning it as a must-visit location for both domestic and international tourists. Furthermore, his involvement highlighted the importance of preserving the region's cultural and natural heritage while promoting it as a sustainable tourist destination.

## LITERATURE REVIEW

Gujarat has taken significant steps to establish itself as a leading tourist destination through its Tourism Policy (2003-2010) and Vision 2010 plan. The Tourism Corporation of Gujarat Ltd. (TCGL) has focused on developing tourist destinations, preserving cultural heritage, and promoting event-based tourism. Initiatives like camel safaris in Kutch, trekking in Dang, and paragliding in Saputara have boosted adventure tourism. Projects such as Gujarat Gram Haat and Swarnjayanti Gram Sadak Yojana aim to involve local communities and generate employment. The state encourages private sector participation through financial schemes, Special Economic Zones (SEZs), and public-private partnerships, such as the development of a tourist hub near the Sardar Sarovar Dam. These efforts have diversified tourism, enhanced infrastructure, and positioned Gujarat as a prominent cultural and adventure destination (Trivedi & Pandya, 2025).

Rann Utsav, a vibrant cultural festival held in the salt desert of Kutch, Gujarat, is a significant contributor to cultural tourism in India. Celebrated annually since 2005, it attracts tourists from across the globe to experience the unique traditions, art, and hospitality of the region. The festival features a variety of activities such as camel cart rides, cultural performances, traditional crafts, and adventurous sports, all set against the mesmerizing backdrop of the White Desert. This festival has been pivotal in boosting the local economy by creating opportunities in accommodation, transportation, and retail. It also highlights Gujarat's rich heritage through events like Garba, Dandiya Raas, and visits to historic sites such as Dholavira and Mandvi. With a consistent rise in visitor numbers, Rann Utsav has successfully positioned Kutch as a premier cultural tourism destination, emphasizing the importance of preserving and showcasing its unique cultural identity (Pandya, 2018).

Tourism has played a transformative role in the economic and social development of Kutch, Gujarat, particularly through the promotion of the Rann of Kutch as a unique tourism destination. The region's vast salt desert and the diverse ecosystems of the Banni grasslands offer unparalleled natural and cultural attractions, drawing tourists from around the world. According to Yadav (2018), tourism in Kutch has created substantial employment opportunities for local communities, leading to improvements in infrastructure, including transportation, healthcare, education, and markets. By promoting sustainable development, tourism has incentivized the preservation of natural areas and cultural heritage. The Rann of Kutch, known for its seasonal transformation into a striking white desert, has become a key catalyst for social upliftment and economic prosperity in the region. Efforts to harness tourism's potential have contributed to rural development, poverty reduction, and the preservation of Kutch's unique environment and heritage.

Tourism planning has significantly influenced the socio-economic development of the Kutch-Bhuj region, particularly following the devastating earthquake of 2001. According to Khanna (2018), the Gujarat government implemented an effective tourism policy focusing on private sector investment, skill enhancement, and improved connectivity through rail, road, and air infrastructure. New concepts like green tourism, cultural tourism, and religious tourism have further strengthened the region's appeal. These initiatives have led to job creation, better infrastructure, higher incomes, and an improved standard of living for local communities. Additionally, tourism

planning has encouraged environmental development and resource optimization in the region. The government's strategic efforts have transformed Kutch-Bhuj into a model for sustainable socio-economic progress driven by tourism.

The development of geotourism in the Kutch region of Gujarat represents an innovative approach to leveraging the area's unique geological features and cultural heritage for sustainable tourism. According to Swarna, Biswas, and Harinarayana (2013), the Kutch region, with its diverse landscapes, including the Great Rann of Kutch, Banni grasslands, and coastal ecosystems, has immense potential for geotourism. This form of tourism not only highlights the geological significance of the area but also integrates environmental conservation and cultural preservation. Geotourism initiatives aim to promote education, create economic opportunities for local communities, and ensure sustainable management of natural resources. By fostering awareness about the geological history and ecological importance of the region, geotourism contributes to both tourism growth and the conservation of Kutch's unique natural assets.

The COVID-19 pandemic significantly disrupted the tourism sector worldwide, including in the Kachchh region of Gujarat, India. According to Bhatt and Vyas (2022), the pandemic led to a drastic decline in Foreign Tourist Arrivals (FTAs), with numbers dropping by 66.4% from March 2019 to March 2020. This sharp decline in tourism activities caused an economic crisis and significant social changes for individuals dependent on the sector. The study, based on data collected between September and November 2020, highlights how the pandemic impacted the socio-economic conditions of those involved in Kachchh tourism. It sheds light on the economic losses, social challenges, and mental health struggles faced by the community during this period. This research contributes valuable insights for future investigations on the pandemic's impact on tourism and its implications for regional economic recovery. Tourism plays a vital role in the economic development of Kachchh, particularly in regions like Bhachau Taluka, where it offers significant opportunities for employment generation and poverty reduction. According to Kalaiya and Kumar (2015), tourism acts as a catalyst for developing essential infrastructure, such as roads, ports, and airports, which in turn boosts the local economy. Their study highlights that tourism indirectly contributes to reducing poverty by creating direct and indirect livelihood opportunities. Bhachau, with its rich cultural and heritage resources, remains underexplored for rural tourism. If properly developed and maintained, rural tourism in this area could substantially improve the standard of living and economic conditions for the local population. The study, based on surveys and observations, emphasizes the importance of national tourism policies and community involvement in maximizing the benefits of tourism for sustainable development in Kachchh.

## RESEARCH GAP

Despite extensive research on the economic, social, and cultural impacts of tourism in the Kutch region, there is a noticeable gap in studies specifically addressing the awareness and effectiveness of promotional campaigns like "कच्छ नहीं देखा तो कुछ नहीं देखा." Previous research has primarily focused on tourism policy implementation, the socio-economic benefits of festivals like Rann Utsav, rural tourism development, geotourism, and the effects of the COVID-19 pandemic on Kutch tourism. However, limited attention has been given to evaluating the outreach, effectiveness, and public perception of targeted tourism campaigns in influencing tourist behaviour and increasing visitation to the region. This study aims to bridge this gap by systematically measuring the awareness and impact of the "कच्छ नहीं देखा तो कुछ नहीं देखा" campaign, thereby providing actionable insights for policymakers and stakeholders to optimize tourism marketing strategies and enhance the visibility of Kutch as a premier tourist destination.

## RESEARCH METHODOLOGY

This study adopts a descriptive research design to measure the awareness and impact of the Kutch Tourism Campaign, "कच्छ नहीं देखा तो कुछ नहीं देखा." Data was collected from a sample of 303 respondents from Gujarat (majority from Ahmedabad) using a structured survey. The questionnaire focused on mainly four variables gender, age, education, and awareness. The collected data was analysed using cross-tabulation to explore relationships between variables, and chi-square tests were applied to examine statistical significance. The methodology ensures a systematic approach to understanding the campaign's reach and effectiveness among the target population.

## DATA ANALYSIS

**Table 1:** Crosstabulation between Gender and Awareness

Do you know about this slogan, "कच्छ नहीं देखा तो कुछ नहीं देखा" Kutch Tourism which is a part of a campaign to
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promote Kutch District Tourism?				
Gender		Yes	No	Total
Male	Count	198	21	219
	Expected Count	190.8119	28.18812	219
	% within Gender	0.90411	0.09589	1
Female	Count	66	18	84
	Expected Count	73.18812	10.81188	84
	% within Gender	0.785714	0.214286	1
Total	Count	264	39	303
	Expected Count	264	39	303
	% within Gender	0.871287	0.128713	1

The crosstabulation reveals the awareness of the slogan "कच्छ नहीं देखा तो कुछ नहीं देखा" among male and female respondents. A higher proportion of males (90.41%) reported being aware of the slogan compared to females (78.57%). Conversely, a greater percentage of females (21.43%) were unaware of the slogan compared to males (9.59%). The expected counts suggest that the observed values are generally close to the expected distribution. Overall, the data indicates that awareness of the slogan is high among both genders, but slightly higher among males.

**Table 2: Chi-Square Tests between Gender and Awareness**

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	7.589a	1	0.005874		
Continuity Correction <sup>b</sup>	6.569675	1	0.010373		
Likelihood Ratio	6.984001	1	0.008224		
Fisher's Exact Test				0.011561	0.00657
Linear-by-Linear Association	7.563638	1	0.005956		
N of Valid Cases	303				
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 10.81.					
b. Computed only for a 2x2 table					

The Chi-Square test results indicate a statistically significant association between gender and awareness of the slogan "कच्छ नहीं देखा तो कुछ नहीं देखा" (Pearson Chi-Square value = 7.589,  $p = 0.0059$ ). The Continuity Correction ( $p = 0.0104$ ) and Fisher's Exact Test ( $p = 0.0116$ ) also confirm this significance. The Linear-by-Linear Association test further supports the finding ( $p = 0.0060$ ). With no expected cell counts below 5, the test results are reliable. This suggests that gender plays a significant role in awareness of the slogan, with differences observed between males and females.

**Table 3: Symmetric Measures between Gender and Awareness**

		Value	Asymp. Std. Errora	Approx. Tb	Approx. Sig.
Nominal by Nominal	Phi	0.158257			0.005874
	Cramer's V	0.158257			0.005874
	Contingency Coefficient	0.156311			0.005874
Interval by Interval	Pearson's R	0.158257	0.063393	2.780692	.006c
Ordinal by Ordinal	Spearman Correlation	0.158257	0.063393	2.780692	.006c

The symmetric measures indicate a weak but statistically significant association between gender and awareness of the slogan "कच्छ नहीं देखा तो कुछ नहीं देखा." The Phi and Cramer's V values are both 0.158, with a p-value of 0.0059, suggesting a weak effect size. The Contingency Coefficient (0.156) aligns with this interpretation. Additionally, the Pearson's R and Spearman Correlation values (both 0.158) confirm a weak positive relationship, with a significant p-value of 0.006. This highlights a small yet meaningful association between the variables.

**Table 4: Crosstabulation between Age and Awareness**

Do you know about this slogan, "कच्छ नहीं देखा तो कुछ नहीं देखा" Kutch Tourism which is a part of a campaign to promote Kutch District Tourism?				
Age		Yes	No	Total

17-25	Count	84	12	96
	Expected Count	83.64356	12.35644	96
	% within Age_C	0.875	0.125	1
26-40	Count	138	18	156
	Expected Count	135.9208	20.07921	156
	% within Age_C	0.884615	0.115385	1
41-60	Count	42	9	51
	Expected Count	44.43564	6.564356	51
	% within Age_C	0.823529	0.176471	1
Total	Count	264	39	303
	Expected Count	264	39	303
	% within Age_C	0.871287	0.128713	1

The crosstabulation examines awareness of the slogan "कच्छ नहीं देखा तो कुछ नहीं देखा" across different age groups. Among respondents aged 17–25, 87.5% are aware of the slogan, while 12.5% are not. Similarly, for the 26–40 age group, 88.46% are aware, and 11.54% are unaware. In the 41–60 age group, awareness is slightly lower, with 82.35% aware and 17.65% unaware. The expected counts align closely with the observed counts, suggesting no major discrepancies in the data. Overall, awareness is high across all age groups, with a slightly lower percentage in the 41–60 age group.

**Table 5: Chi-Square Tests between Age and Awareness**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.296a	2	0.523055
Likelihood Ratio	1.211676	2	0.545617
Linear-by-Linear Association	0.493772	1	0.482249
N of Valid Cases	303		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.56.

The Chi-Square test results indicate no statistically significant association between age group and awareness of the slogan "कच्छ नहीं देखा तो कुछ नहीं देखा" (Pearson Chi-Square value = 1.296,  $p = 0.523$ ). Both the Likelihood Ratio ( $p = 0.546$ ) and the Linear-by-Linear Association ( $p = 0.482$ ) confirm this lack of significance. Since all expected cell counts are above 5, the test results are valid. This suggests that awareness of the slogan is not influenced by age group.

**Table 6: Symmetric Measures between Age and Awareness**

		Value	Asymp. Std. Errora	Approx. Tb	Approx. Sig.
Nominal by Nominal	Phi	0.065404			0.523055
	Cramer's V	0.065404			0.523055
	Contingency Coefficient	0.065265			0.523055
Interval by Interval	Pearson's R	0.040435	0.060984	0.702099	.483c
Ordinal by Ordinal	Spearman Correlation	0.036798	0.060537	0.638862	.523c
N of Valid Cases		303			

The symmetric measures indicate a very weak and statistically insignificant association between age group and awareness of the slogan "कच्छ नहीं देखा तो कुछ नहीं देखा." The Phi and Cramer's V values (both 0.065) reflect a negligible effect size, with a  $p$ -value of 0.523, confirming the lack of significance. Similarly, the Contingency Coefficient (0.065) supports this conclusion. The Pearson's R (0.040) and Spearman Correlation (0.037) also show a very weak relationship, with  $p$ -values of 0.483 and 0.523, respectively. These results confirm that age group does not have a meaningful impact on slogan awareness.

**Table 7: Crosstabulation between Education and Awareness**

Do you know about this slogan, "कच्छ नहीं देखा तो कुछ नहीं देखा" Kutch Tourism which is a part of a campaign to promote Kutch District Tourism?				
Education		Yes	No	Total
Schooling	Count	12	3	15

	Expected Count	13.06931	1.930693	15
	% within Educational Qualification	0.8	0.2	1
Graduate	Count	54	12	66
	Expected Count	57.50495	8.49505	66
	% within Educational Qualification	0.818182	0.181818	1
Post Graduate	Count	123	9	132
	Expected Count	115.0099	16.9901	132
	% within Educational Qualification	0.931818	0.068182	1
Higher Education	Count	45	9	54
	Expected Count	47.0495	6.950495	54
	% within Educational Qualification	0.833333	0.166667	1
Vocational Education	Count	9	0	9
	Expected Count	7.841584	1.158416	9
	% within Educational Qualification	1	0	1
Professional Education	Count	21	6	27
	Expected Count	23.52475	3.475248	27
	% within Educational Qualification	0.777778	0.222222	1
Total	Count	264	39	303
	Expected Count	264	39	303
	% within Educational Qualification	0.871287	0.128713	1

The crosstabulation explores the relationship between educational qualifications and awareness of the slogan "कच्छ नहीं देखा तो कुछ नहीं देखा." Awareness is highest among individuals with vocational education, where 100% are aware of the slogan. Postgraduates also demonstrate high awareness at 93.18%, followed by those with higher education (83.33%), graduates (81.82%), and schooling (80%). The lowest awareness is seen among individuals with professional education, where 77.78% are aware, and 22.22% are not. The expected counts closely align with the observed counts, indicating no major discrepancies. Overall, awareness of the slogan is high across all educational levels, with variations observed in the specific percentages.

**Table 8:** Chi-Square Tests between Education and Awareness

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.780a	5	0.05591
Likelihood Ratio	12.08762	5	0.033607
Linear-by-Linear Association	0.054854	1	0.814822
N of Valid Cases	303		

The Chi-Square test results indicate a marginal association between educational qualification and awareness of the slogan "कच्छ नहीं देखा तो कुछ नहीं देखा." The Pearson Chi-Square value is 10.780 with a p-value of 0.0559, which is close to the threshold for statistical significance (0.05), suggesting a weak but potentially meaningful relationship. The Likelihood Ratio test ( $p = 0.0336$ ) shows a significant result, indicating that there may be some association. However, the Linear-by-Linear Association ( $p = 0.8148$ ) suggests no linear trend between the variables. Overall, the findings suggest that educational qualification may have some influence on awareness, but the relationship is not strongly supported by the data.

**Table 9:** Symmetric Measures between Education and Awareness

		Value	Asymp. Std. Errors	Approx. Tb	Approx. Sig.
Nominal by Nominal	Phi	0.188624			0.05591
	Cramer's V	0.188624			0.05591
	Contingency Coefficient	0.185356			0.05591
Interval by Interval	Pearson's R	0.013477	0.067979	0.233843	.815c
Ordinal by Ordinal	Spearman Correlation	-0.01069	0.066925	-0.18541	.853c

The symmetric measures indicate a weak association between educational qualification and awareness of the slogan "कच्छ नहीं देखा तो कुछ नहीं देखा." The Phi and Cramer's V values are both 0.189, with a p-value of 0.0559, which is close

to the threshold for statistical significance, suggesting a weak effect size. The Contingency Coefficient (0.185) also supports this finding. The Pearson's R (0.013) and Spearman Correlation (-0.011) indicate almost no linear or ordinal relationship between the variables, with p-values of 0.815 and 0.853, respectively. These results reinforce that while there is a slight association, it is not strong or statistically significant.

## MAJOR FINDINGS

1. It is found that a higher proportion of males (90.41%) are aware of the slogan "कच्छ नहीं देखा तो कुछ नहीं देखा" compared to females (78.57%). The analysis reveals a significant association between gender and awareness, with a weak but meaningful relationship.
2. The findings indicate that awareness is high across all age groups: 87.5% of respondents aged 17-25, 88.46% of respondents aged 26-40, and 82.35% of respondents aged 41-60 are aware of the slogan. However, from the analysis, it is found that there is no significant relationship between age and awareness, with weak and insignificant associations observed.
3. The findings show that awareness is highest among individuals with vocational education (100%), followed by postgraduates (93.18%), those with higher education (83.33%), graduates (81.82%), and individuals with schooling (80%). It is found that there is a marginal association between educational qualification and awareness, with a weak effect.

## IMPLICATIONS OF THE STUDY

The study implies that Kutch Tourism campaigns should consider targeting female audiences more effectively, as they have lower awareness compared to males. While awareness is generally high across all age groups, a uniform approach can be adopted without age-specific segmentation. The higher awareness among individuals with vocational and postgraduate education suggests that educational outreach could be more effective in these groups, though education alone may not be a key driver. These findings highlight the importance of refining marketing strategies to be more inclusive and consider other demographic factors, with future research exploring additional influences on campaign effectiveness.

## CONCLUSION

From the findings, it is concluded that awareness of the "कच्छ नहीं देखा तो कुछ नहीं देखा" slogan is notably higher among males, with a significant difference in awareness between genders. However, age does not appear to have a meaningful impact on awareness, as the levels are consistently high across all age groups. Furthermore, individuals with vocational and postgraduate education tend to have the highest awareness, although education alone seems to have only a marginal effect. Based on these findings, it can be concluded that future Kutch Tourism campaigns should consider engaging female audiences more effectively and ensuring inclusivity across different educational backgrounds, while also exploring other factors that may further enhance the campaign's reach.

## FUTURE SCOPE OF THE STUDY

The future scope of the study includes exploring other demographic and socio-economic factors, such as income level, urban versus rural residence, and cultural background, that could influence awareness of tourism campaigns. Additionally, longitudinal studies could assess the long-term impact of awareness campaigns on tourist behaviour. Further research could also delve into the effectiveness of different marketing channels and strategies, especially in targeting specific groups like females or individuals with lower education levels, to enhance the inclusivity and effectiveness of tourism promotions.

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