

Development of Tourism Industry in the State of Rajasthan

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Abstract-UNWTO Defines Tourism as "A collection of activities, services and industries which deliver a travel experience comprising transportation, accommodation, eating and drinking establishments, retail shops, entertainment businesses and other hospitality services provided for individuals or groups travelling away from home" Tourism in India is important for the country's economy and is growing rapidly. The World Travel and Tourism Council calculated that tourism generated 15.24 lakh crore rupees (or 9.4% of India's GDP in 2017 and supported 41.622 million jobs, 8% of its total employment. The sector is predicted to grow at an annual rate of 6.9% to 32.05 lakh crore rupees (by 2028 (9.9% of GDP). The state of Rajasthan has played a prominent role in it. Rajasthan is one of the most popular tourist destinations in India, for both domestic and international tourists. It attracts tourists for its historical forts, palaces, art and culture with its slogan "Jane kya Dikh Jaye changed to Padharo mahare desh". Every third foreign tourist visiting India travels to Rajasthan as it is part of the Golden Triangle for tourists visiting India. The palaces of Jaipur, lakes of Udaipur, and desert forts of Jodhpur, Bikaner & Jaisalmer are among the most preferred destinations of many tourists, Indian and foreign. Tourism accounts for eight percent of the state's domestic product. Many old and neglected palaces and forts have been converted into heritage hotels. Tourism has increased employment in the hospitality sector. This Paper provides an insight into the basics of Tourism, the development of tourism industry in the state, Policy measures taken, analysis and Benefit Assessment of measures taken and open problems in this area.

Keywords- Tourism, Krishna circuit, Shekawati Circuit, Mewar, Marwar, GDP, Golden Triangle.

I. INTRODUCTION

The term "Tourism" defined as "A collection of activities, services and industries which deliver a travel experience comprising transportation, accommodation, eating and drinking establishments, retail shops, entertainment businesses and other hospitality services provided for individuals or groups travelling away from home"

Rajasthan is one of the most popular tourist destinations in India, for both domestic and international tourists. It attracts tourists for its historical forts, palaces, art and culture with its slogan "Padharo mahare desh". Every third foreign tourist visiting India travels to Rajasthan as it is part of the Golden Triangle for tourists visiting India. The palaces of Jaipur, lakes of Udaipur, and desert forts of Jodhpur, Bikaner & Jaisalmer are among the most preferred destinations of many tourists, Indian and foreign. Tourism accounts for eight percent of the state's domestic product. Many old and neglected palaces and forts have been converted into heritage hotels. Tourism has increased employment in the hospitality sector.

The state of Rajasthan has taken various policy measures to improve its tourism industry. Significant efforts are being made to develop tourism in the State, since it has vast potential to generate employment and income for the people of the Rajasthan. During year 2017, the number of tourists visited in Rajasthan was 475.27 lakh (459.17 lakh domestic and 16.10 lakh foreign).

II. OBJECTIVES

The objective of this paper is to review the development of tourism industry in the state of Rajasthan, its impact on the Socio Economic milieu, various policy measures taken etc.

III. SOCIO ECONOMIC IMPACT OF TOURISM IN RAJASTHAN

Rajasthan has a huge diversity in terms of natural resources, history and the people. Many forts and palaces, heritage hotels and attraction like travelling on the Palace on Wheels have successful in attracting tourists to visit the state. The efforts made the government to provide overall better quality of services to the tourists has been successful. Now tourists visiting Rajasthan can reach their destination either through train, air and road transport. They can have better quality accommodation, access to heritage forts, old monuments

and palaces. The visiting tourists are taken special care of by the trained staff. All these have made tourism as one of the fastest growing industry in Rajasthan. Keeping in view the importance of tourism in Rajasthan, Government of Rajasthan made a corporation for promoting tourism is state namely Rajasthan Tourism Development Corporation (RTDC).

The department of tourism also organizes various fair and festivals, in the coordination with RTDC, to provide visitors with a unique glimpse of folk rituals celebrated in an atmosphere of joy and gaiety. To give further boost to tourism industry Rajasthan government comes up with the new concept of Bandit Tourism. It has plans to organize camps for travel agents and tour operators from Rajasthan, Delhi, Mumbai and other major cities to talk about this new venture during the 'Desert Festival' in Rajasthan. Now the government has came up with various circuit system to further develop the Industry. Circuit system includes Sekhawati Circuit, Mewar Circuit, Marwar circuit etc.

Tourism accounts for approx 15% of the Rajasthan Economy and provides economic benefits like Foreign exchange reserve, regional development and promotion of local handicrafts. It accounts for 2.7% in the Gross State Domestic Product and 1.9% in the state employment.

It has a significant multiplier effect on the state economy its increases employment opportunities generating revenue developing infrastructure, increasing investment opportunities and revival of tradition and heritage conservation and management. It is estimated that every rupee spent by tourist changes hands 13 times and that every hotel room generated direct employment to three persons and indirect employment to eight persons.

In Rajasthan, Tourism is the 3rd largest employer after agriculture and textile sector. This industry is more gender neutral as compared to other industries and women accounts for 65% of the international tourism workforce. The Sector provides a platform for increasing labour force participation rate for the state of Rajasthan.

iv. POLICIES AND PROGRAMMES FOR THE DEVELOPMENT OF TOURISM INDUSTRY

The State Government and the Union Government has taken steps to develop the state tourism sector. The Government of Rajasthan has Vision of doubling (1.5 million to 3.0 million tourists) the footfall of international Tourist traffic by the year 2020. In the same period the Government also aims to increase the Domestic Tourist Traffic from the present 33 million to 50 million tourists. Consequently, Various Initiatives has been taken by the Government of Rajasthan to improve the state of tourism in Rajasthan.

There are various initiatives taken by the government like identifying public private participation (PPP) projects like water based activities, All Terrain Vehicles for the sand dunes of Jaisalmer/ Bikaner/ Jodhpur, Promotion of Agri-Tourism. The steps like notifying Rajasthan's Eco-Tourism policy in 2010 shows the dedication level of the government to improve its tourism sector. In a bid to further increase in the tourist, the state revamped its tourist unit policy in 2015.

v. CONCLUSION

Rajasthan has attained the status of one of the country's most interesting tourist sites on the world tourist map. Because of its rich historical, cultural and environmental heritage, coupled with various fairs and festivals it has become a favourite destination for tourists from all over the world. Statistics of tourist arrival reveals that one out of every three tourists in India visits Rajasthan. Western Rajasthan is a part of the Thar desert (60% of the area is the desert) and is characterized by the occurrence of frequent droughts, scarcity of water and lack of industries. The economy of this area is considered as underdeveloped and backward. But since the past two decades tourist arrival and development of tourist industry in this area has become a major source of income for the native population. The attraction of the vast stretches of sand dunes in the desert and reminiscences of the glorious past attracts visitors from all over the world.

Within the last few decades there has been great increase in the arrival of the tourists both domestic and foreign, to Rajasthan. They play an important role in generating the employment at the destination visited as well as contribute to the State Gross Domestic Product and the national economy. Not much study has been done to capture the domestic market's contribution to the economy of the country. This field still needs to be deciphered and thus the actual contribution of the tourism industry to the economy of the country is undervalued.

The State of Rajasthan continues to face challenges that impede its growth as a tourist destination. The State needs to improve on the sanitation of its public spaces and the ease of travel around the state so as to add to its international appeal. The state should also consider providing more online payment and reservation services as more tourists are resorting to using the internet to plan and book their holiday in India.

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