

## SEASONAL VARIATION OF TOURISM IN RAJASTHAN AND MARGINAL SAVING TREND

---

Vijay Kumar\*  
Dr. Sunil Kumar Goyal\*\*

### ABSTRACT

*Industrial development is an important contributor to the development of a country. There are three pillars of economic development of any country. Also known as the three sector of economic development. These are primary sector, secondary sector and third are service sector. Tourism is big industry. Currently Indian tourist sector is increasing by 9.7% .Rajasthan is also making a lot of progress in this region. In Rajasthan the number of foreign tourist in the year 2017 has increased by 6.36%. But Rajasthan has more seasonal variations in the field of tourism. From July to September, there is an increase in the number of tourist in Rajasthan, this increase is 34% in a year. While in the other quarter, tourists come to visit a small number in Rajasthan. These reasons will be discussed in the research paper that why the number of tourists in the other quarter decreases and also find out what the impact of consumers income on tourists during this period. The primary objectives of the research paper are analysis the marginal propensity to save towards tourism.*

**KEYWORDS:** *Industrial Development, Economic Development, Service Sector, Tourist Sector.*

### Introduction

Industrial development is an important contributor to the development of a country. The three sector model in to three sector model in economics divides economic in to three sectors of activity: extraction of raw material (primary sector), manufacturing (secondary), and services (tertiary) according to economic survey 2017-18. Service sector contributed almost 72.5% of GVA growth in 2017-18 and 55.2% in India's Gross value added. Currently the Indian the Indian tourist sector is increasing by 9.7%. India is rapidly growing in the field of tourism. Rajasthan is also making a lot of progress in the year 2017 has increased by 6.36%. In Rajasthan there has also been a lot of development in the field of tourism. In Rajasthan, there was an increase of 10.7% in 2014 in tourism sector. In 2015, it reached 4.30% registering an increase of 10.7% in Rajasthan in the year 2016-17.out of which, 2.7% increase in foreign tourists registered and an increase of 17.93% in indigenous tourists. From this point of view, there has been a positive impact in the field of tourism in Rajasthan. Although this increase is less than other states, but Rajasthan have more opportunities for development in tourism sector. In view of research, this paper is in reference to tourism in Rajasthan. During the research, various aspect of Rajasthan tourism was looked at. Under research, quarterly and seasonally visit of indigenous tourists were studied. Under travellers' quarterly dealings, it was found that arrival of indigenous tourists in Rajasthan is highly in the month of july to September.

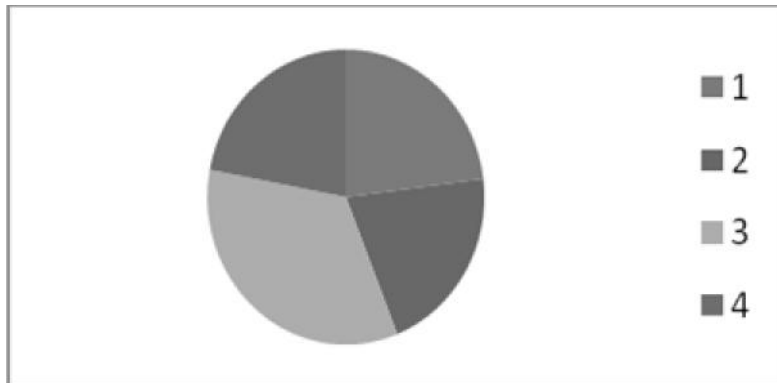
---

\* Assistant Professor, Department of EAFM, Faculty of Commerce, S.P.C. Government College, Ajmer, Rajasthan, India.

\*\* Assistant Professor, Department of ABST, Faculty of Commerce, S.P.C. Government College, Ajmer, Rajasthan, India.

### Quarterly Analysis of Arrival of Indigenous Tourist in the Year 2017 Rajasthan

- January to March 23%
- April to June 21%
- July to September 34%
- October to December 22%



Although in the context of seasonal trends, the income behaviour, fair, festivals and savings trends of travelers were studied. The Rajasthan government has also been positive in the field of tourism. A clear example of this that the efforts made by the government are clearly seen by budget provisions.

Financial Improvement	Budget	Expenditure
2014-15	6111.63	4332.32
2015-16	13904.46	12866.12
2016-17	13359.37	11392.52
2017-18	16350.61	7590.38

In Rajasthan, budget provisions were increased annually, except for 2016-17. Budget investment in the field of tourism in budget provisions increased from 6111.63 in 2014 to 16350 in 2017. It is the sign of the development of tourism. With the government efforts to increase tourism in Rajasthan as well as personal efforts, it is also necessary. Income level is very essential for travel. If person is high, then the saving will be even higher and the excessive amount of savings on that journey can afford. But it is not necessary that a person specially spend the entire part of his savings on travel. Because there can be other uses of savings made by individual specials. Like uncertainty, health issue, interest etc. through this research paper, we will try to know whether a marginal saving trend of a person is in relation to tourism or not. And what is the impact of this on quarterly period? For this we for this we prepared a questionnaire and were filled by the travelers.

### Review of Literature

Based on energy-related measurements, this article evaluates the thermal performance; energy-saving, indirect emissions and financial feasibility of using heat pumps for hotel out-door swimming pools in subtropical climates. A rooftop pool of a city-centre hotel was investigated. It was found that the average coefficient of performance (COP) was around 2.0. The measured electricity consumption was 24.6 MWh and the total heat output was 49.1 MWh for the heating season studied (mid-December to the late April). Compared with conventional electric boilers and gas-fired condensing/non-condensing boilers, the total energy savings during the heating season ranged from 26.5 to 32.5 MWh. Greenhouse and noxious emissions can also be indirectly reduced by about 12,000 kg. A discounting approach was adopted to compute the net present value of fuel costs over a lifecycle of 10 years. It was found that, over a 10-year lifecycle, the energy cost could be reduced by HK\$226,400 when a heat pump with an average COP of 2.0 was used instead of a conventional electric boiler. Derived from the energy cost saving over other conventional type of water heating equipment, the simple pay-back period can be about 2 years and the lowest internal rate of return can be 39%.<sup>1</sup>

<sup>1</sup> Chan, W. W., & Lam, J. C. (2003). Energy-saving supporting tourism sustainability: A case study of hotel swimming pool heat pump. *Journal of Sustainable Tourism*, 11(1), 74-83.

Tourism is no longer an innocent pleasure. It has been interpreted and reinterpreted as an activity which is ultimately damaging to receiving cultures and the environment. 'New' forms of tourism, such as ecotourism, alternative tourism, community tourism and ethical tourism, have been presented as morally superior alternatives to the package holiday, yet ironically, even advocates of these new, ethical tourism brands are increasingly subject to criticisms, not dissimilar to those they themselves level against package holidays.<sup>1</sup>

About 40% of the UK adult population does not take an annual holiday — many because they simply cannot afford to do so. Although low income is a problem beyond the control of the tourist industry, certain strategies could be adopted to gain access to this market, eg enabling low income consumers to pay current 'market' prices or reducing prices. Limited schemes for reducing the financial barrier to holiday participation are available in the UK and are generally run by charitable organizations. Holidays play an important role in alleviating the stresses of modern life and ways of making them available to all should be investigated.<sup>2</sup>

### Objectives

The primary objectives of the research paper are analysis the marginal propensity to save towards tourism.

The secondary objectives are:

- Find out the relation between saving and its impact on the quarterly period . .
- Find out the effect of uncertainty and savings.
- To find out the individual behaviour towards tourism.

### Hypothesis

Following hypothesis have been formulated in according with objective of the study.

**H<sub>0</sub>:** marginal propensity to save has relation with tourism.

**H<sub>a</sub>:** marginal propensity to save has no relation with tourism.

Alternative hypothesis:

**H<sub>01</sub>:** high savings has significant relationship with tourism.

**H<sub>a1</sub>:** high savings has no significant relationship with tourism.

**H<sub>02</sub>:** saving is affected by uncertainty.

**H<sub>a2</sub>:** savings is not affected by uncertainty.

### Research Methodology

Primary data has been compiled for the research purpose. A questionnaire was prepared by researchers for this and they were filled by 100 travelers. All the respondents are travelling to Ajmer town. In order to fulfill the objectives of the research objective, question related to their income, expenditure, marginal propensity to save, were asked by tourist is in questionnaire. Travelers like to go to Rajasthan cities and what time they like to go. This method is the direct interview method. The questionnaire was created by the researcher s for fulfillment of the objectives. For the find out the result we used correlation technique among marginal saving trend, uncertainty and tourism.

### Result

The main objective of the study is to know how the marginal propensity to save of tourist in the respect of the tourist lives. In order to complete the research work, the data of their income were obtained from the passengers and the expenditure was deducted from the income of the travelers then savings were received. Because the research topic is also related to seasonal variation, so the exact time of travel was also known. We had a tremendous impact on the saving of travelers and asked what percentage (%) of their savings or keep money for tourism. This question was done to check their marginal propensity towards tourism. In order to complete the research, we learn % of saving from income. And it is found on an average travelers can save only 8% of their income. Average income of travelers was 27400 rs. and the average saving received from the data was rs 2450 only. Because every traveller was unable to save money. When we asked them about the part of their savings for uncertainty and the % of tourism shocking facts come out. Most of the travelers said that they do not save money for tourism. According to statistics, people use only 3.2% of the savings in tourism.

<sup>1</sup> Butcher, J. (2005). The moralisation of tourism: sun, sand... and saving the world?. Routledge.

<sup>2</sup> Hughes, H. L. (1991). Holidays and the economically disadvantaged. *Tourism management*, 12(3), 193-196.

For the study we have used the correlation (r) method of statistics. We find the relation of two types:

- Correlation(r) between savings and marginal propensity to save towards tourism.
- Correlation (r) between savings and marginal propensity to save towards uncertainty.

We find correlation between savings and marginal propensity to save is  $r = .083$  and correlation between savings and marginal propensity to save towards uncertainty is  $r = .9870$ . It means traveller are quite sensitive to uncertainty instead of tourism.

	Column 1	Column 2
Column 1	1	
Column 2	0.987089	1

	Column 1	Column 2
Column 1	1	
Column 2	0.083091	1

### Conclusion

This research paper is base on the data of Ajmer travelers. Through this research paper we study the marginal savings trend towards savings. We find correlation between savings and marginal propensity to save is  $r = .083$  and correlation between savings and marginal propensity to save towards uncertainty is  $r = .9870$ . It means traveller are quite sensitive to uncertainty instead of tourism. In this situation null hypothesis (HO) rejected and alternative hypothesis (Ha) accepted rejected.

### References

- ❖ Chan, W. W., & Lam, J. C. (2003). Energy-saving supporting tourism sustainability: A case study of hotel swimming pool heat pump. *Journal of Sustainable Tourism*, 11(1), 74-83.
- ❖ Butcher, J. (2005). *The moralisation of tourism: sun, sand... and saving the world?*. Routledge.
- ❖ Hughes, H. L. (1991). Holidays and the economically disadvantaged. *Tourism management*, 12(3), 193-196.
- ❖ Teuscher, H. (1983). Social tourism for all—the Swiss Travel Saving Fund. *Tourism Management*, 4(3), 216-219.
- ❖ Balaguer, J., & Cantavella-Jorda, M. (2002). Tourism as a long-run economic growth factor: the Spanish case. *Applied economics*, 34(7), 877-884.

