

TOURISM INDUSTRY IN RAJASTHAN: A CASE STUDY OF RAMGARH LAKE

Dr. Alka Jain*

ABSTRACT

Tourism industry is earning huge profits for Indian economy. All the states of India have enormous scope of attracting tourists to their natural, religious, heritage, monumental destinations including Jammu & Kashmir, Gujarat, Maharashtra, Arunachal Pradesh, Himachal Pradesh and Rajasthan etc. The study attempts to study the case of Ramgarh Lake situated in Jaipur, Rajasthan. This beautiful lake was at a peak in 1982 when during the 1982 Asian games, rowing competitions were held at Ramgarh Lake. But today if you go to the place, you find shattered equipments, deserted buildings and the enthusiasm dies down after experiencing a not very decent welcome in the area surrounding the lake. Interestingly most of the sites are using old photographs only to promote the place. The author has tried to draw a comparison of the status of the lake in 1982 and 2017. And also data displayed in various websites have been interpreted and analyzed. It has been concluded, how a tourist destination if not taken care of, can turn into ruins and lose its significance in terms of monetary benefit to the economy.

KEYWORDS: *Tourism industry, Rajasthan, Jaipur, Tourism, Ramgarh Lake, Ramgarh Dam.*

Introduction

The study is descriptive by nature and deals with primary as well as secondary data. Primary data has been collected from personal collection of photographs and through personal interaction with friends who had visited Ramgarh Lake in and soon after 1982. Secondary data has been collected through various tourism websites, newspapers, journals, books and magazines.

Objective

Objective of the study is to analyze the status of a tourist destination – Ramgarh lake./Its history and present has been compared to reach a conclusion, which is given in the end.

Research Questions

- What was the status of Ramgarh Lake in 1982 and before?
- What is the condition of Ramgarh Lake in 2017?
- What are the steps taken by the Government for this tourist spot's uplift?
- Does Reality check of Ramgarh Lake match with the image created through websites?

Scope of the Study

Scope of the study is Ramgarh Lake of Jaipur. Its inbound tourism has been discussed in the study.

Indian Tourism Industry: An Overview

According to management scholars, "Tourism is the activities of people traveling to and staying in places outside their usual environment for leisure, business or other purposes for not more than one consecutive year." The industry of tourism is quite competitive as the tourist has number of options when he plans his vacations, inside and outside India. Like any other industry, this industry also if opportunities

* Associate Professor, ISBR Business School, Bangalore, Karnataka, India.

available in the external environment are encashed, at the same time it faces threats also from the same environment. Another major challenges are tourists' changing needs and desires, satisfaction with tourism products his/her safety. Change from monotonous routine with some learning or entertainment is the focus of tourism businesses. Modern dimensions of this industry can be named as healthcare tourism, spiritual tourism, pilgrimage tourism, educational tourism, investment tourism etc. Transportation, travel services, recreation and entertainment, accommodation, food and beverage services are the main components of tourism industry. Interestingly there are two categories of Indian tourism:

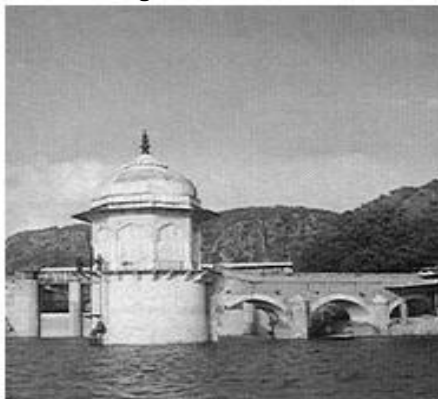
- **Outbound Tourism:** people going from India to other territories or countries. For example, going to Hawaii for a holiday is considered outbound tourism.
- **Inbound Tourism:** The tourists coming to India from other places are called inbound tourists. India competes in international market to invite tourists from other countries. Indian Tourism Industry also implements marketing campaigns aimed at attracting travellers from other parts of the country. Gujarat is using Amitabh Bacchan as brand ambassador to promote their tourism with the slogan" Kucch din to guzaro Gujarat men'. At the same time Rajasthan is using the slogan 'Padharo Mhaare Des'. Maharashtra, Himachal, Mizoram and other states are also promoting their tourism through various campaigns.State tourisms create huge employment opportunities and provides equitable distribution of wealth. Jaipur in Rajasthan is also a tourist destination.

Ramgarh Lake: History

Ramgarh is a small village near Jaipur which became popular for its artificial lake used for water sports in the mega sports event 'Asiad 82' held in India in 1982. The lake is at a distance of 35 k.m. s from jaipur. The lake is spread in the area of area of 15.5 sq. km. The lake used to supply water to the city Jaipur when it was full with water. It was created by forming an embankment on the forested hills. The lake is the centre of attraction of hundreds and thousands of tourists visiting Jaipur every year. During rainy season when the lake is full with water it presents scenic beauty and boating is another charm for the tourist. Many birds can also be seen around the lake in their migrating period of the season and so can be seen the bird lovers. It was declared as Wildlife Sanctuary and safaris used to run across the area. Other historic and religious monuments are polo grounds, Jamwa Mata temple, Old Fort, museum etc. It was a famous picnic spot for Jaipurites also, once upon a time. Ramgarh was the favorite hunting ground for the royal family of Jaipur. There is a heritage hotel also. During Asiad 1982, the place was at its peak in terms of attraction, comfort and popularity. A small tourist village equipped with 5 star facilities is situated here. It was built for the stay of international players of Asiad 82.

Comparison of Historical Status and Present Condition of the Lake

Ramgarh Lake : 1982



Ramgarh Lake : 2017



(<https://www.ixigo.com/ramgarh-lake-jaipur-india-ne-1701291> "

Source :<http://timesofindia.indiatimes.com/followceleb.cms?alias=>

Full of water, ready to attract tourists

Dry , Hardly an attraction for tourists

The above photographs are self explanatory to display the downfall of the once famous tourist destination of Jaipur. These photographs echo the statement of a tourist website where the tourists

register their feedback. The feedback says that Ramgarh Lake has no water at all and is difficult to be recognized as a water sports attraction of 1982.

Food and Beverages at Ramgarh Lake

The tourists who have recently been to the lake "Try making only a day trip to the place with packed lunch. You might not find anything around. Ramakant Sharma, who sells roasted corns at the dam site rues: "During rainy season, I used to earn over Rs 1,000 a day by selling roasted corns at this lake site. It used to brim with water and tourists. It was the most sought after picnic spot during the month of sawan (rainy season). However, now I barely earn Rs 100. People have stopped coming here." "More than the houses and buildings in the catchment area of the lake, it is the anicuts that have spelt the death of the lake. After all how much water will a building halt? But anicuts can hold back huge amount of water. The district administration should take initiative in removing them if they want the lake to spring back to life," he says. Not so long ago, Ramgarh Lake used to be a major source of drinking water for Jaipur and a favorite picnic spot of Jaipurites. But now the dam site wears a deserted look. The last time water reached the dam was in 1999 which was recorded at 33 feet 9 inches, then, began its dry run robbing the much picturesque spot of its glory. The lake had also hosted the rowing event for the 1982 Asiad when it was at its zenith. The dam had reached its full capacity in 1981 when the water level was recorded at 64 feet 5 inches, officials of the irrigation department said. With the dam losing its glory, villagers in the areas have also been hit.

Steps Taken by the Government to Revive the Glory of the Lake

It would be appropriate to quote Times of India here who have collected points of view on the lake of villagers and tourists, "the once lifeline of the capital, the Ramgarh lake, is still running dry. Except for wild green growth on the bed and a few odd cemented structures, the century-old lake is totally bereft of its glory. And localities believe that the water body has died a premature death due to the carelessness of state government." Raghuv eer Pandit, a resident of Gudda village, said: "In the absence of monitoring, the villagers have again started farming in the catchment area, which is hampering the flow." "The court had ordered the administration to remove numerous encroachments that came up in the catchment area halting the free flow of water to it. Jagdish Saini, a resident of a nearby village, says encroachment in the catchment area of dam still prevails and there is little hope that water will be recharged. "The lake used to get water from a distance of about 60 km. But the many anicuts and encroachments continue to prevail upstream, restricting the flow of water," he said. Last year, the district administration carried out a three-day anti-encroachment drive in the catchment area of Ramgarh dam. The administration claimed encroachments from 184.60 hectares were removed including farming that hampered the natural flow of water. The heights of around 22 anicuts were reduced to less than 2 metres in four tehsils. But there is little evidence to the support the administration's claims."

Conclusion

The study concludes that the lake was a once famous piece of nature , used for water sports and rowing competitions and was at its peak in 1982 when Asiad rowing competitions were held here. But slowly in absence of proper care and negligence of residents as well as tourists has converted into a deserted and dry lake where no one takes care of the tourists, be it any dimension of tourism.

Recommendations and Suggestions

The Government now needs to take care of the long forgotten water reservoir and bring its old beauty back. Legal administrative and all other kinds of factors of tourist safety need to be promoted around the lake.

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