

ROLE OF TOURISM & HOTEL INDUSTRY IN DEVELOPMENT OF JODHPUR CITY, RAJASTHAN: AN OVERVIEW

Dr. Ashok Kumar*
Nisha Sankhla**

ABSTRACT

In simple words tourism refers to people travelling for recreational, leisure, or business purposes. World Tourism Organization defines tourists as "people travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes". Rajasthan has rich cultural traditions which are reflected in their lifestyle. The rich cultural folk traditions in Rajasthan from villages to villages, from one part of state to other, Rajasthan is recognized as a most preferred tourism destination for tourists from all over the world. The rich heritage culture and sand dunes of Thar are places of most attraction in Rajasthan. Jodhpur is the second largest city in Rajasthan and it is also most favoured tourist destination for domestic and foreign tourist arrived in Rajasthan. The aim of this paper is to study the role of tourism and hotel industry in the development of Jodhpur city with help of secondary data. This paper also aims to examine the Government policies which are framed for development of tourism in Jodhpur.

KEYWORDS: *World Tourism Organization, Heritage Culture, Tourism Destination, Thar, Pilgrimage.*

Introduction

Due to lack of infrastructure and travelling facilities tourism in India was not an integral part of Indian tradition and culture and in ancient times, people often travel primarily for pilgrimage. People in India also traveled to other places to participate in, fairs and festivals.

Tourism is one of the fastest growing service industry in the country with great potentials for its further expansion and diversification. In recent few decades tourism industry is known to be a faster growing service sector industry in India. Tourism in India has great potential as well as vast scope of expansion also. As tourism generate both employment and revenue, so tourism industry can play a significant role in economic development of country. Tourism industry involves a large number of people to serve the tourist, so there are employment opportunities for a large number of people in tourism industry. Both central and state governments make efforts to promote and develop tourism industry. The Government of India in 1982, approved a "National Tourism Policy", in which six point "S" programme viz., Swagat (Welcome), Suchana (Information), Suvidha (Facilities), Suraksha (Safety), Sahyog (Cooperation) and Samrachana (Infrastructure development) were involved.

* Assistant Professor, Department of Business Administration, Jai Narain Vyas University, Jodhpur, Rajasthan, India.

** Research Scholar, Department of Business Administration, Jai Narain Vyas University, Jodhpur, Rajasthan, India.

India is famous for its hospitality all over the world and Atithi (Guest) are treated as god in India. Based on concept "Atithi Devo Bhavah" and "Incredible India" campaign were launched to promote tourism industry in India. Before independence, India were ruled by dynasty. In dynasty rulers built forts, monuments, gardens, big houses (havelies), temples, tombs, lakes and ponds in defferent parts of India. The rich cultural heritage and traditions, make India a tourists' paradise.

In such a background, cultural tradition was developed where '**Atithi Devo Bhavah**' (the guest is god) and '**Vasudhaiva Kutumbakam**' (the world is one family) became bywords of Indian social behavior. Indian actor Aamir Khan was commissioned to endorse the campaign which was titled 'Atithi Devo Bhavah', Sanskrit for 'Guests are like God'. Atithi Devo Bhavah aimed at creating awareness about the effects of tourism and sensitizing the local population about preservation of India's heritage, culture, cleanliness and hospitality. It also attempted to re-instil a sense of responsibility towards tourists and reinforce the confidence of foreign tourists towards India as a preferred holiday destination. The concept was designed to complement the 'Incredible India' Campaign. India's first Prime Minister Shri Pandit Jawaharlal Nehru often remarked, "**Welcome a Tourist and send back a friend**".

Objectives of Study

- To know the structure of Indian Tourism Industry.
- To know the structure of Rajasthan Tourism Industry.
- To know the present overview of Hotel Industry in Jodhpur.
- To Examine the government policies regarding the Travel and Tourism.
- To examine the relationship between tourism and economic growth.
- To provide information for future research of Tourism & Hotel industry.

Research Methodology and Data Collection

The present research is based on secondary data collected from journals, magazines, books, reports by visiting libraries and various government and non-government agencies.. Researchers, economists, academicians will also be approached for data related data and information.

Hypothesis

- Hotel industry in India is gaining boom today.
- Good hotel facilities are available to stay for tourists in Jodhpur.
- Positive relationship between tourism and economic growth.
- Tourism & Hotel industry in Jodhpur playing their role in Development.

Tourism in India

The Tourism Industry of India is economically important and grows at a very high speed. The World Travel & Tourism Council calculated that tourism generated INR 6.4 trillion 6.6% of the nation's GDP in 2012. It supported 39.5 million jobs, 7.7% of its total employment. The sector is predicted to grow at an average annual rate of 7.9% from 2013 to 2023. This gives India the third rank among countries with the fastest growing tourism industries over the next decade. Tourism in India has seen exponential growth in the recent years. According to official estimates the Indian tourism industry has outperformed the global tourism industry in terms of growth in the volume of foreign tourists as well as in terms of situations for both abroad and home travelers. Tourisms main motive is to make the foreign traveler understand the culture and diversity of India and its revenue system.

In recent few years, hotel Industry witnessed a tremendous boom in India. In view of present growth and future prospects of hotel industry in India, hotel industry has created high ease of business opportunities in Indian hotel industry. Development of hotel industry is directly linked to development of tourism, the hotel industry grows simultaneously with development of tourism industry. In recent years there is good growth of infrastructure facilities in India and on the other hand air connectivity is also increased which leads to increased flow of domestic as well foreign tourist arrivals at tourist places. There are many government agencies in India to promote tourism in India. Some of them are as follows :

- **India Tourism Development Corporation (ITDC)**

In India there is vast business opportunities for businessman to join hotel industry and government also facilitating entrepreneurs to establish their hotel and resorts. In view to promote and development tourism industry in India, Government of India, Department Tourism established "Indian Tourism Development Corporation" (ITDC) in 1966. ITDC performs following activities:

- In view to facilitate tourists construct, manage and marketing of hotels, restaurants and travelers lodges at various places in the country.
- Publish publicity materials e.g. brochures, pamphlets and other related material etc.
- Provide entertainment facilities like sound and light shows, music concerts etc.
- Provide shopping facilities like duty free shops for tourists.
- Provide information and consultancy cum managerial service in India and abroad.

- **Indian Institute of Tourism and Travel Management (ITTM)**

Today, there is boom in hotel industry and its requirement of trained and skilled professionals in tourism industry is growing very rapidly these days. To train professionals in hotel industry, ITTM was set up in January 1983 at New Delhi. This institute offers a number of courses in tourism and travel management and related areas. It has embarked upon a series of alternative educational courses for supervisory and grass root level workers of the industry.

- **National Council for Hotel Management and Catering Technology**

To coordinate training and research activities in hotel and catering management in India, National Council for Hotel Management and Catering Technology was set up in New Delhi. The council is the governing authority to control 15 institutes of Hotel Management and 15 food craft institutes in India. The council is responsible to ensure uniformity in academic standards and procedures for selection and admission of candidates for various courses conducted by these institutes.

- **Tourism Finance Corporation of India Ltd. (TFCL)**

Tourism Finance Corporation of India Ltd. (TFCL) established in April 1988 as an agency sponsored by Industrial Finance Corporation of India (IFCI). The TFCL was set up with a view to provide institutional financial assistance to tourism projects other than those in the accommodation sector. In addition to the above mentioned organizations at the central level, the state government and union territories have their own Department of Tourism, Tourism Development Corporations and other institutions or organizations formed for the purpose of helping the development of tourism industry in their areas.

Tourism in Rajasthan

Rajasthan, the largest state by area, is situated in the North West part of India. Rajasthan has a geographical area of 3,42,239 sq. km comprising of 11% of the total geographical area of India. The western part of Rajasthan is also important from a strategic point of view. The state shares its north-western and western boundary with Pakistan which extends about 1,070 km and touches the major districts including Barmer, Ganganagar and Jaisalmer.

Rajasthan was known as "Rajputana" erstwhile, and was ruled by 'Rajputs'. During erstwhile Rajputana, rulers showed keen interest to construct forts, temples, ponds, lakes and historical places. The royal living style of rulers of erstwhile Rajputana is well known worldwide. Rajasthan has rich culture, heritage and is well known for its hospitable way of serving the guests and here people give best service to domestic as well as foreign tourists for their memorable and enjoyable journey. Rajasthan is also known as most romantic and beautiful travel destinations in the world. Rajasthan is part of 'Golden Triangle' and every third foreign tourist visiting India travels to Rajasthan.

Before independence Rajasthan was ruled by dynasties for a long period of time and it has rich artistic and cultural traditions which reflect the ancient Indian way of life. The village lifestyle in Rajasthan has rich and varied folk culture and it attracts a large number of tourists to visit Rajasthan. By scoring good in worldwide hospitality prospect, Rajasthan has made good place in the World list. The most popular slogan '**Padharo Mhare Desh**' by Rajasthan Tourism Development Corporation, on one hand reflects our culture and hospitality of state and on the other hand it simply means 'come to our country'.

In Rajasthan, tourism is the third largest sector after agriculture and animal husbandry. A series of festivals, fairs and fests are organized every year in Rajasthan. These fests and festivals aim to promote indigenous art and artisans, shifting the cultural landscape of the State from the Western outsider's purview to a more anachronistic visual paradigm.

These festivals & fairs are great tourist attractions for every tourist and a large number of domestic as well as foreign tourists participate in these events. The Department of Tourism of Rajasthan Government organizes multiple fairs & festivals during the year. The main fairs and festivals organized in Rajasthan every year are listed in the following table:

Table 1: Main Festivals and Fairs in Rajasthan

Festival	Place	Month
Camel Festival	Bikaner	(January)
Nagaur Fair	Nagaur	(Jan-Feb.)
Kite Festival	Jaipur	(held on 14th Jan of every year)
Desert Festival	Jaisalmer	(Jan-Feb.)
Baneshwar Fair	Baneshwar	(Jan-Feb.)
Gangaur Festival	Jaipur	(March–April)
Mewar Festival	Udaipur	(March–April)
Elephant Festival	Jaipur	(March–April)
Summer Festival	Mt.Abu	(June)
Teej Festival	Jaipur	(July–August)
Kajli Teej	Bundi	(July–August)
Dussehra Festival	Kota	(October)
Marwar Festival	Jodhpur	(October)
Bundi Festival	Bundi	(November)
Pushkar Fair	Ajmer	(November)
Matsya Utsav	Alwar	(November)
Kumbhalghar Festival	Rajsamand	(December)
Winter Festival	Mount Abu	(December)

Other than above listed festivals today Rajasthan hosts 'Annual Literary Festival' held in January every year at Jaipur organized by Zee TV and a large number national and international reputed authors and artists participate in this festival. Similarly, every year Jodhpur hosts 'Rajasthan International Folk Festival', organized by 'Mehrangarh Fort Museum' and 'Jaipur Virasat Foundation'. This festival is recognized by UNESCO as one of the 25 best music festivals in the world. This festival aims to promote and give exposure to local musicians. Rajasthan Photographic Association and Saksham Events, organises 'Rajasthan Photo Fest' annually. The festival greets thousands of photography enthusiasts, professionals, tourists and locals who come to absorb what multiple top brands such as Canon, Panasonic, Godrej, Sony, Technova, Epson, etc have to offer. 'Dastakar' festival was sponsored by cement companies, Coca Cola funds Coke Studio, and there are other sponsors for the numerous festivals as well. Every year thousands of tourists arrived Rajasthan. For development tourism industry in Rajasthan, nine tourist circuits as identified by Department of Tourism of Rajasthan, based on their geography and attractions. The nine circuits are as follows:-

- Desert Circuit : Jodhpur-Jaisalmer-Bikaner-Barmer
- Mewar Circuit : Udaipur-Rajsamand-Chittorgarh-Bhilwara
- Vagad Circuit : Dungarpur-Banswara
- Dhundhar Circuit : Jaipur-Dausa-Tonk
- Godwar Circuit : Sirohi-Pali-Jalore
- Merwara-Marwar Circuit : Ajmer-Nagaur
- Brij-Mewat Circuit : Alwar-Bharatpur-Karauli-Dholpur-Sawai Madhopur
- Shekhawati Circuit : Sikar-Jhunjhunun-Churu
- Hadoti Circuit : Kota-Bundi-Jhalawar

Rajasthan Tourism Development Corporation (RTDC)

The Rajasthan Tourism Development Corporation (RTDC) was incorporated under the companies act, 1956 came into operation from April 01, 1979. The RTDC has played a significant role in the development of tourism in Rajasthan, and mainly involved in construction or maintenance of accommodation for tourists and organized of a number of fair and festivals in the state. The corporation also played a vital role in different sectors like accommodation, catering services, fairs and festivals, transportation, package tour, wild life tour, publicity and marketing efforts and developing other infrastructures such as midway, tourists resort complex, fast food centers, construction of public, Yatri Niwas etc. to promote tourism in the state

Tourism in Jodhpur

Jodhpur is the second largest city in Rajasthan with geographical land area of 22,850 sq. kms. Jodhpur is also named as "Sun city" because day long sunlight fall on the city and "blue city" because of the blue painted houses around the Mehrangarh Fort. Other than domestic and foreign tourists, Jodhpur is a good destination for Movie makers, celebrities and Hollywood / Bollywood celebrities, big corporate houses etc. The "Umaid Bhawan Palace" in Jodhpur is a famous destination wedding place. Jodhpur is also famous for its hospitality and due to peaceful atmosphere of city it is a point of attraction for multinational companies, famous business houses and famous individual personality. With development of tourism in Jodhpur, a number of hotels including five-star hotels and resorts are established and today all type of facilities are available for tourists arrived to Jodhpur.

Jodhpur city has a number of tourist places including Mehrangarh Fort, Umaid Bhawan Palace, Mandor Garden, Jaswant Thada, Government Museum, Clock Tower, Mahamandir temple, Kailana lake, Machiya Safari Park, Sardar Samand lake, Dhawa (Doli) forest area, Public park (zoo) etc. Jodhpur lies at the foot of the hills of 'Mehrangarh Fort' the entire city is covered with hills and shifting sand dunes. The clear distinction between the old and the new city is visible from ramparts of the fort. On the other side of the city, facing the fort is the Umaid Bhawan Palace. One of the most spacious, sprawling and well planned palaces in India and from here, as you look at fort, a tantalising view rises before your eyes at sunset. The peculiar slant of the sunset leads the desert landscape an awe-inspiring glow and the people, a chivalry undaunted. Number of Tourist came from France, Japan, Sweden, Korea, Australia, Germany, New Zealand and other countries.

Scope of Tourism and Hotel Industry in Jodhpur

Now-a-days, Jodhpur emerged as one of the most favoured tourist destinations for both domestic and international tourists. Historical forts, palaces, art and heritage culture of Jodhpur attracts thousands of tourists every year. Jodhpur is endowed with natural beauty and a great history and has a prosperous tourism and hotel industry potential. Tourism industry is assumed to be ancient global industry in the world and today hotel industry is faster growing industry in the world. Tourism industry generate a huge amount of revenue on one hand and on the other hand generate employment for thousand of peoples and in this way contribute to overall development to the society. The number of domestic and foreign tourists arrived to Jodhpur is shown in following Table

Table 2: Domestic and Foreign Tourist Arrival to Jodhpur (2008 to 2014)

Year's	Domestic Tourist	% Growth	Foreign Tourist	% Growth
2008	4,93,294		1,24,863	
2009	4,23,939	-14.06	71,201	-42.97
2010	4,55,657	7.48	1,05,945	48.79
2011	4,04,940	-11.13	1,03,034	-2.74
2012	3,83,357	-5.33	1,21,034	17.46
2013	4,35,919	13.71	1,19,927	-0.91
2014	5,20,302	19.36	1,39,640	16.43

Source: Rajasthan Patrika, Jodhpur 29 Jan 2015

The above table shows that domestic tourist arrival in Jodhpur shows negative growth in year 2009, 2011 and 2012 but in 2014 domestic tourist arrival in shows 19.36 percent growth over previous year. Similarly, foreign tourist arrival shows remarkable negative growth in year 2009 and tremendous positive growth in year 2010. Foreign tourist arrival shows 16.43 percent growth over previous year.

Month-wise domestic and foreign tourist arrival is shown in following table:

Table 3: Month-wise Domestic and Foreign Tourist Arrival to Jodhpur (2008 to 2014)

Month	Indian Tourist Visitors	Foreign Tourist Visitors
April	37,779	9,364
May	49,520	2,877
June	46,789	2,230
July	50,467	5,639
August	1,72,899	10,940
September	66,012	8,529
October	1,26,659	18,420
November	72,195	21,093
Total	6,22,320	79,092

Source: Rajasthan Patrika, Jodhpur, December 2017

The above table shows that highest domestic tourists arrived in Jodhpur in the month of August and October and comparatively low number of tourist arrived in month of April. Similarly, Highest foreign tourist arrived in Jodhpur in the month of August and October and low number of foreign tourists arrived in month of May and June due to peak summer season.

Conclusion and Suggestions

The natural fantastic thing about Jodhpur is festivals, colourful dresses, heritage sites, customs, respect, peace and many more positive attractions for visitors. Tourism sector has large potential for generating employment and earning great amount of interchange besides giving a positive stimulus to the state as well as country's overall economic and social development. Promotion of tourist and tourism destination in city will have to be done in such a manner that this sector help in protecting and sustaining the variety of natural and cultural environments with the aim of accommodates and entertains valuable guests in an exceedingly way that's minimally intrusive or harmful to the setting and sustains & supports the native cultures within the locations it's operational in. So, the all bodies of the Central and State governments, non-public sector and voluntary organizations have to become active partners within the endeavour to realize property growth.

Jodhpur continues to face challenges that impede its growth as a tourist destination. The administration as well as the common people of the city needs to concentrate on sanitation of its public spaces like heritage buildings, Nai sadak market, old Jodhpur city market area and street road side. This efforts will definitely add its international appeal. The city should also consider providing more online payment system and it includes the easy acceptance by retailers, business houses, hotels etc. Some hotels in the city provide internet / Wifi facility to the customers because as more tourists are reporting to use the internet facility as a basic daily needs. Moreover, since tourism is a multi-dimensional activity, and basically a service industry.

Here is a lack of trained and expert human resource in tourism industry for services to the visitors, as human resources are key factors in hotel industry because they offer their services to the guest. The positive and memorable service render by expert and trained employees to the guest will definitely impact on overall success of organization and tourism industry too. There is also a need regarding Intra State proper air connectivity, availability of expert Guides, electronic information, tourist assistance force on cheapest and earliest as possible in Jodhpur city to the valuable visitors.

References

- Annual Report, RTDC, Rajasthan.
- Annual Reports, Deptt. of Tourism, Govt. of Rajatshan, various issues.
- Bhatia A.K., Basics of Tourism Management, Sterling Publishers Pvt Delhi, 2010
- Discover Rajasthan, Deptt. of Tourism, Rajasthan.
- India Tourism Statistics at a Glance (2012). Market Research Division, Ministry of Tourism, Government of India.
- India's Domestic Tourists increase by 16% crossing 1 Billion Mark (2014). IANS.
- International research journal of commerce, arts and science
- Jodhpur Tourist Guide.
- Research journal of arts, management & social sciences.
- Sanjoy Roy, "Economic Importance of Tourism in India", February 14, 2014.
- Singh, P.K. (2008). HRM in Hotel and Tourism Industry, existing Trends and practices. New Delhi: Kanishka Publicatons , Distributors.
- Sultan Singh Jaswal, "Role of Tourism Industry in India's Development", Department of Commerce, Govt. College Dhaliara, Kangra, India.
- Walker, J.R. (2005). Introduction to Hospitality Management. India: Pearson Education.
- Zulfikar, M.(1998). Introduction to Tourism & Hotel Industry. New Delhi: Vikas Publishing House.
- News Papers
- <http://en.wikipedia.org>.
- <http://rajasthantourism.gov.in>
- <http://travelindiasmart.com/luxurytrains.php>
- <http://www.rtdc.in>

