

## **IMPACT OF CLEAN INDIA CAMPAIGN ON TOURISM: A STUDY BASED ON JAIPUR CITY**

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### **ABSTRACT**

*As far as India is concerned tourism has lot to contribute towards the economic goals of the country, like the generation of income, jobs, and foreign exchange, Foreign Direct Investment, etc. Tourism development of a destination depends on the basis of two factors Resources and Environment. As a matter of fact most of the cities of Rajasthan can be considered as prominent tourist spots but above all Jaipur is one of the city that is being visited most by the foreign and domestic tourists, in this respect, Jaipur can be considered as one of the fastest emerging tourist destination of the country.*

*Apparently, the physical environment of a given tourist place is the cleanliness and hygiene. With all the other good things these are the two factors which are being discussed, once a tourist visits the destination and this forms the perception of the other people. Now the government has launched a program related to this, called as "Swachh Bharat Abhiyaan" or "Clean India campaign". The present study has been conducted to evaluate the before and after impact of "Clean India Campaign". From the study it is revealed that there is a positive gap due to Clean India campaign in tourism development of the Jaipur City.*

**KEYWORDS:** IASET, Tourism Society, Tourism, Hygiene, Clean India campaign, Gaps.

### **Introduction**

In an International Conference on Tourism held in 1981, organized by the Tourism Society of England, classified Tourism as, Tourism may be defined in terms of particular activities selected by choice and undertaken outside the home environment. Tourism may or may not involve overnight stay away from home". And in the later years this classification was firmly accepted by IASET. (Burkart & Medlik,1984).

The concept of tourism as defined by Walter Hunziker and Kurt Krapf (1994), was "Tourism is the sum of phenomena and relationship arising from the travel and stay of non- residents, in so far as they do not lead to permanent residence and are not connected with any earning activity.

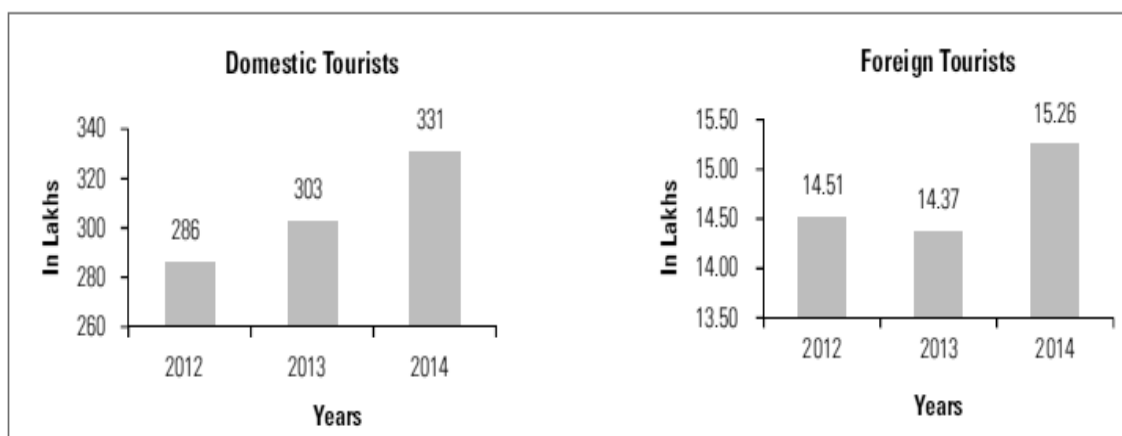
Most of the experts in the field of tourism study the concept of the same as one of the basic human activity, which includes two basic types of areas i.e. area which receives the tourist and other which generates tourist. The above said studies included the parameters of climate, tourist recourses to local landscape, resorts etc.

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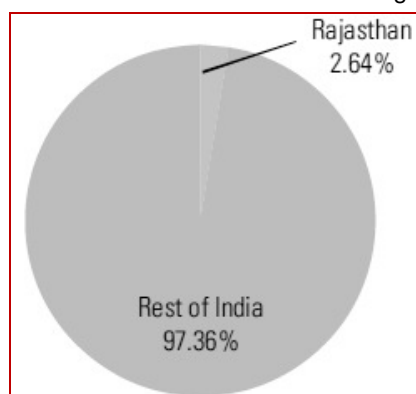
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Rajasthan is located in the north-western part of the subcontinent. It is bounded on the west and northwest by Pakistan, on the north and northeast by the states of Punjab, Haryana, and Uttar Pradesh, on the east and southeast by the states of Uttar Pradesh and Madhya Pradesh, and on the southwest by the state of Gujarat. The Tropic of Cancer passes through its southern tip in the Banswara district. It is the largest state in India by area covering an area of 132,140 square miles (342,239 square kilometres). Jaipur is the capital city. According to the Ministry of Tourism, Rajasthan accounted for 2.64% of the tourists arrival in India in the year 2014. FTV in Rajasthan were recorded at 14.51 lakhs in 2012 and this number went up to 15.26 lakhs in 2014 with a CAGR of 2.55% (2012-14). During the same period, domestic tourist visits increased from 286 lakhs to 331 lakhs recording a CAGR of 7.58% (2012-14).



### Tourist Circuits

Rajasthan is part of established tourist circuit formed by New Delhi, Agra and Jaipur, Golden Triangle is the most travelled route in India, both by international & domestic tourists. Being an elementary location of the Golden Triangle, Rajasthan witnesses high influx of tourists every year. The following are the tourist circuits as identified by Rajasthan Department of Tourism, based on their geography, attractions and coverage by independent / group tourists:

- Desert Circuit: Jodhpur-Jaisalmer-Bikaner-Barmer
- Mewar Circuit: Udaipur-Rajsamand-Chittaurgarh-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

Swachh Bharat Abhiyan is a national level campaign by the Government of India, covering 4041 statutory towns to clean the streets, roads and infrastructure of the country. This campaign was officially launched on 2 October, 2014 at Rajghat, New Delhi, where Prime Minister Narendra Modi himself cleaned the road. The mission was started by Narendra Modi, the Prime Minister of India, nominating nine famous personalities for this campaign, and they take up the challenge and nominate nine more people and so on. It has been carried forward since then with famous people from all walks of life joining it. The origin of cleaning campaign was started in 1986 which is called as Central Rural Sanitation Programme (CRSP) and Total Sanitation Campaign (TSC), then June, 2003 Nirmal Gram Puraskar, then in 2012 Normal Bharat Abhiyan (NBA) and finally comes Swachh Bharat abhiyan in 2 October, 2014. This campaign aims to accomplish the vision of 'Clean India' by 2 October, 2019, 150th birthday of Mahatma Gandhi. The importance of a clean India is increasingly felt for boosting tourism, which is a key factor in economic development and employment generation. One aspect that has impacted tourism in our country, both international and domestic, relates to hygiene. This factor has become a major one for full realization of our tourism potential. Cleanliness and proper hygiene are universally regarded as indispensable existential norms that must inform and permeate all our actions. Adequate personal and environmental cleanliness has a major impact on the image of India and the tourism sector, where the first impression of a visitor is often his last. Clean India campaign operators realized that the city is relatively clean barring a few crowded areas. In addition to cleaning the city, awareness program has been conducted on keeping the city clean and hygienic. They have worked systematically, ward by ward. Many institutions carried out the Clean India campaign activities which helped to clean many public and tourist areas.

#### Objectives of the Study

- Determine the impact of Clean India campaign to enhance tourism in Jaipur.
- Assess the impact of Clean India campaign on tourism development and find the gaps in operations of the same.

#### Hypothesis of the Study

**H<sub>0</sub>** : There is a significant relationship between sanitation facility at the tourist place and the arrival of tourists.

**H<sub>1</sub>** : There is no significant relationship between sanitation facility at the tourist place and the arrival of tourists.

**H<sub>0</sub>** : There is a significant relation between sanitation and re-visit of tourists.

**H<sub>1</sub>** : There is no significant relation between sanitation and re-visit of tourists.

#### Research Methodology

In the present study a structured questionnaire and applied research has been used. The sampling procedure used is convenience sampling. The sampling is selected on the basis of convenience in various institutions who have conducted Clean India campaign and among tourist. The populations chosen for the study were the domestic and international tourists visiting Jaipur. The sample comprises of the 200 respondents. The tools used for the purpose of the study were one way ANOVA (Analysis of Variance) and the univariate measures of data analysis like the averages, percentages, standard deviation and correlation, etc.

#### Data Analysis and Interpretation

##### Hypothesis I

1	Descriptive	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
						Lower Bound	Upper Bound
1	2	3	4	5	6	7	8
Infrastructure	Less than 6 months	106	2.14	1.018	.075	1.99	2.29
	1 Year	44	2.18	1.001	.081	2.02	2.34
	2 years	35	2.18	1.107	.117	1.95	2.41
	More than 3 Years	15	2.20	1.090	.126	1.95	2.45
	<b>Total</b>	<b>200</b>	<b>2.17</b>	<b>1.038</b>	<b>.046</b>	<b>2.07</b>	<b>2.26</b>

1	2	3	4	5	6	7	8
Development Transportation	Less than 6 months	106	2.34	.959	.071	2.19	2.48
	1 Year	44	2.26	.972	.079	2.11	2.42
	2 years	35	2.26	1.001	.105	2.05	2.47
	More than 3 Years	15	2.37	.983	.114	2.15	2.60
	<b>Total</b>	<b>200</b>	<b>2.30</b>	<b>.972</b>	<b>.043</b>	<b>2.22</b>	<b>2.39</b>
Usage of Destination	Less than 6 months	106	2.81	1.076	.080	2.66	2.97
	1 Year	44	3.03	1.038	.084	2.86	3.19
	2 years	35	2.98	1.005	.106	2.77	3.19
	More than 3 Years	15	3.01	1.145	.132	2.75	3.28
	<b>Total</b>	<b>200</b>	<b>2.94</b>	<b>1.064</b>	<b>.048</b>	<b>2.84</b>	<b>3.03</b>
Following Rules	Less than 6 months	106	2.80	.983	.073	2.66	2.95
	1 Year	44	2.59	1.079	.087	2.42	2.76
	2 years	35	2.66	1.029	.109	2.44	2.87
	More than 3 Years	15	2.81	1.062	.123	2.57	3.06
	<b>Total</b>	<b>200</b>	<b>2.71</b>	<b>1.035</b>	<b>.046</b>	<b>2.62</b>	<b>2.80</b>
Maintenance	Less than 6 months	106	2.41	1.112	.082	2.24	2.57
	1 Year	44	2.32	1.104	.089	2.14	2.50
	2 years	35	2.26	1.147	.121	2.02	2.50
	More than 3 Years	15	2.47	1.119	.129	2.21	2.72
	<b>Total</b>	<b>200</b>	<b>2.36</b>	<b>1.116</b>	<b>.050</b>	<b>2.26</b>	<b>2.46</b>
Hygienic	Less than 6 months	106	2.48	.956	.071	2.34	2.62
	1 Year	44	2.49	.954	.077	2.34	2.64
	2 years	35	2.59	.947	.100	2.39	2.79
	More than 3 Years	15	2.55	.905	.104	2.34	2.75
	<b>Total</b>	<b>200</b>	<b>2.51</b>	<b>.944</b>	<b>.042</b>	<b>2.43</b>	<b>2.60</b>
Tourist Satisfaction	Less than 6 months	106	2.03	.791	.056	1.92	2.14
	1 Year	44	1.93	.838	.069	1.80	2.07
	2 years	35	2.00	.849	.086	1.83	2.17
	More than 3 Years	15	1.85	.678	.091	1.67	2.04
	<b>Total</b>	<b>200</b>	<b>1.98</b>	<b>.805</b>	<b>.036</b>	<b>1.91</b>	<b>2.05</b>
Eco Environment	Less than 6 months	106	2.88	1.074	.076	2.73	3.03
	1 Year	44	3.01	1.043	.086	2.84	3.18
	2 years	35	2.99	1.000	.101	2.79	3.19
	More than 3 Years	15	2.84	1.198	.162	2.51	3.16
	<b>Total</b>	<b>200</b>	<b>2.94</b>	<b>1.064</b>	<b>.048</b>	<b>2.84</b>	<b>3.03</b>
Sanitation	Less than 6 months	106	2.38	1.108	.079	2.23	2.54
	1 Year	44	2.34	1.111	.091	2.16	2.53
	2 years	35	2.29	1.158	.117	2.05	2.52
	More than 3 Years	15	2.47	1.103	.149	2.17	2.77
	<b>Total</b>	<b>200</b>	<b>2.36</b>	<b>1.116</b>	<b>.050</b>	<b>2.26</b>	<b>2.46</b>
Frequency of visit	Less than 6 months	106	2.48	.956	.071	2.34	2.62
	1 Year	44	2.49	.954	.077	2.34	2.64
	2 years	35	2.59	.947	.100	2.39	2.79
	More than 3 Years	15	2.55	.905	.104	2.34	2.75
	<b>Total</b>	<b>200</b>	<b>2.51</b>	<b>.944</b>	<b>.042</b>	<b>2.43</b>	<b>2.60</b>
Attraction & facilities	Less than 6 months	106	2.03	.791	.056	1.92	2.14
	1 Year	44	1.93	.838	.069	1.80	2.07
	2 years	35	2.00	.849	.086	1.83	2.17
	More than 3 Years	15	1.85	.678	.091	1.67	2.04
	<b>Total</b>	<b>200</b>	<b>2.94</b>	<b>1.064</b>	<b>.048</b>	<b>2.84</b>	<b>3.03</b>

### Interpretation

From the table it is evident that there is significance after the Clean India campaign with regard to infrastructure, development of transportation system and ancillary services. Inadequacy of campaign shows significance in attributes viz destination image, tourist inflow and revenue generation after Clean India Campaign. Similarly the effectiveness of campaign shows significance with regard to hygiene, tourist satisfaction and eco environment. The tourist perceived value with regard to sanitation, safety and accessibility also shows significance after Clean India campaign. Tourist decision making with regard to

cost, cleanliness and attraction and facilities is significant after Clean India campaign. Lastly tourist participation attributes viz frequency of visit, following rules and regulations and protection and maintenance of destination and monuments is also significant after Clean India campaign. As a matter of fact most of the sampled tourist has shown their inclination towards the cleanliness condition at the particular tourist destination and the surrounding areas. This means that the cleanliness is not required at the exact location of tourist place like Hawa Mahal, Amber Fort, etc but it is also important at the nearby places like the streets, near the hotels, local transport routes, etc.

**Result of Hypothesis Testing**

On the basis of above analysis of data and the interpretation, this is evident that the null Hypothesis ‘*There is a significant relationship between sanitation facility at the tourist place and the arrival of tourists.*’ in the first case can be accepted and the alternate hypothesis can be rejected.

**Hypothesis II**

Descriptive		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
						Lower Bound	Upper Bound
1	2	3	4	5	6	7	8
Frequency of visit	Less than 6 months	98	2.14	1.018	.075	1.99	2.29
	1 Year	62	2.18	1.001	.081	2.02	2.34
	2 years	27	2.18	1.107	.117	1.95	2.41
	More than 3 Years	13	2.20	1.090	.126	1.95	2.45
	<b>Total</b>	<b>200</b>	<b>2.17</b>	<b>1.038</b>	<b>.046</b>	<b>2.07</b>	<b>2.26</b>
Following rules	Less than 6 months	98	2.34	.959	.071	2.19	2.48
	1 Year	62	2.26	.972	.079	2.11	2.42
	2 years	27	2.26	1.001	.105	2.05	2.47
	More than 3 Years	13	2.37	.983	.114	2.15	2.60
	<b>Total</b>	<b>200</b>	<b>2.30</b>	<b>.972</b>	<b>.043</b>	<b>2.22</b>	<b>2.39</b>
Protection and Maintenance	Less than 6 months	98	2.81	1.076	.080	2.66	2.97
	1 Year	62	3.03	1.038	.084	2.86	3.19
	2 years	27	2.98	1.005	.106	2.77	3.19
	More than 3 Years	13	3.01	1.145	.132	2.75	3.28
	<b>Total</b>	<b>200</b>	<b>2.94</b>	<b>1.064</b>	<b>.048</b>	<b>2.84</b>	<b>3.03</b>
Following rules	Less than 6 months	98	2.80	.983	.073	2.66	2.95
	1 Year	62	2.59	1.079	.087	2.42	2.76
	2 years	27	2.66	1.029	.109	2.44	2.87
	More than 3 Years	13	2.81	1.062	.123	2.57	3.06
	<b>Total</b>	<b>200</b>	<b>2.71</b>	<b>1.035</b>	<b>.046</b>	<b>2.62</b>	<b>2.80</b>
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Tourist Satisfaction	Less than 6 months	98	2.48	.956	.071	2.34	2.62
	1 Year	62	2.49	.954	.077	2.34	2.64
	2 years	27	2.59	.947	.100	2.39	2.79
	More than 3 Years	13	2.55	.905	.104	2.34	2.75
	<b>Total</b>	<b>200</b>	<b>2.51</b>	<b>.944</b>	<b>.042</b>	<b>2.43</b>	<b>2.60</b>

**Interpretation**

The study was conducted to analyze the scope of tourism promotion before and after the implementation of Clean India campaign. The study reveals that there is tremendous growth of tourist after the implementation of Clean India campaign. An important part of the study is SWOT which analyses the both internal and external factors which helps to assess favorable and unfavorable factors to maximize the strategies that use strength to exploit the opportunities, strategies that use strength to overcome the threats, strategies that minimize weakness by taking advantage of opportunities, strategies that minimize weakness and avoid threats.

### Result of Hypothesis Testing

On the basis of above analysis of data and the interpretation, this is evident that the null Hypothesis 'There is a significant relation between sanitation and re-visit of tourists.' in the second case can be accepted and the alternate hypothesis can be rejected.

### Conclusion

The main objective of the study was to analyze the impact of Clean India campaign and to determine the tourism economic growth. SWOT analysis of Clean India campaign has been conducted. Clean India campaign makes Coimbatore as a top tourist destination. From this study it is understood that there is a drastic positive change, before and after the implementation of Clean India campaign. It shows that Quality of campaign, adequacy of campaign, effectiveness of campaign, Tourist perceived value, Tourist decision making, Tourist Participation are the main factors which tends to give positive change after the implementation of Clean India campaign. A proper planning and improved strategies can sustain and increase the growth of tourist in the city. This study also helps to build the image of destination with more number of tourists. Thus by concluding there is a positive change after the implementation of Clean India campaign to make it sustain the public and government should be active in participation.

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