

AN ANALYSIS OF TOURISM SECTOR IN ECONOMIC DEVELOPMENT OF RAJASTHAN

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ABSTRACT

Tourism is one of the most important sectors of the Indian economy. The rich cultural heritage, vibrant festivals, and stunning natural beauty attract tourists. Tourism has a significant impact on the economic development of the State. Rajasthan is one of the most popular tourist destinations in India. In Rajasthan, travel and tourism industry has been a remarkable contribution to the SGDP. Not only SGDP, it has always a huge source of foreign exchange earnings and significant contributor to employment generator for the State. Tourism is the third largest employer in Rajasthan, after agriculture and textiles. It provides direct and indirect employment to millions of people in the State. Direct employment is generated in the tourism industry itself, such as in hotels, restaurants, tour operators, and travel agencies. Indirect employment is generated in the sectors that supply goods and services to the tourism industry, such as transportation, construction, and handicrafts. This paper analysis the impact of tourism sector in Rajasthan economy through in preferences of domestic and foreign tourists.

Keywords: *Tourism, Economy, Cultural, SGDP, Industry, Employment, Development.*

Introduction

Tourism is an important economic activity and also a one of the stronger pillar of the economy. It is probably the largest industry in the world employing about two hundred million human beings. Apart from employment, tourism also helps in produce money and as a result It contributes to the State's GDP and promotes regional development.

Rajasthan is a State with multicultural experiences, natural beauty and rich heritage and has always been an attractive tourists destination. Mountains, beaches, forests, deserts and architectural marvels due the State a distinct geographical entity. From an economic point of view Rajasthan tourism sector is now big business, it refers to miles that tourism has provided an alternative shape of business enterprise, growing jobs and creating wealth for local economies. Tourism is one of the important sources of sales in Rajasthan. Thus the Rajasthan State tourism industry is one of the significant and vital contributors to the economy of State. The state granted the tourism sector as the status of industry in 1989 and has adopted several important measures to promote tourism by adopting schemes like "Padharo Mhare Desh" which means Rajasthan invites you. Over the last two decades, Rajasthan has emerged as the third leading state of India for Tourism after Goa and Kerala. In order to give a planned and focussed approach to tourism development, the state also announced 'The New Tourism Policy of Rajasthan in 2020'.

Tourism in Rajasthan

Rajasthan is a beautiful place being situated in the northwest part of India. The State is having rich in customs and traditions, fairs and festivals, handicrafts, art and music reflect the very broad spectrum of the Rajasthani culture where much of the Rajasthan thought, philosophy and culture is being reflected all over the State. The whole Rajasthan offers ancient architect, paintings, music, Rajasthani dresses and food makes it as one of the desired international destinations to come in. There are the following major types of variables that pramote tourism in Rajasthan:

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- **Good Climate:** In Rajasthan, the pleasant environment, with its warmth and plenty of sunshine, attracts tourists from colder nations. Rajasthan's desert landscape is a major magnet for tourists, particularly international visitors.
- **Beautiful Scenery:** A number of lakes in Rajasthan are well-known as pilgrimage sites and tourist attractions owing to their natural beauty and natural surroundings. The lakes of Rajasthan include Pushkar Lake, Pichola Lake, Lake Fetch Sagar, Rajasamand Lake, and Nakki Lake.
- **Convenience:** Rajasthan's major cities are already on the rail map. Indian Railways now operates a variety of well-known trains to provide easy and economical rail travel alternatives. The most popular luxury trains are the Palace on Wheels, the Fairy Queen and the Royal Rajasthan on Wheels. At hotels and lodges, guests may have a Rajasthan experience while remaining safe and secure.
- **Historical and Cultural Elements:** Rajasthan, India's royal state, is home to numerous magnificent forts and palaces that are part of India's cultural heritage and attract tourists from all over the world. Some of Rajasthan's most prominent tourist attractions are the Hawa Mahal, City Palace, Amber Fort, Jaigarh Fort, Nahargarh Fort, Jantar Mantar, Jaisalmer Fort, Mehrangarh Fort, Umaid Bhavan Palace, Juangarh Fort etc.
- **Spiritual Factors:** Rajasthan is home to a diverse range of religious sects that live side by side in harmony. Some of Rajasthan's most renowned pilgrimage locations are Dargah Sharif in Ajmer, Dilwara temple in Mount Abu, Jain temples in Ranakpur, Karnimata temple in Deshnoke, Eklingji temple in Udaipur, Shrinathji temple in Nathdwara, Brahma temple in Pushkar and Govind Devji temple in Jaipur.

Contribution of Tourism in Rajasthan Economy

Tourism is a sector that uses minimum natural resources and optimum use of workforce and expertise. The travel and tourism industry is the sector that strengthens the state's economy to help other sectors like transportation, food, beverage, hotels, culture, sports and more. As a result, the tourist sector in Rajasthan makes a substantial contribution to the state's economy. Tourism produces advantages such as foreign exchange gains, regional growth, infrastructure development, and the promotion of local handicrafts, and contributes around 15% of Rajasthan economy. In Rajasthan tourism accounts for 2.7 percent (5.2 percent after adding indirect effects) in Gross State Domestic Products. Tourism generates direct and indirect employment for a large number of people in Rajasthan. Rajasthan's tourism industry produces 1.9 percent (7.2 percent after indirect effect) of the state's employment. After agriculture and the textile sector, tourism is the third most important source of employment in Rajasthan.

Arrival of Domestic/foreign Tourists in Rajasthan from 2010 to 2021

S No.	Year	Arrival of Tourism			% Change in Tourism compare to last Year		
		Domestic Tourists	Foreign Tourists	Total Tourists	Domestic Tourists	Foreign Tourists	Total Tourists
1	2010	2,55,43,877	12,78,523	2,68,22,400	-0.06	19.11	0.71
2	2011	2,71,37,323	13,51,974	2,84,89,297	6.24	5.74	6.21
3	2012	2,86,11,831	14,51,370	3,00,63,201	5.43	7.35	5.52
4	2013	3,02,98,150	14,37,162	3,17,35,312	5.89	-0.98	5.56
5	2014	330,76,491	15,25,574	3,46,02,065	9.17	6.15	9.03
6	2015	3,57,87,573	14,75,311	3,72,62,884	6.38	-3.29	5.96
7	2016	4,14,95,115	15,13,729	4,30,08,844	17.93	2.60	17.31
8	2017	4,59,16,573	16,09,963	4,75,26,536	10.66	6.36	10.50
9	2018	5,00,91,433	18,08,568	5,19,00,001	9.41	8.97	9.39
10	2019	5,85,10,849	20,14,563	6,05,25,412	3.95	-8.48	3.53
11	2020	1,51,17,239	4,46,457	1,55,63,996	-71.05	-72.19	-71.09
12	2021	2,19,88,734	34,806	2,20,23,540	45.45	-92.20	41.51

Source: (Tourism Annual Report 2021-22, Department of Tourism, Rajasthan: www.rajasthantourism.gov.in)

The above Table 1 shows statistics of domestic and foreign tourist arrival in Rajasthan from the year 2010 to 2021. As above table shows that from the year 2010 to 2019 arrival of domestic tourists has increased from 2.55 crore to 5.85 crore and the number of foreign tourists also increased from 12.78 lakhs in 2010 to 20.14 lakhs in 2019, a 57% increase in foreign tourists arrival during the nine years. As the above data shows that in these years more number of domestic and foreign tourists who visited Rajasthan has increased considerably. In the year 2020 showed a drop of more than 71% when compared to 2019. If the state received 5.85 million domestic tourists and 20 lakh foreign visitors in 2019, the number of visitors in 2020 fell to 1.51 million and 4.46 lakh, respectively, due to the covid-19. When

the pandemic recovery began in 2021, it was domestic tourists who kept the tourism industry afloat. In 2021, 2.19 crore domestic tourists visited Rajasthan, with 35,000 foreign visitors. In 2021, the number of domestic tourists increased by 44.45 % when compared to 2020, while foreign visitors decreased by more than 92%. As above data's shows that during these years high rate of foreign tourists arrival in the state because foreign tourists are attracted by culture, tradition, customs and traditions, fairs and festivals, handicrafts, art and music of Rajasthan, a famous place to visit.

Rajasthan's Tourism Industry Challenges

Rajasthan's tourism sector, while having various tourist attractions, has yet to attain its full potential due to some subsequent challenges. The majority of Rajasthan's infrastructure development has focused on industrial regions, while tourism destinations have been neglected. There is no promotional marketing campaign advertising the state's tourism destinations. Language is also one of the challenges to tourism. A shortage of skilled guides will be a problem. The Rajasthan Government strictly have no legal measures in place to protect visiting guests. Several cases of misbehavior, molestation, and sexual harassment involving foreign visitors have been reported in various parts of the State.

Rajasthan Tourism Policy 2020

The vision of the new policy is to reposition Rajasthan as a preferred tourist vacation destination for both domestic as well as travellers from around the world by providing highly satisfying pleasure to the tourists. This new policy is focused to promote Rajasthan as a leading tourism brand in national and international markets and provide high quality pleasure of travelling to domestic and worldwide travelers by taking care of virtually all possible things to sell to the state in the region, additionally a good way to create job and enterprise opportunities.

Conclusion

The Tourism Industry is an integral part of modern day Economy all over the World. The Indian State of Rajasthan is having a unique place for tourist attractions such as forts and palaces, heritage hotels, colourful fairs and festivals, local art and handicrafts etc. Only Rajasthan is a country where tourists can enjoy all kinds of tourism together i.e. wildlife tourism, heritage tourism, cultural tourism, adventure tourism, religious tourism, ecotourism and health tourism. The tourism industry in Rajasthan is a significant supporter of the State's economy. The number of domestic and overseas visitors to the State has increased. Excluding a few years over the study years, it showed an increasing trend. It creates a new channel for young people to provide a large number of employment opportunities. No doubt it is clear that tourism industry in Rajasthan suffer some social and environmental problems such as poor infrastructure, damage to heritage and pilgrimage places, environment pollution, lack of connectivity and shopping malpractices generally. Though the Tourism lives in the heart of Rajasthan, the State Government of Rajasthan should have made many efforts to increase tourism in the state and try to improve various tourist services.

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