

RAJASTHAN TOURISM: CONTRIBUTION TO ECONOMY AND NEW INITIATIVES

Suresh Chand Sharma*
Vijendra Singh Sikarwar**

ABSTRACT

Tourism has significant multiplier effect on the state economy. It increases employment opportunities, generating revenue, developing infrastructure, Increasing investment opportunities and revival of tradition and heritage conservation and management. It is estimated that every rupee circulate by 13 times when it sent by a tourist and that every hotel room provides direct employment to three persons and indirect employment to eight persons by its utility of works. In Rajasthan tourism gets a rank in most economic sector is the third largest employer after agriculture and textile sector. Tourism account for approximately 15% of the Rajasthan economy and contribute economic benefits like regional development infrastructure in economic, foreign exchange earnings by tourist, and promotion and exhibition of local handicrafts. In Rajasthan tourism account for 2.7% in gross state domestic product (GSDP) and also contributes 1.9% in state employment. Tourist Government of Rajasthan has eyesight of two times footfall of international tourist traffic up to 2020. Government also aims to increasing the domestic tourist traffic from the percentage 33 million to 50 million tourists up to 2020 by promoting its tourism industry. Various initiatives have been taken by government like PPP in tourism sector, promotion of Agri-tourism, promotion of Eco-tourism, holding fairs and festivals and government to government partnership.

KEYWORDS: RTDC, Government Partnership, Eco-tourism, Agri-tourism, PPP in Tourism Sector.

Introduction

Tourism industry in Rajasthan is a vital breath in the economic activity. Tourism has direct and indirect impact on financial, social and cultural life of people. This industry is considered as leisure industry with many economic benefits like promotion of local handicrafts and artisans foreign exchange earnings by tourist promoting, regional development of infrastructure, infrastructure development and increasing standard of living of the state of Rajasthan. In north India Rajasthan is a popular tourist spot and come up as one of the popular tourist destinations in India for both foreign and domestic tourists. Rajasthan has royal land dotted with numerous tourist attraction sites and a brave history. The tourist's attractions of Rajasthan include various forts and palaces, mountain and lakes, monuments and structures, sand dunes and desert beauty, national parks and wildlife destinations and many more. The state is known for its diversity in terms of natural resources, cultural heritage, historical as well as archaeological speculate and scarce wild life. The state has its unique qualities like the forts and palaces, heritage hotels, colorful fairs and festivals, local art and handicrafts has been antique selling proposition for tourists coming to the state. Tourism has a significant multiplier effect on the state economy. It increases employment opportunities, generating revenue, developing infrastructure, increasing investment opportunities and revival of traditions and heritage conservation and management. It is estimated that every rupee circulate by 13 times when it sent by a tourist and that every hotel room provides direct employment to three persons and indirect employment to eight persons by its utility of works. Today the tourism industry in Rajasthan employs many people directly and indirectly.

The State Tourism Policy

The State Tourism Policy was released on 27th September, 2001. The main objectives of this policy is to increase employment opportunities, especially in rural areas for unemployed rural youth, optimum utilization of rich tourist resources of the state in order to attract the maximum number of domestic and international tourists, to expedite the growth of tourism in the state and further involving the private sector in the

* Research Scholar, Department of EAFM, University of Rajasthan, Jaipur, Rajasthan, India.

** Research Scholar, Department of EAFM, University of Rajasthan, Jaipur, Rajasthan, India.

development of tourism in the state, protection of rich natural habitat and bio-diversity, historical, architectural and cultural heritage of Rajasthan, a special emphasis given on preservation of historical monuments in Rajasthan and to develop a ready market for the rich and varied handicrafts and cottage industries of Rajasthan. The core objective of the government, to make tourism a "People's Industry" in the state is to minimize the negative impacts of tourism and promote sustainable tourism, to open new areas in tourism like Adventure tourism, Eco-tourism, Camel/Horse safaris, River and Canal cruise, House boats in Rajasthan (Palace-On-Waves), Educational Tourism, Caravan Tourism and Village Tourism.

Review of Literature

Dr. V. Basil Hans presented a paper on "India's Tourism Industry – Progress and Emerging Issues" at state level seminar on World Tourism Day 27th September, 2008 at Srinivas College of Hotel Management, Pandeshwar, Mangalore and Karnataka. In This paper author state that progress made by India's tourism industry in the planning era and the emerging issues (like alternative tourism option) under globalization. This paper examines the impact and challenges posed by GATS and the burgeoning service sector of the country as well as the pitfalls in tourism planning in India.

H. Lalnunmawia written an article on "Development and Impact of Tourism Industry in India", 2010. In this article writer put his views that tourism industry in India is growing and it has big potential for generating employment by tourist industry and earning large amount of foreign exchange besides giving a fillip to the country's overall economic and social development. But writer put his opinion that still much more remain to be done such as eco-tourism needs to be promoted in India, increasing facilities of accommodation and entertainment for visitors, reducing adverse effect of environment pollution and giving more safety and protection to visitor.

Kalidas Sawkar, Ligia Noronha, Antonio Mascarenhas and O.S. Chauhan written an article on "Tourism and the Environment Issues of Concern In the Coastal Zone of Goa" and presented in EDI/SAARC Regional Seminar on "Economic Globalization and Environmental Sustainability" in Goa, 1997. The study suggest that tourism is concentrated along the Coastal Zone in Goa and it has a number of positive benefits like increased incomes and employment by tourism, added avenues for upward mobility for locals, increased revenues and increased foreign exchange earnings in the state. This study identifies some socio-economic and environment impacts that affect tourism in Goa such as growth of no controlled on coastal tourism, no clear tourism policy in the state, the principles of sustainability and the norms related to the conservation of the environment and ecology are ignored, traditional fishing activities are declining, shortage of resources such as land and water pose a major affect to the environment and many more.

The Steering Committee on Tourism of Planning Commission, Government of India studied role of tourism during the Eleventh Five Year Plan (2007-12). This committee reports that tourism is an important instrument for economic development and employment generation, particularly in remote and backward areas and which has been well recognized in the world over. Tourism is the largest service industry globally in terms of gross revenue and foreign exchange earnings.

Objective of this Study

- To establish, develop, promote, execute, operate and otherwise carry on projects, schemes, business activities, which in the opinion of the corporation are likely to facilitate or accelerate the advancement of tourism in the state of Rajasthan both internal as well as international.
- To construct, run and maintain Tourist Information Bureau and Centers in the state of Rajasthan and outside both within and outside the country.
- To acquire by purchase, lease or otherwise howsoever, maintain and develop over all places of tourist interest like wild life sanctuaries, parks, beauty and recreational spots in the state of Raj.
- To establish and manage transport units, travel and transport counters, import, purchase, lease, sell and run or otherwise operate cars, cabs, buses, coaches, trucks, launches, rope-ways, air-crafts, helicopters and other modes of transport.
- To provide entertainment by way of cultural shows, dances, music concerts, film shows, sports and games and other forms of entertainment.

Rajasthan Tourism

Rajasthan has its historical qualities which Attracts Tourists for Its Historical Forts, Palaces, Art And Culture. Every Third Foreign Tourist Visiting India Also Travels To Rajasthan As It Is Part Of The Golden Triangle For Tourists Visiting India. Endowed With Natural Beauty And A Great History,

Rajasthan Has A Flourishing Tourism Industry. According to constitution Rajasthan Was founded On 1st November 1956, Whereas, Its Ancient History Dates Back To 5,000 Years Ago. Known For Its Cultural Heritage and Values, Rajasthan Has Always Generated Curiosity And Interest In A Traveler's Mind. In the rajasthan tourism The Food destination, Handloom and Handicraft, Blue Pottery, Jewelry, Sand Dune Rides, Animal Safaris, Replete with Local Flavors and Unforgettable Hospitality creates Rajasthan A Specially Rated Tourism Destination.

Rajasthan Tourism Development Corp. Ltd. - RTDC (A Government of Rajasthan Undertaking)

The Rajasthan Tourism Development Corporation Ltd. (RTDC) Is A Company Registered Under Companies Act 1956 With Its Head Quarter At Jaipur. The Rajasthan Tourism Development Corporation Ltd. (RTDC) Was Incorporated On 24th November, 1978 As A Wholly Owned Government Company To Promote and develop Tourism In The State Of Rajasthan And To Cater Incoming Foreign And Domestic Tourists By Way Of Providing Accommodation, Catering, Transport, Package Tour And Bar Facilities. The Rajasthan Government Has Initiated The Development Of Hotel Infrastructure By Establishing RTDC Hotels At All The Major Tourist Centers In Rajasthan. In Order To Cater The Needs And Requirements Of Incoming Tourists, The Rajasthan Government Has Provided Financial Support To The Developmental Activities Of RTDC. The Central Government Also Provides Financial Assistance For The Tourism Development Projects Under The Centrally Sponsored Schemes. Since The Inception Of RTDC, The Tourism Industry In The State Got A Forward Motion. The Tourism Sector In The State Has Progressed Well With The Diverse Products, Launched By The Tourism Department. RTDC Has Tried To Achieve Its Objectives By Establishing A Network Of Tourist Accommodation In All The Important Tourist Centers, Providing The Midway, Cafeterias And Yatrikas Facilities Along The Important National Highways And The Major Link Roads. RTDC Acts As A imputes To Establish, Develop And Executes Project And Scheme That push Tourism In The State By Managing Numerous Restaurants, Cafeterias, Motels And Bars. To Enhance The Experience Of The Tourists The Corporation Also Organizes Package Tours, Fairs, Festivals And Entertainment, Shopping And Transport Services. RTDC has its Well Established Marketing Network In India And foreign Plays A Vital Role In Promoting The Tourism In Impact Services Markets At Domestic And International Level.

Services Provided By RTDC In Rajasthan, RTDC Provides Various Types Of Services To Facilitate All Domestic And Foreign Tourists So That Corporation Can Enhance Its Role In Tourism Sector And Increase Revenue For Corporation And Government. The Major Services Provided By RTDC Are: RTDC Chain Of Hotels And Motels,- Package Tours - Rajasthan Bhraman,- Pink - City By Night Tour (Jaipur),- City Sight Seeing,- Boating,- Luxury Trains - Palace On Wheel- & Royal Rajasthan On Wheels, Fairs- & Festivals, Sound- & Light Show And Camping In Fairs.-

Problems Faced By Tourists

- Transportation Problems: The Absence of Good Transportation System in rajasthan Is A Big Problem In The Development Of Tourism. Most Of the Public Transportation Are In Very Poor Conditions and Require Immediate Attention to develop in tourism industry.
- Poor Advertisement For The Publicity Of Tourism: One Of The basic Problems In Tourism In Rajasthan Is that Shortage Of Specialized Advertisement And Publicity Of Many Significant Attractions. Tourism Information About Tourism Attractions, Hotels, and Tourism Facilities Can Promote Tourism In Rajasthan, But Due To Lack Of Advertisement Tourists Are Not Informed About Tourism Attractions.
- Problems Of lack Of Accommodation: A Very Important Factor in Tourism Development is that lack of accommodation at a low rate. There Is Also Lack Of Quality Three-Star Hotels As The Tourism Policy Provides Higher Tax Incentives To Setting Up Five-Star Hotels Than To Three Star Hotels.
- Higher rate of Tax: Taxes Are Charged at a higher rate To Tourist at Various Stages from their entry to exit in Rajasthan. Taxes Are Charged On Airport, Food Provided Hotel Accommodation. This has aggregate Impact on the Overall Expenses. These taxes Are Fairly High Compared To Other Countries. This Has Negative Impact on the Growth of Tourism as It de-motivates to the Tourists from Visiting India.
- Lack of Tourists Reception Centers (TRC): In Rajasthan There Is few Tourists Reception Centers In Rajasthan Which does not provides The Basic Information About The Tourist Destination In Rajasthan. The lack Of This Important Centre, Leads to Loss of Revenue, As Tourists Visiting Rajasthan Don't move To All of the Places Of Tourists Attraction.

- Discrimination Pricing: There Is different Price For Foreign Tourists. In Most Of The Historical Monuments There Is Different Pricing policy For Domestic And Foreign Tourist. This creates A Feeling Of separation between The Visiting Tourists.

Suggestions and Conclusion

Rajasthan Is A Popular Tourist Spot in North India And Emerged As One Of The Popular Tourist Destinations In India For Both Domestic And Foreign Tourists. The Royal Land Dotted With Numerous Tourist Attraction Sites. The foreign Tourist Attractions Of Rajasthan Includes various Forts And Palaces, ancient Monuments And Structures, beautiful Lakes And Mountains, Sand Dunes And Desert Beauty, National Parks And Wildlife Destinations. Even The Cities And Towns Of Rajasthan Are Worth Exploring. The State Is Known For Its Diversity In Terms Of Natural Resources, Cultural Heritage, Historical As Well As Archaeological Wonders And Rare Wild Life. A Unique Selling Proposition for Tourists like The Forts and Palaces, Heritage Hotels, Colorful Fairs and Festivals, Local Art and Handicrafts Has Been Coming to the State to its development. The State Has Made Many Efforts To Increase Tourism In The State Additionally To Provide Tourist Facilities Government Of Rajasthan Establish Department Of Tourism (Dot), Rajasthan Tourism Development Corporation Ltd. (RTDC), Rajasthan Institute Of Travel And Tourism Management (RITTMAN) And Many more Organizations Which Play A Vital Role For Increasing Tourism In The State. The Government Of Rajasthan Has Undertaken Many Steps For The Improvement And Development Of Tourism Trade In The State Yet There Is A Room To Think, To Plan And To Implement New And Attractive Way To Give A Further Boost To This Trade. In Connection To This The Major New Dimensions For The improvement Of Tourism Suggested Are good Transportation Network By Rail, Road And Air Connectivity, competent Fund Allocation To Tourism Sector And interest Free Loans To Tourism Projects, Human Resource Development, Increasing Private Sector Participation in tourism, Preservation and maintenance Of Rich Heritage Palaces, And Encouraging New Area Of Tourism Such As MICE Tourism, Rural Tourism, Adventure Tourism. The Western Parts of the State of Rajasthan The Desert Environment Is Also A Major Attraction For Visitors, Particularly For Foreign Tourist. Rajasthan has materialized As One Of The growing State. In India Rajasthan has Third Preference After Goa And Kerala As Travel Destination In India.

References

- ✓ A. K. Raina, Dr. S. K. Agarwal, "The Essence of Tourism Development: Dynamics, Philosophy, And Strategies", Sarup & Sons Publications, New Delhi, 2004.
- ✓ A. Satish Babu, "Tourism Development in India: A Case Study", A.P.H. Publishing Corporation, New Delhi, 2008.
- ✓ Acharya, Ram., "Tourism And Cultural Heritage of India", Nav Bharat Printers, Jaipur, 1980
- ✓ Agarwal, A.P., "Holiday Resort Of Himachal Pradesh", Nest And Wings (India) New Delhi, 1990
- ✓ Anand, M.M., "Tourism and Hotel Industry in India", Prentice Hall of India Pvt. Ltd., New Delhi, 1976.
- ✓ Bhatia, A.K., "Tourism Development: Principles and Practices", Sterling Publishers, New Delhi, 1983.
- ✓ Freitag, Jason (2009). *Serving Empire, Serving Nation: James Tod and the Rajputs of Rajasthan*. Leiden: Brill. P. 36. ISBN 978- 90-04-17594-5
- ✓ Gupta, R. K.; Bakshi, S. R. (2008), *Studies In Indian History: Rajasthan Through The Ages: The Heritage of Rajputs*
- ✓ Lambert M Surhone, Mariam T Tennoe, Susan F Henssonow, "Rajasthan Tourism Development Corporation", VDM Verlag Dr. Mueller AG & Co. Kg Publications, 2010.
- ✓ Padman bha, & Bhatnagar, V. S. (1991). *Kanhadade Prabandha: India's Greatest Patriotic Saga Of Medieval Times: Padman bha's Epic Account Of K nha ade*. New Delhi: Voice of India.
- ✓ Sarup & Sons, ISBN 9788176258418
- ✓ Sudhir Bhargava, "Location of Brahmavarta And Drishadwati River Is Important To Find Earliest Alignment of Saraswati River" Seminar, Saraswati River-A Perspective, Nov. 20-22, 2009, Kurukshetra University, Kurukshetra, Organised By: Saraswati Nadi Shodh Sansthan, Haryana, Seminar Report: Pages 114-117

