

## ROLE OF STATE GOVERNMENT IN DEVELOPMENT OF TOURISM AND HOTEL INDUSTRY IN RAJASTHAN: AN OVERVIEW

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### ABSTRACT

*Tourism and Hotel is one of the largest and fastest growing global industry. This industry is also considered as one of the ancient industry around the world. Tourism and Hotel industry gives revenue, employment, development to the society. It is also helpful to develop a healthy relationship among the countries because of it several benefits and opportunity. Tourism and Hotel industry has a huge multiplier effect by way of creating direct and indirect jobs in Rajasthan. This industry will definitely improves the economic status of people and state too with huge potential to grow because the Rajasthan is a favored tourism destination for foreign and domestic tourist not just during peak period but throughout the year. If State government will do their best efforts with new effective policies and follow-up programme the number of foreign and domestic tourist increase in Rajasthan. The Central Government, State Government, Non-Government Organization (NGO) and Private sector units and other agencies doing their best towards tourism and Hotel industry. In this paper we would like to analyze and highlight the basic key points with the help of secondary data about the role of State Government in Development of Tourism and Hotel Industry. This paper will also conclude the present policies and schemes governed by state Government.*

**KEYWORDS:** *Tourism, Economic Development, Tourist Satisfaction, Hotel Facilities.*

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### Introduction

Rajasthan is situated in the north-west part of India and it is a largest state of our country. Rajasthan always attract people from its special culture, forts, historical place, desert, royal living style and many more. It is a land of majestic Aravali hills. Rajasthan have full of rich culture, heritage and most hospitable way serving the services. This kind of behavior makes true efforts to give best service for memorable and enjoyable journey experience to domestic as well as foreign tourist from all around the World.

### Objectives of Study

- To explore the basic and brief introduction of Tourism and Hotel industry.
- To evaluate the present scenario of Tourism and Hotel industry in Rajasthan.
- To examines the present policies and schemes governed by state Government.

### Research Methodology

The study is based on secondary data. To understand the present policies and schemes run by state Government in Rajasthan. Secondary data will be collected from government reports, journals, brochures and reports of Tourism and Hotel industry, books etc. The data collected will be analyzed to understand the practices and follow up programme in hotel industry.

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### Hypothesis

- Tourism and Hotel industry in Rajasthan is gaining boom today.
- Good hotel facilities are available to stay for tourists in Rajasthan.
- HRM practices in hotels in Jodhpur city are satisfactory.
- Tourists are satisfied with practices/ Policies adopted by State Government.

### Government Policies for Tourism Development In Rajasthan

Rajasthan chief minister Vasundhara Raje inaugurating the 8th Edition of Great Indian travel Bazaar (GITB) in Jaipur said "we expect a quantum jump in the tourist arrivals with foreign tourist going up from 1.5 million to 2.5 million and domestic tourist from 33 million to 50 million by 2018. (Business standard 19 April 2015) Rajasthan launched a multiyear, multimodel and multicore global campaign to galvanise tourism in the state chief Minister Vasundhara raje said "Tourism is the world's biggest industry and Rajasthan with its rich heritage is poised to fully exploit the opportunities the state offers. This campaign will also spread awareness about the lesser known destinations that the state has to offer to achieve this some major steps taken by government.

- **24 X 7 tourist helpline:** The government launched 24 X 7 tourist's helpline Ministry of tourism has launched the 24 X 7 toll free multilingual tourist helpline in 12 international languages including Hindi and English on Feb. 2016. The helpline provides advice on action to be taken during times of distress while travelling in the country and if needed the helpline executive also alerts authorities concerned in the vicinity.
- **E - Visa Scheme:** Government of India launched the e - tourist Visa scheme on Nov.2014 for over 100 countries. It was extended to 37 more countries; Jyotsna suri national president of FICCI said "e -Visa for 43 countries is already operational while 150 countries are in the pipeline"(Business Standard 19 April 2015). This would give a huge fillip to the tourism in the country and state also.
- **Swadesh - Darshan and Prasad Scheme:** In the year 2015-16 Government of India has launched two new schemes in a mission mode. The broad objective of the Swadesh Darshan is to develop new circuits having potential with a planned and integrated development of infrastructure. These theme based circuits may promote cultural and heritage value of the country and tourist attraction to the destination under Swadesh Darshan scheme 13 circuits have been identified for integrated infrastructure development of theme based tourist circuits. In Rajasthan Desert - circuit in Sambhar lake town and other destinations in jaipur district is going to be developed with an amount of 63.96 crore. The aim of PRASAD Scheme is to achieve the objective of Integrated development of Pilgrimage destination in a planned, prioritized and sustainable manner to provide complete religious tourism experiences and harness pilgrimage tourism for its direct and multiplier effect on employment generation and economic development under this scheme International Journal of Advanced Research and Development 71 13 cities have been identified in which Rajasthan's Ajmer/Pushkar city included and sanctioned an amount of 40.44 crore for development.
- **Setting up state institution of Hotel Management (SIHMS):** During the year 2015-16 principal approved has been accorded for the setting up State Institution Hotel Management in Jhalawar & Swaimadhpur districts of Rajasthan with central financial assistance of Rs. 1600 Crores.
- **Food Craft Institutions:** In the same year two Food crafts Institution (FCI) at Dholpur and Baran is going to be setup with the Central Financial Assistance of Rs. 7.50 Crore.

### Training Programmes for Service Providers

A 10 days programme has been launched to inculcate appropriate tourism traits and knowledge among the trainees to enable them to act/work as tourist facilitator. (Prayatak Mitra). A four days' sensitization programme also launched for boatmen, rickshaw puller, pandas, porters, shopkeepers, street vendors and other service providers in and around Ghats to improving tourist specific ambience and a furtherance of the Swatchh Bharat Abhiyan. Development of niches tourism In 2015-16 the development of niche tourism is sought to be achieved by taking various steps such as constitution of national medical and wellness tourism board on October 2016, constitution of task force on cruise tourism on Nov.2015, approval of 08 golf events by India Golf Tourism Committees.

Transparency in Approval of Hotel projects with a view to bring more transparency and accountability Ministry of tourism has introduced online system of receiving processing and conveying granting approval for hotel projects.

#### **Government of Rajasthan Activities for Prorogation of Tourist Destination**

- **Organizing Fairs and Festivals:** The state government reinvigorated our world-famous festivals through PPP Model. These includes the Pushkar Fair, Desert Festival and Kumbhalgarh festival new events like bhakti music festival, coke - studio, international photo fest and international music festival have also been added to the annual calendar.
- **Development of New Circuits:** The government is planning to start specialized circuits for birding, handicraft and spirituals. Some of the upcoming projects are Mega desert circuit (Jaisalmer - Jodhpur- Bikaner Sambhar-Pali- Mount - Abu) and Mewar complex (Haldighati - Gogunda-Deevar-and Chhapli) which help in enhancing tourism. Besides this Night tourism lighting of well known monuments is high on agenda. The night tourism which has recently began at the world renowned Amber fort is a big hit.
- **Launching a Mobile App:** Rajasthan government has recently launched a mobile App "Lezgo" which provides latest information about attraction in Ajmer and Pushkar with rich contents including pictures, audio and video streams and cultural stories. The app is comprehensive and one stop solution for tourism needs. It covers more than 40 places of Ajmer and Pushkar which instantly provide real time and highly contextual contents of the user. After Ajmer, the app will be localized for Jaipur, Udaipur, Jodhpur, Pali and Bharatpur. This App provide input in 12 prominent languages.
- **Tourism Unit Policy 2015:** It is expected that new tourism unit policy which has recently been released will induce new investment in hotels. The policy will focus on optimum utilization of rich tourism resources of the state for socio - economic development.
  - One of the major highlight of the policy will include high priority of tourism infrastructure and ease of building new hotel projects with easy availability of land and incentives. The proposed policy has defined tourism unit comprehensively which now includes hotels, Motels, heritage hotels, budget hotels, restaurants, camping sites, convention centers, sports resorts, health resorts, amusement park animal safari Parks, ropeways, tourist luxury coach's caravans and cruise tourism. The state government has been proactively supporting the new well known hotel chains for setting up properties in the state.
  - In new policy 50 percent rebate in special road tax up to April 2018 for luxury coaches to recognized tour operators.
  - All tourism units shall be eligible to be recognized as training institutions under the employment linked skill training programmes of Rajasthan skill and livelihood Development Corporation to train manpower from themselves.
  - It has been provided in Rajasthan tourism unit policy 2015 that fiscal incentives and concession available to the tourism unit projects already approved under Tourism unit policy 2007 will be available under new policy as well.
- **MOU'S Signed by state Government:** The state linked 139 MOU's with an estimated investment of Rs 6277 crores in the hospitality sector. These projects are expected to provide employment to about 20,000 youths. This will help to remove difficulties in setting up hospitality units especially in rural areas. Its hope that the campaign will play an important role in government of Rajasthan's vision of doubling". The football of international tourist traffic by the year 2020.
- **Rajasthan Singapore MOU:** To Enhance tourist experiences visiting in Rajasthan the tourist sites should be integrated and easy access. For this (IES) international enterprises Singapore and Ministry of tourism Rajasthan are going to facilitate the private sector to explore an integrated tourist pan aggregating these monuments and attraction to give tourist easy and affordable access. It has earlier supported Singapore carrier scoots first direct connection between Singapore and jaipur. Mou has been linked for one time grant by temasek Foundation International Singapore to Strengthening knowledge in Rajasthan. Singapore has been a close friend and partner of Rajasthan in infrastructure and tourism development with these MOU's we aim to deepen this association and develop the state as a world global tourist destination with advanced urban infrastructure.

- **Inter State Air Service:** The First flight of an international air service from Jaipur to Udaipur Via International Journal of Advanced Research and Development 72 Jodhpur was launched by chief Minister Vashundhararaje which is expected to give a major boost to tourism in the state.

There are many major Tourism promotion campaigns and Initiatives programme started by Government of India. Since 1946 the State Government is also doing their best for better implementation of these Tourism promotion campaigns and Initiatives. All these campaigns and initiatives at a Glance as under:

- 1946 Sir John Sarjant Committee on Tourism
- 1947 Report of Sir John Committee
- 1949 Sir John Committee Suggestions, Govt. started branches of Tourism in Delhi, Calcutta, Bombay and Madras
- 1951-55 First Five Year Plan, allotment for Tourism development
- 1956-60 Allotment for Tourism with name of transportation Division
- 1957 Establishment of Department of Tourism
- 1958 Establishment of Tourism Department Council
- 1960 Establishment of Indian Tourism Development Corporation (ITDC)
- 1966 Establishment of Department of Aviation
- 1966 Establishment of Department of Aviation and Tourism
- 1967 Establishment of Ministry of Tourism and civil Aviation
- 1982 Declared First time Tourism Policy
- 1986 Establishment of National Committee on Tourism
- 1986 Separate Department of Tourism
- 1986 Tourism as a industry declared by Government
- 1986 Separate department with cabinet minister
- 1988 Establishment of Ministry of Civil Aviation Tourism
- 1991 Tourism as a source of Foreign Investment
- 1992 Nation action plan for Tourism
- 1992 Tourism Year
- 1995 Establishment of Tourism cell
- 1988-99 Tourism with export businesses
- 1999-2000 Visit India Year
- 1999-2012 Nirmal Bharat Abhiyan- Total Sanitation Campaign
- 2002 The concept of Highway Tourism, Agricultural Tourism, and Rural Tourism. A campaign titled as 'Incredible India' was launched.
- 2008 The Ministry of Tourism launched a campaign targeted at the local population to educate them regarding good behavior and etiquette when dealing with foreign tourists.
- 2009 Another campaign titled as Atithi Devo Bhavah was introduced and Incredible India campaign to the domestic tourism sector as well.
- 2009-10 'Hunar se Rozgar' programme short duration courses of 6 to 8 weeks which are fully funded by the Ministry of Tourism
- 2010-11 The Ministry launched its International TV Campaign Europe
- 2010 Visa on Arrival scheme
- 2014 "Clean India" campaign launched- Swachh Bharat, Swachh Smarak
- 2012-2017 Twelfth -Five Year Plan (Tourism Sector growth targets has to be linked to the targeted growth of service sector)

#### **Rajasthan Tourism Development Corporation (RTDC)**

The RTDC was incorporated under the companies act,1956 on November 24, 1978 but owing to unavoidable circumstances it came into actual operation from April 01,1979. The main objective of the

RTDC is to make suitable Accommodations, Transportation and provide such other prime facilities to the tourists. The objectives for which RTDC was set up can be classified into three categories of primary, secondary and ancillary objectives. Primary objective of corporation was to take over all assets belonging to tourism from the state government, and carry on and successfully continue the day to day business of hotels and allied services for the development of tourism.

Secondary objective of the corporations are those which may be incidental or ancillary to the attainment of the main objectives. they include hiring of theatres etc. for various activities pertaining to tourism, making contract with companies, associations, societies, organizations or persons foreigner or Indians for import, purchase, seal and barter all goods and merchandise and open, run or manage shops, organizing tours by roads, rail and air and to go into necessary agreement for this purpose, preparation of reports, blueprints, statistics and gather other information as required by the corporation. acting as agent of state government and enter into agreement with any government, semi-government, quasi-government, public undertaking government, government owned company or any authority who may seem useful and beneficial to the company's aims and objectives. it would organize and participate in exhibitions and establish art galleries for the exhibition of paintings, engravings, jewellery and other works of arts. Ancillary objectives of the RTDC include co-ordination between the activities of various official and non-official agencies working in the field related directly or indirectly with tourism State or anywhere in the country or abroad, working as producer, exhibitor and distributor of films, documentaries and such other movies which may aid in the publicity, promotion and marketing of tourism products and destinations of state and the country.

#### **Non-Government Organization (NGO)**

NGO in its broadest sense, include all religious, education, cultural, business, peasant organization and trade unions etc. The term NGO in India has been used to denote those organizations which are non-governmental, voluntary and non-profit making bodies, with a legal status such as a society registered under the societies registration act 1860 (xxi of 1860) or under corresponding state act, 1920 or trade union act or co-operative act or the companies act, 2013. The basic objective of voluntary organization in the tourism and Hotel industry is creating public awareness, helping rural masses about their basic right, collecting data and assisting government and judiciary by providing the required social data. Acting as a catalyst of social and emotional changes, as mechanism for popular participation in influencing public policy and public opinion, act as motivators play a role in enforcement of law and social legislations and a vital link between the people and the government, conservation and upkeep of historical monuments, arts and culture, etc.

#### **Private Sector**

The various private sector enterprises in the development of tourism in the state can be summarized as given below:

**Travel Agency:** Thomas cook was the first person who established his own travel agency as early as in 1841AD. the other major travel agencies functioning in India incline, travel corporation of India, make my trip, tours and travels, holiday inns, Rajasthan tours and travels, coaxed kings, etc important functions of travel agency are to provide travel information to tourists, advising people on the type of itineraries which they would select for their holiday or business travel, selling tickets to his clientele on all modes of travel, providing information to clientele on hotel and various other accommodation at the other end of the airline tickets. making provision for smooth exchange of foreign currency to tourists, offering insurance policies to the traveler to cover death, disability, loss or damage of baggage and air transportation.

**Hotel / Accommodation:** Accommodation is a very important part of the tourism infrastructure. hence, it is imperative to make provision for adequate number and class of accommodation to meet the needs of different categories of tourists. During the last decade, Rajasthan has emerged as one of the favorite tourist destination states for both international and domestic tourists. According to one of the trade estimates, the expected rate of annual growth in tourist arrivals is 7% for domestic tourists and 5% for international tourists. to meet the projected demand for the accommodation, the state government is not only sponsoring various projects of the RTDC, but also encouraging private entrepreneurs to invest more capital in the hotel and tourism industry.

#### **Conclusion**

Tourism and Hotel industry in Rajasthan is a vital breath and considered as an apex industry which gives economics benefits like foreign exchange earnings, regional development, infrastructure

development and promotion of local handicrafts. The state government has already realized the potential of this industry for the Economics development in the state and has adopted vital measures like e-tourist Visa scheme, 24\*7 helpline for tourists launched a mobile App for Pushkar's Ajmer providing latest information about tourist attraction in the city, Rajasthan government announced new tourism unit policy which help us infrastructure and building new hotel Projects. A mobile App Swachh Prayatan which helps in cleanliness of monuments. For developing new circuits SWADESH DARSHAN and PRASAD Scheme had been started in 13 cities in the country. Rajasthan's Ajmer / Pushkar and Desert circuits has been including in this scheme. All these schemes will help in enhancing tourists in the state. Thus, it works be wrong if we say that tourism industry in Rajasthan has grown a rapid pace but in order to achieve a sustained growth a lot needs to be done for tourist safety, security, Public convenience, Cleanliness, registered guides, infrastructure etc. Because the state exists plenty of ideas, Plethora of opportunities to make it international tourist hot spot.

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