

IMPACT OF TOURISM ON ECONOMIC DEVELOPMENT OF RAJASTHAN: A CASE STUDY OF JAIPUR

Dr. Rajeev Kumar Saxena*
Nimita Gupta**

ABSTRACT

The tourism industry is considered to be one of the fastest-growing industries which are gaining popularity among the people. Rajasthan is the state which is considered to be quite attractive among the tourist because of its culture and rich heritage. Rajasthan is attracted to multiple tourists from domestic and international countries. The main reason behind the tourist attraction in Rajasthan is because of its palaces, forts, culture and rich heritage. With the growing tourism in Rajasthan, the tourism industry is getting boosted which is leading to the development of economy in multiple ways like the generation of employment, infrastructure development, socio-economic growth, capital investment, earning from foreign exchange and most importantly it is leading to improve the GDP contribution. This paper will be detailing how tourism is impacting the economic development of Rajasthan with the identification of factors that are having a strong influence on the tourism industry. It will also be specified about the benefits and challenges which are being faced by the state for tourism development.

KEYWORDS: *Economic Development, Tourism, Rajasthan, Tourists, Benefits and Challenges.*

Introduction

Jaipur is the most popular place among the tourists in Rajasthan and it is the main reason behind the economic development of Rajasthan. The number of tourist arrivals in India since 2017 has doubled from 10.50% to 17%. The airport of Jaipur is considered to be the second busiest one in Rajasthan. The arrival of tourists in Jaipur was more than 18 lakhs in the year 2017-2018 (Sharma, 2015). The tourism industry is also playing an important role in the economic development of the city as it is providing multiple employment opportunities to the people who are helpful to them in their earning. Tourism is the industry that is flourishing at a fast pace in Rajasthan. Rajasthan is the state which is forming India's Golden Triangle which is connecting the capital Agra, Delhi and Jaipur. Jodhpur, which is the second-largest state in Rajasthan, is also quite popular among the tourists as per the studies revealed.

The contribution of tourism is accounting approx 15% towards the economy and it is also providing benefits like promoting local handicrafts, regional development, foreign exchange earnings and development of infrastructures. Tourism is providing employment opportunities in the state along with the generation of revenue. It is also leading towards the conservation of heritage (Kulshrestha & Meena, 2017). The tourism industry is also effectively contributing to the agriculture and textile industry in Rajasthan. Moreover, tourism is also contributing to the promotion of peace and harmony in the Rajasthan. Multiple contributions by the government are also being taken under which multiple policies are designed and these policies are developed with the motive to develop "people's industry". To promote tourism in the state multiple benefits are being provided to the sector of tourism. Both the public and private sectors have been working hard to promote tourism in Rajasthan and with their productive efforts; the entire economy is getting uplifted (TRIROJ & Chapman, 2019).

* Associate Professor, Department of EAFM, Faculty of Commerce, University of Rajasthan, Jaipur, Rajasthan, India.

** Research Scholar, Department of EAFM, Faculty of Commerce, University of Rajasthan, Jaipur & Assistant Professor, Government College, Tonk, Rajasthan, India.

Types of Tourism in Rajasthan

- **Heritage Tourism:** This is the type of tourism that is helpful in the maintenance of cultural diversity. It is attracting the tourists based on the glorious and rich diversity present in the Rajasthan.
- **Desert Tourism:** Deserts are the major reason for the attraction of Tourists in Rajasthan, the magic of deserts has a special place in the hearts of tourist that is grabbing their attention towards Rajasthan.
- **Cultural Tourism:** Such tourism is rich with customs, culture, and practices related to the rich heritage of Rajasthan.
- **Adventure Tourism:** This will cover visiting places that are rich with adventure and sports activities like rock climbing, tracking, rafting, and skiing.
- **Eco-Tourism:** This tourism is based on maintaining the economic cycle without disturbing the equilibrium of the economy (Nair, 2017).
- **Spiritual Tourism:** This tourism is a kind of tourism where people are traveling because of their beliefs and faith. Such tourism is promoting religion and spirituality.

Distribution of GDP

As stated above, the tourism industry is considered to be one of the largest Industries of services in India. Its contribution consists of 8.6% towards the national GDP (Kumar, 2017). Given below is the sector-wise division National GDP in Rajasthan.

Sectors	Percentage Value (Contribution)
Industry	28%
Agriculture	18%
Tourism	10%
Others	40%

It is quite evident from the table drawn above that tourism industry is also having the impactful contribution towards the GDP and therefore, its impact on the economy is also to be considered on a serious note as the development of the economy is highly dependent upon the tourist arrival in Rajasthan state (Choudhary & Gangotia, 2019).

Arrival of Foreign Tourist and Earnings from Foreign Exchange in Tourism Industry

The tourism sector is effectively contributing to the substantial growth of foreign exchange earnings in India. While comparing the tourist visits from the year 2015 it can be stated that the arrival of foreign tourists in Rajasthan was 6 million that was depicting the growth of around 9% from the other previous years (Saxena & Payal, 2018). There was also a substantial increment in the growth rate was the year 2009 to 2018 which was around 3.5%.

Rajasthan is rich with its cultural heritage and values. It is holding a strong position among the Indian Tourist Industry. Among Rajasthan there is a city, Jaipur which is also known as the 'Pink City' is one of the favorite tourist spots among the tourists (Sheikh, 2017). This city is enriched with multiple ancient histories that are represented through palaces, forts and heritage places. Jaipur is also popular because of its hospitality and friendly nature towards tourists. This city is so vibrant and full of a festival that is bringing out people all together to celebrate and promote harmony and unity. Rajasthan is quite famous because of its activities for tourists like camel safaris, heritage hotels, Rajasthani dance, and national parks. Tourism is one of the main reasons because of which Rajasthan is witnessing the economic boom and this boom helps restructure the tourism industry (Chandel & Kanga, 2018). It is leading the development of international hotels, infrastructures, better transport facilities and opportunities for the tourism industry.

Heritage is important for different communities, individuals and groups as it is expressing about the values, attitudes, and beliefs of people (Rai, 2019). It is also specifying the nature of heritage resources. It is important to maintain the tourism industry proper measures should be taken in the coming future. It will lead to the development of benefits in the economy. The main purpose of this paper is to identify the impact of the tourism industry on the Rajasthan, specifically on Jaipur (Rana & Kumar, 2019). It will be detailing the opportunities and challenges being faced by the Tourism Industry and how the economy is getting benefits because of the growing tourism in Rajasthan. This paper will be specified

about the factors that are responsible for tourism growth. The methodology being used for this paper involves the collection of data from secondary sources which involves websites, journals, articles, and reports related to Tourism in Rajasthan and Jaipur (Sengupta, Gonsalves, & Rao, 2018). There will also be the usage of the data collected from the primary resources which will involve a questionnaire that will be developed after gaining the understanding from the literature review.

Literature Review

The study was conducted on the tourism industry in Jaipur. The main objective was to find out the level of the positive and negative impact of tourism activities of Jaipur on the overall economy of Rajasthan. The authors indicate Jaipur as a vibrant city as well as the capital of Rajasthan. It is also known as a heritage pink city because of having the pink colors of its buildings in the old city places (Ullah, 2016). The label of the pink city especially applies to the old and walled quarter on the capital of Rajasthan, temples, glorious palaces that are scattered in the entire urban area. The authors have identified that the facilities of lodging and hospitality are developing at a fast speed that includes the development of three-star and five-star hotels along with the tourist bungalows and circuit house. The authors have also studied related to the inflow of national and international visitors (Iqbal & Sami, 2016). They have also studied the length of leisure stay to analyze the impact and growth of economic development.

The authors have focuses on the social-cultural and economic impact along with the community perceptions about tourism in Jaipur as well as in Rajasthan. The paper is concentrated on the study of Jaipur City. The main findings of this research paper include that assessment of the economic impact on tourism activities is a complex process and includes both, positive as well as negative impacts (Kumar, Sharma & Kautish, 2018). The positive impacts can be termed as the revitalization of the handicrafts, traditional art, music, dance, festivals and fairs and other aspects of the traditional and regular life of the residents.

Endowed with the great history and natural beauty, tourism is a flourishing sector of Rajasthan. The contribution of the state to the entire arrival of tourists in India is 20% during 2013-14 out of which 36.6 million visitors came to Rajasthan in 2015. The state is also forming a part of India's golden triangle that is a circuit of tourists connects Jaipur and Agra with the national capital Delhi (Parveen & Sharma, 2015). Jaipur is the first largest and preferable destination for travelers based on analyzing the existing research.

Contribution of Tourism in the Economy of Rajasthan

Tourism provides 15% of the Rajasthan economy along with providing economic advantages like regional development, foreign exchange earnings, and development of infrastructure and promotion of local handicrafts at state, national and international levels (Bhattacharjee, 2018). In Rajasthan, tourism holds 2.7% of the total gross domestic products and 1.9% in providing overall employment opportunities to the localities and the tourism organization (Yadav, Sahu & Sahoo, 2016).

The tourism of Jaipur also impacts the economy of the state with a multiplier effect. It provides opportunities for employment, development of basic and high-level infrastructure, generation of revenue, increase in the investment opportunities, management and conversation of heritage along with the revival of traditions (Saqib, 2018). It is estimated that every single rupee paid by visitors passed through 13 hands and every hotel room occupied by a visitor provides direct employment opportunity to 3 individuals and indirect employment opportunities to the 8 individuals.

In Rajasthan, tourism is considered as the third largest sector after textile and agriculture industry. The tourism industry is highly gender-neutral in comparison to the other sectors and females held for 65% of the global tourism workforce (Das, 2017). The tourism sector also helps in increasing the labor participation rate in both, Jaipur as well as in Rajasthan. The main types of tourism that are providing opportunities for economic growth and development are named as adventure tourism, heritage tourism, spiritual tourism, Mice tourism, cultural tourism, wildlife and eco-tourism, and desert tourism.

Initiatives are taken by State Government

The tourism industry is one of the fastest emerging sectors in the Indian economy as well as its states. The share provided by Rajasthan Tourism towards the Gross Domestic Product in 13.68 percent (Sheikh, 2017). This is the main reason due to which, the government has realized its importance and potential and has taken several different initiatives at the state level. A Rajasthan Tourism Unit Policy has been launched by the government in 2007. Other policies are named as New Hotel Policy (2006),

Rajasthan Industrial and Investment Promotion Policy 2010, Rajasthan State Environment Policy 2010, Rajasthan Industrial and Investment Promotion Policy 2010, Slum Development Policy 2012, Rajasthan Urban Housing and Habitat Policy 2007, Rajasthan Township Policy 2010, State Water Policy and Rajasthan State Water Policy 2010 (Singh & Sharma, 2017). These policies help in providing guidance related to the development of all sectors to achieve the overall increase in the economic development of the State.

The initiatives that are taken to have a direct impact on the tourism practices in the city, includes the functions and measures that may reduce the congestion in the cities and improvement in traffic like developing the new space for parking in the area of walled city, shifting wholesale related activities outside the cities and linking such cities with the rail and metro services. The judiciary is also focusing on the development of related challenges and issues of the Jaipur city (Rai & Sharma, 2018). The Supreme Court has also directed the tourism agency and state government not to regularise any construction or any encroachment on the public land that is falling under the master and zonal plans of the central government. In addition to this, a committee has also been established by the Supreme Court to regulate and to monitor the development of the city in an integrated manner. The main work of the committee is to advise Municipal Corporations, State Government and The Jaipur Development Authority about the reduction of encroachments, illegal use of the land, illegal constructions, traffic system, solving the sanitation-related issues, parking and public utilities in the city (Ullah, 2016). The committee is also possessing the authority to accept the complaints and suggestions from the general public and also issuing directives to the related departments. The government response to the tourism sector has always been multidimensional as well as stressful too.

The government of Rajasthan is working to double the tourist traffic and footfall by the year 2020 (UPADHYAY, 2017). The government has also aimed at an increase in the traffic of domestic tourists in the same period up to 50% that is 33% is the current scenario. In addition to this, the government has taken several initiatives to improve the present conditions which include:

Private-public Participation in the Tourism Sector

The government of Rajasthan has analyzed and identified several projects that can be completed with the help of participation of the public as well as private organizations of the tourism sector: Activities based on the water like boating, cruise in the river of Chambal and other water-related bodies.

- All-Terrain Vehicles in the dunes of the nearby areas of Jaipur and dunes.
- Trekking and Mountaineering activities in the Aravali Hills of Jaipur.
- Establishment of Convention centers and the gold resorts.
- Promotion of night view and early morning view from the forts and heights of the Jaipur like Amer Fort, Nahargarh Fort, and Jaigarh Fort.
- Establishment and development of eco-tourism in several places in the entire state.
- Development of tourism practices at Jaisamand and Sambhar Lake.
- Promotion of Eco-tourism practices in Rajasthan

The government of Rajasthan introduced the Eco-tourism policy in 2010. This policy was developed with a view of sensing the government departments, public, known-governmental organizations, and other related organizations about the activities of eco-tourism for lying down the growth sustainably within the state (Panda, Panda & Majhi, 2017). KhatuShyam Ji Temple, Govind devji temple, Nahargarh Fort, Jal Mahal, Amber Fort, Jaigarh Fort, and other tourist places are developed as per the guidelines and planning of the eco-tourism policies.

Government to Government Partnerships

The government of Rajasthan has also been engaged with the government of Singapore to enable direct flight services and the development of the hospitality center.

Holding Festivals and Fairs

The tourism department of Rajasthan is also engaged in promoting the traditions and cultural activities of Jaipur by organizing fairs and festivals. These festivals are held on the basic concepts and traditions of Rajasthan and thus help in generating the revue and profit accordingly (Gupta, 2017). These festivals also provide opportunities to the hospitality industry to provide the services at their level best and generating revenue. In addition to this, the airline sector of the state also gets benefits during the surge of customers.

Policy Incentives

Rajasthan Government also provides various types of policy-related incentives for developing the basic and infrastructure facilities including convention centers, hotels, and tourist places. The incentives are available for establishing hospitality-related services like hotels and restaurants within in the outer area of Jaipur. The scheme for regional connectivity to the development of connectivity at the intrastate level by air Establishment and development of Mega Desert Tourist Circuit including the main cities of Rajasthan named Bikaner, Jaisalmer, Jodhpur, Sambhar, Mount Abu, and Pali.

Tourism of Rajasthan 3.0

Rajasthan tourism 3.0 can be defined as a multi-model, multi-narrative and multi-layer and multi-objective campaign of international level flourish the tourism activities in the Jaipur city and the state of Rajasthan. Before this, Rajasthan tourism 1.0 lasted at the time of independence which was powered and functioned by Rajasthan's Landscape. Further, Rajasthan tourism 2.0 started during the 1980s with the heritage sites and hotels that help in the integration of commercial hardware and historical narratives (Murdia, 2015). However, Rajasthan tourism 3.0 is different from the other two. The main objective of this campaign is to increase the number of foreign and domestic customer up to 50 million on the basis of enhancement of folk and music festivals, current literature, events and exhibition of Rajasthan while paying special attention to Jaipur as it is the capital of Rajasthan and contains most of the historical places of the Rajasthan with great history and emperors (Shyju, 2017).

Marketing Campaign

The government of Rajasthan is regularly engaged in launching new, innovative and aggressive campaigns. One of the most important and effective from all of them was to improve the market state among tourists with a famous tagline 'Jaane Kya Dikh Jaye' (AGARWAL, 2016). This campaign was developed with the six films and also helps in providing a new logo to the tourism industry of Rajasthan.

Promotions of the Religious Tourism Activities and Functions

The government of Rajasthan had decided to modernize or renovate the main 11 religious of the entire state that may help in promoting the activities and functions related to religious tourism (SWAIN, 2018) Most of these sites are from Jaipur and the local authority named Jaipur Development Authority is continuously working for the same purpose.

Rajasthan Tourism Unit Policy

There are some efforts done to attract the customers with ease by the Rajasthan tourism development unit policy 2015. The main highlights of the policy are (Bardia & Jain, 2015).

- Subsidy of investment is 50% of CST which has been deposited by the government for seven years.
- The subsidy for generation for employment was 10% of CST and Vat that have already become due and has been submitted by the enterprises for seven years (PANWAR, 2017).
- Reimbursement of the 25% of the total amount paid as VAT on making the purchase of types of machinery, plant, and equipment for a minimum period of 7 years commencing from the issue date of the certificate of entitlement.
- Providing exemption up to 50% of the total payment of Entertainment Tax for the next seven years form commencing the policy (Gohil, 2015)
- Providing exception from the payment of 100% of the amount paid as luxury tax for the next seven years.
- Allotment of land in rural as well as in urban areas at reasonable rates.
- An additional exemption of 25% from the payment of stamp duty charged on the purchase of lease agreement or an instrument or for a heritage property that is old for more than 100 years (JHA, 2017). The main purpose of acquiring such property should be the development of a hotel or tourist side under the scheme developed by the Tourism Department.
- Exception up to 50% from paying the conversion charges for the property that is converted into the heritage sites and hotels.
- The fiscal advantages to heritage hotels and tourism units were decided as per the Rajasthan Investment Promotion Scheme, 2014.

Research Methodology

The data collected for this research will involve both primary and secondary data. The data will be collected by keeping in mind the research motive and objective which is to identify the impact of tourism on the economic development of Rajasthan.

Primary Data

For the collection of primary data, two major instruments were used which involve interviews and surveys. Various respondents were selected to help to fill this questionnaire. The majority of the respondents were the tourists who were visiting Jaipur. The development of the questionnaire was done with the framing of questions and these questions were prepared after thoroughly conducting the literature review section (DEORA, PRAJAPAT & JOSHI, 2017). The major instrument of primary data which is survey was majorly consisting of the five sections and these sections included:

- The first section was detailing the questions related to the general demographic profile of the respondent which involves questions related to age, gender, education, travelling partner, and purpose of travelling
- and other basic questions.
- The second section consists of the questions that will be answered by using the 5-point Likert type scale and the anchors of this scale will involve pointers like strongly agree, agree, disagree, and strongly disagree.
- The third section will be having the items which will be based on the scale of interval.
- The fourth section will be consisting of the 12 item scale that will be representing the satisfaction level of tourists while visiting Jaipur.
- Last, the fifth section will be consisting of the questions related to the impact of tourism on the economic development of Rajasthan.

Secondary Data

Secondary data collection involves collecting data from secondary sources like books, papers, websites, magazines, journals, articles, and reports (RATHORE, 2017). While collecting secondary data it was ensured that data is collected from the relevant sources which have information significance and ensuring the information mentioned in these resources is completely genuine and reliable.

Objectives of Research

The goal of this research paper is to gain an understanding of the impact of tourism on the economic development of Rajasthan. Rajasthan is considered to be a major tourist destination where Jaipur is one of the most popular places being visited by tourists (PALIWAL, 2017). The tourism industry in Jaipur is providing economic benefits to the people by providing them with employment opportunities. The objectives of this research are:

- To identify the factors which are impacting the growth of Tourism in Rajasthan and Jaipur?
- To identify the contribution which is being made by the tourism industry towards the economy of Rajasthan
- To detail out the opportunities and challenges which are being faced by Rajasthan because of the growing tourism industry
- To study the impact of tourism on the economic development of Jaipur specifically.

Hypotheses

Multiple hypotheses are developed to understand the impact of the tourism industry on the economic development of Rajasthan and these hypotheses are being tested to gain an understanding of the economic benefit of the tourism industry.

Hypothesis 1: The growing tourism industry of Rajasthan is impacting the economy.

Hypothesis 2: The tourist arrival in Rajasthan and Jaipur is affecting the economic development of the state.

Hypothesis 3: Economic development of Jaipur is highly dependent on the tourism industry or the arrival of tourists within the city.

Sample Profile and Size of Sample

The size of the sample collected for this research is involving the tourists visiting Jaipur (Rajasthan) from domestic as well as international regions. The size of the sample was accumulated with the implementation of the formula (Gahlot, 2017). There were approximately 15 lakhs of tourists who visited Jaipur in Rajasthan in one year. So, according to this data the sample size derived will be approx 287.230 respondents for the questionnaire which reflects that the response rate for the questionnaire will be around 85%.

Limitations of the Study

While conducting this research, certain limitations were observed which include:

- The sample being considered for this study is limited up to the tourist visiting Jaipur so the collection of data from the population is being done on a small scale.
- The research was limited to Jaipur only so for the future purpose, Rajasthan can be also be taken into consideration that will help conduct the proper research to identify economic development because of tourism (Ashwani & Vaibhav, 2015).
- The dimensions of this study are limited to identify economic development because of the tourism industry. So, the primal focus is on the economy only rather than any other dimension.
- There was a limitation for time for this research study.
- The problem was also encountered related to financial aspects.

Instrument

There is an application of existing literature to draw out the measures based on the survey. This data helps pool the factors which are affecting the economic development of Rajasthan (Jaipur). Multiple factors were considered in this which include infrastructural development, generation of employment, increase in demand, inflation, a dual price system, revenue generation, growing small scale business, increment in accommodation facilities, investment in healthcare and education sectors, and estimation in real estate revenues. In all 13 factors are considered. Alternatively, there is also measurement being done based on the 10 additional factors which involve corruption, benefits to locals, the standard of living, crime rates, occupational changes, population density, quality of goods, and participation of local organizations, development of heritage sites and customs and traditions. The overall image for the economic development was considered as the single item that is rated based on the 5 point scale among which 1 is the negative impact and 5 is denoting the most positive impact. Table 1 detailed below is detailing the demographic data which is derived by using the 5 point scale.

Features		N	Percentage
Gender	Male	118	52.68%
	Female	106	47.32%
Age	Below 20 Years	52	23.21%
	21 to 40 years	60	26.79%
	41 to 60 years	78	34.82%
	Above 61 years	34	15.18%
Education	Till High School	54	24.11%
	Graduate	83	37.05%
	Post Graduate	76	33.93%
	Others	11	4.91%
Occupation	Student	45	20.09%
	Self Employed	34	15.18%
	Govt. Employed	26	11.61%
	Corporate	98	43.75%
	Other	21	9.38%
Marital Status	Single	108	48.21%
	Married	67	29.91%
	Separated	49	21.88%
Travel Companion	Alone	89	39.73%
	With Spouse	37	16.52%
	With Family	44	19.64%
	With Friends	54	24.11%

Table Represent the demographic profile of the respondents. 53% of the respondents' were male and the remaining 47% were female. Majority of the respondent with 34.82% fall in the age group of 41-60 years, followed by 26.79% belonging to the group of 21-40 years. 23.21% of the respondents were below the age of 20. Out of 224 respondents, 30% were married, 48% single and 22% were separated. While 20% of respondents were travelling with their family, 24% were travelling with friends, 17% came with their spouse and 40% came to them alone. The majority with 38% of the respondents were graduated, while 24% were high school and 34% were postgraduate.

Table 2: Mean and Standard Deviation of Factors

Factors	Mean	Std. Dev.
Infrastructure Development	4.75	1.45
Employment Generation	4.13	1.67
Increment in Real Estate Valuation	3.74	1.2
Increment in Accommodation Facilities	2.05	1.56
Increase in Demand	4.03	1.23
Revenue Generation	3.91	1.34
Increased Hotels & Resorts	4.23	0.98
Growth of Small-Scale Business	2.93	1.11
FDI Increment	3.45	1.21
Inflation	1.97	1.32
Parallel Economy Promotion	2.47	1.18
Investment in Education & Health Sectors	1.15	0.56
Dual Price System	3.23	1.98

Table 2 is providing information based on the factors that are impacting economic development based on tourist arrivals. The maximum factor impacting is the infrastructure development with the 4.75 and mean deviation of 1.45. On the other, the least factor is an investment in the education and health sector which is 1.15 with a standard deviation of 0.56. So, it can be concluded from this that infrastructural development is having a high impact on tourist arrivals which is indirectly affecting the economic development of Rajasthan.

Table 3: Mean and Standard Deviation of Social-cultural Factors

Factors	Mean	St. Dev
Degradation in Quality of Goods	3.98	0.87
Increase in Population density	4.67	0.91
Increased Corruption	1.89	0.52
Increased Crime Rates	2.34	1.03
Commercialization of customs & Traditions	2.68	1.42
Improved Standards of living	1.87	0.89
Changes in occupational structures	2.67	2.15
Development of Heritage Sites	2.53	1.67
Increased participation of local organizations	1.83	0.63
Fewer Benefits to locals	1.58	0.78

Table 3 is representing the image perception of the social-cultural factors which are affecting the economic development of Rajasthan because of the tourist arrivals. Among the above-drawn table, it can be stated that population density is the major socio-cultural factor which might impact the arrival of tourist in the Rajasthan and this is the major reason which is contributing towards the economic development.

Table 4: Mean and Standard Deviation of Environmental Factors

Factors	Mean	std. dev.
Overcrowding	3.04	0.87
Congestion	2.96	0.78
Pollution	3.89	1.17
Lack of Sanitation Facilities	1.94	1.06
Spread of Epidemics	2.76	0.92

Table 4 is stating about the environmental factors which are related to the economic development of Rajasthan because of the tourist arrivals. On reviewing the table it can be accumulated that pollution is the most influential environmental factor with a mean of 3.89 and a standard deviation of 1.17. It will eventually impact the arrival of tourists in Rajasthan and then will be impacting economic development. So, it is important to control the measures which are contributing to pollution.

Table 5: Impact of Economic Factors on Tourist Arrivals

Regression Statistics	
Multiple R	0.587820985
R Square	0.34553351
Adjusted R Square	0.286036557
Standard Error	0.789584035
Observations	224

In the above-stated regression, coefficient of Correlation, R is 0.587820985 that states that there is a positive relationship among the two variables. It is further detailed that the Coefficient of determination is changing with the change in the destination image. So, this economic factor is impacting the economic development of Jaipur which is being majorly impacted by infrastructure development.

Table 6: Impact of Population Density on Economic Development

Regression Statistics	
Multiple R	0.136664169
R Square	0.018677095
Adjusted R Square	-0.103988268
Standard Error	1.015170834
Observations	224

The table drawn above is detailing the relationship among the positive correlations which are population density and economic development. The coefficient of correlation stated in this is 0.136664169 with the R^2 that is showing a change of around 0.4% among the population. This factor of the population is required to be controlled so that effective tourist arrival is maintained and the tourists who are visiting Jaipur can contribute towards the overall economic development of Rajasthan.

Table 7: Impact of Pollution on Economic Development

Regression Statistics	
Multiple R	0.179061114
R Square	0.032062883
Adjusted R Square	-0.055931401
Standard Error	1.152358975
Observations	224

Table 7 above is detailing the relationship between pollution and economic development. $R=0.179061114$ and this further is detailing about the coefficient of relationship with the determination of R^2 which is around 54.32%. This is depicting the impact of growing pollution is lowering down the arrival of tourists and if there is a decrement in the tourist arrivals the job opportunities of the people living here will be impacted. Further, it will be impacting the overall economic development of Rajasthan.

Discussion and Implications

This research is exploring out the factors that can lead to contributing to the tourist arrivals in Jaipur and how this tourist industry is impacting the overall economic development of the Rajasthan. There is the identification of direct as well as indirect factors that are leading towards economic development. These factors are inter-related to the tourism industry. In this firstly, the study contribution is reflected that is supported by the part of the discussion. Secondly, the economic factors are studied properly to understand that how these factors are related to the tourism industry and how a change in these factors can lead to significant changes in the economic development of the Jaipur City. It was accumulated that infrastructure development is having a strong impact on economic development. To attract more and more tourist the city needs to have strong infrastructural development with better infrastructure facilities which can take care of the needs of the tourist arriving from foreign countries. The problem was identified as the growing density population. It is very important to control the growing population to maintain economic equilibrium. Lastly, pollution is also the problem that was seen to be impacting the overall economic development of Jaipur.

Practical Implication

This study is providing evidence-based on the factors related to tourism industries that are contributing to the economic development of the Jaipur. Practically it is stating that the tourist industry should be focusing more on maintaining the pollution as well as the population density well so that tourist arrival rate is not getting disturbed by these factors. If these are not maintained well it will be impacting the tourist industry and eventually, entire economic equilibrium will be disturbed because of it.

References

- ✧ AGARWAL, D. (2016). DEMONETIZATION AND ITS EFFECT ON INDIAN TOURISM. *International Journal of Transformation in English & Education* [ISSN: 2581-3951 (online)], 1(1).
- ✧ Ashwani, K., & Vaibhav, S. K. (2015). ROLE OF INFRASTRUCTURE FOR INCREASING TOURIST INFLUX IN RAJASTHAN, INDIA: A CRITICAL REVIEW. *Journal of Environmental Research And Development*, 9(3A).
- ✧ Bardia, M. K., & Jain, S. (2015). Make In India and Hospitality & Tourism Industry in India (With Special Reference to Foreign Direct Investment). *Impact of 'Make in India' Efforts on Management of Business*, 128.
- ✧ Bhattacharjee, J. (2018). ECONOMIC INTEGRATION AND SOUTH ASIA: EXPLORING SPILLOVER EFFECTS FOR NORTH-EAST INDIA. *Advance and Innovative Research*, 86.
- ✧ Chandel, R. S., & Kanga, S. (2018). Use of Geospatial Techniques to Manage the Tourists & Administration: A Case Study of Mount Abu, Rajasthan.
- ✧ Choudhary, P., & Gangotia, A. (2019). Impact of Tourism Development (TD) on Non-Material Well-Being (NMWB) of Residents of Chittorgarh, Rajasthan. *Journal of Tourism Intelligence and Smartness*, 2(1), 14-26.
- ✧ Das, R. (2017). Prospects and problems of tourism in Assam. *International Journal of Applied Research*, 3(8), 32-35.
- ✧ DEORA, P. K., PRAJAPAT, C., & JOSHI, P. (2017). GROWTH OF TOURISM SECTOR IN RAJASTHAN. *Global Journal on Recent Advancement in Business Forecasting and Marketing Intelligence* [ISSN: 2581-4168 (online)], 1(1).
- ✧ Gahlot, K. L. (2017). Analysis of financial statement of Rajasthan tourism development corporation.
- ✧ Gohil, N. (2015). Role and impact of social media in tourism: a case study on the initiatives of Madhya Pradesh State Tourism. *International Journal of Research in Economics and Social Sciences*, 5(4), 8-15.
- ✧ Gupta, S. (2017). Political Economy of Human Development Expenditure in Rajasthan Since 1980. *Journal of Economic Policy and Research*, 12(2/1), 144-160.
- ✧ Iqbal, B. A., & Sami, S. (2016). Global and India's Tourism Scenario. *Journal of Tourism and Hospitality*, 5(1), 1-3.
- ✧ JHA, T. (2017). PERSPECTIVES OF TOURIST DEVELOPMENT AND ITS IMPACT ON HOST COMMUNITIES IN BHARATPUR WITH SPECIAL REFERENCE TO KEOLADEO NATIONAL PARK. *Global Journal on Recent Advancement in Business Forecasting and Marketing Intelligence* [ISSN: 2581-4168 (online)], 1(1).
- ✧ Kulshrestha, S., & Meena, R. (2017). INDIA TOURISM EFFECT AND MARKETING STRATEGY OF CONVENTION AND EXPOSITION INDUSTRY.
- ✧ Kumar, D. S., Sharma, R., & Kautish, P. (2018). Foreign Tourists Arrival in India: An Analytical Study on Seasonal Variations of Tourist Arrival and its Impact on the Growth of Foreign Exchange Earnings.
- ✧ Kumar, N. (2017). Understanding the Socio-Economic Impact of Tourism on Local Communities-A Case Study of Jaisalmer. *International Journal of Research*, 4(7).
- ✧ Murdia, M. (2015). Scenario of Domestic Tourism in Rajasthan. *Intercontinental Journal of Human Resource Research Review*, 3(6), 2347-1662.
- ✧ Nair, S. M. (2017). Economic Impacts of Cultural Tourism in Bikaner A District of Rajasthan (Doctoral dissertation, TISS Tuljapur).
- ✧ PALIWAL, R. (2017). CONTRIBUTION OF TOURISM INDUSTRY IN CREATION OF ECONOMIC OPPORTUNITIES IN INDIA. *Global Journal on International Business and*

- Economics Development (Online ISSN: 2581-3447), 1(1).
- ✖ Panda, S. N., Panda, P., & Majhi, R. (2017). An Empirical analysis of Socio-Economic growth and Development by Festival Tourism: Open-Air Theatre Dhanuyatra. Journal Homepage: <http://www.ijmra.us>, 7(5).
 - ✖ PANWAR, T. S. (2017). AN ECONOMIC EVALUATION OF TOURISM INDUSTRIES IN INDIA: CHALLENGES AND WAY FORWARD. Global Journal on International Business and Economics Development (Online ISSN: 2581-3447), 1(1).
 - ✖ Parveen, W., & Sharma, A. (2015). Wildlife tourism: prominent panorama at Hadoti region of Rajasthan. Int J, 3(9), 1135-1149.
 - ✖ Rai, N. (2019). ROLE OF TRANSPORTATION IN TOURISM INDUSTRY IN MADHYA PRADESH, INDIA. Population, 7(56), 97565.
 - ✖ Rai, S. K., & Sharma, R. (2018). The economic determinants of foreign direct investment in Indian economy: An analytical study. Indian Journal of Economics and Development, 6, 2.
 - ✖ Rana, G., & Kumar, A. (2019). A Review of Economic Impacts of Tourism Industry on Growth of Indian Economy. Journal of Modern Management & Entrepreneurship, 9(03), 104-112.
 - ✖ RATHORE, M. S. (2017). RURAL TOURISM IN RAJASTHAN: AN OPPORTUNITY FOR RURAL TRANSFORMATION. International Journal of Emerging Trends in Information & Knowledge Management (Online ISSN: 2581-3579), 1(2).
 - ✖ Saqib, N. A. T. A. S. H. A. (2018). Impediments to development of tourism industry in Jammu and Kashmir. Online Journal of Multidisciplinary Subjects, 12(2), 615-632.
 - ✖ Saxena, R. K., & Payal, P. (2018). Impact of GST on Tourism Industry.
 - ✖ Sengupta, N., Gonsalves, P., & Rao, N. (2018). Block-9 Tourism Impact.
 - ✖ Sharma, A. (2015). Educational tourism: strategy for sustainable tourism development with reference of Hadauti and Shekhawati regions of Rajasthan, India. Journal of Business Economics and Information Technology, 11(4), 1-12.
 - ✖ Sheikh, M. M. (2017). URBAN DEVELOPMENT AND ENVIRONMENTAL POLLUTION IN JAIPUR CITY, RAJASTHAN. Journal of Global Resources Volume, 15-28.
 - ✖ Sheikh, M. M. (2017). URBAN DEVELOPMENT AND ENVIRONMENTAL POLLUTION IN JAIPUR CITY, RAJASTHAN. Journal of Global Resources Volume, 15-28.
 - ✖ Shyju, P. J. (2017). Study on the Effect of Demonetisation on Indian Tourism Industry. PROCEEDINGS BOOK, 263.
 - ✖ Singh, M. K., & Sharma, S. (2017). Role of Sustainable Tourism in Make in India: The Road Map Ahead. THE INDIAN JOURNAL OF COMMERCE, 70(2).
 - ✖ SWAIN, N. (2018). Promoting Gender Sensitivity and Environment Protection through Sustainable Tourism Development: A Review. Journal of Tourism, 19(1), 87.
 - ✖ TRIROJ, P., & Chapman, W. (2019). Supply Chain Management Perspectives on the Development Gap in the Heritage Tourism Industry, Using Rajasthan in India as the Case Study (Doctoral dissertation, Silpakorn University).
 - ✖ Ullah, K. T. (2016). A Study Of Destination Marketing Competitiveness And Promotion Of Cultural Tourism In Rajasthan.
 - ✖ Ullah, K. T. (2016). A Study Of Destination Marketing Competitiveness And Promotion Of Cultural Tourism In Rajasthan.
 - ✖ UPADHYAY, J. (2017). STUDY OF TOURISM IN INDIA: POSITIVE IMPACT OF TOURISM AND ITS NEGATIVE IMPACT ON ENVIRONMENT. International Journal of Transformation in Tourism & Hospitality Management and Cultural Heritage [ISSN: 2581-4869 (online)], 1(1).
 - ✖ Yadav, N., Sahu, N. C., & Sahoo, D. (2016). Sustainable tourism management in the National Chambal Sanctuary, India: impediments and opportunities. International Journal of Innovation, Management and Technology, 7(5), 177.

