

## ROLE OF TOURISM IN ECONOMIC DEVELOPMENT OF RAJASTHAN

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### ABSTRACT

*The tourism sector is one of the biggest as well as wildest growing industries in the world. And this industry considered as an important sector in the economy of most countries, also in India. Rajasthan state is also known as one of the main tourist destination hub in India. This sector is known highly in the field of tourism not only in the India but on the world tourism sites. State is also one of the most significant attractive destinations in terms of tourism. Rajasthan state is particular famous for tourism because of its different culture, wonderful heritage, nature beauty, lively folk dance, folk songs, tradition, heritage sites, lakes, rivers, forts, cuisines and cheerful living traditions. Tourism in this state is divided by different regions and circuits i.e. district Jaipur (pink city) from Dhundhar circuit; Udaipur (city of lakes) from Mewar circuit; districts Jodhpur (blue city), Jaisalmer and Bikaner from Desert circuit are the tourist hubs of Rajasthan. The person who visits Rajasthan for tourism would visit at least one or more of these tourist hubs for different purposes. Rajasthan is a centre of attraction on domestic tourists as way as foreign tourists. The outstanding history of Rajasthan for forts, paintings, the Bavaria, lacks and rivers, the palace, the art and culture of this state are the important attractions for the tourists. The tourism is hidden export of a country and this development of tourism in the state has been helpful in increasing the State's Gross Domestic Product (SGDP), employment creation, earn foreign exchange, help in infrastructure development, capital formation as well as economic and social development. The object of this research paper to understand the role of tourism sector in the state economy development and what are the recent innovations or trends have been done in the development of tourism.*

**Keywords:** GDP, Tourist Circuit, Economy Development, Investment and Culture Tourism.

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### Introduction

The World Tourism Organization (WTO) define that; "The tourism includes all the activities of persons traveling to and staying in places outside their familiar environment for not more than one sequential year for leisure, comforts, business and other purposes etc." Tourism is a mobilizing of different activities, services and industries which give a travel experience comprising transportation, eating and drinking establishments, retail shops, and hospitality services provided for person or groups travelling away from their home. This industry is an important pleasant human movement which is fit for changing the socio-cultural, environmental and economic face of the World. This is one of the biggest and fastest developing filed in the world; it can possibly impact the living example of communities. India is a country where over 1.4 billion people following different culture, dialects, celebrations, religion and so forth. After the independence the tourism sector was considered as an important sector. In the present time Government of India introduced various plans and policies for development of tourism industry.

Rajasthan is the largest state in terms of land area and situated in the north-west part of the country. This state was ruled by mostly Rajput rulers, so known as Rajputana in history. State has been appreciated over countries due to its beautiful glory, art-culture, natural beauty, forts, lacks, rivers and historical sites etc. without visiting Rajasthan, India tourism tour of tourist's remains incomplete. Rajasthan is allocated into different tourism circuits i.e. the Dhundhad circuit, the Mewar circuit, the Vagad circuit, the Hadoti circuit, the Merwara circuit, the Shekhawati circuit, the Desert circuit, the Mount-Abu circuit, the Mewat circuit and the Godwad circuit etc. All tourist circuits are known for their special type of attraction and beauty. Major cities of Rajasthan i.e. Jaipur, Jodhpur, Udaipur, Chittorgarh, Ajmer, Bikaner, Jaisalmer, Kota, Bundi, Pratapgarh etc. are known for their historical traditions and arts. Various fairs & festivals of state, folks dance & music, art, folk- tales etc. have been attracting tourists. These

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tourist circuits have different types of attractions. Some regions are mountainous, some are desert, some are historic buildings and forts, and some are national parks and sanctuaries, lakes. Thus, nature has given Rajasthan many types of geographical as well as cultural qualities, which tourists can enjoy. State have huge potential for the development of tourism industry.

#### Objectives of the Research Paper

- To study the role and as well as significance of tourism sector in the Rajasthan Economy.
- To study the recent trends, innovations and achievements in the development of tourism sector in Rajasthan.

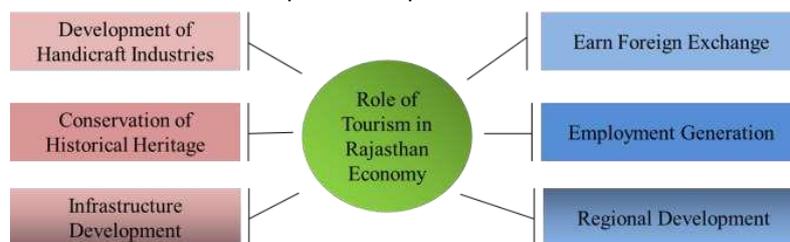
#### Research Methodology

The information in this paper is collected from different secondary sources of published data. The data are collected from various online sources, websites, articles, books, journals and reports department of tourism and the economic survey of Rajasthan.

#### Role of Tourism in Rajasthan Economy

Rajasthan also called as "Land of Kings" state of India. The state covers an area of 342,239.74 square kilometers and it covers 10.41 % of the India's. It is the largest Indian state by area and the seventh largest by population. Rajasthan is located on the north-western side of India, where it involves most of the wide greatest Thar Desert and shares an international border (Radcliffe line) with the Pakistan and it is bordered by five other Indian states: Punjab to the north; Haryana and Uttar Pradesh to the north-east; Madhya Pradesh to the south-east; and Gujarat to the south-west.

Rajasthan state is appeared as one of the most prevalent tourist destinations in India for tourists. This state is very well known for its variability in terms of different natural resources i.e. coal, marbles, stones, cultural heritage, historical sites and archaeological wonders and wild life sanctuaries, lakes, rivers, mines etc. The palaces and fort, tradition hotels, vibrant fairs and festivals, traditional art, jewellery and handicrafts etc. has been a exclusive selling proposition for tourists coming to the state. The desert environment in the western parts of the state is also a major attractiveness for visitors, particularly the foreign tourist. Tourism sector accounts for approximately more than 15% of share in Rajasthan economy and provides economic benefit i.e. foreign exchange earnings, regional and rural sector development, infrastructure development and promotion of local handmade handcraft.



#### • Infrastructure Development

Visit by tourists generates additional development of the place i.e. new parks, gardens and museums. This additional facilities include roads, water systems, security and public utilities etc., altimetry the development of tourism sector stimulates the development of infrastructure.

#### • Employment Generation

Tourism sector is a smoke-free industry which offers more employment opportunities than investment. Tourism sector boosts the development of hotels, transport, handloom industry, and handicrafts, etc. Several other industries also flourish in tourism destinations due to the development of infrastructure. Thus, the growth of tourism leads to employment creation opportunities both in terms of directly and indirectly.

#### • Conservation and Utilization of Historical Heritage

State is rich in cultural heritage sites, different Palaces, rivers, havelies, lakes, paintings, forts, colourful art and dance, amazing architecture, the oldest ranges Aravali, the greatest Thar Desert, the forest sanctuary and its eminent history. All these diversities make Rajasthan a famous and royal tourist destination in the world wide and most tourists come to Rajasthan for tours of such places. The development of tourism industry inspires to conserve the cultural and historical heritage of the Rajasthan.

- **Regional Development**

This sector with positive effects on regional development. It is an essential tool that offers economic, social and political development in the region. Development in a region of travel in rural or underdeveloped areas can help eliminate economic imbalances.

- **Earn Foreign Exchange**

This sector is considered to be foremost industry in which gives economic benefit in earn foreign exchange in Rajasthan. The growth rate of tourism industry shown that tourist's arrivals domestic and foreign in the Rajasthan is increasing annually. A huge reduction in tourist comings in the year 2020 because of lockdown during the Covid-19 pandemic.

- **Development of Handicraft Industries**

The handicrafts are part of tangible cultural heritage of Rajasthan. A mutual relationship exist between tourism industry and handicrafts. Handicrafts are the factors influencing on the tourists attraction, and tourism development will end in growth of handicrafts production and sell. Rajasthan handicrafts are among the most famous attractions of Rajasthan which reflect its rich cultural heritage. The handicrafts of Rajasthan are popular their beauty and quality over the world. Tourists who come from across the world on Rajasthan tour never go back without buying of beautiful handicrafts. The most famous handicrafts of state are: Jam's and Jewellery, Wooden Furniture, Paintings, Blue Pottery, Carpets and Durries etc.

### **Tourist Circuits of Rajasthan**

The tourism department of Rajasthan has identified tourist circuits based on geography and attractions which are as follows.

- Desert Circuit: includes; Jodhpur-Jaisalmer-Bikaner
- Mewar Circuit: includes; Udaipur-Rajsamand-Chittaurgarh-Bhilwara
- Dhundhar Circuit: includes; Jaipur-Dausa-Tonk
- Shekhawati Circuit: includes; Sikar-Jhunjhunun-Churu
- Vagad Circuit: includes; Dungarpur-Banswara
- Godwar Circuit: includes; Sirohi-Pali-Jalore
- Marwar Circuit: includes; Ajmer-Nagaur
- Brij-Mewat Circuit: includes; Alwar-Bharatpur-Karauli-Dholpur-Sawai Madhopur
- Hadoti Circuit: includes; Kota-Bundi-Jhalawar

Here Three out of these nine tourist circuits namely, Desert Circuit (includes; Jodhpur-Jaisalmer-Bikaner-Barmer), Mewar Circuit (Udaipur-Rajsamand-Chittaurgarh-Bhilwara) and Dhundhar Circuit (Jaipur), which are developed very well and it is discussed below.

### **The Desert Circuit**

The desert circuit which includes three districts i.e. Jodhpur, Jaisalmer and Bikaner in western part of Rajasthan rising out of the golden sands of the Thar Desert. The circuit is woven around the principal tourist locations in these three districts (commonly referred to as the Desert Triangle) and now gradually the desert town of Barmer. The desert circuit includes three districts in western Rajasthan rising out of the golden sands of the Thar Desert. The circuit is woven around the principal tourist locations in these districts, i.e. Jodhpur, Jaisalmer and Bikaner (commonly referred to as the Desert Triangle) and now increasingly the desert town of Barmer.

- **Jaisalmer:** Jaisalmer is known as the golden city of Rajasthan, the city is preferred intentions for both national and international tourists. The important place visit in Jaisalmer is the Wonderful fort of Jaisalmer, which has an entire living area within its ramparts and is known for its beautifully fashioned havelis and its ancient Jain temples. Temptations outside the fort are Patwon ki Haveli and the Salim Singh ki Haveli and the Gadisar Lake etc. Other famous place is Lodurva Jain temples, Sam sand dunes, the Desert National Park and the Khuri village safari etc. The prevalent tourism 'products' of the region include the desert village camps, desert safaris and the desert festival.

- **Bikaner:** Bikaner city is famous for its palaces, forts and havelis and located in the northern point of the desert circuit. The important place visit in city are the Junagarh fort and museum and the Lallgarh palace is attracts to tourist. The Karni Mata temple in Deshnok around 30 km from Bikaner city a popular tourist destination for pilgrimage, the Gajner Palace and wildlife sanctuary and Shri Kolayat temples are also famous tourist destination in and around Bikaner city.
- **Jodhpur:** This is one of the principal cities in the desert circuit; Jodhpur has the great Mehrangarh fort which was built in 15th century. The Umaid Bhavan palace which is hotel also; this palace was built in 20th century. White marble royal cenotaphs of Jasvant Thada and the ancient capital of Marwar, Mandore with its monuments and beautiful gardens also attracts to see tourist. The village Osian which is around 65 Km from Jodhpur city, it has fifteen wonderfully shaped Jain and Brahmanical temples of 5 different nations.

### The Mewar Circuit

This tourist region of state covers gorgeous lakes (Pichola, Fatesagar, Udaigarh, Jaisamand, Rajsamand etc.) hills, mountains and deep valleys. This tourist region is popular among national tourists and travel because of its religion combination and important history. The circuit is predominantly includes the cities i.e. Udaipur, Chittorgarh and Nathdwara.

- **Chittorgarh:** Chittorgarh is nearby 120 Kms east from Udaipur city. This place is very prevalent as a palace of historical point of view interests and gaining in popularity with tourists. Famous places are Fateh Prakash museum, Vijaystambh, Kalkmata temple, Chamunda Mata temple and Padmini Mahal etc.
- **Kumbhalgarh:** Kumbhalgarh is fare from 84 Kms west from Udaipur city. The Kumbhalgarh fort is famous fort 2<sup>nd</sup> world largest wall 36 Km. and among tourist this place is popular for camping sites and horse safaris.
- **Udaipur:** Udaipur is tourist hub of Mewar circuits. This city is having many natural and manmade lakes and palaces i.e. City Palace, Pichhola Lake, Fateh Sager Lake, Udaigarh Lake, Gangor Ghat, Jagdish Temple, Jag Niwas Palace and Hotel, Sahelion Ki Bari, Ahar, etc. are the major prestige and this all tourist spots are located within the city. Another place is sited around 8 kms fare from the city are Sajjangarh fort (eye of Udaipur) and nearby small wild life sanctuary, biological parks etc. On the north side of Udaipur situated Nathdwara (famous Krishna temple- shree Nathji), Nagda temple, Eklingji Nath Shiv temple, Haldighati (battleground of Maharana Pratap and Akbar) visited tourists for both religious and historical purposes. Nearby north side Rajsamand Lake and Kankroli temple both tourist place are less famous and visited only by a few tourists.

### The Dhundhar Circuit

This circuit determines of tourist locations nearby Jaipur and it's famous for beautiful culture, long history, architecture and religion. This tourist circuit involve places in district Jaipur, Dausa and Tonk, first and foremost the Jaipur City (Pink City) and others places Samode, Abhaneri and Ramgarh palace. Jaipur the capital city of Rajasthan is the heart for this circuit.

- **Jaipur:** It is a vital tourist site in Dhundhar circuit and capital of Rajasthan. City is easily associated by road, rail and air routes and it is one of the most important tourist entrance points for Rajasthan. Jaipur and surrounding tourist region (Dhundhar) has a huge diverse as well as unique profile of temptations. So this travel zone is well-known among national (domestic) as well as International (foreign) tourists.

### Types of Tourism in Rajasthan

Rajasthan is a state of diversity in terms of geographical, cultural, custom, heritages sites, art and paintings, hub of minerals etc., there are an important types of tourism in state which are as following.

- Cultural
- Wildlife and Eco- tourism
- Dessert
- Spiritual
- Heritage

- Adventure
- Film or Celebrity
- Business
- Wellness
- Medical
- International
- Rural and Domestic etc.

### **Recent Trends and the Development of Tourism Industry in Rajasthan**

The Ministry of Tourism government of India has the main objective of increasing and facilitating tourism in the country. Strengthening tourism infrastructure, easing process of visa regime, provide assurance of quality standards in services of tourism service providers, launching the country as a 365 days' tourist destination, promoting tourism in a sustainable manner, etc. are important policy areas which need to be continuously worked upon to increase and facilitate tourism in India. Ministry of Tourism is according priority for holistic development of tourism destinations into world class destinations using a cluster approach including development of infrastructure facilities, conveniences, interpretation centres and skill development by achieving collaboration and convergence with other Central Ministries, State Governments and Industry Stakeholders. To such an extent a phase in this route, Tourism Ministry has newly introduced an important project "Adopt a Heritage". The heritage locations are being offered for implementation by the public sector (government), private sector and individuals to become "Monument Mitras" for emerging capabilities and facilities at these sites in this agenda.

The tourism has arisen as the leading industry with the highest growth rate in the world economy. In view of the reputation of tourism in the economic development of the Rajasthan, the state government has taken numerous successful steps for tourism development and creating tourism a "People Industry". The Rajasthan government has offered uncountable facilities and concessions for the tourism sectors. The tourism department in the state has been functioning from 1956. The RTDC (Rajasthan Tourism Development Corporation Limited) and RITTMAN (Rajasthan Institute of Tourism and Travel Management) respectively are public sector undertakings in the jurisdiction of the Department of Tourism (Dot). Several creative attempts are being formulated by the government and tourism department to expand development of the tourism sector. The vacation industry (Tourism) is a major engine of economic growth and an essential root of employment creation & foreign exchange earnings in many countries including India. It has great capacity to create large scale employment of diverse kind – from the most specialized to the unskilled people and hence can play a major role in creation of additional employment opportunities. It can also play a crucial role in achieving growth with equity and sustainability.

- **Fairs-Festivals and Cultural Heritage Programs:** The famous Fairs and celebrations are alive examples of the superior cultural heritage and custom of the Rajasthan. Travel and tourism is refreshed through these events by inviting tourists to Rajasthan. These are famous fairs and festivals Teej and Gangaur fair of Jaipur (Pink city), Kite festival Jaipur, Marwar festival Jodhpur, Camel festival Bikaner, Pushkar international fair of Ajmer, Chandrabhaga fair Jhalawad district, Briz holi festival Bharatpur, Desert festival Jaisalmer, Mewad festival Udaipur (lake city) etc. are well admired and world famous fairs & festivals of Rajasthan. From the month of March 2020, department of tourism did not arrange fair-festivals as well as cultural events of the tourism calendar due to health issues and permission in Covid-19 pandemic.
- **Tourism Promotion & Marketing:** With the aim of provide convey information related to the traveller destinations and appeal tourists for arrival in Rajasthan, the department is making travel promotion indications and appropriate marketing year wise through the different means:
  - Contribution in national and international seminars, conferences, workshop in tourism etc.
  - Preparing and printing of tourism promotional advertising literature.
  - Rajasthan tourism promotion and sponsoring by different social media platform.
  - Publicity and exposure through film, photographs, audio-visual material, tourism website etc.
  - Coverage by advertisements in different new paper, print lecturer, electronic platforms and mediums at domestic and foreign.

- **Development, Protection and Conservation of Tourist Estates:** In this scheme, infrastructure improvement work, tourist resource centres, drinking water arrangements, security, lighting & sound availability, beautification and renovation works, transport facilities are being done at important tourist places of the Rajasthan.
- **Rajasthan Eco-Tourism Policy-2021:** A new "Rajasthan Tourism Policy 2021" was declared on July 2021 with the purpose of encouraging vacation industry (tourism) advancement and create the state a preferred and leading tourist destination in tourism.
- **The Tourist Assistance Force (TAF):** TAF was started to help tourists in Rajasthan. The work is done by the TAF to inform the tourists about the famous tourist places, make them aware of the local law, rules and order, guide, provide dos and don'ts free pamphlets and other assistance to the tourists. During the Covid-19 pandemic under the "Vande Bharat Mission (VBM)" of the Government of India, the mandatory quarantine work of migrants / passengers arriving at Jaipur from domestic and international flights from month of May to December 2020 has been assisted by the TAF staff.
- **Development of Village Tourism:** Its main objective is to undertake various works for the development of infrastructure in rural areas with potential for tourism so that the art, culture, crafts, handloom, wood work and natural environment of rural places can be displayed as an asset.
- **Role of Rittman:** Rajasthan Institute of Tourism and Travel Management (RITTMAN) run in 1996 with the objectives of improvement of employees (human resources) working in different tourism agencies in the Rajasthan, development of better facilities for tourists, organizing training programs, workshop for guides, keeping in mind the potentials as well as possibilities of visiting the attractions in the state.
- **Task of Rajasthan Tourism Development Corporation (RTDC):** RTDC was formed in April 1979 with the aim of developing tourism and tourism infrastructure in the Rajasthan. RTDC is functioning numerous activities and events for holiday business or tourism development. The important activities are as follows:



#### Recent Achievements in Tourism of Rajasthan

The vacation industry (tourism) activity spread in all over Rajasthan, but this activity is mostly happening in seven major cities which are the "Visitor pivot" of Rajasthan. These visitor centre cities are Jaipur, Jodhpur, Bikaner, Udaipur (Lake City), Chittorgarh (biggest living fort), Jaisalmer (Sun City), and Mount Abu. A tourist who tours Rajasthan state would visit at least one or more of these wonderful sites as part of tourist and travel route.

- Jaipur (Pink City) is in Dhundhar circuit and the popular tourist route 'Golden Triangle' (Delhi-Agra-Jaipur) that is very popular with the foreign tourists, art, palace and fairs.
- Mount Abu (known as J & K of Rajasthan) is a hill station and highest pick point guru shikar, naki lake of Rajasthan, this is mainly a big tourist destination for domestic tourists.
- Place Jaisalmer, Bikaner and Jodhpur are popular for the 'Desert tourist circuit' of Rajasthan.
- Udaipur got many awards in tourism, hotels, wedding site, tourist security, solo travel destination etc. in different categories. Udaipur in Mewar region is a big tourist centre of south Rajasthan and popular for tourist activity in the Mewar region.

- Rajasthan state was awarded the "Best India Wedding Destination" award under the Outlook Traveller Award in New Delhi.
- The Palace on Wheels Second Luxurious Train in the World Award under the Readers' Choice.
- Jaipur received "Best Heritage Destination in the Country" and Ranthambhore (Sawai Madhopur) "Best Wildlife Destination in the Country" under the India today tourism survey award.
- Rajasthan was awarded the Domestic Destination - Best State Award under Traveleiser India and South Asia.
- Six forts of the Rajasthan Chittorgarh fort, Kumbhalgarh fort, Jaisalmer fort, Ranthambhore fort (Sawai Madhopur), Gagaron fort (Jhalawar) and Amer fort (Jaipur) were recognised as World Heritage Sites by the UNESCO.
- 'Kalbelia' the folk dance of Rajasthan is added to the Intangible Cultural Heritage list of UNESCO in 2010.
- The city of Jaipur has been added to the World Heritage by UNESCO.

### Conclusion

Rajasthan is the state which has huge enormous potential of the economic development due to tourism industry (vacation industry). As this industry have so many positive impacts like it engendering source of income and employment creation. It provides prominent resource of foreign exchange earnings and boosting development of infrastructure. Rajasthan has its own unique identity in the country from tourism and travel point of view, including havelia, palaces, forts, heritage hotel, colourful fair-festivals, art & crafts, culture and handicraft products are attracting travellers. Over the years an increase in the number of tourists, both national (domestic) and foreign (international). The state government is implementing many innovative ideas, work policy plan in developing the tourism industry.

Rajasthan state is blessed with diversify culture, customs, tradition and heritage in every region and tourist are attracting as well as interesting with these features. But, every region in Rajasthan is not well developed for tourism except Dhundhar, Mewar and Desert region etc. Shekhawati region of Rajasthan is known as largest open art gallery of world due to fresco painted on the walls of havelis, there are more than 5000 havelis are now decayed due to lack of care. Similarly, other regions are facing less development for tourism sector because of funds, security, and proper policy implementation. Those regions should be developed well for tourism.

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