

IMPACT OF TOURISM IN ECONOMIC DEVELOPMENT OF RAJASTHAN

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ABSTRACT

Rajasthan is one of the most popular tourist destinations in India for both domestic and international tourists. Rajasthan attracts tourists for its historical forts, places art and culture. In Rajasthan tourism is the third largest employer after agriculture and textiles sector. Tourism accounts for approximately 15 percent of Rajasthan economy and provides economic benefit like foreign exchange earnings, regional development and promotion of local handicrafts. Tourism has a significant multiplier effect on the state economy. Tourism can generate and plays a vital role in the economic development of the regions.

KEYWORDS: *Tourism, Economic Development, Multiplier, Generate Employment regional Development.*

Introduction

Rajasthan is a land of great beauty and diversity from the "Thar Desert" in the west to the fertile south-eastern plains, Rajasthan's topography too shares in this diversity. The state is home of brave Rajput warriors, is popular for its culture, from the lively folk dances to the many schools of Indian classical music. The main cities in Rajasthan are Jaipur, Jodhpur, Udaipur, Mound Abu, Bikaner, Jaisalmer, Chitter, Bhartpur, and Alwar which enjoying benefit of tourists attraction. The customs and traditions fairs and festivals handicrafts art and music reflect the broad spectrum of the Rajasthani culture where much of the Rajasthani thought philosophy and culture is being reflected all over the state. Rajasthan counts a major contribution to the country's production of silver are, asbestos feldspar and mica and has rich salt deposits as samphar and copper mines at Khetriand Dariba. The state is also famous for production of building stones likesanstone, marble granite kotastone in different colours and in large quantities. Traditional handicrafts such as jewellery marble work embossed brass, block printing embroidery, pottery and decorative paintings are good foreign exchange earnings for the state. Another Sector that has always played an important role in the state economy, particularly during the last few decades is tourism Rajasthan tourism industry has seen a strong growth in both the domestic and international tourist arrivals over the decades.

Types of Tourism in Rajasthan



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Significance of Tourism in Rajasthan

Tourism is an important, even vital source of income for many countries. Tourism brings in large amounts of income into a local economy in the form of payment for goods and services needed by tourists, accounting for 30% of the world trade of services and 6% overall exports exchange of goods and services. It also creates opportunities for employment in the service sector of the economy associate with tourism. The service industry which benefited from tourism include transportation services, such as airlines, cruise ships and taxicabs, hospitality services, such accommodations including hotels and resorts and entertainment venues such as amusement parks, casino, shopping malls, music venues and theatres this is an addition to goods bought by tourists, including souvenirs clothing and supplies etc.

Objectives of the Paper

- To examine the impact of tourism in Rajasthan.
- To identify the opportunities of tourism development in Rajasthan.
- To assess the economic impact of tourism upon a few tourist places.
- To study heritage sites and tourism development in study region.
- To suggest a remedial measures for the development of tourism in the study regions.

Research Methodology

The information in the study is collected from secondary sources that are from various online sources, websites, articles, reports and Books related to tourism.

Contribution of Tourism in Rajasthan Economy

Tourism in Rajasthan is a vital breath and considered as an apex industry which gives economic benefits like exchange earnings, regional development infrastructure and promotion of local handicrafts. The growth rate of tourism in the state of Rajasthan has Shown that tourists arrivals both domestic and foreign in the state of Rajasthan in the state of Rajasthan in increasing annually and during year 2017 the number of tourists visited in Rajasthan was 475.27 Lakh [459.17 Lakh domestic and 16.10 Lakh foreign]

Increasing Number of Tourists in Rajasthan

Year	Number of Domestic Tourist in Lakh	Number of Foreign Tourist in Lakh	Total Number Tourist of in Lakh
2001	77.57	6.08	83.65
2002	83.00	4.28	87.28
2003	125.45	6.29	131.74
2004	160.34	9.72	169.87
2005	187.47	11.13	198.80
2007	259.59	14.01	273.02
2008	283.59	14.78	298.37
2009	255.21	10.73	266.32
2010	255.44	12.78	268.22
2011	271.37	13.52	284.89
2012	286.12	14.51	300.63
2013	302.98	14.37	317.35
2014	330.76	15.26	346.02
2015	351.87	14.75	366.62
2016	414.95	15.14	430.99
2017	459.17	16.10	475.27

Source: Economic Review-2017-18 Govt. of Rajasthan and some facts about Rajasthan.

Impact of Tourism on the Economy of Rajasthan

Tourism accounts for approximately 15 percent of Rajasthan economy and provides economic benefits like foreign exchange earnings, regional development and promotion of local handicrafts. Every year about 35 to 40 Lakh foreign tourist visit India out of the approximately 15 Lakh tourists visit Rajasthan

- In Rajasthan tourism is the third largest employer after agriculture and textiles sector.
- In Rajasthan tourism accounts for 2.7% (5.2% after adding indirect effects) in gross state Domestic product and 1.9% (7.2 after adding indirect effects) in state employment.

- Rajasthan Tourism Development Corporation had earned approximately 2750 Lakh during 1983-84 to 1990-91 and foreign currency earning during 2015 was estimated to be Rs 12 crores.
 - Rajasthan can gain good monetary advantage of its historical glory and natural beauty by developing tourism in the state.
 - Tourism is helpful in development of art and culture also, since efforts are made to keep alive the old cultural heritage to attract the tourists.
 - The government can earn substantially, even by investing less capital and earning of good project by development of tourism.
 - Tourism industry provides employment to the guides, drivers, trend agents, hoteliers and handicraft artisans, who are engaged in this industries.
 - Development of culture and various types of arts indirectly adds to the income and employment of people.
 - Tourism adds to cordiality and goodwill and the path of mutual economic operation is paved.
 - Development of tourism in drought proves area of Rajasthan can save them from the adverse effects of famine and drought.
 - When artistic or historical rare articles reach other countries through tourists, even other article and hence international trade gets promotion. Apart from when the tourists concerned with industries and trade come into contact with each other, it pause the path of growth of foreign trade.
 - Tourism industry is more gender neutral as compared to other industries and women account for 65% of the international tourism workforce for Rajasthan, also tourism sector provides enabling platform for increasing Labour force participation rate.
- So that tourism industry can promote both employment and the industries.

Conclusion

Tourism is the third largest net earner of foreign exchange for the country. Tourism is an important sector of Rajasthan economy and contributes substantially in the country is foreign exchange earnings. Tourism in Rajasthan offer many unique products such as forts and places, heritage hotels colourful fairs and festivals, local art and handicrafts. No doubt tourism industry in Rajasthan suffer some social financial and environmental problems such as poor infrastructure, problems of transportation communication, problem of tourism policy instability, law and order, problem of safety problem of language, lack of innovations in marketing, problem of development of healthy environment. Tourist places are promoting Hotel construction, problem of trained guides, problem of cleanliness and maintenance, Accommodation problem of cordially and sensitivity damage to heritage and pilgrimage places etc. Though is true that Government of Rajasthan made many efforts to increase tourism in the state and try to improve various services to provide good tourist facilities.

At the end of the study it can be concluded that in present scenario tourism is also capable to gear a countries economy because it will also generate the revenue and opportunities for the employment. It helps in exploitation of the available resources at optimum level. The state should also consider to providing more online payment and reservation services as more tourists are attract and visit in Rajasthan. Rajasthan government also provides various policy incentives for development of tourist infrastructure including hotels connection centres tourist places. Rajasthan has immense potential to develop as priority destination among all the states of India it can be sense by the continuous increasing inflow of the national tourist to the state amalgamation of all the attractions at one area except fetches. So it can be said that future of tourism in Rajasthan is very bright.

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