

HERITAGE TOURISM IN RAJASTHAN

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ABSTRACT

The word tourism is derived from the word Torah that means to study or learn and to explore. Tourism refers to activities other than the normal activities of the person traveling, including living in places outside their normal environment. But they do not stay in any place except for a short time. Tourism is probably the largest industry in the world employing about two hundred million human beings. Apart from employment, tourism also helps in produce money and as a result helps in monetary development. It also helps generate forex at the fastest speed than any other manner of generating forex. India is the second highest forex incomes enterprise and the Government of India has additionally permitted export industry status. This is because it helps create employment not only at home country however also in other international locations. At the moment, India is enjoying its tourism sector at its highest level right after the pandemic. India certainly has a good capacity to be the first visitor vacation spot within the global. Competing with the worldwide trend, the Indian tourism industry is enjoying a consistent but robust growth due to the rise in Indian middle class tourists, igniting the fire of marketing tourism by the authorities as well as oversimplifying foreign tourists. As such as "Incredible India" tourism has turned into a complicated phenomenon in itself that covers almost each aspect of society along with political, cultural, social, ecological and aesthetic. However the increasing expectation of site visitors in addition to the host (those in the area of that visitor place) creates exceptional opportunities with diverse demanding conditions. This paper is intended to take a look at the importance of UNESCO's international historical past programme, the government's plans with a view to improving heritage tourism. This paper focuses on the importance of history tourism and makes it a specialty, and promotes Rajasthan as one of the largest heritage tourism holiday destinations of all in India as well as globally.

Keywords: *Tourism, Historical, Cultural, Economic, Heritage, Opportunities, Communities, Ecological.*

Introduction

Historical past tourism method Tours with the main objective of exploring the records and heritage of a region through easy sightseeing of the famous historical structure, visiting nearby museums that give us a glimpse of art, literary and historical cuisine in its original areas to give a glimpse. It's rightly said that historical past tourism is traveling to experience locations and games that authentically represent the evidence and those beyond. History tourism includes cultural, historical and natural sources. Humans have long been interested in the past and are attracted to their journeys to places of historical importance. History based tourism became properly established from the 19th century, but in the second half of the twentieth century it multiplied and is now one of the most famous and globally largely specially based tourism. Furthermore, tourism represents the most effective way in which records

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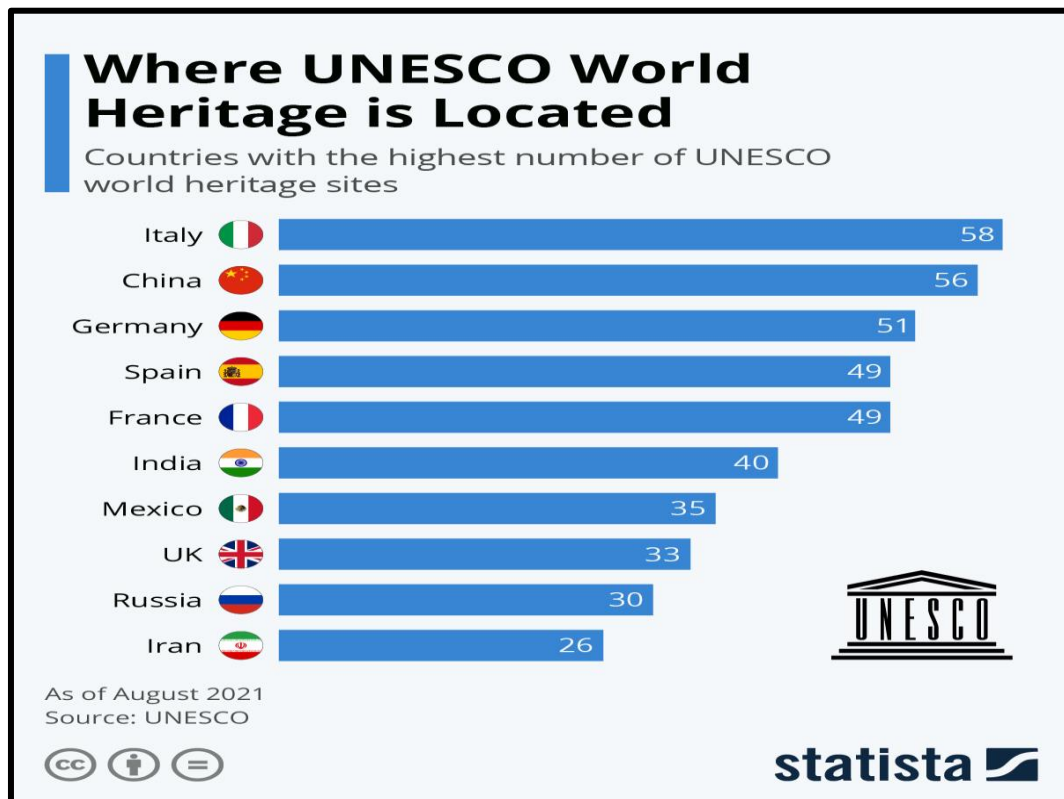
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and past are marketed for monetary gains within cutting-edge societies. Background Tourism is a primary economic pastime in almost all countries of the sector, Heritage tourism is a major economic activity in almost all countries of the world, so it is appropriate to speak of a heritage tourism industry that includes authorized institutions operating at many levels, ranging from local to super-national as well as in the public, private and voluntary sectors. Includes a diverse range of actors. From an economic point of view heritage tourism is now big business, it refers to miles that every time there has been an increase in unemployment in any society, history tourism has provided an alternative shape of business enterprise, growing jobs and creating wealth for local economies. Tourism is one of the important sources of sales in Rajasthan; The common traveler usually stays 1 or 2 days simple in the state to go to his palaces, forts and museums etc. Rajasthan is one of the most famous tourist states and it is very famous for its picturesque natural splendor and amazing composition.

UNESCO World Heritage Sites

The United Nations Educational, Scientific and Cultural Organization (UNESCO) seeks to encourage the identification, protection and maintenance of cultural and natural backgrounds around the world, which are considered as amazing costs to humanity. It is embodied in an worldwide treaty known as the Convention on the Protection of World Cultural and Natural Heritage, which was adopted by UNESCO in 1972.¹

The current list of UNESCO World Heritage Sites includes 1,155 monuments in 167 nations. Italy is home to the largest variety of historical past sites in the world, now containing 58 world historical past sites. India is one of the leading countries with 40 World Heritage Sites which include The Red Fort, Taj Mahal, Western Ghats, Kaziranga National Park, Jantar mantar, Hill Forts of Rajasthan, etc. It is sure to promote tourism by winning any new property on the list. Reputed labels. The chart below shows countries with the most UNESCO World Heritage Sites in the world.



(Source: -Buchholz Katharina, UNESCO WORLD HERITAGE: Where UNESCO World Heritage is Located, Aug 2, 2021. Available From <https://www.statista.com/chart/23622/unesco-world-heritage-by-country>)

¹ World Heritage:-<http://whc.unesco.org/en/about/>

Schemes of Government

Developmental Schemes: To provide world class facilities and employment opportunities in tourism sector central government provided the financial assistance to the state for the development of circuits:

S.No	Scheme	Project	Approved Amount for Project (in Lakhs)
1	Swadesh Darshan	Heritage Circuit	9092.40
2	Swadesh Darshan	Adhyatamik Circuit	9390.12
3	Swadesh Darshan	Krishna Circuit	7580.19
4	Swadesh Darshan	Development of nearby area of Sambhar town	6396.37
5	Prasad	Overall Development of Pushkar-Ajmer	3264.16

Source: Annual Report 2020-21, Department of Tourism, Government of Rajasthan

Lighting of Historical Buildings:-To promote night tourism & attract tourist in Rajasthan the various historical buildings, monuments, tourist places are installed with flood lights, it also helps in ensuring safety & security of the important buildings.

Promotion & Marketing of Tourism:-To promote tourism activities in Rajasthan, Government has taken various steps like organising seminars, using social media platforms to advertise about the heritage of the state. For the marketing the tourism activities in the state government has done following expenditure from year 2015 to December 2020 as follows:

(Amount in Lakhs)

Year	Budgeted Amount	Actual Expenditure
2015&16	6233-96	6171-24
2016&17	8666-87	8113-26
2017&18	12260-16	12034-24
2018&19	7795-00	6582-51
2019&20	5100-00	3387-99
2020&21	4301-43	759-84
(Till December 2020)		

Source: Annual Report 2020-21, Department of Tourism, Government of Rajasthan

Scheme to Protect India's Cultural History

The Ministry of Culture named the "Scheme for Safeguarding the Intangible Heritage and Diverse Cultural Traditions of India", with the aim of reviving and reviving various institutions, non-authorization, researchers and scholars in order to strengthen, preserve, maintain and sell the rich intangible cultural history of India. They will interact in tasks. The scheme will cover all recognized domains with oral traditions and expressions, including language as a vehicle of intangible cultural heritage, performing arts, social practices, rituals and celebration activities. ¹

Significance of Heritage

- **Monetary Importance:** Heritage takes cash but in addition earns cash and has the potential to attract tourists from all over the world and generate foreign exchange in the history of Rajasthan. As a result, it is important to maintain the historical habitats well and restore it by installing necessary facilities such as bathrooms and drinking water. It is believed that the historical past is preserved because it provides value on site in terms of expenses from visitors.
- **Social significance:** The human beings of Rajasthan experience satisfaction over the rich and colourful cultural history because of this social morality it has become a not-forgetting riding force to preserve the background and culture inside the first instance.
- **Scientific significance:** The flora and fauna of any place is an important tourist attraction, Rajasthan is famous for its arid deciduous forests containing aravalis and teak, acacia and other trees. The hilly 'Vagad' area, located in the southernmost part of the state, is the most humid and most forested area. To the north of 'Vagad' are the famous cities of Udaipur and Chittorgarh in the Mewar region. The Hadauti region is located in the south-east north of 'Haroti' and 'Mewar' is located in the 'Dhundhar' region, the capital of which is in Jaipur.

¹ Scheme for "Safeguarding the Intangible Cultural Heritage and Diverse Cultural Traditions of India" <https://www.indiaculture.nic.in/built-heritage>

Panorama of the Heritage Rajasthan

Rajasthan has a mix of vintage and new culture, which on the one hand gives its essence on the glorious royal structures that have stood the test of time and, on the other, the effects of technology and urbanization. From local crafts to traditional food, everything here is a backdrop and there is something to see at any time of the day or at night. Some of the heritage of the State are as follows:

- **Chittorgarh Fort:** It is one of the major UNESCO heritage sites of Rajasthan. It turned into constructed by the mauryans within the 7th Century Advert. This castle is a fitting image of the rajput spirit, it is located on a one hundred eighty metre excessive hill and unfold throughout 240 hectares. Rajasthan has been singing a saga of courage, pride and romance about this majestic fort for centuries. Rajasthan had been making a song in stories of courage, pride and romance for centuries about the potential of this majestic fort.
- **Kumbhalgarh Fort:** This fort is also included in the world heritage sites of UNESCO and belongs to Mewar which is situated at a height of 1100 m in the lap of the Aravalis. It turned into a 15th century built by Rana Kumbha of the Rajput dynasty. Its fortification is about 36 km which is the longest after the "Great Wall of China".
- **Amer Garh:** A royal tourist attraction at Amer Fort in Jaipur. It is one of the most visited world heritage sites of UNESCO's global historical past and architectural splendor dates back to the sixteenth century. This palace is located on the hill in front of Lake Maoti.
- **Jaisalmer Fort:** This UNESCO World Heritage Site in the city of Jaisalmer town in Rajasthan turned into built within the 12th century through RawalJaisal. It is one of the most beautiful sites overlooking the Thar Desert situated on Trikuta hill.
- **Ranthambhore Park:** It is located 14 km from Sawai Madhopur between the Aravali and Vindhya phases, spread over an area of 392 sq km dense woodland and waterfalls. It is very domestic to the elusive tiger, the various animals located here include chinkara, sambhar, cheetal and more than three hundred species of birds.
- **Keoladeva Ghana national park:** 250 years ago, then ruler had built embankments, which allowed this land to be flooded, turning it into a swamp. Named after the dense forest, surrounded by an old Shiva temple, this 29 sq km man-made wetland is famous for migratory birds – ducks, ducks, vader, raptors, flycatchers and many others. This national park hosted the Siberian Crane. It's a World heritage site.
- **Udaipur Town Palace:** Udaipur has the Metropolis Palace above the Pichola Lake in Udaipur. The balconies, domes and minarets of the palace offer a remarkable view of the lake and the surrounding metropolis. This complex actually consists of 4 major and several small palaces that together shape the staggering Town Palace.

Conservation & Preservation

Archaeological Survey of India (ASI) is the most fulfilling organization for archaeological research and conservation of cultural history of the nation. The entire country is divided into 24 circles for the maintenance of historical monuments and archaeological sites and stay of national importance. Maintaining historical monuments and archaeology is the major problem of the ASI. All archaeological activities within the United States are regulated in accordance with the provisions of the Ancient Monuments and Archaeological Sites and Remains Act, 1958 and the Antiquities and Artwork Treasures Act, 1972. In Rajasthan, Jaipur is the dominant area of the circle for the right administrative manipulation and distribution of labour, the jurisdiction of jaipur circle is divided into nine sub-divisions, they can be Alwar, Deeg, Ajmer, Bharatpur, Chittorgarh, Jaipur, Jaisalmer, Kota and Udaipur. In place of Rajasthan, the ASI has to go through conditions of seeking conservation due to its diverse geographical and related ecological conditions being manifold. The surrounding area receives very little rainfall and Jaisalmer is the most refreshing region in the United States. It is a main element of miles due to the decay and damage of historical monuments and sites. In addition they ensure that basic public amenities like drinking water, bathrooms, bilingual notification capsules, dustbins, wheel chairs, pointer containers, route forums and guide maps are made available at the regularly visited monuments.

Heritage Tourism Post Pandemic

Promoting and developing heritage tourism has become an important aspect after this pandemic. The crisis, with unprecedented consequences on jobs and groups, has hit the tourism economic system hard. The restoration of this sector requires the following measures at the authorities and industry level:

- Upgrade passenger trust.
- To promote domestic tourism agencies to conform and live.
- Stay safe and support the return of global tourism.
- Strengthen cooperation within states and between nations.
- Travel uncertainties should be reduced with the aid of proper and timely difficulty of prompts to provide clear information to visitors and organizations.
- Holding capacity within the field and developing response measures to deal with gaps in support.
- To build more flexible and sustainable tourism.

Challenges & Suggestions

The COVID-19 pandemic has a cascading effect and measures to overcome this example are having a huge impact on all elements of our survival and living environment, including history international. To resume this quarter the tourism sector will have to go through the subsequent challenges:

- Heritage sites visitors may want to open with more time every day to spread.
- Equipping visitors with protective equipment such as safety and hygiene will be a major concern for heritage operators and visitors.
- There is a need to create new routes with the help of giving unique gateways to museum systems and different areas want to queue up to observe social distancing in public areas.
- The final international borders completely suspended the sharing of works of art and culture between museums and countries.
- Feasts and ceremonies whose cultural worth is ensured using their cyclical renewals should be reviewed according to the new norms.
- Working on how to assemble groups in rites and ceremonies to support inter-generational exchanges, trade between nearby and foreign communities for the exchange and transmission of the resulting information and values.
- The concerns referred to above should be taken into account in the daily control of heritage sites and establishments.

Rajasthan Tourism Policy 2020

Vision: To restore Rajasthan as a preferred tourist vacation destination for domestic as well as travellers from around the world by providing highly satisfying pleasure to the tourists and through responsible and sustainable policies ensuring the preservation of the natural, historical and cultural heritage of the country. At the same time, to accelerate socio-monetary reforms with the help of improving livelihood opportunities for the local population.¹ This new policy is focused on providing high-quality pleasure of travelling to domestic and worldwide travelers by taking care of virtually all possible things to sell to the state in the region, additionally a good way to create job and enterprise opportunities.

Conclusion

Tourism is a platform to present the background for the general public, which places its monetary and social viability in a balancing mechanism that keeps history itself and protects it. The possibilities of travel and tourism are flourishing and are contributing significantly to their monetary development. Rajasthan heritage reflects the importance of tourism as there has been a rapid growth of visitors exploring cultural studies. Humans around the world are figuring out how well the renewal of historical, cultural and natural properties preserves the economies around with tourism. Heritage tourism creates jobs, provides new enterprise possibilities and helps protect herbal resources.

¹ Rajasthan Tourism Policy 2020 Available from <https://www.tourism.rajasthan.gov.in/>

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