

# Geographical Study of Tourism Development in Rajasthan

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## **Abstract**

Tourism is an important aspect of human life which has economic, social, cultural and environmental importance. Spatial interaction and mutual correlation are the main components of tourism. Among the catalytic elements for tourism, educational, cultural, social, historical, religious, ethnic, health, sports, relaxation and pleasure etc. are the main motivations in tourism. In the prehistoric period, man was interested in travelling. Today, in accordance with the same tradition, tourism has gained importance at the global level in the context of human social, cultural, political, educational and economic behaviour. At present, it is considered one of the emerging industries of the world. Tourism not only accumulates foreign currency worth crores of rupees without exporting any commodity, but also takes civilization and culture to far-flung areas and foreign countries without any extra waste or labour. Tourism in the economic sphere is the study of local interactions.

**Keywords:-** *Tourism in Rajasthan, Rajasthan Tourism Development Corporation Limited, Tourism circuits, tourists facilities, Development Govt Program.*

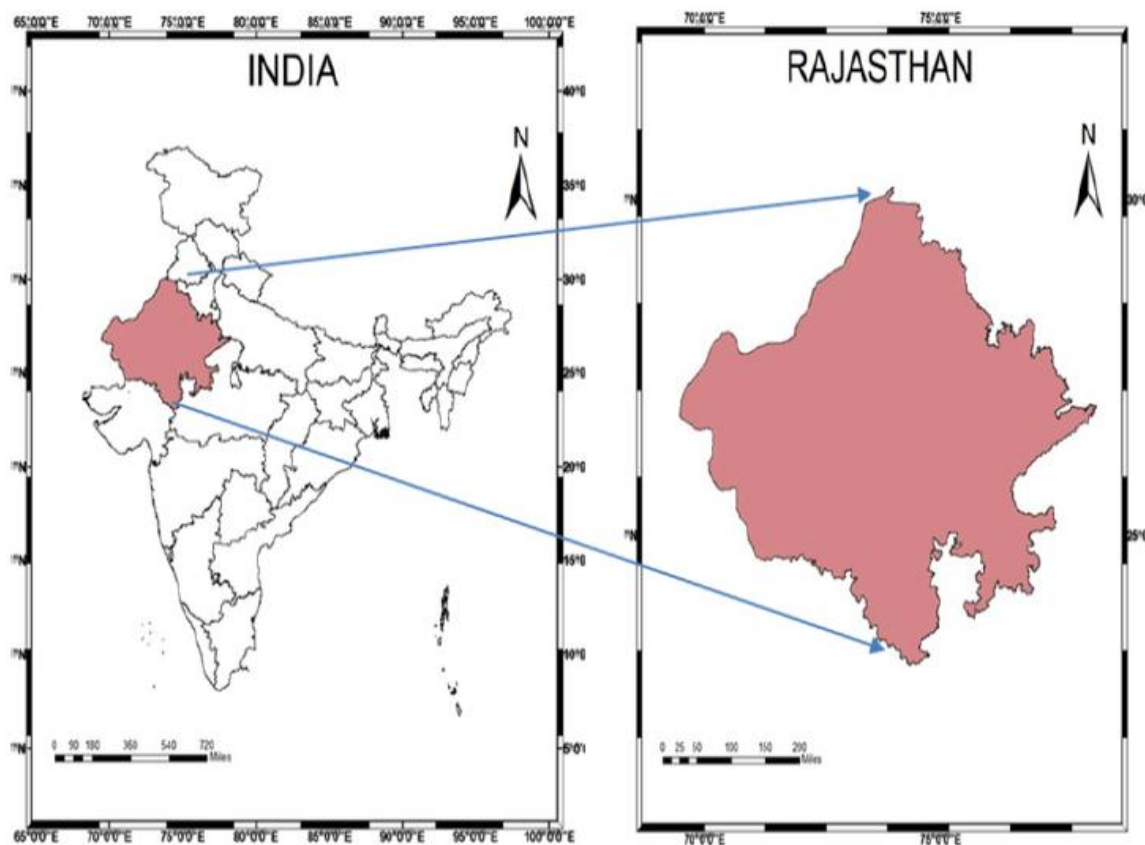
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## **I. Introduction:-**

Tourism has been an interesting activity of humans since ancient times. Tourism has been associated with the subject of economics since ancient times. While it arouses inquisitiveness in humans by providing them with information about new places and makes them eager to travel, it also provides access to economic activities for livelihood to humans. Today, it has become a pillar of economic study with basic infrastructure. Modern communication and transportation systems are also contributing to strengthen its structure. Through these, tourism has become global. At the same time, it has also been developed as a budding industry in some places. Today, tourism has become associated with various relations with sports, education, entertainment and medicine. Traveling has also become an essential research technique in the education system. Due to which the importance of quality and significance increases in the study of any research subject. Tourism automatically indicates the importance of the present and future form. If seen from a general point of view, tourism means a person's visit to a certain place, the purpose of which is to see the scenic views of the place, visit friends and relatives and spend one's leisure time as a memorable time. In other words, tourism means spending leisure time as a memorable time and spending time in sports, in quiet places, on the seashore, on the banks of rivers, near lakes, in temples and various types of churches, by strolling and enjoying entertainment. All these are forms of tourism, apart from this, all these can also be included within the limits of tourism. A person spends his time in a conversation, business discussions or other business activities. Apart from this, going on a tour for scientific achievements or for study can also be included.

## **Study Area Rajasthan :-**

Rajasthan is a state in northwestern India. It's the largest state in India by area, and is known as the "Land of Kings". Rajasthan is located in northwestern India. It's bordered by Pakistan to the west and northwest, and by the states of Punjab, Haryana, Uttar Pradesh, Madhya Pradesh, and Gujarat to the east, northeast, and southeast. The capital city is Jaipur. Rajasthan is home to the Thar Desert, also known as the Great Indian Desert. The Aravalli range of hills and mountains divides the state into two major parts. The state's climate is semi-arid to arid, with high temperatures and erratic rainfall. Before 1947, Rajasthan was made up of princely states and chiefships, the British-administered province of Ajmer-Merwara, and other territories. The state took its current name, Rajasthan, after India's independence from British rule in 1947. The state's present form was established on November 1, 1956, when the States Reorganization Act came into force. Rajasthan has made progress in harnessing mineral resources, agricultural production, and energy resources. However, the state's economic progress has been slowed by population growth and low levels of human development.



**Objective :-**

The objective of the presented research study is to do an analytical evaluation of tourism in Rajasthan. So that how challenges can be converted into possibilities and tourism can be developed properly. Keeping the above facts in mind, the following are the objectives of the study.

1. Government efforts and various schemes for promoting tourism in the study area will be studied.
2. How can the challenges of tourism in the study area be converted into possibilities? Suggestions will be presented after studying this.

**Hypothesis :-**

1. High possibilities of tourism are developing in the study area.

**Research Methodology:-**

Various appropriate techniques will be used to do statistical, comparative, systematic and logical analysis of the presented study. In which secondary data has been collected and secondary data has been used.

**Tourism in Rajasthan:-**

Tourism business as an economic means first developed systematically in Switzerland and France in the 19th century. Slowly its economic and social importance started coming to the notice of the people. Today, the feeling of many countries is that the foreigners should get information about their hotels, resorts and natural picturesque places, economic resources, industries, their language, music, literature, folk life, see their history, painting, building construction, sculpture and many cultural activities and appreciate them comparatively. For this, the country provides services of transport, accommodation, Padma Pradarshak etc. to those tourists, in return for which the foreigners are provided opportunities to spend on transport, food, accommodation, guide services and to buy available goods like toys, clothes etc. Only then the foreign currency or money is received by the country in which the tourist comes.

Rajasthan, along with its historical, religious, geographical, cultural and artistic aspects, is also equally attractive for tourists in terms of natural beauty, gardens, hills, fairs, festivals, food, lifestyle and jewellery. Foreign currency is automatically earned from tourism because foreigners give foreign currency for transportation, accommodation, shopping, food etc. Every year around 15 lakh foreign tourists visit Rajasthan, from whom a lot of foreign currency is obtained.

The state government has always been striving for the development and expansion of tourism industry in Rajasthan. In the year 1955, the Directorate of Tourism was established in the state and in 1978, Rajasthan Tourism Development Corporation (RTDC) was established.

The first tourism policy was made by the Rajasthan government in 2001. Rajasthan has been divided into 10 circuits from the tourism point of view.

1. Dudhant area
2. Mewat area
3. Vagad area
4. Hadauti area
5. Merwara area
6. Shekhawati area
7. Desert circuit
8. Godwad circuit
9. Mewar area
10. Ranthambore area

These different circuits have their own different types of attractions. At present, the following are the major works for tourism development in Rajasthan. Tourism Development in Rajasthan:-

### **1. Rajasthan Tourism Development Corporation Limited :-**

Rajasthan Tourism Development Corporation Limited (RTDC) was formed on 1 April, 1979 with the objective of promoting tourism in the state of Rajasthan and developing the infrastructure of tourism. RTDC provides facilities of accommodation, food, transport, boating etc. to the tourists. The main details of the activities of the corporation are as follows:

**Accommodation facility** - The corporation is providing accommodation with facilities to the tourists in hotels and motels run by itself. The corporation has a total of 78 units in the state. Out of which 2 units are operating in the study area which are as follows -

- 1 RTDC Tourist, Rajasthan
- 2 RTDC Hotel, Rajasthan

Lettable rooms are available in the residential units currently operated by the corporation.

**Food facilities-** Food facilities are available in 28 units (Hotels/Motels/Cafeteria/Shahi Rail) operated by the Corporation, where Indian vegetarian and non-vegetarian food, Continental, Chinese, Indian, Rajasthani and at selected places South Indian food is made available to the tourists. Bar- Bar facility is available in 23 units including Palace on Wheels operated by the Corporation.

**Transport facilities-** The Corporation provides easy and comfortable transport facilities to the tourists. Daily sightseeing facilities are being provided. Pink City by Night Tour was started for tourists in the year 2006 by the Transport Unit located in Jaipur, which is quite popular. Different types of taxis are also available for tourists for local tours and Shekhawati region from Jaipur. For booking of these facilities, booking counters have been set up at Transport Unit, Corporation units such as Hotel Gangaur, Teej and Swagatham and Railway Station. Booking facility is also available online and through e-mail.

**Rajasthan Parivahan Package Tour-** The corporation is operating package tours for the tourist places of Shekhawati region of Rajasthan state from Central Reservation Office Headquarters, Jaipur and Delhi. All package tours are available to tourists through the official website of the reservation corporation.

**Shopping facility-** Daily shopping facility is being provided to the domestic and foreign tourists visiting Shekhawati region through the authorized emporium by the corporation.

### **The main functions of Rajasthan State Tourism Development Corporation Ltd. are as follows-**

- ★ Making and implementing projects and schemes for the tourism development of the state.
- ★ Building and running hotels, motels, youth-hostels, tourist bungalows etc. for the development and arrangement of food etc. for the tourists.
- ★ Providing facilities for transportation, entertainment, purchase of goods etc. and arranging package tourism.
- ★ Maintenance and development of places of tourist importance.
- ★ Providing, distributing and selling tourism promotional material is its main function. The total invested capital in it was Rs. 32.2 crore in 2012-13. Which was Rs. 17.81 crore in 2014-15. It incurred a loss of Rs. 3.5 crore and Rs. 1.6 crore before tax in 2012-13 and 2014-14. It earned a profit of Rs. 1.5 crore in 2015-16 and again incurred a loss of Rs. 59.6 lakh in 2014-15. Its efficiency and profitability should be increased by improving its management and operations. Although it has made a profit in 2015-16, a lot of effort is required to bring about a permanent improvement in the situation.
- ★ There is a need to prepare and implement a comprehensive program for tourism so that it can earn profit by doing business. TJCB has started a new midway in Sikar which is its new unit. Tourism facilities are being

increased in every district of Shekhawati. A new category of hotels 'Heritage Hotels' is being promoted in Shekhawati. A video cassette 'Desert Triangle' has been prepared which depicts the tourist places and culture of Sikar, Jhunjhunu, Churu areas.

**New programmes for tourism development in the study area:-**

- The policy of the state government is to promote private investors in this. Tourism was declared an industry in the state in March 1989. A subsidy of 15 to 20 percent of the approved capital investment was announced for this. A subsidy of Rs 1.5 crore was provided for this in 1994-95. A provision of Rs 6.5 crore was made for the security and development of forts, palaces and bastions. The study area of Alwar and Ajmer district is also included in this plan. Under the 'Paying Guest Scheme', accommodation for more than 4 thousand people was provided through 562 families in Jaipur, Jodhpur, Udaipur, Jaisalmer, Bikaner, Ajmer, Alwar, Chittorgarh, Sikar, Mount Abu and Pushkar.
- For the conservation of the famous artistic forts and heritage of the study area Rajasthan, arrangements have been made for the disposal of dirty water and sewerage.
- Programs have been planned for the construction of midway facilities for tourists in Behror, Kishangarh, Deoli, Pindwara and Beawar.
- The government is already working on a large regional plan for all-round development. In this sequence, in 2012-13, programs have been planned for the planned development of Sariska, Pushkar, Kailadevi, Gogamarhi, Salasarji, Ramdevra, Deshnok, Balaji of Mehandipur and the Dargah of Nagaur.
- For the convenience of tourists, the 'air service' is being expanded in Ajmer. The state government will try to promote tourism by creating a 'tourist circuit' for air taxis. For this, the airstrips available in the state will be used.
- Study area In Rajasthan, audio and visual shows will be started in temples and palaces. The state government also wants to take the help of the private sector in the development of tourism. A comprehensive tourism development policy is being prepared in the state in which its various aspects are being considered. This is especially beneficial for all tourism sectors.
- For the first time in Rajasthan, the international tourism fair 'Investure' 1995 was organized by the Confederation of Indian Industry in the Birla Auditorium of Jaipur from 1-4 December 1995. Many organizations and individuals from various states of India including countries like America, Singapore, Israel, England, Italy, Switzerland etc. participated in it. Rajasthan was declared the 'host state', Kerala the 'guest state' and Singapore the 'participating country' for this fair. Seminars were organized on various topics related to tourism in it. Many people participated in this fair. This gave a new dimension to tourism development in Rajasthan, people also came face to face with the art and culture of the study area.
- In the beginning of 1998, a conference of the members of 'Pacific Asia Travel Association' (PATA) was held in Jaipur. In which the possibilities and problems of tourism in Rajasthan were discussed. Through this, how to develop every tourism sector of the state? The topic was discussed.
- It is clear from the above research study details that the government is determined to develop tourism. The government is trying to increase employment and income through tourism development. Rs 45 lakh has been sanctioned by the government for the convenience of tourists coming from different areas.
- 'Hotel Management Institute' has been opened in Ajmer. Innovation is being done for Food-Craft-Institute in Kishangarh. So that additional courses can be conducted. In future, a scheme of 'rural tourism' will also be started. Under this, villages of tourism importance will be developed. Forts, palaces, mansions are usually located in rural areas and desert areas. Most fairs and festivals are related to rural culture and traditions. Heritage hotels and safaris are also seen more in rural areas. Although even today Ajmer and Alwar area is mostly visible.
- Rural arts and handicrafts are very popular among tourists who enjoy horse, camel or jeep rides during tourist trips. Tourists like the simple nature of villagers. Due to less population in rural areas, there is less crowd. One gets an opportunity to see the diversity of natural flora and fauna. From this point of view, if proper attention is paid to the development of tourism in rural areas by panchayats, then new employment opportunities can be created through tourism.
- In the budget of 2012-13, keeping in view the increasing pressure of tourists, a proposal was made to spend Rs. 50 lakh for the expansion of basic facilities in the study area.
- In the budget of the year 2012-2013, a provision of Rs. 23 crore 3 lakh was made for tourism development. Which was more than the previous year's Rs. 16 crore 74 lakh. Apart from this, provision of expenditure of Rs. 20 lakh each was made in Nathdwara, Pushkar, Salasar and Viratnagar. The state government is emphasizing on the renovation and conservation of historical monuments. Emphasis has been laid on conservation and maintenance of museums, forts, palaces and havelis. In the year 1999-2000, the Government of India awarded the Best Tourist-Friendly Memorial Award to Amer Mahal, Jaipur. In the year 2012-2013, facilities for tourists will be expanded at other tourist places. An amount of Rs. 10 crore

was allocated in 2010-2011 for tourism development. This will be used for strengthening and publicizing basic facilities. Apart from this, Rs. 2.12 crore will be spent on the conservation of historical and cultural heritage. In Rajasthan, 'Rajiv Gandhi Tourism Development Mission' has been established under the chairmanship of the Chief Minister, which will establish coordination among various departments related to tourism. Tourism development will provide employment to educated people. Which will also promote rural tourism.

## **2. Rajasthan State Hotels Corporation Limited:-**

Rajasthan State Hotels Corporation Limited was established on 7 June, 1965 by the State Government for the operation of hotels. At the time of establishment of the Corporation, the State Government had allotted 5 properties to this Corporation, which included Hotel Khasa Kothi-Jaipur, Hotel Anand Bhawan-Udaipur, Bikaner Circuit House-Bikaner, Jodhpur Circuit House-Jodhpur and Circuit House-Siliserh (Alwar). Out of these, Circuit House, Jodhpur and Bikaner were transferred to the General Administration Department of the State Government in the year 1967 and Circuit House Siliserh (Alwar) to the Tourism Department in the year 1979. Both the properties, Hotel Khasa Kothi, Jaipur and Hotel Anand Bhawan, Udaipur were acquired from the former royal families. The Tourism Department, Government of Rajasthan has handed over the responsibility of operating and maintaining Hotel Jaipur Ashok of India Tourism Development Corporation located in Jaipur in the name of Hotel Jaipur to Rajasthan State Hotels Corporation Limited from 09 December, 2017. In this way, three hotels are currently being operated by Rajasthan State Hotels Corporation Limited.

## **3. Rajasthan State Fair Authority:-**

Rajasthan State Fair Authority has been constituted as a state level body with the objective of organizing fairs organized to make folk life interesting in the context of religious, social, cultural aspects of the rich culture of Rajasthan with complete security and fullness of facilities. The Authority is fully funded from the state budget. The arrangement of income and expenditure of the notified special fair is borne as before from the sources of the concerned department or local body. District Fair Committees have been constituted in 33 districts of the state under the Authority. The main function of the District Fair Committee is to prepare and implement the general management plan of the fairs for organizing fairs. A total of 42 fairs have been registered by the Authority in the state till December 2022.

## **II. Conclusion:-**

The possibility of future expansion of tourism in the study area is endless. Our advantages of developing all-purpose tourism have already been highlighted. A market relationship between hosts and tourists develops automatically when a large number of tourists are willing to pay for those goods and services. This relationship has now developed to such an extent that today the term tourism mart is used to describe the growth of tourism. In the early period, individual explorers or tourists had a close relationship with the host. But mass tourism is organised in large groups by some institutions on a commercial basis. Hence, today is the time of "institutional tourism". Such a package tour is pre-planned by the travel agency for the members of the group. It takes them to visit as many places as possible in a short time. It offers a kind of safe environment for them by taking care of all their needs. But it does not give any extra time to the individual members to stay or visit as per their choice or preference. The small scale exploration travel of the early period has completely changed into the mass tourist travel or business recreational travel of today. From individual or family tourists to integrated package tours, they are planned by travel organizations or institutions. Hence, it is called "Institutional Tourism". This is a turning point in the history of tourism development. In view of such huge changes in all these aspects of tourism, it has become very important to make planning policy at national and regional levels to create evidence, options and strategies for the development of tourism in a country like India.

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