

Effectiveness Of Tourism Development Schemes In The State Of Rajasthan

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Abstract:

Tourism schemes are made to balance, guide, and protect the long-term development of a tourism destination or scenic site to ultimately achieve healthy development. Tourism planning functions as a framework, and thus must be imperative, strategic, innovative, and flexible. Effective tourism means balancing the interests of the parties involved in the tourism may it be tourists or tour operators (functionaries) and providing hassle free services at every point. This paper is an attempt to evaluate the effectiveness of the schemes implemented by the state of Rajasthan, India to improve tourism. In the first part of the paper, the researcher has tried to sum up all the schemes and programmes implemented by the government of Rajasthan from time to time to increase the flow of tourists and provide tourists with best facilities. In the second part, responses received from tourists and tour operators/ functionaries are evaluated through appropriate tools to measure the level of satisfaction among the tourists and tour operators related to schemes of the government thereby measuring the effectiveness of the schemes.

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I. Introduction And Betting On Tourism Sector:

The tourism sector in India has been considered as one of the most vibrant, comprehensive and all-embracing in nature. We are blessed with almost all the possible geographical terrain and ecological features. Apart from that, we have rich socio-cultural, historic and heritage based assets in our kitty, which are important magnets to attract tourists across the globe. As far as state Rajasthan is concerned, it has distinctions of mountains, hills, rivers, coast-lines, forests, deserts, flora and fauna, wildlife, etc. Rajasthan has craved a unique place for itself on the global tourism map based on its rich history, overwhelming heritage and archaeological masterpieces. Moreover, the varied geographical terrain, cultural diversity, and multiplicity of flora-fauna & wildlife adds many attractive dimensions to the tourism sector of Rajasthan. These sets up for tremendous opportunities for increasing the share in the global inflow of the foreign tourists.

The tourism sector is hydra-headed in its proclivity and blessed with many strands and layers. There are many advantages- direct and incidental- associated with tourism sector. The most important being promoting global peace and mutual understanding apart from proving to be the engine of growth and prosperity at the supra-national level. The Tourism Sector is considered to as best bet for investment and over-all development of the GDP of our economy. The sector has been generally registering a sterling double digit growth since late 1990s. This has opened up the gates to invest in the sector and generate wealth in the long run. Moreover, the sector does not seem to get saturated in the near term. There is huge scope to develop our infrastructure and related services pertaining to the hospitality sector. Also, there are many tourist destinations which are remote and under-developed. This extends an excellent avenue to invest and reap the benefits of first mover advantage in the long horizon. The sector enjoys an unique advantage of forward and backward linkages, along with the capability to generate comparatively more direct and indirect jobs for the per unit of the capital invested in it. The current research will bring some valuable suggestions for the effective implementation of the schemes and overall development of tourism in Rajasthan.

II. Possibilities For Rajasthan: Schemes And Programmes

Decades ago, Rajasthan tourism industry was miniature with a puny contribution to state economy, employment and numbers of tourists that too confined primarily to Jaipur, Jodhpur and Udaipur(basically elite

foreign tourists) and to Ajmer, Pushkar and Nathdwara (domestic pilgrim tourists). However, gradually with the rigorous and continuous efforts of Rajasthan government through proper implementation of various schemes framed from time to time; tourism has grown potentially and shifted its phenomenon from elite and pilgrim tourism to mass phenomenon. Now people have wider easel of enchantment, spots and ease of accessing those location which was a dream few years ago. Government has tried to exploit new opportunities available in Rajasthan; thereby shifting the perception of tourist taking state granted only for desert, heritage and pilgrim tourism. Highlighting the long term outlook of UNWTO “international tourists arrivals worldwide are expected to increase by 3.3% a year between 2010 and 2030 to reach 1.8 billion by 2030”. Rajasthan government is also working hard towards gauging attention of international tourists; thereby government has initiated new reforms to utilize the full potential of the domestic tourism. In July 2021, Government has allocated 500 crore to tourism sector for its revival. New dimensions for the improvement in tourism sector are being explored likewise mobile application of tourism department, establishment of tourism assistance force, working on betterment of infrastructure facilities, assistance to tourism sector, projects and involvement of human resources, exploring new areas and heritage, meeting the specific need of tourists (niche), eco and sustainable tourism and recently it is working on adventure tourisms.

The government of Rajasthan has taken various initiatives in order to take Rajasthan to its rightful position on the global and national tourism charts. Some of these schemes:

Table: 1.1- Rajasthan- Initiatives Taken in Tourism Sector

S.No	Initiative	Components	Key Focus/ Possibilities
1	Public Private Partnership (PPP)	<ul style="list-style-type: none"> - Synergizing Strengths - Promotional Activities - Investments- Infrastructural Development <ul style="list-style-type: none"> - Transportation - Cruise Ships - Aircrafts - Green Investments- Solar Power - Repair, Maintenance & Restoration <ul style="list-style-type: none"> - Forts - Lakes - Adopt a Monument Scheme 	<ul style="list-style-type: none"> - Rajasthan Infrastructure Project Development Fund" (RIPDF): For the Development of credible PPP projects - Viability Gap Funding Scheme - Already Notified for Social Sector Schemes - Engagement with Project Development Company of Rajasthan (PDCOR)
2	Tourism Unit Policy	2001	Optimal Utilisation and Preservation of Tourism Resources with focus on Rural Tourism and making it People’s Industry. Pilgrimage Tourism- For Developing Inter-Cultural Appreciativeness
		2007	Developing Hotel Industry (especially Star Category) through concessions in criteria like FAR, Land Conversion Charges, Stamp Duty, Remission of Luxury Taxes, Regularisation of Properties
		2015	Scaling up of Tourists inflow (Domestic & International) through Infrastructural Advancements Appreciation to Suraj Sankalp Ideology Extending all benefits to Tourism Sector pertaining to Rajasthan Investment Promotion Scheme (RIPS-2014) Benefits of Employment Linked Skill Training Program (ELSTP) under Rajasthan Skill and Livelihoods Development Corporation (RSLDC) Proposal for setting up of Tourism Advisory Committee
		2020	Focus- Historical, Natural & Cultural Heritage Promotion of Film Tourism, Religious Tourism, MICE, Ecotourism & Tribal tourism Scaling up Livelihood Opportunities in Rural Areas Single Window Clearance- Online Mode Leveraging upon Swadesh Darshan Scheme
3	Tourism Publicity and Marketing	Branding of Tourist Destinations Marketing <ul style="list-style-type: none"> - Location - Activity - Corporate 	Focus- International Marketing through niche Cultural events Realignment of Traditional Festivals and Fairs Preservation & Promotion of Native

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S.No	Initiative	Components	Key Focus/ Possibilities
		Luxury Trains -Palace on Wheels Wildlife Sanctuaries	Heritage Attracting International Writers, Bloggers & Journalist to have first-hand experience
		1993	Padharo Mahare Desh
		2008	'Colourful Rajasthan'
		2016	'Jaane Kya Dikh Jaye'
4	New Avtar- Rajasthan Tourism- 3.0	Tourist Police, G2G Partnership, Infrastructural Development (especially Integrated Road System), Sanitation & Cleanliness	To attract 3 million foreign and domestic tourists Destination Specific Initiatives Aggression in Marketing Strategies PPP- Public Private Partnership
5	Tourist Infrastructure	Information, Transportation & Communication Infrastructure, Physical Infrastructure, Utility Deliveries, Supporting Gears & Equipment- Sports, Cosmetics Photography & Medicines	Tax Holidays Tax Exemptions FDI- Automatic Route
6	National and International Events	MoU: GoR & UNESCO Heritage Programme with WB & National Institute of Urban Affairs (NIUA) Co-operation with Japanese Government Rajasthan Road Shows- USA and Indian Southern States Great India Travel Bazar in association with FICCI Tie up with other countries- Brazil & Singapore Travel Fairs in other Indian States	Development of Cultural Hubs- 10 Capacity Building at Local Levels Multi-level Strategy- Revitalisation of Historic Cities & Towns in an Inclusive Manner Participative Heritage Management Culturally and Historically significant Destinations
7	Tourist Circuits	Krishna Circuit	Developing & Connecting the places pertaining to the Lord Krishna's Legends
		Desert Circuit	Desert Regions- Jodhpur, Jaisalmer, Bikaner & Barmer
		Spiritual Circuit	Locations of Mythological Importance to various Religions- Hindu, Buddhist, Jains
		Heritage Circuit	Connecting the places having Historical Rich Heritage
		Eco-tourism Circuit	Connecting Wildlife Sanctuaries, Tiger Reserves & Parks
		Tribal Tourism	Banswara, Dungarpur, Pratapgarh/Sirohi
8	Environmentally Friendly Tourism	Sustainable & Inclusive Tourism Principles & Practices Minimising the adverse impact on the Ecology Resilience & Adaptability	Alternative to Hyper Commercialised & Mass Tourism Improving Well-being of the Local Communities Community Drives Tourism Public Private Partnership
9	Agri-Tourism	Dimensions: Rural Tourism, Farm Activities & Commercial Consideration	Global Rajasthan Agritech Meet (GRAM) Exploring Possibilities of Olive Cultivation
10	Fairs and Festivals	Rajasthani Kabir Yatra World Music Festival- Udaipur Abhaneri Festival, Holi of Braj Bundi Festival, Camel Festival Desert Festival, Gangaur Festival, Summer Festival, Jaipur Literature Festival, Teej Festival, Kite Festival- Jaipur, Mewar Festival, Urs Festival, Marwar Festival, Dussehra, Matsya Festival, Khumbhalgarh Festival, Ranakpur Festival, Baneshwar Festival, Pushkar Fair, Nagaur Fair.	Desert Triangle, Golden Triangle, Rajasthan Package, Wildlife Package and Mewar Tour historical and pilgrimage places
11	Inbound Tourism	Easing Immigration Procedures Information Availability- Secure & Reliable Infrastructural Amenities Safety & Security Competitive Offerings	Providing Array of Options to the Tourists in terms of: Location Activities Circuits Fairs & Festivals Constitution of Tourism Advisory Committee Advertising- Publicity & Promotion
12	Religious Tourism	Pilgrimage PRASAD- 2015 Swadesh Darshan HRIDAY	Fulfilling & Spiritually Satisfying Experience Religious Tourism Networks- Hindu, Jain, Sufi & Buddhist
13	Other Notable	Infrastructure Development	Circuit Ranthambore Tiger Reserve

S.No	Initiative	Components	Key Focus/ Possibilities
	Initiatives	Conservation and Restoration	Gagron Fort, Jhalawar
		Integrated Development	Matsay Circuit
		Mega Desert Tourist Circuit	Bikaner, Jodhpur, Jaisalmer, Pali, Mount Abu and Sambhar

Source: Developed by Researcher from various sources

Research Gap

In the process of undertaking the in-depth study about the various aspects of tourism, especially in the context of state of Rajasthan, it was experienced that tourism sector has been major contributor to the exchequer of the government and one of the sun-shine sector for Rajasthan in particular and for India in general. A substantial amount of research work has already been done on the tourism sector at pan-India level. However, when it comes to the state of Rajasthan and more so, in reference to the expenditure on various schemes and their impact on tourist inflows and on revenue generation by the state, there is still a lot to be done. Various studies have already been done on the per unit of money expended by tourists and its impact on the economy but, whether these schemes are really benefitting the functionaries of the sector i.e tour operators. Whether the operators are satisfied with the schemes of the government? Factoring in the above facts, the researcher had decided to embark on the present research study with the intention to identify, establish and measure the relationship, if any, between the expenditure on tourism sector related schemes and on tourists inflow & revenue generation from the same.

III. Research Methodology:

Through the process of review of existing literature, discussion with academician, experts and players involved, collection of data and subsequent analysis of the same; effort is being made to understand the various factors, patterns and future possibilities lying in the tourism sector. The secondary data was collected in order to understand and establish relationship between the underlying variables- the GoR expenditure on tourism sector related schemes and its impact on tourists inflow and on the government fiscal health. Moreover, the pattern of the movement in these variables over the period of last five years (2015-2020) was analyzed in a comprehensive manner and the correlation between the variables under consideration was evaluated. After, Visits and elaborated discussions held with officials of ministry of tourism, Rajasthan, functionaries of the schemes etc three structured questionnaires were finalized. The primary data was collected from the various participants operating in the tourism sector- Hoteliers, Tour Operators, Travel Agencies, Guides etc. and the tourists who have visited the tourist destinations based in Rajasthan. One questionnaire to know level of awareness of schemes among tourist second for the tour operators (functionaries) to know their opinion about the schemes and finally questionnaire about the opinion/ perception of the tourists about the schemes.

Research Objectives

The researcher had set herself up with following objectives for the given research endeavor:

- I. To review the major expenditure by the Government of Rajasthan on different tourism schemes.
- II. To gauge the impact of the selected expenditures by the Government of Rajasthan (GoR) on revenue generation capacity of the tourism sector.
- III. To examine the level of awareness of these efforts/ schemes by the Government of Rajasthan among the general populace.
- IV. To examine the level of satisfaction among tourists and functionaries of the schemes.

Cost Effectiveness:

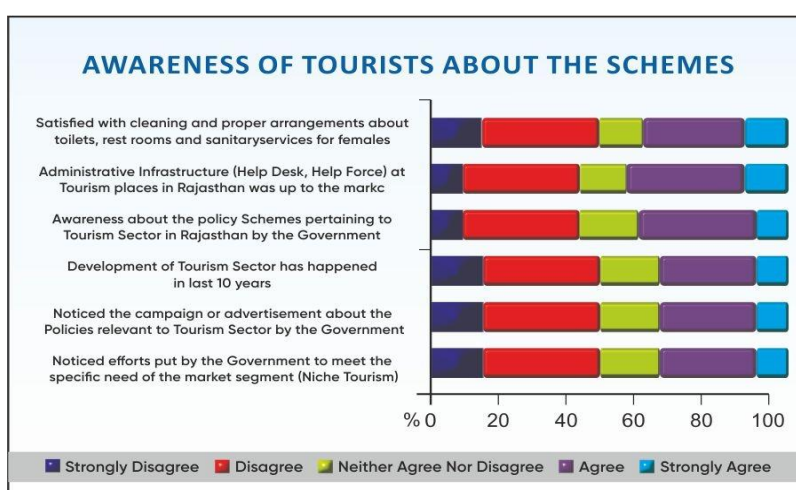
Cost effectiveness is the level to which a thing is desirable, economical or productive as compared to the cost. It is a systematic and schematic slant that involves the analysis of the cost attached with a thing and the benefits accrued to the same. As it turn out to be, if a thing is labelled as cost-effective it means that it is worth paying for it as the benefits would outshine the cost attached with the same. The concept is critically important when it comes to evaluation of a policy, decision or project in relation to the society at large. When it comes to a government policy, the cost-effectiveness analysis helps in gauging the overall desirability and suitability of a policy for the concerned population. It also involves the evaluation of the sustainability and relevance of a policy, programme or any other intervention. As effectiveness is not just about undertaking a comparison between the cost incurred and the benefits accrued from the same. The researcher has tried to cover the broad aspect of cost effectiveness by taking opinion of both tourists and tour operators through questionnaire.

Perspective of Tourists and Tour Operator on Scheme of the Government:

Tourists and Tour Operators are the ultimate users of the scheme. Schemes are generally framed without involvement of executors thus their feeling about the schemes will ultimately determine their

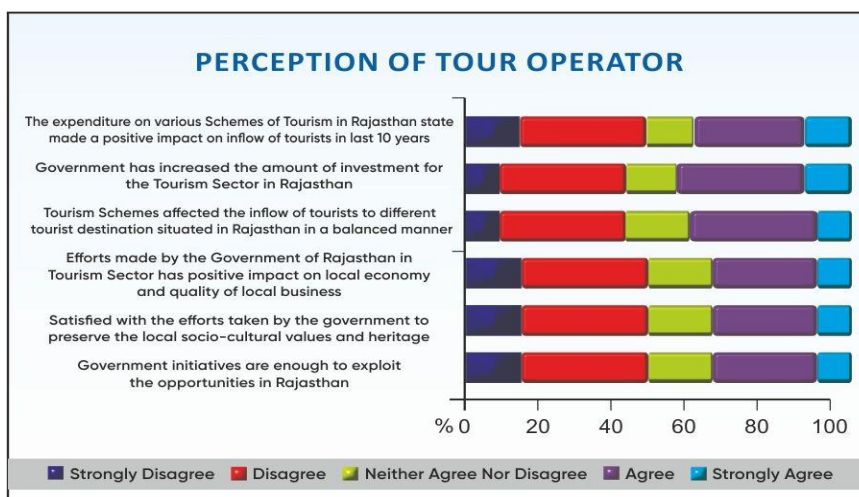
engagement and proper implementation of the schemes. The research is based on interviews of 223 tourists from the state both international and national covered under the scheme and 66 tour operators to solicit their opinion and benefits arising from the schemes. Their responses have been analyzed in two broad categories of awareness of tourists about the scheme, effects of these schemes from the perspectives of tour operators and tourists about the schemes.

(A) Awareness of Tourists: The efforts taken by the government in terms of providing effective and efficient service delivery through help desks provision and Tourist Help Force has been noticed by the tourists and supported the same empathetically. The mean score of 2.7 indicates the efforts of the government in creating awareness has been reaching to the tourists and tourists operators. A mean score of 2.5 is a strong level of support to the claim that a lot has been done in last decade to develop the tourism sector in Rajasthan. A mean score of 2.4 specifies the solid support by the respondents towards the awareness campaign in disseminating information about the tourist attractions located in Rajasthan. From the table and figure, it is apparent that a high percentage of the respondents are neutral in terms of their opinion about the efforts made by the government to promote Niche Tourism. The below table clarifies that there is certainly an awareness about the scheme among the tourists.

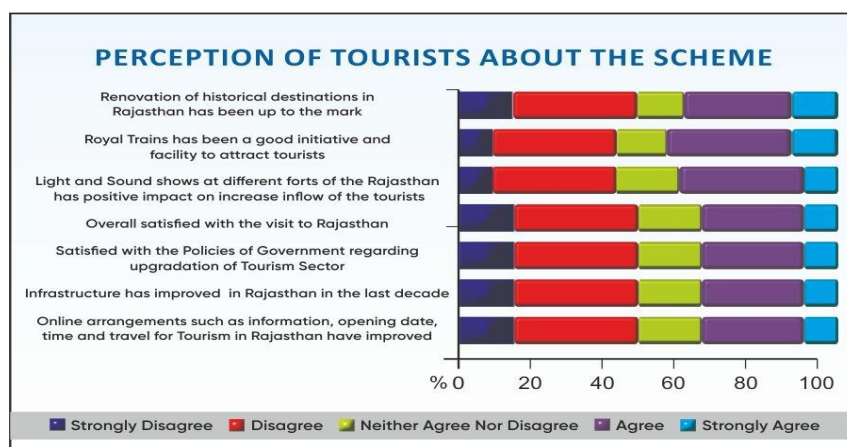


(B) Effects of the schemes from the perspective of Tour Operators and Tourists:

1. Perception of Tour Operators: The Mean score of first two questions is 2.7 however indicates a positively support to the claims that both investment and inflow of tourists has increased but it is not a strong one and the government need to keep allocating the budget in an incremental basis after factoring in the inflows of the tourist on year on year basis. The mean score of 2.9 which is very close to 3, of the last three questions supported the claim but it is too close to be comfortable. The mean score of 2.9%, although vouches for acceptance of the claim but at the time leaves a lot to be desired and a dissatisfaction among the functionaries of the schemes. The government needs to scale up the efforts to exploit the opportunities available in the domain through proper and innovative means.



2. Perception of Tourists: The Royal Trains have been a major tourist magnetic point to attract the tourists, especially the wealthy and foreign tourist. However, the mean score of 2.9 shows not so empathetic support to the claim of the attractiveness of the Royal trains. The light and sound shows have cornered a decisive majority support, with more than three-fifth of the respondents supported the claim. The mean score of 2.5 is a decisive score and indicates the tremendous potential in such fantastic shows. The mean score of 2.3 shall come as a pleasant surprise for the tourism sector of Rajasthan and its stakeholders. It reflects a strong likeability of the tourists towards the tourist destination of Rajasthan and overall experience of their visit. The mean score of 2.55 of the total respondents responses indicates that in the opinion of the respondents the infrastructural development has happened in the tourism sector in Rajasthan in the last 10 years. The mean score of 2.6 vouches for acceptance of the claim at the overall level in an empathetic manner. In this way, the upgradation of the tourism sector happened owing to the efforts of the government has been well-taken up by the respondents and decisively supported by them.



Hypotheses Testing

Hypothesis- 1

H₀: The efforts/scheme taken by the Government of Rajasthan to promote tourism has no impact on the tourist inflow

H₁: The efforts/scheme taken by the Government of Rajasthan to promote tourism has impact on the tourist inflow

To investigate if the efforts put by the government in the form of expenditure done on various scheme has any impact on the government exchequers. Tourism is a multi-dimensional activity which involves numerous activities as such it is difficult to measure exactly revenue from these varied activities. Although there is no direct revenue, but still it can be measured from the indirect relation with the number of tourists visited by Rajasthan. The more number of tourists visit state, the more activities involved, the more revenue increases. The testing the hypothesis two variables are taken. The first one is expenditure of the Government of Rajasthan on Major schemes pertaining to the tourism sector in Rajasthan. Secondly, of gauging the impact of the same of the government exchequer the arrival of the tourists in Rajasthan- Domestic and Foreigner- during the given period has been selected for this purpose. The table below presents the summary of the expenditure by the government on major schemes and tourist arrivals in Rajasthan.

Table: 4.15- Expenditure on Major Schemes and Tourist Arrivals (in Lakhs)

Particulars	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21
Major Schemes						
Tourism Publicity & Awareness	61.71	81.13	120.34	65.83	25.31	6.05
Development & Conservation of Tourist Places	30.69	13.97	27	21.68	4.83	1.76
Development of Rural Tourist Spots	20.5	12.77	3.92	3.27	0.53	1.52
Lighting of Monuments	0.25	0.1	0.46	0.042	0.0399	0.015
Communication & Information Projects	0.5	0.28	0.79	0.2	0.164	0.04
Grant to Rajasthan Fair Authority	0.36	0.6	0.95	0.8	0.625	0.57
Loan to Rajasthan Tourism Development Corporation	8	0	0	11.5	0	15
Tourist Help Force					2.09	1.93
Expenditure on Major schemes	122.01	108.85	153.46	103.322	33.5889	26.885
Total Actual expenditure by GoR	128.66	113.93	155.92	105.43	47.41	34.44

In percentage Terms	94.80%	94.80%	98.42%	98.00%	70.84%	78.06%
Tourists Arrival in Rajasthan						
Domestic tourists	3.51	4.14	4.59	5.02	5.22	1.51
foreign tourists	0.147	0.151	0.16	0.175	0.16	0.04
Total	3.657	4.291	4.75	5.195	5.38	1.55

Subsequently, the correlation analysis was done on the given data to examine the presence of any sort of association in the given data. The results of the correlation analysis are presented in the table below.

Table: 4.16- Correlation Analysis

Particulars	Total expenditure on major schemes	Tourists Arrived
Total expenditure on major schemes	Pearson Correlation	.373
	Sig. (2-tailed)	.467
	N	6
Tourists Arrived	Pearson Correlation	.373
	Sig. (2-tailed)	.467
	N	6

At 5% Level of Significance

The results show that there is a correlation (0.373) between the variables. However, from the tables mentioned above, it is also apparent that there is an erratic pattern as far as the expenditure of the government of various major schemes is concerned. On the other hand, the arrival of the tourists has largely been showing a positive increasing pattern. For further insight, the regression analysis was undertaken. For this purpose, the arrival of the tourist is taken as dependent variable. On the other hand, the government expenditure on various major schemes is treated as the independent variable.

Table: 4.17- Regression Analysis

Model	R	R Square	Adjusted R Square	Change Statistics		
				R Square Change	F Change	Sig. F Change
1	.373 ^a	.139	-.076	.139	.646	.467

At 5% Level of Significance

Table: 4.18- ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1.388	1	1.388	.646
	Residual	8.594	4	2.149	
	Total	9.983	5		

Table: 4.19- Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	B	Std. Error	Beta			
1	(Constant)	3.182	1.328		2.395	.075
	GovtExp	.010	.013	.373	.804	.467

The tables show that, surprisingly, the expenditure by the government has no significant impact on the arrival of the tourists. It seems against the common sense in this parlance. However, a deeper look to the data on government expenditure and arrival of the tourists suggests that in spite of the volatility in the expenditure by the government on tourism related schemes, the arrival of the tourists has been increasing in the given time frame. The arrival of the tourists kept increasing in most of the years. Had government been consistent in terms of allocating the budgets and expended the same in an efficient and effective manner, the outcome would have been far better and rosy in nature. Therefore, it makes a strong case for government to do more expenditure on the tourism related schemes, which would attract more tourists to the state of Rajasthan, This would lead to improving the financial health of the government by increasing the quantum of the public exchequer in a decisive manner.

Hypothesis- 2

H₀: There is no significant difference in the satisfaction level of tour operators with regards to efforts/scheme put by the government in terms of policies, schemes and programmes for promoting tourism in Rajasthan.

H₁: There is significant difference in the satisfaction level of tour operators with regards to efforts/scheme put by the government in terms of policies, schemes and programmes for promoting tourism in Rajasthan

For the purpose of testing the hypothesis, the variables selected are- Tourist Operators and the opinion about the satisfaction level about the efforts taken by the government through various initiatives to promote the tourism sector in Rajasthan. Accordingly, two tests were operated on the relevant data set- Correlation Analysis and Chi-Square Test. Firstly, the correlation analysis was undertaken on the given variables to establish the existence of the relationship between the variable. The results of the same are presented in the table below.

Table: 4.22- Correlation Analysis

Particulars		Tourist Operators	Satisfaction Level Towards Government Efforts
Tourist Operators	Pearson Correlation	1	-.086
	Sig. (2-tailed)		.494
	N	66	66
Satisfaction Level Towards Government Efforts	Pearson Correlation	-.086	1
	Sig. (2-tailed)	.494	
	N	66	66

At 5% Level of Significance

The results indicates that there is absence of significance in the data set as the P-Value is greater than 0.05. Therefore, the analysis suggests that there is absence of satisfaction level among tourists operator with regards to schemes of government to promote tourism in Rajasthan.

Subsequently, Chi-square test was administered to examine if there is a difference of opinion among the tourist operators in terms of their significance level towards the efforts of the government for promoting the tourism sector in Rajasthan.

Table: 4.23- Chi-Square Tests

Particulars	Value	Df	P-Value
Pearson Chi-Square	27.436	21	.157
Likelihood Ratio	35.792	21	.023
Linear-by-Linear Association	.478	1	.489
N of Valid Cases	66		

The results, here too, indicates that there is no significant difference of opinion in terms of their satisfaction level toward the efforts of the government. It points out that the tourist operator carries a similar opinion in this regard. It is quite obvious as in today's hyper informative world where the information travels to all the interested parties, especially through social media platforms and government making efforts to keep a balanced approach in this regard.

IV. Conclusion And Recommendations:

The pivot of research is to see the effectiveness of the scheme from the tourists and operators perspective. These schemes are one of the factors which propel tour choice, thus an attempt has been made to assess their effect on tourists arrival and satisfaction among the functionaries in Rajasthan. The experience of tourists and tour operators with the schemes were studied and followings are the highlights:

- There is Inconsistency in the funds allocated towards the schemes by the government. Inconsistency in expenditure towards one particular scheme is basic drawback and reason for the ineffectiveness of government.
- Though there is awareness of schemes with the tourists, but these schemes seems to be outdated or fascinating enough to attract them. These schemes are not affecting their decisions to visit the state. Tourism is increasing at their own pace.
- Although there is satisfaction among tourists related to infrastructure, internet service and hygiene, it has improved in the last decade but not at the pace with other states which are at competitions.
- The schemes like Royal trains, Sound and light Show are attractive schemes but are not marketed enough.
- There is need to further investments in the tourist based infrastructure and related services to provide an overall enriching and memorable experience to the tourists.
- The functionaries of the schemes are not that much satisfied with the schemes. The integration of tourism objectives with the overall environmental concerns demands for well deliberate collaborative efforts between the functionaries, the locals, the creators of the schmes and the Government on a regular and sustained basis. Apart from a strong legal framework to conserve and develop natural assets, the participation need of the local communities can never be over-emphasised.
- The functionaries of the schemes are of opinion that the schemes are not enough to utilize the potential of Rajasthan. There is still many areas which are untouched by the schemes. They really need to be updated and

future schemes should be framed with the participation of functionaries and locals so as to provide new and charming areas for the tourists.

- The funds allocated for tourism are not enough to exploit the opportunities available in Rajasthan. Schemes should be such which encourage new tourism ventures such as camping sites, eco-friendly nature tourism, rural tourism, Agri- tourism, adventure tourism etc.
- Rajasthan is a state of Marathas, Rajputs and countless personalities who have contributed to the state a rich history and heritage which according to the opinion of the functionaries are not maintained and effectively used by the departments of ministry.

Recommendations:

- The foreign tourists arrival on the need base constitute 16.06%. Therefore, by focusing on the Niche Tourism based schemes and programmes, the government can leverage on the tremendous possibilities lying in this domain and improve its earning and position in the regard.
- The well-being and assurance for the safety has been a major perturb for the tourists visiting various parts of India, especially foreigners and single female travelers. The initiatives like Tourist Help Force shall be promoted.
- Mechanism adopted for keeping a track of tourists is outdated and obsolete; it needs standardization with the tourism satellite accounts. Tracking just does not confine to recording their movements it's a broad concept including cost benefit evaluation, input output analysis, efforts should be made it comparable and in line with not just with country but at international level.
- The next tourism policy i.e 2025 should be like which:
 1. Promote sustainable, responsible and inclusive tourism.
 2. Promotes and motive private sectors i.e. tax free zones and giving fascinating tax exemptions
 3. Identifies, explores and promotes new destination and tourists centric destinations.
 4. Promotes Digitalization, Innovation and Technology – to drive competitiveness in tourism.

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