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DOI: <http://ijmer.in.doi./2022/11.05.34>

TOURISM CONTRIBUTION TO RAJASTHAN'S ECONOMIC DEVELOPMENT

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Abstract

Rajasthan Region is one of India's largest famous tourist attractions, having a strong worldwide presence. It offers a diverse range of tourism attractions to both domestic and foreign visitors. The historical forts, palaces, art, and culture of Rajasthan, which is a popular tourist destination, attract visitors. Tourism has also grown as the largest sector in the world, with significant job prospects. The increase in visitor arrivals has resulted in a rapid expansion of the tourism industry in Rajasthan. The expansion of the tourist industry has led in increased employment, foreign exchange profits, infrastructure development, capital investment, socioeconomic growth, and GDP contribution, among other things. The goal of this research is to learn more about the contribution of tourism in Rajasthan's economic and social development and the factors that impact tourism's growth. It also examines the challenges and potential for Rajasthan's tourist development.

Keywords: Rajasthan, Tourism Economic Development, Challenges, Opportunities.

Introduction

Rajasthan is the country of the Aravali Hills, crowned by the sandy beaches of Jaisalmer and Bikaner, picturesque and serene splendour, and warrior princes — the home of royal creatures, bird watchers, and more. Rajasthan is also known as Rajputana, or the Land of Kings, because it was traditionally ruled by kings, mainly Rajputas, for a long time during the pre-Muslim era, and because the Thar Desert covers a considerable chunk of the state. Forts, palaces, and barren landscapes, as well as associated activities including such vehicle safaris and animal safaris in the deserts, are better tourist attractions in Rajasthan due to these two elements. The Golden Triangle is a tourism circuit that includes Delhi, Agra, and Jaipur. Jaipur, Udaipur, Jaisalmer, Jodhpur, Ajmer, Pushkar, Bikaner, Neemrana, and Mount Abu are among the most popular tourist destinations in Rajasthan. Rajasthan also has the world-famous Keoladeo National Park in Bharatpur, the Sariska Tiger Reserve in Alwar, the Ranthambore National Park in Sawai Madhopur, and the Desert National Park in Jaisalmer to offer its visitors, in addition to the world-famous forts, palaces, havelis, desert, Aravalli (hill) Range, and other attractions. Eco-tourism, a canal cruise on the Chamble River, camel and horse safaris, camp tourism, bundle package tours at accessible costs, and special tax refunds and exemptions for the tourism industry have all been implemented by Rajasthan's state government. . As a major source of revenue and jobs, tourism is high on the state's priority list. Tourism also fosters national solidarity and communal peace. Recognizing the importance of tourism in economic growth, the government has implemented a number of policies aimed at making tourism a "People's Industry." Despite the fact that tourist marketing is essential in Rajasthan, it is commonly acknowledged that tourism is beneficial to culture. The government has lately taken initiatives to maximize the tourist industry's benefits. The state's governmental and private sectors have worked together to promote tourism and make successful efforts to draw into the sector's enormous potential.

Type of Tourism in Rajasthan

- Adventure tourism:** This type of tourism involves visiting regions with a wide range of climate and geography, as well as activities such as rock climbing, skiing, rafting, and tracking.
- Desert tourism:** Deserts are particularly desirable tourist destinations due to the richness of their past, the individuals that live throughout, and the charm of their scenery.
- Ecotourism:** This is a sort of tourism that promotes activities that have minimal environmental effect. It comprises visiting areas to learn about the environment's culture and history while also maintaining that perhaps the natural balance is not disturbed.
- Cultural tourism:** It focuses on communities with a diverse variety of traditions and customs that tourists find appealing.
- Spiritual tourism:** Spiritual tourism refers to travel to places where people visit due to various their religious or spiritual beliefs. Tourists visit these locations in search of belief and faith.
- Heritage tourism:** Heritage tourism is a form of tourism that attracts visitors because of a location's cultural diversity and rich history.

Objectives of the study

- The purpose of this study is to look into the factors that influence tourism growth.
- The purpose of this study is to look into the role of tourism in the Rajasthan economy.
- To assess the obstacles and possibilities in Rajasthan's tourist growth.



Research Methodology

Brian & Milman, (1994), in his study, Social Impacts of Tourism, he discovered that those who rely on tourism can tell the difference between economic benefits and social costs, but that this awareness doesn't stop tourism from growing.

Pizam et al., (1994), they analyse both the positive and negative consequences of tourism in her study assessing behavioral impacts: the specific instance of Singapore. This research examines how much these factors are skewing people's perceptions of tourism from positive to negative, as well as strategic options for lessening negative outcomes.

Nzama, (2018), in her paper "Socio-cultural effects of Tourism on Rural Areas inside World Heritage Sites," she proposes a number of strategies for preserving local culture. This research also focuses on how to handle the effects of socio-cultural transformation.

Ahmad Mir, (2018), in his paper, he argues how, despite countless attempts through the "Incredible India" campaign, India continues to suffer from a shortage of tourists. India is unable to attract a huge number of people to its beaches, mountains, and desert sands, but it does not discuss how to enhance Incredible India's current branding. There are several new elements in Indian tourist states, as well as different difficulties confronting the Indian tourism business, such as infrastructure, lack of sanitation, and excessive tariffs, to name a few.

Tourism-Related Factors

According to studies, the following are the major types of variables that influence tourism:

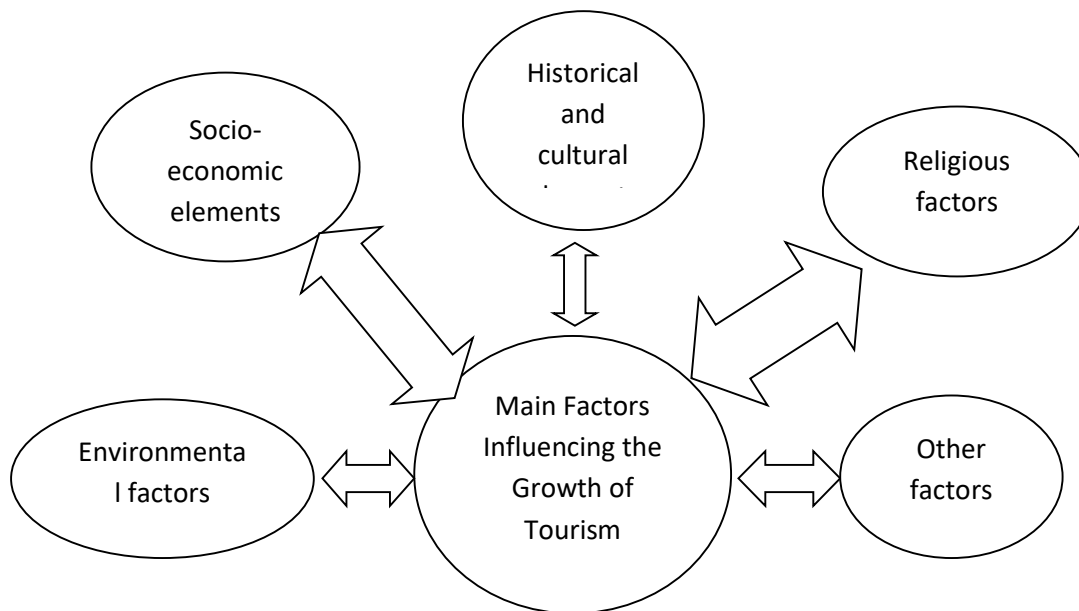


Fig.1: Factors Affecting Tourism

Environmental Determinants

Two significant environmental variables have contributed to the growth of tourism:

Good climate is one of the most enticing characteristics of any tourist resort. The pleasant environment, with its warmth and plenty of sunshine, attracts tourists from temperate and colder nations. Rajasthan's desert landscape, particularly in the state's western areas, is a major magnet for tourists, particularly international visitors. Rajasthan has evolved to become one of India's most popular tourist destinations, with visitors preferring it over Goa and Kerala.

Beautiful scenery: Picnic spots with beautiful views draw a large number of tourists. Locations where the sun rises and sets, long stretches of beach, freshwater lakes, waterfalls, and other tourist attractions, for example, usually draw large crowds. A number of lakes in Rajasthan are well-known as pilgrimage sites and tourist attractions owing to their natural beauty and natural surroundings. The lakes of Rajasthan include Pushkar Lake, Pichola Lake, Lake Fetch Sagar, Rajasamand Lake in Udaipur, and Nakki Lake in Mount Abu.



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Socio- Economic factors

Convenience: All tourist destinations must be easily accessible via a number of forms of transportation, such as roads, trains, aircraft, and boats. Traveling on roads and rails is a great way to see the beautiful sights of nature. Rajasthan's major cities are already on the rail map. In conjunction with RTDC, Indian Railways now operates a variety of well-known trains to provide domestic and foreign travelers with easy and economical rail travel alternatives. The most popular luxury trains among travelers are the Palace on Wheels, the Fairy Queen, the Royal Orient, and the Royal Rajasthan on Wheels. To make guest transit easier, the state would encourage air taxi and helicopter service within the state.

Lodging: Tourist sites must be able to provide enough housing and food to guests. Visitors' housing needs are influenced by a variety of elements, including their lifestyles, manner of life, financial capabilities, and the kind of services expected, among others. At hotels and lodges, guests may have a Rajasthan experience while remaining safe and secure. Suites, AC and non-AC rooms, standard rooms, and tents are among the options available to visitors. There are three-to-one-star levels, as well as a historical category, for hotels and motels. These hotels include travel desks, shopping arcades, indoor and outdoor games for youngsters, and city sightseeing tours, making your stay at an RTDC hotel a complete experience.

Facilities: Important factors such as how well a site is maintained for touring activities such as skiing, roping, paragliding, rowing, fishing, surfing, safari adventure, and so on have an impact on tourism growth. Rajasthan safari tours are increasingly becoming the preferred alternative for most travelers, particularly the adventurous. The most popular safaris are camels, horses, elephant rides, and vehicle safaris.

Additional Service: A tourist destination with auxiliary (supporting) services like banking and finance, Internet and telecom connectivity, hospitals, insurance, and so on would be able to keep (retain) more visitors for longer periods of time. Overall, this has a positive impact on the local economy.

Historical and cultural elements: Historical places and locations with a significant cultural history attract a large number of tourists. People like visiting historic sites such as forts, castles, and palaces built by former kings and queens, and so on. Rajasthan, India's royal state, is home to numerous magnificent forts and palaces that are part of India's cultural heritage and attract tourists from all over the world. Some of Rajasthan's most prominent tourist attractions are the Hawa Mahal, City Palace, Amber Fort, Jaigarh Fort, Nahargarh Fort, Jantar Mantar, Jaisalmer (Sonar) Fort, Mehrangarh Fort, Umaid Bhavan Palace, and Juangarh Fort. Dancing, singing, drama, religious music presentations, and other community events that are translated into folk dance are among Rajasthan's main cultural activities.

Spiritual factors

People visit religious locations for a variety of reasons, including finding inner peace, receiving blessings from their favourite deities and gurus, and achieving salvation before death. The expanding tourism at holy locations is influenced by people's religions, beliefs, and sentiments. Rajasthan is without a doubt the most beautiful and colourful state in the country, with its lively traditions, arts, heritage, and culture. Rajasthan, on the other hand, is home to a diverse range of religious sects that live side by side in harmony. People of many religions, including Hindus, Muslims, Jains, and Christians, have lived in perfect communal peace for centuries. Some of Rajasthan's most renowned pilgrimage locations are Dargah Sharif in Ajmer, Dilwara temple in Mount Abu, Jain temples in Ranakpur, Karnimata temple in Deshnoke, Eklingji temple in Udaipur, Shrinathji temple in Nathdwara, Brahma temple in Pushkar, and Govind Devji temple in Jaipur.

Additional factors

Other factors may also play a role in the growth of tourism in unexpected places. Deep sea and cave explorations, geological studies of hot springs and geysers, seismic studies of active volcanoes, paranormal investigations in abandoned ghost towns, and a variety of other activities all contribute to the growth of tourism in some way.

Contribution of Tourism in Rajasthan Economic

The tourist sector in Rajasthan makes a substantial contribution to the state's economy. The recent rise in the number of tourists to Rajasthan, India, has shown that tourism is a significant source of cash for the state. Many heritage hotels (old forts and palaces) are successfully run for a handsome amount of money throughout Rajasthan, and the substantial amount of tax paid to the state government supports the local economy and people of Rajasthan, which would not have been possible if tourists visiting Rajasthan had not visited. Tourists contribute to the survival of local transportation, hotels, businesses, monuments, museums, guides, and tour operators. Tourism has the potential to sustain 30% of Rajasthan's population if significant efforts are made. Rajasthanian rural tourism has the potential to bring enormous benefits to the state's people.

Tourism produces advantages such as foreign exchange gains, regional growth, infrastructure development, and the promotion of local handicrafts, and contributes around 15% of Rajasthan's GDP.



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1. Rajasthan's tourism industry produces 2.7 percent of the state's GDP (5.2 percent after indirect taxes) and 1.9 percent of the state's employment (8.2 percent after indirect effect).
2. Wages and salaries given to those working in jobs that either directly fulfill the needs of tourists or indirectly profit from their spending are likely to account for the bulk of income in a labor-intensive industry like tourism.
3. Tourism has a significant multiplier effect on the state's economy. It increases work opportunities, revenue, infrastructure development, investment opportunities, and the preservation and management of traditions and legacy. Each rupee spent by a guest is said to pass through 13 hands, and each hotel room employs three people directly and eight people indirectly.
4. Foreign exchange reserves are bolstered and maintained through tourism. It assists our country in generating foreign currency. Every year, a large number of visitors visit Rajasthan. They come to visit, stay, and shop in our state. All of this contributes to the development of a significant amount of foreign currency.
5. After agriculture and the textile sector, tourism is the third most important source of employment in Rajasthan.
6. The tourist sector is more gender neutral than other industries, with women accounting for 65 percent of the international tourism workforce. The tourist business in Rajasthan also serves as a platform for increasing labor force participation.

Tourism in Rajasthan

The tourist sector in Rajasthan is critical and is recognized as an apex industry that delivers economic benefits such as foreign exchange income, regional growth, infrastructure development, and the promotion of local handicrafts. The state of Rajasthan's tourism growth rate has showed that both domestic and international visitor arrivals are increasing each year.

Arrival of Domestic foreign Tourists in Rajasthan from 2001 to 2017

S No.	Year	Arrival of Tourism			% Change in Tourism compare to last Year		
		Domestic	Foreign	Total	Domestic	Foreign	Total
1	2001	7758217	609283	8367500	1.08	13.73	15
2	2002	8301190	428537	8729727	1.05	20.37	21
3	2003	12542135	628570	13170705	1.05	20.95	22
4	2004	16034896	971782	17006678	1.06	17.50	19
5	2005	18788298	1131264	19919562	1.06	17.61	19
6	2006	23482387	1220264	24702651	1.05	20.24	21
7	2007	25920592	1401032	27321624	1.05	19.50	21
8	2008	28359818	1477746	29837564	1.05	20.19	21
9	2009	25548691	1073514	26622205	1.04	24.80	26
10	2010	25553877	1279523	26833400	1.05	20.97	22
11	2011	27133723	1351874	28485597	1.05	21.07	22
12	2012	28611381	1452370	30063751	1.05	20.70	22
13	2013	30928150	1438162	32366312	1.05	22.51	24
14	2014	33067491	1525674	34593165	1.05	22.67	24
15	2015	35187573	1476311	36663884	1.04	24.83	26
16	2016	41495115	1513729	43008844	1.04	28.41	29
17	2017	45916573	1609963	47526536	1.04	29.52	31

Source: (Tourism Annual Report 2017-2018- Department of Tourism, Rajasthan, 2017)

Rajasthan's Tourism Industry Challenges

Rajasthan's tourism sector, while having various tourist attractions, has yet to attain its full potential due to the following challenges:

Poor infrastructure: A host of important difficulties connected to tourism expansion are rooted in fundamental infrastructure deficiencies. The majority of Rajasthan's infrastructure development has focused on industrial regions, while tourism destinations have been neglected. Aside from national and state highways, connector roads are in terrible shape. A major stumbling barrier has been the lack of intra-city air connectivity. In order to entice tourists to the Delhi-Agra-Jaipur triangle, connectivity has been a stumbling block. Tourism is impossible to reach these people due to the limited access to tribal rural places.



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Lack of innovativeness in marketing: Rajasthan is one of the world's most well-known tourist attractions, however it lacks tourism promotion. To attract tourists to Rajasthan, there is no promotional marketing campaign advertising the state's tourism destinations. There are also no cultural programmes to create awareness about Rajasthan tourism in other states or nations throughout the world.

Tourism policies instability: The lack of a comprehensive programme for the development of the tourist sector in Rajasthan is one of the key reasons for its slow growth.

Marketing lacunae: There is a shortage of aggressive advertising and other marketing tools in tourist sites. The lack of structured targeted marketing limits the number of visits.

Language Problem: Language is one of the challenges to tourism. Despite the fact that Hindi is the official language of Rajasthan, many people do not understand it.

Tourist guide with training: A shortage of skilled guides will be a problem. The guide is vital when it comes to luring tourists. The tour guide should be knowledgeable about the region and able to spark guests' interest in seeing the site. To give information about the destinations, the guide can display an album, a video clip, or a brochure.

Legislative Issues: All licensed hotels, motels, and cottages pay a large fee to the government since tourism is a kind of entertainment.

Various monuments have a lack of cleanliness: Visitors visiting Rajasthan have emphasised the need of providing basic facilities such as clean toilets and other amenities, in addition to roads. Udaipur is a lovely city with interesting people and great holiday sites; however, the city interiors are dirty. Rajasthan's most famous lakes, the Jalmahal, Jaisamand, and Udaisagar, are among the country's most badly polluted water bodies, according to a new investigation.

Wellbeing Concerns: State governments currently have no legal measures in place to protect visiting guests. Several cases of misbehavior, molestation, and sexual harassment involving foreign visitors have been reported in recent months in various parts of the state. Tourists are afraid in situations like this.

Lack of facilities: the government's contribution: Despite the fact that tourism has been defined as an export sector, the government does not provide the RTDC with the same amount of support as other export-oriented firms.

Rajasthan's Tourism Industry Possibilities

Tourism is one of Rajasthan's fastest-growing sectors. Forts and palaces, shopping, safari excursions, wildlife sanctuary regions, cultural and spiritual sites, and lakes are just a few of the attractions of Rajasthan. Historic towns (Jodhpur, Jaipur, Pushkar), animal reserves (Sariska Ranthambore, Keoladeo), and desert views (Sariska Ranthambore, Keoladeo) are only a few of the state's most prominent tourist attractions (Jodhpur, Jaisalmer). To attract local and international tourists, Jaipur and other cities in Rajasthan have devised distinctive selling propositions. Authentic Rajasthani cuisine prepared the old-fashioned way is available at some Rajasthani hotels.

The popular tourist attractions "Palace on Wheels," "Historical of Pedals," and the luxury line "Imperial Rajasthan on Wheels" are all run by the state. The government should encourage medical tourism by reducing the costs charged by super-specialized medical institutes. It can also build infrastructure to encourage environmentally friendly nature and camp tourism. If RTDC takes efforts to promote tourism by adopting a better marketing strategy and delivering services at a lower and more acceptable cost than those provided by other countries, international visitor arrivals would undoubtedly increase from current levels. If this is done, Rajasthan's tourist economy would benefit greatly. As a result, Rajasthan's tourist sector is a significant economic activity with both positive and negative implications for the state.

Conclusion

Tourism is a triadic confluence of economic, geographical, and cultural phenomena that's also fast becoming the world's most important source of employment. Rajasthan tourism includes castles and buildings, heritage hotels, bustling events and celebrations, and indigenous art and handicrafts, among other things. The number of overseas visitors to the state has increased. Excluding a few years over the study years, it showed an increasing trend. Without a question, the tourism industry in Rajasthan has social and environmental difficulties. Though this is true that perhaps the state government of Rajasthan is focused on the expansion of tourism and tourism-related activities.

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