

Tourism Industry in Rajasthan: Contribution in it's Economy

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Running Title: Problems and Prospects of Tourism In Rajasthan

Abstract: *Tourism is one of the main sources of Earning in Rajasthan where it occupies a very important place in its Economy. The Tourism Industry has contributed about ₹16.90 lakh crore or 9.2% of India's GDP in 2018 and supported nearly 42.673 million jobs, it also constitutes about 8.1% of its total employment availability. The tourism sector is predicted to grow at an annual rate of 6.9% to ₹32.05 lakh crore (US\$450 billion) by 2028 (9.9% of GDP). The Tourism Industry has been defined as a leisure industry which brings too much tourists in the State. This Tourism Industry is considered as one of the ancient industries of the world and primarily, tourism was only confined to Rulers, Kings of the states and some adventurous men travelled in search of God or for pilgrimage purposes. The concept of modern tourism is relatively new in recent researches. With the growth of science and technology, like Google Maps, and revolutionary changes that have been taken place in the field of transportation and communication have contributed massively to the growth and development of tourism Industry's in India and trade prospects all over the world. Tourism Industry in India is experiencing a great boom in recent times. India has tremendous potential to become a major global tourist destination and Indian tourism industry is exploiting this potential to a great extent recently. The State of Rajasthan has all the ingredients and elements to become a model state for tourism in the country. It is fact for Rajasthan that the composite culture, heritage and tradition is still being denied national ain India and Rajasthan and throw special light on problems and prospects faced by tourism industry in Rajasthan and analysis have been made of statistics of domestic and foreign tourist arrival in Rajasthan in recent years.*

Keywords: Tourism Industry, Heritage Sites, Tourist Destinations, Rajasthan Tourism, Indian Tourism

1. Objective of the Study

The objective of the present research paper is described as follows :

- 1) To find out the importance of Tourism Industry in India and specially in Rajasthan.
- 2) To analyse the role of Tourism Industry in the Economic Development of Rajasthan.
- 3) To find out the role of Tourism Industry in Employment Generation in Rajasthan.
- 4) To find out the problems and prospects of Tourism Industry in Rajasthan.

2. Review of Literature

Brian et. al. (1993) in his study of "Social Impacts of Tourism" has concluded that the people who are dependent on tourism can clearly identify the difference between economic benefits and social costs but even this awareness does not stop the further development of tourism industry

Peggy.T, in her study in (1994)" Assessing Socio-Cultural Impacts: The case of Singapore "highlighted both the positive and negative impacts of tourism on the people and the economy. The study of Peggy examines how far these effects are tilting perceptions of tourism from an acceptable to an unacceptable manner and suggest the ways to reduce negative impacts of tourism on Economy and people.

Nazma in the year 2008 in her study "Socio-Cultural Impacts of Tourism on the rural areas within the World Heritage Sites" has suggested various strategies to protect the local culture from degradation. This study also focuses on

the methods to manage the impacts of socio-cultural change on the [people and the Economy].

Bartwal in the year (2008) in his research article discussed that despite numerous efforts through "Incredible India" campaign, India is lacking in attracting tourist's figures. India is still not able to flock a large number of visitors in its beaches, mountains and desert sands but does not talk about the ways to improve the present branding of Incredible India

3. Research Methodology and Plan of the Study

The present research paper is mainly based on secondary sources of data. The data's have been collected from Tourism Ministry of Central Government in India, Tourism Ministry of Rajasthan, UNESCO, Annual Publication of Tourism Ministry, and Foreign Ministry's Annual Reports regarding Tourists arrival in different parts of the country.

Introduction of Tourism Industry

Tourism is an industry which is based on infrastructural service product. It is generally identified by the products, which needs to satisfy the requirements of travel, accommodation, food and beverages away from home to a new destination. Tourism industry in all over the world has grown as an important industry and has gained worldwide importance and significance almost in every sphere of economic activity. Many Economies of the world to a great extent depend largely on this tourism industry and ranks among the top three industries. Tourism Industry is having the highest multiplier effect in creating prosperity in the development of communication, transportation, accommodation and other consumer centric services and

gives benefits of development of trade and transport, increase in standards of living, development of local handicrafts and even builds the image of the nation in the minds of the tourists.

Growth of Tourism Industry in India

The World Travel and Tourism Council has estimated that tourism generated ₹16.91 lakh crore or 9.2% of India's GDP in 2018 and generated about 42.673 million jobs, which constitutes 8.1% of India's total employment. The sector is predicted to grow at an annual rate of 6.9% to ₹32.05 lakh crore (US\$450 billion) by 2028 (9.9% of GDP).

In October 2015 India's medical tourism industry was estimated to be about US \$ 3 billion, and it is projected to grow to about US\$7–8 billion by 2020. In 2014, about 184,298 foreign patients travelled to India to seek medical treatment in different parts of Indian cities'.

Total of Over 10.93 million foreign tourists arrived in India in 2019 as compared to 10.56 million in 2018, representing a growth of 3.5% during this period. Total domestic tourist visits to all states and UT's numbered about 1,036.35 million in 2012, it was an increase of 16.5% from 2011. In 2014, UP, Tamil Nadu and Maharashtra were the most popular states for tourists in India. In 2015 Delhi, Mumbai, Chennai, Agra and Jaipur were the five most visited cities of India by foreign tourists. In the perspective of world tourism, Delhi is ranked at 28th by the number of total foreign tourist arrivals, while Mumbai is ranked at 30th, Chennai at 43rd, Agra at 45th, Jaipur at 52nd and Kolkata at 90th place.

The Travel and Tourism Competitiveness Report of 2019 ranked India at 34th out of 140 countries which were considered worldwide. During this period, India improved its ranking by 6 places over the 2017 report which was the greatest improvement among the top 25% of countries ranked for tourism destinations. India is having greater hotel rooms per capita by international comparison but low ATM penetration. The World Tourism Organization in its report has stated that India's receipts from tourism in the year 2012 ranked 16th in the world and 7th among Asian and Pacific countries over all.

Indian Tourism has come into its own as a brand as India Tourism. There have been several innovative approaches in the Tourism Ministry's policy and many tourism products like medical tourism, wellness tourism, adventure tourism, cruise tourism and rural tourism has served to widen this sector. At present there are 38 UNESCO declared Heritage Sites in India which is attracting large number of tourists in the Country.

Progress of Tourism Industry in Rajasthan

Tourism is integral part of Rajasthan Economy which contributes about 15 per cent of the **Rajasthan's Economy** and provides benefits like foreign exchange earnings, regional development, infrastructure development and promotion of local handicrafts and cultural development. UNESCO has declared 08 Heritage sites in Rajasthan which are as follows: 1. Chittorgarh Fort., 2. Kumbhalgarh Fort. 3. Ranthambore Fort. 4. Gagron Fort. 5.

Amber Fort. 6. Jaisalmer Fort. 7. Keoladeo National Park. 8. Jantar Mantar, Jaipur.

Rajasthan is a beautiful place being situated in the northwest part of India is a land of majestic Aravalli Hills, crowned with sand dunes of Jaisalmer and Bikaner, scenic and serene beauty and the land of royal creatures and bird sanctuaries. The place is very rich in cultural heritage and is having the most hospitable people make journey to Rajasthan a most enjoyable and eventful experience of life both for foreign and domestic tourists. Rajasthan is having rich in customs and traditions, fairs and festivals, handicrafts, art and music reflect the very broad spectrum of the Rajasthani culture where much of the Rajasthan thought, philosophy and culture is being reflected all over the State. Rajasthan tourism offers numerous possibilities from adventure to nature holidays, pilgrimage to sightseeing etc. Many of the cities in Rajasthan like Jaipur, Bikaner, Jaisalmer, Udaipur offers ancient architect, paintings, music, Rajasthani dresses and food makes it as one of the desired international destinations to come in. The state of Rajasthan has realized the potentials of this industry for the economic development in the state and has adopted several important measures to promote tourism in the state by adopting schemes like "PadharoMhareDesh" which means Rajasthan invites you. No wonder that Rajasthan is being called as the "Designer state" as far as tourism is concerned because of its culture, cuisine, customs and art forms. Over the last two decades, Rajasthan has emerged as one of the leading state of India for Tourism, and Rajasthan was the third highest state of tourist destinations after Goa and Kerala. As we know Rajasthan occupies unique place for tourism in India and various measures has been taken by Ministry of Tourism and Government of Rajasthan to improve tourism in state which resulted in being Rajasthan winning National Tourism Awards as the Best State/UT for Tourism related programmes from the year 2007-08 to 2009-10. In the same way, to increase tourism in the state, Government of Rajasthan has established The Department of Tourism, Rajasthan Tourism Development Corporation Ltd., Rajasthan Institute of Travel and Tourism Management etc, and many other organizations which plays a vital role for increasing tourism in the state. The growth rate of tourism in the state of Rajasthan has much higher than the National average, tourists arrivals both domestic and foreign in the state of Rajasthan is increasing annually and it increased from 0.83 crore to 3.01 crore in between 2001-12.

The Rajasthan Government, to enhance tourism in the state has initiated new measures like organizing fairs and festivals, arranging package tours, running heritage trains, establishing more number of Tourists Information bureau and Reception Centres and providing facility of safari tours for different destinations.

Table 1: Arrival of Domestic & Foreign Tourists in Rajasthan from 2011-2020

Year	Domestic Tourists	Foreign Tourists	Total Tourists
2011	2,71,37,323	13,51,974	2,84,89,297
2012	2,86,11,831	14,51,370	3,00,63,201
2013	3,02,98,150	14,37,162	3,17,35,312
2014	330,76,491	15,25,574	3,46,02,065
2015	3,57,87,573	14,75,311	3,72,62,884

2016	4,14,95,115	15,13,729	4,30,08,844
2017	4,59,16,573	16,09,963	4,75,26,536
2018	5,00,91,433	18,08,568	5,19,00,001
2019	5,85,10,849	20,14,563	6,05,25,412
2020	1,10,40,000(Jan- May)	4,39,000(Jan-May)	1,14,79,000

Source: www.rajasthantourism.gov.in

The above Table 1 shows statistics of domestic and foreign tourist arrival in Rajasthan from the year 2011 to 2020(Jan-May). As above table shows that from the year 2011 to 2019 arrival of domestic tourists has increased from 2.71crore to 5.85 crore and the number of foreign tourists also increased from 13.51 lakhs in 2011 to 20.14 lakhs in 2019 , a 67% increase in foreign tourists arrival during the nine years. As the above data's shows that in these years more number of domestic and foreign tourists who visited Rajasthan has increased considerably . As above data's shows that during these years high rate of foreign tourists arrival in the state because foreign tourists are attracted by culture, tradition, customs and traditions, fairs and festivals, handicrafts, art and music of Rajasthan , a famous place to visit. The government has to take several initiatives which are required for government and private bodies to enhance tourism in the state so that rate of domestic and foreign tourists arrival goes high that result in increase in foreign exchange revenue for the state government, increase employability rate for local people and increase infrastructural development.

Challenges and Opportunities Face by Tourism Industry in Rajasthan

As we know Rajasthan enjoys a unique advantage as a tourist place because of its culture, tradition, cuisine, costumes and its numberless art forms, world class heritage sites. But the State is also facing problems of underdeveloped and backwardness in means of transport and communication, literacy rate and especially when compared with other regions of the India. Similarly, the problem of accommodation, lodging logistics, transportation and communication, and problem regarding drinking water while travelling are generally faced by tourists. It has been generally observed that the foreign tourists are specially attracted by the antiques, art objects and things of daily use such as Rajasthani Shoes, Garments, Ornaments, History etc. These shopkeeper's and businessmen are minting money by cheating the tourists through their false advertising. Therefore, to overcome from above mentioned problems and to increase flow of tourists into the state it is necessary that tourism department should adopt the strategies' for accommodation, transportation and lodging facilities. For that the Government should take up the modernization of the railways and road transport to a great extent. To facilitate the comfortable stay of the tourists, the hotel industry should be given all possible encouragement subsidy and all necessary facilities. For the building, standard hotels and lodges the Government should allocate the suitable lands, financial assistance and other such subsidies which can encourage the hotel business communities and agencies to build enough accommodation for tourists in the State. And to overcome the problem of malpractices, the State Government should purchase the handicrafts and artifacts directly from the manufacturers and should avoid the middle-man profiteering. Similarly, to

assist tourists, literatures pertaining to history, tradition, art, culture, artifacts and handicrafts should be prepared and distributed in each sites for wide publicity. The tourist guides also play a very important role in the development of tourism industry so proper education and training regarding the culture and tradition of the state should be given in modern foreign languages and develop their skills so that they can do their job professionally.

4. Conclusion

The Tourism Industry is an integral part of modern day Economy all over the World. The Tourism Industry which comprises of social, natural and the cultural phenomenon, is emerging as the world's largest employment generating industry. The Indian Tourism Industry offers many unique products and destinations that make India as an ultimate tourism place in world map. The Indian State of Rajasthan is having a unique place for tourist attractions such as forts and palaces, heritage hotels, colourful fairs and festivals, local art and handicrafts etc. No doubt it is clear that tourism industry in Rajasthan suffer some social and environmental problems such as poor infrastructure, damage to heritage and pilgrimage places, environment pollution, lack of connectivity and shopping malpractices generally. Though the Tourism lives in the heart of Rajasthan, the State Government of Rajasthan should have made many efforts to increase tourism in the state and try to improve various tourist services.

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