

Tourism in Southern Rajasthan: Possibilities and Constraints (Special Reference of Banswara)

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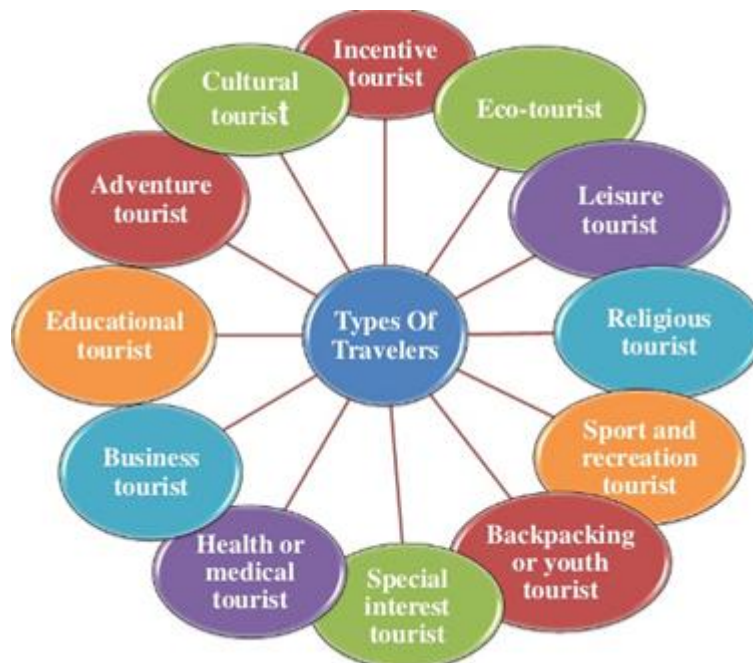
1. Introduction

Tourism

There are many reasons due to which humanity has to travel from one place to another, including entertainment, natural tourism, pilgrimage, historical tourism, cultural tourism, study, sport, health, official work etc. travel which is

undertaken from the objectives as mentioned above is known as tourism. Therefore, we can say that a tourist is a person who lives at some other place temporarily, away from his usual routine and his native place of residence. Then, after fulfillment of his set objective, he returns to his original place of residence.

Types of tourism



Definition: -

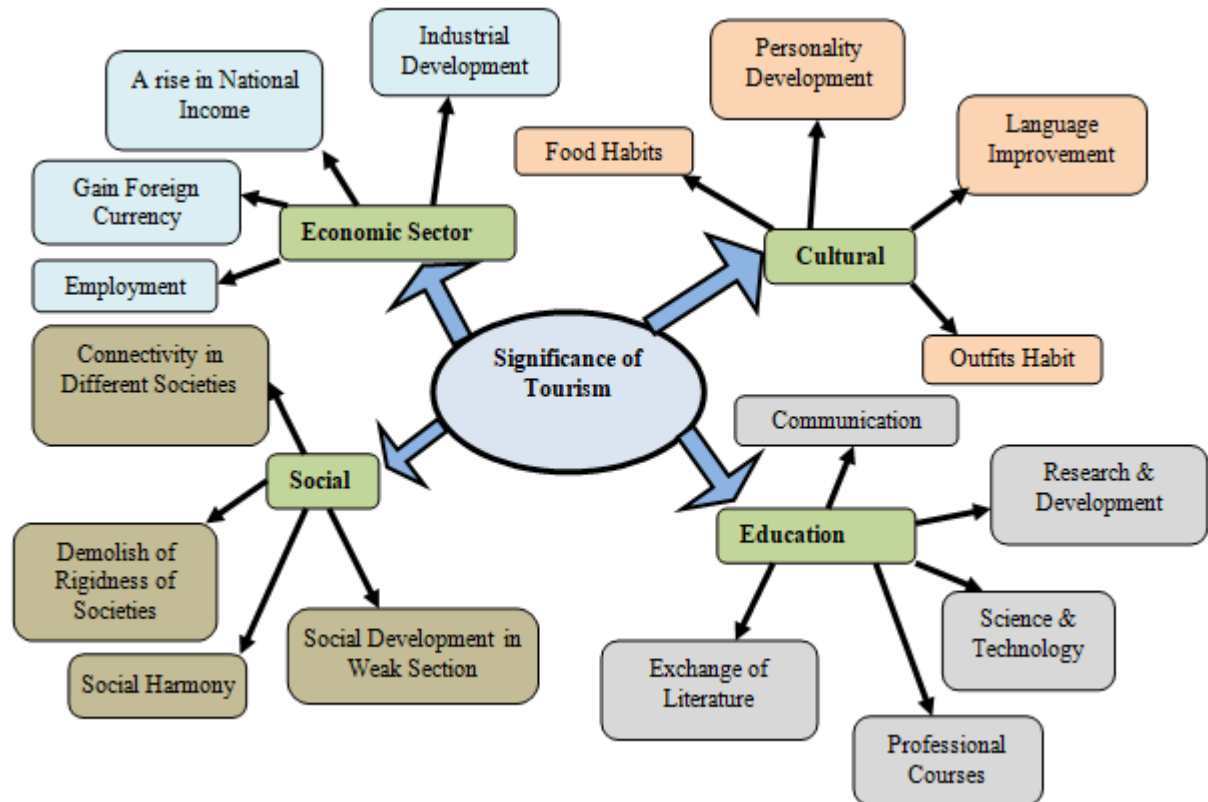
In 1936, the League of Nations defined a *foreign tourist* as "someone traveling abroad for at least twenty - four hours". Its successor, the United Nations, amended this definition in 1945 by including a maximum stay of six months.

- In 1941, Hunziker and Kraft defined tourism as "the sum of the phenomena and relationships arising from the travel and stay of non - residents, in so far as they do not lead to permanent residence and are not connected with any earning activity. "
- In 1976, the Tourism Society of England's definition was: "Tourism is the temporary, short - term movement of people to destinations outside the places where they normally live and work and their activities during the stay at each destination. It includes movements for all purposes. "
- In 1981, the International Association of Scientific Experts in Tourism defined tourism as particular activities chosen and undertaken outside the home.

d) In 1994, the United Nations identified three forms of tourism in its *Recommendations on Tourism Statistics*:

- Domestic tourism, involving residents of the given country travelling only within this country
- Inbound tourism, involving non - residents travelling in the given country
- Outbound tourism, involving residents travelling in another country

Significance of Tourism: - Tourism is an essential, even vital, source of income for many regions and countries. Its importance was recognized in the *Manila Declaration on World Tourism of 1980* as "an activity essential to the life of nations because of its direct effects on the social, cultural, educational, and economic sectors of national societies and on their international relations."



Major Tourism Spots in Banswara (With Their Possibilities)

BANSWARA

THE CITY OF A HUNDRED ISLANDS

Banswara gets its name from the 'bans' or bamboo trees that once grew here in abundance. It is dominated by Bhil tribals (popularly known as the bowmen of Rajasthan), who make up more than half the region's total population. History states that Banswara was ruled by a Bhil ruler named Bansia or Wasna, and the place derived its name from him. Bansia was defeated by Jagmal Singh, who crowned himself Banswara's first Maharaval. The district is a mix of different geographies with fertile plains of maize, wheat, rice, cotton, soya bean and gram covering the entire central and western regions, while the Aravallis range makes up the eastern side. The rich teak forests, mango, khajur (date), and mahua trees are home to diverse wildlife. The archaeological significance of Arthuna has made it one of the prime attractions of Banswara. It was about 72 kilometres in length from north to south and 53 kilometres in breadth from east to west. The district was formerly a princely state ruled by the Maharavals.

Historical Heirloom

ARTHUNA: Arthuna, as well as its surrounding areas, have clusters of ruined Hindu and Jain temples belonging to the 11th, 12th, and 15th centuries; among the ruins is a beautiful carved conjugated statue of Shiva, Parvati and Ganesh. In addition, Lankiya village around Arthuna has a Shaivite temple called Nilkanth Mahadev Temple. The temple is an old stone with beautiful intricate carvings and sculpted figures of women embedded in the outer walls. The Bull Nandi (Lord Shiva's reliable vehicle) stands guard at the entrance on the temple porch.

This old Digamber Jain Nasiyaji Atishya Kshetra exists on a beautiful hill located 1 km ahead in the south of Amaravati (Now named Arthuna). Arthuna is a historical place and is famous throughout India for art. There are 49 idols in Padmasana and Khadgasna posture. These have been carved on stone and belong to Vikram Savant 1100 to 1200 as per inscriptions on idols. The whole environment gets aromatic by a saffron shower on idols from the sky at some times.

PARAHEDA: Paraheda is a famous Lord Shiva temple located in Garhi Tehsil. King Mandlik constructed it in the 12th century, and it is approximately 22 Km. from Banswara.

RAJ MANDIR: Raj Mandir is a 16th - century structure that sits on a hilltop as if keeping an eye on the town below. It is also known as the City Palace. Later on, it is known as Shree Garh. Although it is built in the style of old Rajput architecture, this palace still belongs to the royal family. The Tripolia Gate near the entrance of the City Palace has been a mute witness of the fortunes of the palace. This three - arched open gateway has a clock embedded on its outer wall, but unfortunately, this lovely timepiece has long crossed its working days.

MANGARH DHAM: Govind Guru was a famous saint of the Bhils who made the Mangarh hill a centre of faith. He awakened the billing community and filled them with a sense of patriotism. The Bhils were so inspired that they sacrificed their lives for freedom. Later, 1500 Gurubhakt Bhils sacrificed their lives while fighting against the British army. It is therefore also known as Jallianwala Bagh of Rajasthan. It is situated in Anandpuri, the border of Gujarat state, approximately 55 Km. from Banswara.

Religious & Spiritual

- **TRIPURA SUNDARI:** There is a temple of Goddess Tripura Sundari known as Tartai Mata here, which has a beautiful idol of black stone having eight hands, each carrying a symbol. The Goddess is seen riding a tiger. The exact date of construction of this temple is not known. However, it is said to have been built before Samrat Kansishka, who ruled here. It is one of the "Shakti Peeths" of the Hindus. It is situated in Amrai Village near Talwara, approximately 18 Km. Distance from Banswara.
- **TALWARA TEMPLE:** This town is famous for the ancient temple of the Sun, Laxmi Narayan Temple, Jain Temple of Sambharnath, Lord Amaliya Ganesh, Maha Laxmi Temple and Dwarkadhish Temple. Several Sompura Sculpture artists can be seen carving stones on the roadside in Talwara. It is also known as the City of Temples. Its distance is approximately 14 km from Banswara.
- **MADARESHWAR TEMPLE:** This is a famous temple of Lord Shiva built inside a natural cave on top of a hill towards the eastern part of the city. It provides a sensational view. Approximately its distance is 4 km.
- **ABDULLAPIR:** It is a famous shrine of a Bohra Muslim saint. It is the Dargah of Abdul Rasual, known as Abdulla Pir. It is situated in the southern part of the city. Every year, many people, especially the Bohra Community, participate in the 'URS' at the Dargah.
- **ANDESHWAR PARSHWANATHJI:** AndeshwarParshwanathji is a famous Jain Temple located on a small hill in Kushalgarh tehsil. The temple is home to rare Shilalekhs from the 10th century. The place also houses two Digamabara Jain Parshwanatha temples.
- **VITHALA DEO TEMPLE:** Barely a few kilometres from Banswara lies the Vithala Deo Temple. A beautiful red structure, this temple is dedicated to Lord Krishna.

Natural Panorama

- **ANAND SAGAR LAKE:** This lake, also known as BAI - TALAB, was constructed by Lanchi Bai, the Rani of MaharavalJagmal Singh. Located in the eastern part of Banswara. It is surrounded by holy trees, known as 'KalpaVriksha', famous for fulfilling visitors' wishes. The 'Chattris' or cenotaphs of the rulers of the state are also scattered nearby.
- **RAM KUND:** - It is also known as 'Phati Khan' because there is a deep cave under a hill. There is a pool of freezing water found throughout the year. It is said that Lord Ram, during his exile, came and stayed here. It is a beautiful place surrounded by hills.
- **DIABLAB LAKE:** - on the banks of this beautiful lake stands the summer residence of the former rulers. A significant part of the lake itself is covered with lotus flowers.
- **KAGSDI PIKUP WEIR:** - Located on Ratlam Road, 3 km from the central city, is Kagadi Pickup Weir. It is worth visiting for its enchanting fountains, gardens and water bodies. It overlooks Kagdi Lake and is a part of the Mahi Bajaj Sagar Project.
- **MAHI DAM:** - The Mahi River flows through the region, has several islands at various distances. Mahi

Dam is one of the major attractions of Banswara. The dam was constructed under the Mahi Bajaj Sagar Project, various dams and canals have been constructed over an enticingly enchanting scenic surrounding. Near the dam, the Mahi River has several islands at intervals; hence, Banswara is a city of hundred islands.

The Mythical Tree: - The charming environs of the Bai Talab also hold a couple of holy trees known as Kalpavriksha. According to Hindu mythology, the Kalpavriksha tree was one of the 14 gems which came out of the depths of the sea after the Samudra Manthan (churning of the ocean). The ancient scripture speaks of a mighty tug of war between the Gods and Demons, which brought many divine and exotic elements to the sea's surface. The first one to emerge was Goddess Laxmi, the Goddess of Wealth and Prosperity. Then came Kaustubh, a precious jewel. Next was the divine white elephant Airawat; later on, five other elements were apart from Kalpavriksha.

It is also said to fulfil the desires of all those who have faith in the holy tree. This tree has a generous connotation attached for ages; it has been known to grant wishes of the needy and desperate. Nature worshipped in the forms of trees and animals have been the basis of Pre - Aryan religious practices. This tradition is still found among India's tribal population and more among the Bhils.

The tree seeds make up for beads and are worn by the tribals in honour of the mother goddess and Lord Shiva. The banyan is often depicted as the Kalpavriksha by the tribals of India. The tree has a Ganesh idol anointed in saffron and worshipped daily by the locals.

Wildlife Attractions: The wildlife here includes a large variety of animals, reptiles and fish. Chinkara (Indian Gazelle), Chowsingha (four - homed antelope) are spotted very rarely. Sambhar (Asiatic deer), wild boar (SusscrofaCristatus) and Cheetal (spotted deer), which used to frequent these forests, have now become migrated to greener pastures. Squirrels (Funambloous Palmarum) and reptiles like lizards and snakes of various types are found almost in all parts of the forest. Birds are common and varied. Jungle crow (Corvus macrorhynchos), red vented bulbul (PycnonotusCafer), myna (Acridotheres tristis), red spurfowl and black drongo (DicrususAdsimilus), grey shrike, green bee - eater, parrot, house sparrow, purple sunbird (Nectarina Asiatica), woodpecker, white - spotted fantail can be spotted here. Major carps, catfish and other fish varieties are found in the waters of Mahi, the Anas, the Chap and AirNav. The major fish rohu, khuris or sarsi, kalbose or kalot are found, while the cat variety includes patola, girai, saullanchi, singhara and singhli.

Significant Obstacles in Tourism

Transportation: - Transportation is the first requirement for economic development as well as tourism development. We cannot imagine it without transport development like land transport - road and rail transport, air transport and water transport. Therefore, if we want sustainable development in tourism, we must develop first transport facilities. Often we consider transport facility means two places connected by

any transport medium like road, rail, air, water but in tourism. So it must ensure not only we build roads to connect to place, but it is ensured that vehicle facility also developed and timing of buses or other vehicles also schedule like every half - hour or hour.

Therefore be targeted to: -

- 1) Upgrading transport infrastructure and facilities at passenger terminals and other boarding points and in vehicles or other transport modes to accessibility standards.
- 2) Providing assistance services to disabled passengers and passengers with reduced mobility using all forms of transport.

Problems at Hotels: When it comes to domestic tourists, lack of understanding of the staff about their unique needs and inappropriate rooms are reportedly following significant issues. Besides these, relatively higher pricing of unique requirement rooms, absence of lift and facilities meant for them not located at convenient location follow the order as regards the problems being encountered by foreigners at their place of stay. It was followed by an absence of public utilities at convenient locations. It is pretty natural when such facilities are critical, and the absence or inaccessibility of those could pose a real challenge during the attraction visit. It was followed by an absence of toilets or unhygienic conditions, Slippery or coarse surface of pathway and non - availability of public utilities also add their predicaments.

Language dis- efficiency: Language is an essential part of tourism; it is a medium of exchange of thoughts, views, thinking, emotions and feeling. Language plays a primary role in tourism; when a tourist comes, he faces language problems; either he cannot know the local language or local people cannot understand a foreign language. In that case, a tourist finds himself in trouble to search his hotels and those places where he wants to go. Nowadays, English is an accepted international language, so English is beneficial in conversation with foreigners.

Cultural Overlapping: Cultural over - lapping means – a tribe or race with unique traditions and customs with unique dressing, food habits and culture. However, the tribe forget his traditions and culture; they adopt new or modern or other societies' customs and traditions.

A traveller travels to see new things and a new world he does not know; he wants to learn about various tribes. Their food habits, dressing, heritage, language, culture, customs, living ways and art of living. However, when a tribe is affected by cultural over - lapping, it adopts modern habits. In that case, the traveller who wants to know the reality of the tribe becomes desperate to see that the tribe was changed. So we maintain our heritage and old customs as well as an adopted new culture.

Lack of infrastructure: - A significant problem with Banswara is the lack of infrastructures like roads and rails. There is no proper highway or no any kind of facility for air travel. Banswara has also lacked any hotels which have a four or five stars rank. In that case, we have black - footed in tourism instead it has many tourist places of various types.

We have to develop the best hotels and roads with modern facilities to attract tourists.

Recommendations in consideration of primary emerged from the study, a set of specific action points are proposed herewith -

These are meant to address some of the critical barriers of this potential visitor segment and exploit the business opportunities for providing specific leisure and recreation products and service the mutual benefits.

- 1) Specific programmes to adequately train the employees, especially staff, should be launched. The focus of such exercise should be to sensitise them to unique problems of tourists with reduced mobility and create a proper understanding of the segments' development potential.
- 2) Target - specific measures can be devised for proper awareness creation and sensitisation of the general public about travel - related problems for these tourists. Besides prominent public places and utilities, radio, TV and leading newspapers can also be used, especially on Disability Day, Children's Day, Parents' Day etc.
- 3) Tourism, travel and hospitality management institutions in Banswara may be advised to incorporate accessible tourism and disability awareness modules in their curriculum for both teaching and training purposes. Further, in those institutions where some orientations have already been provided, elaborate coverage of critical aspects related to the management of these tourists should be incorporated.
- 4) Lower to middle - level front - line officials of Central and State Tourism Departments, including those posted in tourist offices and usually in regular contact with the tourist, maybe given accessibility - specific training.

Provision to Information

- 1) Many government agencies and non - government organisations have already begun disseminating information to accessible tourism products, mobility enhancement and site appreciation devices. However, that needs to be strengthened and widespread because it is legally binding and makes good economics.
- 2) To make the web space access - friendly, steps for providing information through WAI (Web Access Initiatives) features and as provided by Govt. of India and Govt. of Rajasthan may be encouraged.
- 3) Information on accessible tourism destinations and products in Banswara may be collected, and access may be prepared at least in English, Hindi and local language (VAAGADI) of the attraction site and installed at significant points in the sites and intersections. An additional foreign language can also be considered.
- 4) The landmark attractions in the city should have readable formats for visually challenged persons.
- 5) All travel and tourism organisations should be advised to document the Factsheets on access enabling facilities in their premises and published them.
- 6) The tourism communication strategy should be such that accessible tourism information would be integral to all campaigns.

Product Development

- 1) Access Audit of significant tourist attractions, transport stations, accommodation units etc., may be encouraged in collaboration with state government, NGOs etc.
- 2) Having provisions of accessible vehicles at more significant attraction sites may be considered. Further, necessary arrangements for providing mobility equipment, public comforts, utilities etc., at tourist destinations may be made.
- 3) Potential entrepreneurs may be identified and encouraged for operating access - friendly taxis and tourist coaches.
- 4) To enhance the accessibility of accommodation projects.
- 5) Existing hotel classification and renewal guidelines may be suitable modified to incorporate facilities and services specific to people with reduced mobility. The establishments complying with these guidelines may be duly rewarded.
- 6) The establishments under India Tourism Development Corporation (ITDC) may be advised to take the lead in creating access - enabling facilities in their premises. Those could, in turn, become benchmarks and a model for other hotels to follow up.

Promotion of Accessible Tourism

- 1) Those tourist destinations/ attractions where certain accessible facilities already exist may be identified and promoted first. Then, in addition to further strengthening accessible facilities, some appealing destinations may also be identified for accessible development and promotion. While doing so, 'prime attractions/ destinations' can be identified in each region for development and promotion as 'model accessible tourism destinations'.
- 2) The city (Banswara) may consider a specific accessible tourism campaign, namely "Inclusive Banswara", "Inclusive Wagad", or "Incredible Banswara: Accessible Banswara" or "Incredible Wagad: Accessible Wagad".
- 3) Domain expertise (subject, language etc.) and contact details of Accessible Tourist Guides and suitable publication.
- 4) Provision of access - enabling facilities and infrastructure may be mandatory for all central financial assistance, funded by the Union Ministry of Tourism.

In conclusion, I want to say about the Tourism of Banswara just one thing that is **“Let your soul and spirit fly, discover a new World in Tribal tourism.”**

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