



e-ISSN:2582 - 7219



# INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH IN SCIENCE, ENGINEERING AND TECHNOLOGY

Volume 4, Issue 11, November 2021



INTERNATIONAL  
STANDARD  
SERIAL  
NUMBER  
INDIA

Impact Factor: 5.928

# Tourism Social Economic Effects in Rajasthan

Girdhari Lal Meena

Assistant Professor, Business Administration, Seth RL Saharia Government PG College , Kaladera, Jaipur,  
Rajasthan, India

**ABSTRACT:** Rajasthan State is one of the most attractive tourist destinations in India and has a prominent place on the world tourist map. It has varied tourist attraction for both domestic & international tourists. Rajasthan, which is a premier tourist destination attracts tourist for its historical forts, palaces, art and culture. In world scenario also, tourism has emerged as a biggest industry and posses great employment potential. The boost in the tourist arrivals have resulted in the swift growth of tourism sector in Rajasthan. The growth of tourism sector has resulted in employment generation, foreign exchange earnings, development of infrastructure facilities, capital investment, socio-economic growth, increasing in the contribution to GDP and so on. This paper is an effort to understand the perspective of tourism in economic development of Rajasthan and identify the factors influencing the growth of tourism. It also identifies the challenges and opportunities of tourism development in Rajasthan.

**KEYWORDS:** Tourism, social, Rajasthan, economic, effects, ecotourism, destinations, sustainability

## I. INTRODUCTION

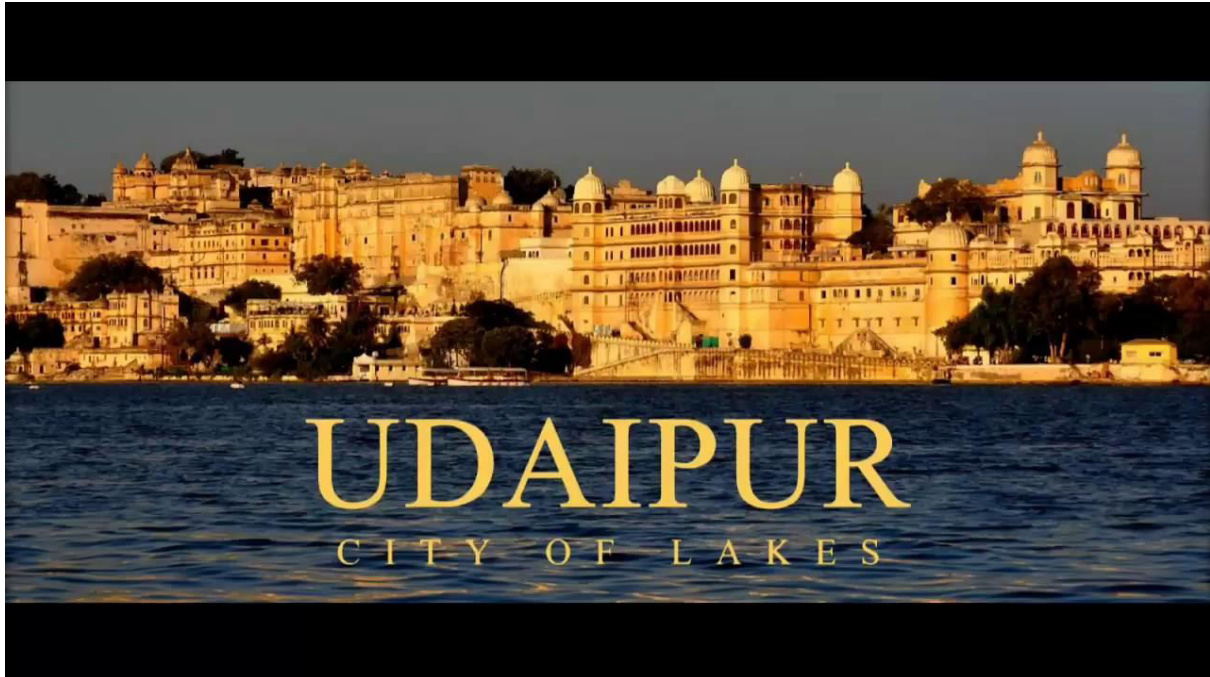
Tourism is an important sector of the economy and contributes significantly in the country's GDP as well as Foreign Exchange Earnings (FEE). With its backward and forward linkages with other sectors of the economy, like transport, construction, handicrafts, manufacturing, horticulture, agriculture, etc., tourism has the potential to not only be the economy driver, but also become an effective tool for poverty alleviation and ensuring growth with equity. The contribution of tourism is accounting approx 15% towards the economy and it is also providing benefits like promoting local handicrafts, regional development, foreign exchange earnings and development of infrastructures.



Hawamahal , Jaipur

Tourism is providing employment opportunities in the state along with the generation of revenue. It is also leading towards the conservation of heritage . The tourism industry is also effectively contributing to the agriculture and textile industry in Rajasthan. Moreover, tourism is also contributing to the promotion of peace and harmony in the Rajasthan. Multiple contributions by the government are also being taken under which multiple policies are designed and these policies are developed with the motive to develop "people's industry". To promote tourism in the state multiple benefits

are being provided to the sector of tourism. Both the public and private sectors have been working hard to promote tourism in Rajasthan and with their productive efforts; the entire economy is getting uplifted .[1,2]



Rajasthan state is one of them which have huge potential to develop. There are so many opportunities like handicraft industry, marble industry, mining industry, textile industry, agriculture, Medical, higher education and most important Tourism. Tourism is growing in the world on its rapid pace. It has emerged as a key sector of the world economy and has become a major work force in global trade. It is tremendously contributing in infrastructure development, transportation and technological development, cultural and social development and many more. Beside this it has noticeable and revolutionary impact on the world economy. The multi-faceted nature of this industry makes it a catalyst to economic development and helps balanced regional development. It is a low capital, labor intensive industry with economic multiplier and offers an opportunity to earn foreign exchange at low social cost. Tourism industry has a powerful impact on both social and economic status of the country. It stimulates employment and investment, modifies economic structure and makes positive contributions towards balance of payments.[3,4]



**Tourists travelling desert**

Tourism creates direct, indirect and induced employment. It produces a vast spectrum of employment. The World Travel and Tourism Council (WTTC) (2015) argues that Travel & Tourism continues to be one of the world's largest industries. The total impact of the industry is impressive. The tourism and hospitality sector is among top ten sectors in India. According to the WTTC report tourism generated 8.31 lakh crores or 6.3 % of the nations GDP and also supported 37.315 million jobs which is 8.7% of its total employment. Over the next ten years, this industry is expected to grow by an average of 4% annually. This will bring it to 10% of global GDP, or about US\$10 trillion. By 2022, it is anticipated that it will account for 328 million jobs, 1 in every 10 jobs on the planet.[5,6]



## II. OBSERVATIONS

As tourism is the fastest growing industry in the world, it has become one among the world's most competitive industries. The competition is increasing day by day since more and more countries seek to attract tourists and more companies and organizations become involved in the highly skilled business of transporting, accommodating and catering for tourists. Just as any other products tourism too needs to be marketed persistently, as it is an industry in which the customer still has an immense variety of choices. Tourism organizations are adopting newer methods, techniques and strategies for marking tourist destinations and the products and services associated with tourism. The concept of tour package is one among such innovative marketing methods adopted by several organizations across the globe. At present it has become a major contributing factor to the growth of tourism industry in India as well as worldwide. The increasing growth of tourist inflows in Rajasthan is also significantly influenced by the tour packages conducted by the travel agents, tour operators and other government and private tourism organizations such as Rajasthan Tourism Development Corporation (RTDC) etc. RTDC, the government agency to undertake tourism promotional efforts in Rajasthan, has been designing and developing varied tour packages and other tourism products in order to identify and market all the beautiful spots and destinations in the state. Even though the Corporation has undertaken several marketing and promotional effort in the state, much of Rajasthan's enchanting tourist places and spots are still remain unexposed to the nature lovers. RTDC, hence, should be very vigilant in formulating and implementing tourism marketing plans, policies and strategies for its varied tourist products and services in order to accomplish the stated objectives. The plans, policies and strategies thus formulated would be helpful to take the state to the pinnacle of socio-economic development. Through this study, therefore, the researcher made an earnest attempt to investigate the marketing strategies adopted by the Corporation for its varied tour packages offered in Rajasthan State.[7,8]



Camel- Ship of the desert

## III. DISCUSSION



Rajasthan has been a pioneer state in launching Heritage hotels in the country by converting old palaces and havelies of erstwhile rulers in to tourist accommodations which has been extremely popular with tourists, especially foreign tourists. At present there are 39 recognized Heritage hotels in Rajasthan providing 1069 rooms for tourists and 60 hotels are operating which are yet to be recognized by the Department of Tourism. [9,10]



**Dal Baati Churma of Rajasthan**

State Government would encourage Heritage hotel movement in the state in order to provide quality accommodation for the tourist and also save precious historical heritage from dilapidation. A new scheme for allotment of camping sites which is already very popular in places like Pushkar, Desert Festival Jaisalmer, Nagaur Cattle Fair and Jhalawar festival, would be further extended to new tourist places to cater to the needs of budget tourists, in peak season. The scheme of paying guest launched by Department of Tourism, Government of Rajasthan on World Tourism Day (27th September 1991).

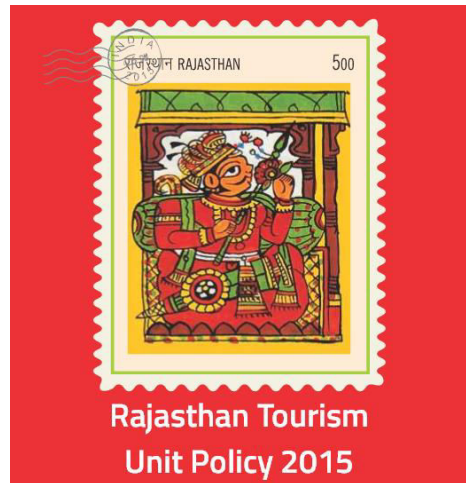


**RTDC Rajasthan Tourism Development Corporation**

It has been very popular with domestic and international tourists. This scheme is in operation in nine cities of Rajasthan. The scope of this scheme would be further enlarged. There are large number of historical buildings / monuments which are not protected by Department of Archaeology and Museums or Archaeological Survey of India and which are owned by the State government. The tourism department would identify land and buildings belonging to other departments like Devasthan, Irrigation, PWD, Forest and Revenue etc. with tourist potential and utilise them for tourism by creating supplementary facilities. MOUs would be entered into with the departments to define subsisting rights, payments of lease, sharing of profits etc. Wherever possible the private sector would be encouraged to lease such properties for management.[11,12]

#### IV. RESULTS

Major destinations in Rajasthan are already on the rail Map. With conversion of Meter gauge to Broad gauge connectivity with major tourist entry points has been greatly augmented. Efforts will be made to arrange special tourist trains, with convenient timings to facilitate Tourist travel by rail. Special local site seeing by coach will be dovetailed by RTDC.



Broad gauge Palace-On-Wheels has already been launched in the year 1996-97 and it has proved to be extremely popular with International tourists and NRIs. Efforts would be made to launch an economy version of luxurious Palace-On-Wheels for budget tourists. [13,14]Road Transport Due to inadequate air and rail links, surface transport assumes added importance in the context of Rajasthan. To upgrade essential road links external assistance would be sought to augment state plan resources. Air-conditioned tourist coaches, tourist cars and specially designed non-air-conditioned sightseeing coaches, as recognised and approved by the Department of Tourism would be encouraged to ply. Special Intra-state and Inter-state package tours would be encouraged through private tour operators and travel agents.



**Kaalbelia dance**

On nationalised roots RTDC would enter into joint venture with interested parties to manage excursion tours and local sightseeing. RTDC would offer local conducted sight seeing tours at important tourist places in the State. The Government will initiate steps to ensure charging of standard fares by all surface transport operators from the domestic and international tourists. Prepaid taxi/coach services would be encouraged in the state. There is need to improve the quality of local transport at various tourist destinations. Car taxis for transportation of tourists will be encouraged.

Three wheelers will be metered and point to point fixed fare will be introduced to reduce over-charging and harassment to tourists.



**Dandi Gair**

Air Services -The State will encourage air taxi service and Helicopter service by air taxi operators within the State so the tourists visiting the State can see as many places as possible within the available time. There are large number of airstrips and helipads available all over the State. The RTDC in collaboration with the State Department of Civil Aviation and district Collectors would take steps to make use of these air strips and helipads and would motivate Air Taxi Operators (ATO) to undertake special air tours. Private sector investment would be encouraged in setting up airports in Rajasthan. Air Taxi operators (ATOs) would be encouraged to operate civil aviation services for tourists as feeder/ regional airlines. If necessary RTDC will also take up task of ground handling facilities to encourage ATOs to take up services to Tourist destinations in Rajasthan. RTDC would also explore the feasibility of collaboration with ATOs to promote travel by air. Jaipur Air Port would be developed as an International airport and Ministry of Tourism and Civil Aviation would be requested to allow special tourist charter flights to Jaipur. In order to increase volume of high spending foreign tourists special charter flights would be encouraged. Collaboration will also be attempted with tourists promotion boards of countries like Singapore for setting up an "air bridge".[15]



**Rajasthani Craft**

## DESTINATIONS

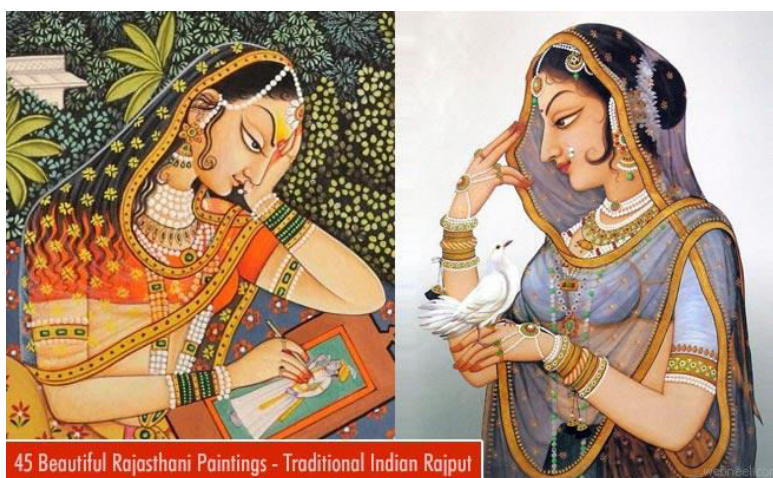
The huge forts, palaces, heritage hotels, cultural fairs and festivals of the State have played major role in developing this beautiful land as a Centre of attraction for national and international tourists. Rajasthan has established itself as a

significant tourist destination on the domestic as well as international tourist map. The Government of Rajasthan declared tourism as industry in the year 1989.



**Katputli Dance**

In Rajasthan, Jaipur, Udaipur, Jaisalmer, Jodhpur and Ranakpur are the most visited places by the foreign tourists, each site received more than one lakh foreign tourist in the year 2010. Pushkar & Bikaner are also popular amongst the foreign tourists. Recently Jantar Mantar at Jaipur has been declared as World Heritage Site of UNESCO. The state is known for its diversity in terms of natural resources, cultural heritage, historical as well as archaeological wonders and rare wild life. The forts and palaces, heritage hotels, fairs and festivals, local art and handicrafts, etc. has been a unique selling proposition for tourists coming to the state. The desert environment in the western parts of the state is also a major attraction for visitors, particularly the foreign tourist.[16]



The Rajasthan has been divided into nine tourist circuits. The main tourist locations are explained on circuits. The palaces of desert forts of Jodhpur, Bikaner and Jaisalmer are among the most preferred destination of desert circuit, Godawar circuit has the only hill station Mount Abu where the scenic landscape include gigantic blocks of rock in weird shapes, an array of coniferous trees, flowering shrub, and lovely lakes much in contrast to the arid environs of the state. Ajmer and Pushkar are the important pilgrim center of Mewar-Marwar circuit. The Dhundhar circuit is spread around Jaipur, Udaipur is the tourist hub for both Mear and vaged circuit. The Brij Mewat circuit nestled between clusters of small hill of the Aravalli range. The main attractions in the Brij Mewat circuit are the National Parks at Sariska, Bharatpur, and Ranthambhore. The Hadoti circuit has beautiful hills, valleys, and lakes. The main attractions in this circuit are the places at Kota and Bundi. The Shekhwati circuit is popular for its fresco-painted havelis spread over the entire region. Success or tourism in state hinges critically upon the quality of tourism related infrastructure.[17]

### ECOTOURISM

During the last few years, there has been tremendous increase in the number of tourists to the state. Although the state has a well development network of road, rails and air that, facilitate access to the main tourist hubs from within and





outside the state. However, the infrastructural facilities have not keeping pace. The systematic development of tourism in Rajasthan is also linked with the industrial revolution and with the change in the modes of travel with the introduction of railways, automobiles, and aviation. The air travel supplemented by the railways brought about a sea change in global movement and India became a tourism partner. Much has been achieved by way of increasing air seat capacity, increasing trains and railway connecting important tourist destinations, widening of roads to four lanes, connecting important tourist centers, and increasing availability of accommodation by adding heritage hotels to the hotel industry and encouraging paying guest accommodation.



**Birla Mandir, Jaipur**

This small spot on the globe as a tourist destination draws millions of tourists from both domestic and international market. The growth of tourist in Rajasthan has been increasing over the years. The Rajasthan tourism has shown robust growth in terms of foreign tourist arrivals as well as domestic tourist. Rajasthan continues to be one of the most favorite tourism destinations for tourist witnessing an unprecedented growth of more than 50 percent in domestic and foreign tourist influx. Eco-tourism initiatives across the world have caught the attraction of both academicians and practitioners.



**Rajasthani Mehndi**

It preaches the good aspect of tourism where there is a perfect balance between the nature and traveler and destinations are planned without bringing imbalance to the nature. Importance of involving local people in eco-tourism development and resources management not only to improve the economic condition of local people but also an essential element for



effective development, utilization, and management of natural resources. The local community participation is a key to sustainable eco-tourism. Any economic benefit received from eco-tourism should be channelized back to local communities. Instead of being an irritant to sustainable development a little initiative of planners can draw tourism as the vehicle for preservation of ecology and heritage[18]



**Ghewar –Famous Rajasthani Sweet Dish**

#### IV. CONCLUSION

Rajasthan possesses the attributes of a strong tourist destination renowned throughout the world for its contrasting culture and heritage. It also has a great potential in developing sustainable ecotourism. It is a unique desert land of scenic beauty and moderate climate. The tourist attractions of Rajasthan are specifically noted in the form of sand dunes, southern Rajasthan's hilly area and wildlife and hence the tourist activities in this destination region are naturally concentrated at spots of such attractions. Improvement in the tourist activities at these spots of attraction is a necessary condition for the development of the tourist industry of the region. Therefore, the present study examined the trend, pattern and factors influencing the demand and supply of tourist activity and its impact on the generation of employment at three natural attraction spots, namely, sand dunes, wildlife and hilly areas natural beauty. Eco-conservation and development must be strongly integrated in all plans and activities for development of tourism in the state. Dovetailing tourism objectives with the overall environmental concerns requires planned co-operative efforts between the tourism industry, the local community and the Government on a sustained basis. Apart from a strong policy environment to protect and develop natural ecosystems, there is a strong need for local communities to participate in environment conservation. Similarly, the tourism industry must appreciate the fact that tourism activity and its quality is highly dependent on the quality of environment that Rajasthan would offer to domestic and foreign tourists. To sum up, the degree of involvement of local resources in the tourism facilities offered the overall development of the economy of Rajasthan state by way of ecotourism.[19]

#### REFERENCES

1. Ajims P Muhammed & Dr. Jagathyraj V P. Challenges faced by Rajasthan Tourism Industry. Conference on Tourism in India- Challenges Ahead, 15-17 May 2008, IIMK.
2. Amedeo Fossati and Giorgio Panella, Tourism and sustainable economic development (Massachusetts, USA: Kluewr Academic Publishes, 2000) p. ix.
3. Belkin, N. J. & Croft, W. B. (1992). Information filtering and information retrieval: two sides of the same coin. Communications of the ACM, 35 (12):29-38.
4. Burgess L. J Cooper & C. Alcock (2001) "The adoption of web as a marketing tool by Regional tourism associations in Australia," in The twenty-fifth Australasian conference on information systems, Coffs Harbour, Australia, 4-7 December.



5. Douglas J. Ernest, Allison V. Level and Michael Culbertson. Information-seeking behavior for recreational activities and its implications for libraries. [www.emeraldinsight.com/0090-7324.htm](http://www.emeraldinsight.com/0090-7324.htm)
6. Etzel, M.J. and Wahlers, R.G. (1985). Tourist Information Search and Acquisition: An Extended Framework The use of requested promotional material by pleasure travelers. *Journal of Travel Research*, 23(4), 2-6.
7. Fesenmaier, D.R. (1994). Traveler use of visitor information centers: implications for development in Illinois, *Journal of Travel Research*, 33(1).
8. Hamid R. Jamali and David Nicholas. Information-seeking behavior of physicists and astronomers [www.emeraldinsight.com/0001-253X.htm](http://www.emeraldinsight.com/0001-253X.htm)
9. International Association of Scientific Experts in Tourism. "The Aiest, its character and aims". Retrieved 2009-12-29.
10. Kavita Chavali and Subrat Sahu. Comparative Study of Tourism Websites in India with special reference to South India Conference on Tourism in India – Challenges Ahead, 15- 17 May 2008, IIMK
11. Laudon, Kenneth C., and Laudon, Jane P. (1996). *Management Information Systems: Organization and Technology*, 4th ed. Upper Saddle River, NJ: Prentice-Hall.
12. Mill R.C & Morrison, A.M (2002). 'The tourism system', 4th edition, Kendall/Hunt.
13. Perspective Plan for Sustainable Tourism in Rajasthan 20 years Report, Department of Tourism, Government of India.
14. Rathish A.G. (2005). MLISc Dissertation. Information requirements of the foreign tourists to Rajasthan. Dept. of Library & Inf. Sc. University of Rajasthan.
15. Reitz, J. M. (2004). Online dictionary of Library and Information Science. <http://lu.com/odlis/> Retrieved 2010-01-01.
16. Sarma, M.K. (2004). "Destination Choice Pattern and Tourist Segments". In A. Raj (Ed.), *Tourist Behaviour*, Kanishka, New Delhi.
17. Shannon, C. and Weaver, W. (1949). *The mathematical theory of communication*. Urbana: University of Illinois press.
18. Smith, S. A., & Gregory G. (2000). "Segmenting and Profiling Off Peak Market of Pleasure Travelers". In ANZMAC 2000 Visionary Marketing for the 21st Century: Facing the Challenge, Gold Coast, Australia. 1205-1209, from <http://www.ANZMAC2000/CDsite/papers/s/Smith1.pdf>
19. Wilson T D. (2000). Human Information Behavior. *Informing Science*, Special issue on information science research Vol 3. No. 2.



**INNO SPACE**  
SJIF Scientific Journal Impact Factor  
Impact Factor:  
5.928

**ISSN**

INTERNATIONAL  
STANDARD  
SERIAL  
NUMBER  
INDIA



# INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH IN SCIENCE, ENGINEERING AND TECHNOLOGY



9710 583 466



9710 583 466



ijmrset@gmail.com

[www.ijmrset.com](http://www.ijmrset.com)