

# Administrative Setup of Indian Tourism: In Special Reference to Rajasthan

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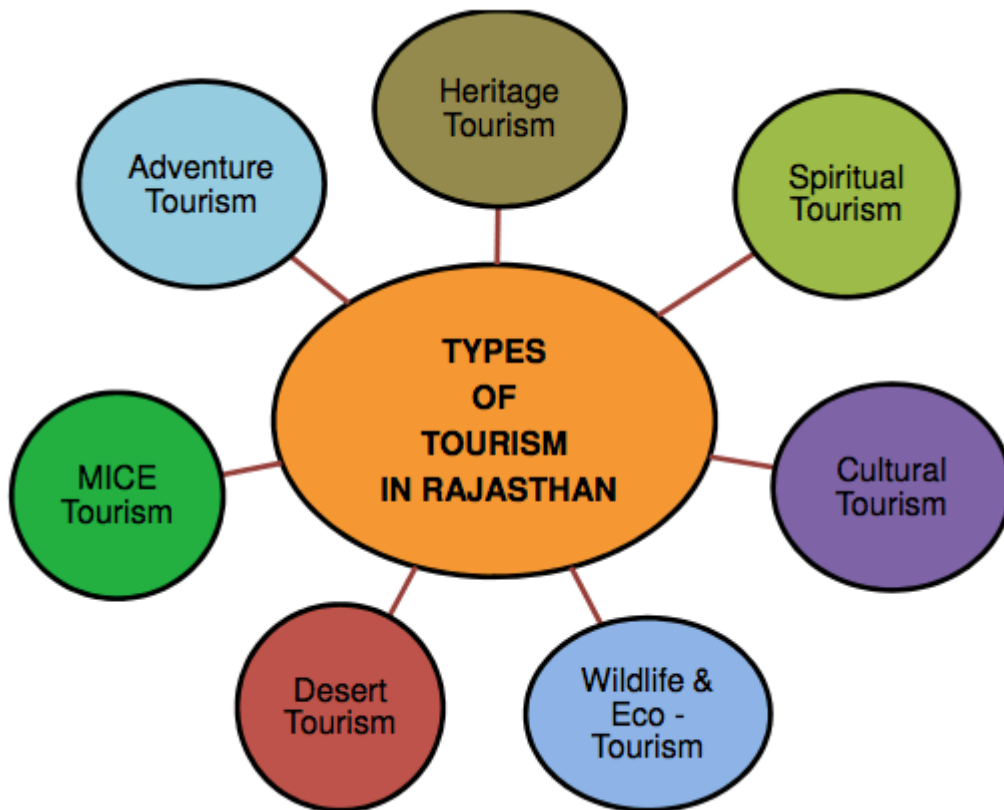
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**ABSTRACT:** Rajasthan has emerged as one of the popular tourist destinations in India for both domestic and foreign tourists. The number of tourist arrivals in the state has increased four fold in the last thirty years and in 2001, the state received 0.6 Mn foreign tourist and over 7 Mn domestic tourists. 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, colourful 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. Four decades ago tourism in Rajasthan was small industry that was largely confined to the elite foreign tourists and domestic pilgrim traffic. Tourist arrivals were restricted to a few thousand tourists annually and were primarily recorded in select places such as Jaipur, the state capital, Udaipur and Jodhpur (for foreign tourists) and the pilgrim centres of Ajmer, Pushkar and Nathdwara (for domestic tourists). The employment in the sector and the sector's contribution to the state economy, as well as employment potential were limited. However, over the last few decades, due to the focussed efforts of Rajasthan Tourism, various State Government agencies, select entrepreneurs / individuals, tourism has grown from an elite and pilgrim phenomenon to a mass phenomenon putting Rajasthan firmly on the foreign and domestic tourist map. Also, as compared to the past, where the tourism in the state meant desert tourism, heritage tourism (forts, palaces, etc.) and pilgrim tourism, today the tourists have a wide canvas of places, attractions and activities to choose from in the state, which enhances the overall tourism experience. The industry today employs over one lakh people directly and over three lakh people indirectly. Its contribution to the State economy is estimated to be over Rs 2000 Cr. presently. Given the increasingly important role that the sector plays in the overall socioeconomic development of the state, the State Government of Rajasthan has accorded an industry status to tourism from the year 1989. As the nodal agency to promote tourism in the state, the Department of Tourism (DoT), Rajasthan has played a key role in this growth along with the DoT promoted Rajasthan Tourism Development Corporation (RTDC), which was established in November, 1978 primarily to act as catalyst by developing tourism infrastructure facilities (for domestic and foreign tourists), particularly by way of basic amenities like accommodation, catering and organised tours / sight seeing facilities.

**KEYWORDS:** tourism, Rajasthan, administrative, sector, socioeconomic, agencies, map, tourists

## I. INTRODUCTION

Rajasthan has a rich and colorful history making it one of the most popular tourist destinations in India. Rajasthan is a vibrant state richly endowed with tourism resources. The state not only has the most beautiful desert in the world but the entire landscape is dotted with diverse tourist attractions, experiences and products. The built heritage, reflecting the State's royal past has a unique appeal and attraction, as seen through its grand forts, palaces, temples and other heritage properties. With all its natural advantages, Rajasthan has been a pioneer in evolving unique tourism products, be it the launch of the Palace on Wheels luxury train in 1982 or creation of the festival experience like Pushkar Fair or adaptive reuse of heritage properties as tourist destinations. The implementation of the State Tourism Policy 2001 paved the way for several initiatives such as tourism infrastructure development projects, announcement of several fiscal and tax concessions for new tourism units and hotel projects, introduction of new fairs and festivals, public-private partnership projects, aggressive marketing campaigns etc. [1,2]



Historical traditions are that Rajputs, Nath, Jats, Bhils, Ahirs, Gujars, Meenas and some other tribes made a great contribution in building the state of Rajasthan. All these tribes suffered great difficulties to protect their culture and the land. Millions of them were martyred for this land. Rajasthan includes most of Rajputana, comprised of a number of Rajput kingdoms as well as Jat kingdoms and a Muslim kingdom. The Jats were rulers in Bharatpur and Dholpur. A Muslim Nawab ruled Tonk. Jodhpur, Bikaner, Udaipur, and Jaipur were some of the main Rajput states. Rajput families rose to prominence in the 6th century CE. The Rajputs resisted the Muslim incursions into India, although a number of Rajput kingdoms eventually became subservient to the Delhi Sultanate and the Mughal Empire during those empires' peak of expansion. The Mehrangarh Fort in Jodhpur was built by Rao Jodha in 1498. Mewar led others in resistance to Muslim rule: Rana Sanga fought the Battle of Khanua against Babur, the founder of the Mughal empire; and Maharana Pratap Singh resisted Akbar in Haldighati. Other rulers like Raja Maan Singh of Amber were trusted allies.[12] As the Mughal Empire weakened, the Rajputs reasserted their independence. With the decline of the Mughal Empire in the 18th century, Rajputana came under attack from the Marathas and Pindaris, and the Maratha general Scindia captured Ajmer. The Rajput kings concluded treaties with the British in the early 19th century, accepting British sovereignty in return for local autonomy. Following the Mughal tradition as well as its strategic location Ajmer became a province of British India, while the autonomous Rajput states, the Muslim state (Tonk), and the Jat states (Bharatpur and Dholpur) were organized into the Rajputana Agency. Rajasthan's formerly independent kingdoms created a rich architectural and cultural heritage, seen today in their numerous forts and palaces (Mahals and Havelis) which are enriched by features of Hindu, Muslim and Jain architecture. The formation of Rajasthan in its present form has come in gradual states after the independence of the country. The present state of Rajasthan is effectively a union of 22 former princely states. Rajasthan has a total area of 0.342 Sq. Kms, making it geographically the largest state in the country. The state shares its geographical boundaries with the states of Punjab, Haryana, Uttar Pradesh, Madhya Pradesh and Gujarat in India, and also has a long 1,070-Kms west boundary with India's neighboring country Pakistan. The topography of Rajasthan mainly comprises of three regions, namely, the Aravalli hills range, the Great Indian Thar Desert and the eastern part of the state. Aravallis, one of the oldest mountain ranges in the world stretches from Mount Abu in the southwest to Kota and Bundi in the east. The arid Thar Desert lies to the northwest of the state and is characterized by shifting sand dunes and high summer temperatures. Rainfall and soil fertility increases towards the eastern part of Rajasthan bordering Uttar Pradesh and Delhi. This region of cultivable land is also interspersed with Rocky Mountains near Jaipur and Bharatpur. Although Rajasthan is the driest region in India, there are considerable contrasts in the climatic zones in the state. Except in the hills, the summer temperatures are as high as 46°C and minimum of 25°C (average of 38°C). In winter, the daily maximum in most low-lying areas is between 22°C and 28°C with the minimum being between 8°C and 14°C. The average annual rainfall in the state is close to 420 mm. Parts

of the western desert receive very little rain, on average only 100 mm per year. The Aravalli range tends to experience a higher rainfall and lower temperatures throughout the year. To the south-west there is higher rainfall and marked humidity. The population of the state is around 56.5 Mn according to the 2001 census and constitutes nearly 5.5% of the nation's population. The decennial rate of growth of population in the state at 28.33% for the period 1991-01, is higher than the all-India average. The population density of the state is 165 persons per Sq. Kms. It varies from region to region, ranging between 13 persons per Sq. Kms in Jaisalmer (desert region) to 471 persons per Sq. Kms in Jaipur (east region). Overall literacy level in the state as per the 2001 census is 61%. 76% of males are registered literate whereas female literacy is 44%. Tribals constitute 12% of the state population, nearly double the national average. The principal language is Rajasthani, the four important dialects being Marwari in the west, Jaipuri in the east, Malvi in the south-east and Mewati in the north-east. Hindi is widely spoken and is rapidly replacing Rajasthani as the lingua franca. [3,4]

### Rajasthan Tourism Policy, 2020 :

#### Objectives

- Promote Rajasthan as a leading tourism brand in national and international markets.
- Strengthen and diversify existing tourism products.
- Provide innovative tourism products and services with focus on lesser known destinations especially in rural areas.

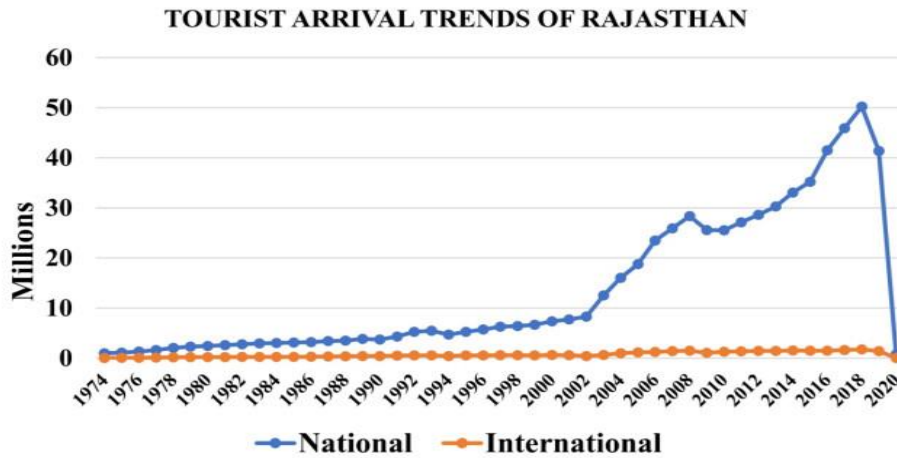


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- Improve the connectivity of tourist destinations through road, rail and air
- Expand tourist accommodation infrastructure.
- Broad based promotion and marketing of tourism products.
- Facilitate tourism specific skill development to create gainful self-employment.
- Create suitable mechanisms to promote effective interdepartmental coordination.
- Take steps to encourage private sector investment in the State. [5,6]
- To provide a safe and secure environment for tourists and in particular women travellers and also improve tourist grievance redressal systems.
- To empower the department with suitable administrative structure for extending approvals for establishment of tourism units.
- Market research and developing statistics grid development framework for better policy making and forecasting.

## II. DISCUSSION

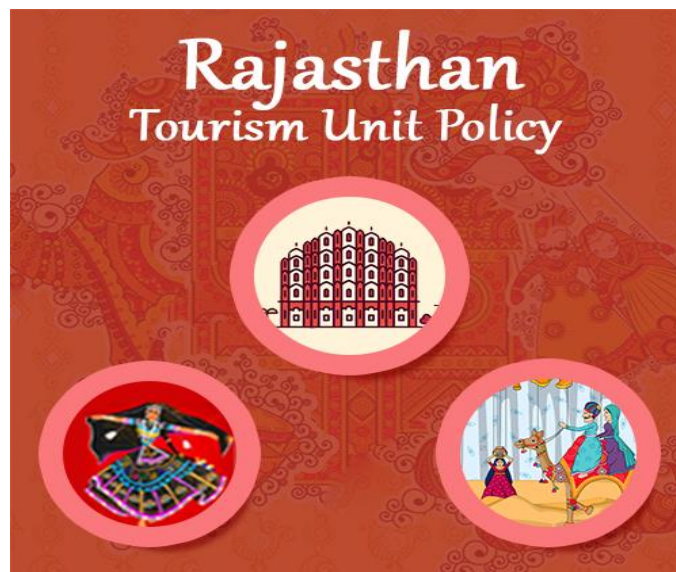
In view of the growing interest in wildlife and eco-tourism, new sites will be promoted jointly by the Departments of Tourism, Forest and Environment. A Joint Management Committee comprising representatives of the concerned departments will be formed to suggest measures for sustainable development and promotion of these sites. The committee may involve NGOs and environment specialists in this endeavour.



Plying of pollution free modes of transport in Ecological/Wildlife areas will be promoted for which suitable incentives will be given. Eco Certification Scheme for Hotels, Restaurants, and similar tourism related establishments will be formed in collaboration with the Department of Environment. Environmental awareness workshops in collaboration with prominent organisations in environment advocacy will be organized. A scheme for developing Guest Houses of Water Resources Department/PWD/Forest etc. at scenic locations as ecotourism destinations will be introduced in collaboration with these departments. Guidelines for granting Certificate of Heritage to operating Heritage Hotels/Heritage Properties will be revised and made investor-friendly. Efforts will be made to develop heritage sites/monuments as cultural centres by way of incentivising/organizing departmental and state programs / evening concerts at these places. Heritage hotels in rural areas will be promoted as venues for cultural festivals for performing and visual arts. [7,8]

Villages with rich cultural traditions of performing arts will be identified and promoted as destinations for local festivals. Project for Conservation of Havelis in heritage zones such as the Shekhawati or Braj areas will be taken up. Scheme for synergy between heritage and wellness will be developed to promote heritage hotels as holistic wellness centres. A Museum Grant Scheme will be brought out to promote private museums showcasing cultural heritage of the State. Department will focus on select fairs and festivals and reinvent them to make them more tourist-friendly and engaging.

Tourism Sector is ever evolving and the creativity of service providers in this sector paves way for development of new tourism products. These new products offer ample opportunities to enhance tourist inflow in the state. A task force will be constituted in the department for identifying such emerging trends and for suggesting suitable measures for harnessing value out of them and to evolve an eco-system for development and promotion of such emerging activities.[9,10]





### III. RESULTS

**Strengthening of tourist assistance force:-**

1. Suitable amendments will be made in the Rajasthan Tourism Trade (Facilitation and Regulation) Act, 2010 and Rules thereof so as to give more functional powers/ Police Act powers to Tourist Assistance Force in order to make it more effective.
2. Efforts will be made to synchronise the activities of Tourist Assistance Force with the Tourism Police and the regular police stations.
3. More tourist destinations will be brought under the coverage of TAF and the strength of TAF personnel deployed at various sites in the State will be increased
4. Training will be imparted to TAF personnel to enhance their soft skills and work efficiency so that they become more effective in their dealing with the tourists.
5. A Safety and Information App will be introduced in order to facilitate tourists to register their complaints, seek redressal of their grievances and resolve their queries regarding tourist destinations in the state.[11,12]

### IV. CONCLUSION



During the period of 2001-2019, Department of Tourism won several prestigious and prominent travel awards including the National Tourism Awards conferred by Ministry of Tourism, Government of India.[13] In order to meet the challenges of ever evolving demands of the tourism sector and national and global competitiveness, the need is now felt to bring out a new Tourism Policy for laying down a future roadmap for the development of Tourism Sector in the State. Recognizing the importance of the tourism sector, the state government has accorded thrust area status to tourism under Rajasthan Investment Promotion Scheme 2019. To reposition Rajasthan as a preferred tourism destination for both domestic as well as international tourists by offering tourists a high quality experience, and through responsible and sustainable policies ensuring conservation of natural, historical and cultural heritage of the State while simultaneously accelerating socio-economic development by improving livelihood opportunities for the local population.[14,15]

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