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TOURISM IN RAJASTHAN: CHALLENGES AND OPPORTUNITIES

¹Dr. Mukesh Prajapat and ²Dr. S.S. Choudhary

¹Assistant Professor and ²Professor & Head

¹Department of Commerce & Management and ²Dept. of Business Administration

¹Govind Guru Tribal University, Banswara and ²JRN Rajasthan Vidyapeeth University, Udaipur
Rajasthan, India

Abstract

The tourism industry is considered one of the ancient industries of the world. In ancient times, tourism was limited only to the rulers or kings of the nations and some curious people used to travel in search of God or for the purpose of pilgrimage. The concept of modern tourism is relatively new in its approach. The development of science and technology and the revolutionary changes in the field of transport and communication have contributed to the development of tourism trade all over the world. India has immense potential to become a major global tourist destination and the Indian tourism industry is exploiting this potential to the fullest. A state like Rajasthan has all the elements and elements to become an ideal state for tourism in the country. It is a sad fact for Rajasthan that the vehicle of culture, heritage and tradition is still being denied national recognition. This paper throws light on the challenges and opportunities faced by the tourism industry in Rajasthan and represent the statistics of domestic and foreign tourist arrivals in Rajasthan.

Keywords: Tourism Industry, Transport, Culture, Heritage, Tradition.

Tourism Industry an Introduction

Under the ancient Indian tradition, the Upanishad sentence "Atithi Devo Bhava:" is considered as the basic sentence of goodwill and respect for tourists. Atithi Devo Bhava: Has also been adopted as the deity of the Indian Ministry of Tourism. This sentence teaches to consider the tourist i.e., guest as equal to God, showing the dignity and importance of tourists in the Indian public.

Basically, tourism is a service product. It is recognized by products needed to meet demand for travel, accommodation, food and beverages away from home. The tourism industry has developed into an important industry. The economies of many countries depend on this tourism industry and are among the top industries. Tourism has the highest impact in creating prosperity in the development of communication, transport, housing and other consumer related services and benefits the development of trade and transport, raising the standard of living, development of local handicrafts and even manufacturing.

Tourism Industry in India

Human civilizations have supported tourism from their time immemorial. Ancient India is known for its religiosity and cultural heritage and 3 words derived from the root word 'Atna' of Sanskrit literature clearly define tourism, these 3 words - "Parayatna, Deshatan and Tirthan". As far as Indian tourism is concerned, India has huge tourist attraction resource due to its rich in history, culture, art, music, dance, beaches, wildlife and fairs and festivals. Tourism industry in India is a fast-growing industry in terms of employment generation, revenue generation and its huge national and regional development. The development of tourism in India was planned in 1956 along with the Second Five Year Plan. But the real tourism happened during the Sixth Plan when tourism came to be regarded as a major instrument for social integration and economic development. But it was only after the 80s that tourism activities in India gained momentum. The Government of India took several important steps and announced the National Policy on Tourism and the National Committee on Tourism prepared a comprehensive plan to achieve a sustainable development in tourism. The new tourism policy recognizes the roles of central and state governments, public sector undertakings and the private sector in the development of tourism. Tourism has come as a brand in India. There have been many innovative approaches in the policy of the Ministry of India Tourism and several tourism products such as medical tourism, health tourism, adventure tourism, cruise tourism and rural tourism have helped in widening the sector.

Tourism Industry in Rajasthan

Rajasthan being located in the north-west part of India is the land of the majestic Aravalli hills. The vast rich cultural heritage and most hospitable people make a trip to Rajasthan one of the most enjoyable experiences of life for both foreign and domestic tourists. The customs and traditions, fairs and festivals, handicrafts, arts and music reflect the very broad spectrum of Rajasthani culture, where most of the thought, philosophy and culture of Rajasthan is being reflected in the entire state. Rajasthan tourism offers many possibilities from adventures to nature holidays, from pilgrimage to sightseeing. Many cities of Rajasthan like Jaipur, Bikaner,



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Jaisalmer, Udaipur, Jodhpur offer ancient architect, painting, music, Rajasthani dress and food making it one of the international destinations. Tourism industry is one of the important industries in Rajasthan and is considered as one of the top industries which gives economic benefits like foreign exchange earnings, regional development, infrastructure development and promotion of local handicrafts. The state government has already realized the potential of this industry for economic development in the state and has adopted significant measures to promote tourism in the state by adopting schemes like “Padharo Mhare Desh”. In the last two decades, Rajasthan has emerged as one of the leading states in India and Rajasthan was the third priority for tourists after Goa and Kerala as a travel destination in India. Various measures have been taken by the Ministry of Tourism and the Government of Rajasthan to improve tourism in the state. To increase the tourism in the state, the Government of Rajasthan has established the Department of Tourism, Rajasthan Tourism Development Corporation Limited, Rajasthan Institute of Travel and Tourism Management and many more.

Tourist Arrivals in the State (Years 2011 to 2020)

S.No	Year	Tourist Arrivals			Change In % From Last year		
		Domestic	Foreign	Total	Domestic	Foreign	Total
1	2011	27137323	1351974	28489297	6.24	5.74	6.21
2	2012	28611831	1451370	30063201	5.43	7.35	5.52
3	2013	30298150	1437162	31735312	5.89	-0.98	5.56
4	2014	33076491	1525574	34602065	9.17	6.15	9.03
5	2015	35187573	1475311	36662884	6.38	-3.29	5.96
6	2016	41495115	1513729	43008844	17.93	2.6	17.31
7	2017	45916573	1609963	47526536	10.66	6.36	10.50
8	2018	50235643	1754348	51989991	9.41	8.97	9.39
9	2019	52220431	1605560	53825991	3.95	-8.48	0.04
10	2020	15117239	446457	15563696	-71.05	-72.19	-71.09

Sources: www.rajasthantourism.gov.in

It is clear from the study of the above table that the arrival of domestic and foreign tourists in the state of Rajasthan is increasing annually and total 47526536 tourists visited in the year 2017 which is 10.5% more than the year 2016, in which the number of indigenous tourists is 4.59. crore and 1.61 crore foreign tourists visited, which was 10.66% more than the domestic tourists and foreign tourists by 6.36% over the previous year, 9.02% in the arrival of domestic tourists and 8.97 in foreign tourist arrivals in the year 2018 as compared to 2017. % increased, a total of 5.38 crore tourists visited in the year 2019 while 5.20 tourists visited in the year 2019, there was an increase of 0.04% in the year 2019 compared to 2018 and in the number of indigenous tourists by 3.95% and in the number of foreign tourists There was an increase of 8.48%, total tourist arrivals in the year 2020 stood at 1.55 crores, a decrease of -71.9% due to the Kovid-19 epidemic as compared to the previous year, in which the number of indigenous tourists was 1.51 and the number of foreign tourists was .045 crores doing Which shows that more attention has been given to this sector in the tourism plans of the state. The domestic tourist growth situation in the state is more satisfactory as the domestic tourists are generally influenced by religious motives and the state of Rajasthan has spiritual and pilgrimage centers like Pushkar, Nathdwara, Ajmer, Mahavirji. Thus, many new measures have been taken by the state government to promote tourism in the state such as organizing fairs and festivals, arranging package tours, running heritage trains, setting up a greater number of tourist information bureaus and reception centers, and safaris providing facility.

Challenges and opportunities before the tourism industry in Rajasthan

No wonder Rajasthan enjoys unique advantages as a tourist destination due to its culture, tradition, cuisine, costumes and its innumerable art forms. But it is true that Rajasthan has to face the problems of underdeveloped and backward in the means of transport and communication. Similarly, tourists also have to face the problem of accommodation, transportation and drinking water during the journey. It has been observed that foreign tourists are especially attracted by antiques, art objects and things of daily use like Rajasthani footwear, clothing, jewellery, etc. These shop owners and businessmen earn money by cheating the tourists through their advertisement.



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Therefore, to get rid of the above problems and to increase the flow of tourists, it is necessary that the tourism department should prepare suitable strategy for accommodation, transportation and accommodation facilities. For this, the government should adopt the modernization of railways and road transport on a large scale. All possible encouragement should be given to the hotel industry to facilitate comfortable stay of tourists. For the construction of standard hotels and lodges, the government should allocate suitable land, financial assistance and other such subsidies that can encourage hotel business communities and agencies to build adequate accommodation for tourists. To overcome the problem of malpractice, the government should buy handicrafts and artifacts directly from the manufacturers and avoid profiteering by middlemen.

Similarly, for the help of tourists, efforts can be made to give wide publicity by preparing literature related to history, tradition, art, culture, crafts and handicrafts. Tourist guides also play a huge role in the development of the tourism industry by providing proper education and training about the culture and developing their skills so that they can meet the criteria of their profession.

Conclusion

Tourism is a combination of social, natural and cultural phenomena, emerging as the world's largest employing industry. Indian tourism offers many unique products which make India as an ultimate tourist destination in the world map. Tourism in Rajasthan offers many unique products such as forts and palaces, heritage hotels, colorful fairs and festivals, local arts and handicrafts. Undoubtedly, the tourism industry in Rajasthan suffers from some social and environmental problems such as poor infrastructure, damage to heritage and pilgrimage sites, environmental pollution, lack of connectivity and shopping disturbances. Although it is true that the Government of Rajasthan has made many efforts to increase tourism in the state and has tried to improve various tourism services to provide good tourist facilities.

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