

# REVIEW OF LITERATURE ON TOURISM AT PILGRIMAGE DESTINATION: A STUDY OF NATHDWARA AND PUSHKAR (RAJASTHAN, INDIA)

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*Abstract* : This paper focuses on the literature review of tourism on pilgrimage destinations. It mainly focuses on tourism management, tourism in Rajasthan, Government policies for tourism development in Rajasthan, Economy contribution at national and state level and tourism at Nathdwara and Pushkar as special case..

*IndexTerms* - tourism, pilgrimage tourism, tourism management, Nathdwara, Pushkar.

## I. INTRODUCTION

Tourism is an activities of persons identified as visitors. A visitor is someone who is making a visit to a main destination outside his/her usual environment for less than a year for any main purpose including holidays, leisure and recreation, business, health, education, religious or other purposes. A person who travels to a destination and stays outside of where they usually live for more than 24 hours but less than one year is recognized as a tourist by the World Tourism Organization. Tourism is the generic term to cover both demand and supply that has been adopted in various forms and used throughout the World. It is the act and process of spending time away from home in pursuit of recreation, relaxation, and pleasure, while making use of the commercial provision of services.

## II. LITERATURE REVIEW

Review of literature is an evaluation and integrating the previous research together. It is a summary of a particular area of research. Conducting a literature review is a means of demonstrating an author's knowledge about a particular field of study. It is an ongoing process by referring previous researches for identifying new research gap and gives way for further research. In tourism also lots of research has been done earlier.

### 2.1 Tourism Management

#### 2.1.1 Tourist Inflow to India during January 2017

Ministry of Tourism compiles monthly estimates of Foreign Tourist Arrivals (FTAs) & FTAs on e-Visa on the basis of Nationality-wise, Port-wise data received from Bureau of Immigration (BOI). Accordingly, for the month of January 2017, a growth of 16.5% is observed as compared to January 2016, surpassing the previous year's corresponding growth of 6.8% observed in January 2016 over January 2015. Correspondingly, there has been observed a growth of 72% in the tourists arrived on e-Visa during January 2017 over January 2016 by registering a figure of 1.52 Lakhs as compared to 0.88 Lakhs in the month of January 2016. Clearly, the share of tourists availing e-Visa facility in January 2017 has reached a level of 15.5% as against 10.4% in the month of January 2016. This clearly outlines the steady success of e-Visa facility in quantifiable terms.

#### 2.1.2 Tourist Inflow to India during January 2018

Ministry of Tourism compiles monthly estimates of Foreign Tourist Arrivals (FTAs)& FTAs on e- Tourist Visa on the basis of Nationality-wise, Port-wise data received from Bureau of Immigration (BOI). The following are the important highlights regarding FTAs and FTAs on e-Tourist Visa during the month of January, 2018: Foreign Tourist Arrivals (FTAs): The number of FTAs in January, 2018 was 10.66 lakh as compared to FTAs of 9.83 lakh in January, 2017 and 8.45 lakh in January, 2016. The growth rate in FTAs in January, 2018 over January, 2017 was 8.4%, compared to 16.4% in January, 2017 over January, 2016. The percentage share of Foreign Tourist Arrivals (FTAs) in India during January 2018 among the top 15 source countries was

highest from Bangladesh (16.36%) followed by USA (14.10%), UK (10.81%), Canada (4.63%), Russian Federation (4.49%), Australia (3.60%), France (2.76%), Germany (2.64%), Malaysia (2.63%), Sri Lanka (2.59%), China (2.27%), Japan (2.08%), Republic of Korea (1.93%), Afghanistan (1.86%) and Nepal (1.59%).

### 2.1.3 Literature Review on Tourist Management

Finance and Accounting and other business functions will not count too much, if there is sufficient demand for tourist's products and services, so that stakeholders can make a profit (Gabriela Arionesei and Paul Ivan, 2012).

Tourism has now grown to such dimensions and importance that it has become the largest industry in the world. The tourism industry is the third highest foreign exchange earner in India. The remarkable growth is not due to any particular phenomenon, but only the result of the evolutionary process (Madhavichockalingam and Auroubindo Ganesh, 2010).

Sustainability is an important field of research to define the limits of growth in tourism (Jarkko Saarinen, 2015).

ManhasParikshat Singh (2012) pointed out that since tourism is a multidimensional service industry, it has the responsibility of governments, private sectors and voluntary organizations to make it more sustainable, for minimizing negative environmental, social and cultural impacts generating greater economic benefits of local residents.

Sudha (2015) states and enhancing and distributing the economic benefits of tourism, Environmental protection measures, Reducing adverse social impacts and conservation of the cultural heritage of people living in the tourism areas etc. are required for effective tourism management.

Sarah brown (2012) stated that a better economy has no direct influence on tourism. However, the economy does have a direct and positive effect on both infrastructure and society which in turn affect tourism. A well developed infrastructure has indeed caused harm to the environment and a more developed society does not necessarily result in environmental improvements and a better environment does not seem to drive more tourism either.

Shu-Pin Chiu and Shih-Yen Lin (2011) in their study on highlighted the risk perceptions of international tourists in India. It made an attempt to understand the psychological reaction to fears of crime from tourists and discuss the relevant factors. This study examined international tourists during their visit to India and also discovered that harassment, fraud and larceny are crimes that tourists experience the most.

HimadriPhukan, Rahman Z. &Devdutt P. (2012) in their study emphasized on emergence of spiritual tourism in India and also analyzed about emergence of spiritual tourism. The study discovered a model depicting a general classification of tourism literature in the context of increasing research interests in the spiritual tourism has been presented in the form of a model. Finally, the study found that there has been a phenomenal increase in spiritual travelers in the recent years owing to generic changes in the people's attitude towards spirituality. The study identified that ripple effect of this change has also been observed in the academic research. Literatures in the field of spiritual tourism, along with other sector-based tourisms (adventure tourism, eco tourism, medical tourism, wedding tourism etc.), have been on rise significantly.

Monika Pandey and AruneshParashar (2012) in their paper highlighted to describe the challenges faced by Kerala tourism industry. This study investigated the positive influence of spiritual tourism on social and spiritual values. Furthermore, it also identified that large number of people are making to religious or holy places as a travel motivator.

Vargheese Antony Jesurajan S. and VargheesPrabhu S. (2012) in their study highlighted the dimensions of spiritual tourism in Tuiticorin District of Tamil Nadu in India. The study aimed to evaluate the satisfaction level of tourist and determinants of spiritual tourism and problems faced by tourist in Tuiticorin district.

## 2.2 Tourism in Rajasthan

The tables 2.1 to 2.4 exhibits the statistics of tourist in India and Rajasthan. Table 2.1 exhibits tourist data (domestic and international tourist) in major city of Rajasthan in 2014-17. The data of **Puskar** and **Nathdwara** are also highlighted in the table.

S. N O	TOURIST PLACE	2014		2015		2016		2017	
		Domestic	Foreigner	Domestic	Foreigner	Domestic	Foreigner	Domestic	Foreigner
1	MOUNTABU	2376831	4376	2017636	1598	1983435	1672	2682871	2579
2	UDAIPUR	720120	166936	727266	165525	756440	183964	830784	190521
3	JAIPUR	1170152	568234	1201152	596756	1544730	565978	1702665	633990
4	<b>PUSHKAR</b>	<b>3234750</b>	<b>70603</b>	<b>3786360</b>	<b>69494</b>	<b>3961130</b>	<b>97651</b>	<b>4636005</b>	<b>101673</b>
5	JODHPUR	520198	139640	598967	126772	972337	138558	894085	144363
6	AJMER	4245710	33069	4546300	36423	4896070	41112	4651920	59405
7	JAISLAMER	250716	91759	266175	84533	35497	90937	493755	122851

8	<b>NATHDWAR A</b>	<b>702801</b>	<b>21</b>	<b>637722</b>	<b>10</b>	<b>678006</b>	<b>0</b>	<b>713431</b>	<b>0</b>
9	CHITTORGARH	612587	48374	640688	38879	791840	52340	449091	3417
10	BHRATPUR	69225	40386	66322	39608	72701	26368	111796	18398
11	BIKANER	347294	67098	348772	60767	325244	60300	356094	61930
12	RAAKPUR	555951	122403	532039	102994	525455	114806	494174	105272
13	KOTA	51467	3516	90598	2574	89546	1778	202298	1860
14	SAWAI MADHOPUR	77800	61495	85200	67935	106000	51265	139428	55190
15	JHUNJHUNU	126184	46828	86555	37420	127687	24477	174883	35999
16	BANSWARA	114040	141	113410	82	121487	139	129925	117
17	ALWAR	104418	187650	95787	10634	119815	8524	147653	12296
18	SARISKA	13087	237	14487	150	10932	198	10069	639
19	RESABHPUR	12489	0	25800	0	26022	0	30419	0
20	BUNDI	49925	15063	54574	15290	59864	15420	65021	16442
21	SIKAR	116905	0	48305	16	102282	826	152416	1941
22	SILISED	1910	0	2071	0	1752	0	1862	2
23	BAHROR	4402	2	3650	31	2533	8	1802	0
24	JHALAWAR	93344	108	92426	114	88440	130	103102	166
25	OTHER	1750418 5	26635	19105311	17706	2377187 0	37278	26741024	40912
	SUM:	3307679 1	1525574	35187573	1475311	4195115	1513729	45916573	1609963

Table 2.1 Tourist data in major city of Rajasthan in 2014-17

(Source: Annual Progress Report 2017-18, Department of Tourism, Govt. of Rajasthan)

Table 2.2 Comparative Tourist data month wise of Rajasthan in 2016-17

(Source: Annual Progress Report 2017-18, Department of Tourism, Govt. of Rajasthan)

MONTH	YEAR 2017			YEAR 2016			PERCENTAGE CHANGE IN COMPARISON TOPREVIOUS YEAR		
	Domestic	Foreigner	SUM	Domestic	Foreigner	SUM	Domestic	Foreigner	SUM
1	2	3	4	5	6	7	8	9	10
JAN	3308560	176102	3484662	2572165	151543	2723708	28.63	16.21	27.94
FEB	3055214	203584	3258798	2538731	191777	2730508	20.34	6.16	19.35
MAR	3949266	198441	4147707	3564473	189309	3753782	10.80	4.82	10.49
APR	5268458	114417	5382875	5087658	102473	5190131	3.55	11.66	3.71
MAY	2159261	51276	2210537	2584850	53046	2637896	-16.46	-3.34	-16.20
JUN	2254567	38050	2292617	2175542	37489	2213031	3.63	1.50	3.60
JUL	2922797	68696	2991493	2681950	78280	2760230	8.98	-12.24	8.38
AUG	3866195	102563	3968758	3281802	98150	3379952	17.81	4.50	17.42
SEPT	8917186	102186	9019372	8402851	92788	8495639	6.12	10.13	6.16
OCT	3825926	182691	4008617	2676946	156417	2833363	42.92	16.80	41.48
NOV	3019317	207359	3226676	2911900	205534	3173170	3.69	0.89	3.50
DEC	3369826	164505	3534331	3016247	156923	3173170	11.72	4.83	11.38
SUM:--	<b>45916573</b>	<b>1609963</b>	<b>47526536</b>	<b>41495115</b>	<b>1513729</b>	<b>43008844</b>	<b>10.66</b>	<b>6.36</b>	<b>10.50</b>

MONTH	FOREIGN TOURISTS VISITING INDIA		PERCENTAGE CHANGE	FOREIGN TOURISTS VISITING RAJASTHAN		PERCENTAGE CHANGE
	2016	2017		2016	2017	
JANUARY	844533	983413	16.44	151543	176102	16.21

FEBRUARY	848782	956337	12.67	191777	203584	6.16
MARCH	809107	904888	11.84	189309	198441	4.82
APRIL	592004	740275	25.05	102473	114417	11.66
MAY	527466	630438	19.52	53046	51276	-3.34
JUNE	546972	669989	22.49	37489	38050	1.50
JULY	733834	788377	7.43	78280	68696	-12.24
AUGUST	652111	724067	11.03	98150	102563	4.50
SEPTEMBER	608177	722567	18.81	92788	102186	10.13
OCTOBER	741770	875838	18.07	156417	182691	16.80
NOVEMBER	878280	1004826	14.41	205534	207452	0.93
DECEMBER	1021375	1176233	15.16	156923	164505	4.83
<b>TOTAL</b>	<b>8804411</b>	<b>10177248</b>	<b>15.59</b>	<b>1513729</b>	<b>1609963</b>	<b>6.36</b>

Table 2.3 Comparative Foreign tourist data of India with Rajasthan month wise in 2016-17

(Source: Annual Progress Report 2017-18, Department of Tourism, Govt. of Rajasthan)

YEAR	FOREIGN TOURISTS VISITING INDIA	PERCENTAGE CHANGE	ARRIVAL OF FOREIGN TOURISTS IN RAJASTAN	PERCENTAGE CHANGE
1990	1707158		417641	
1991	1677508	-1.74	494150	18.32
1992	1867651	11.33	5647802	10.86
1993	1764830	-5.51	540738	-1.29
1994	1886433	6.89	436801	-19.22
1995	2123683	12.58	534749	22.42
1996	2287860	7.73	560946	4.90
1997	2374094	3.77	605060	7.86
1998	2358629	-0.65	591369	-2.26
1999	2481928	5.23	562685	-4.85
2000	2649378	6.75	623100	10.74
2001	2537282	-4.23	608283	-2.38
2002	2384364	-6.03	428437	-29.57
2003	2726214	14.34	628560	46.71
2004	3457477	26.82	971772	54.60
2005	3918610	13.34	1131164	16.40
2006	4447167	13.39	1220164	7.87
2007	5081504	14.26	1401042	14.82
2008	5282603	3.96	1477646	5.47
2009	5167699	-2.18	1073414	-27.36
2010	5775692	11.77	1278523	19.11
2011	6309222	9.24	1351974	5.74
2012	6577745	4.26	1451370	7.35
2013	6967601	5.93	1437162	-0.98
2014	7679099	10.21	1525574	6.15
2015	8027133	4.53	1475311	-3.29
2016	8804411	9.68	1513729	2.60
2017	10177248	15.59	1609963	6.36

Table 2.4 Comparative Foreign tourist data of India with Rajasthan year wise

(Source: Annual Progress Report 2017-18, Department of Tourism, Govt. of Rajasthan)

### 2.2.1 Government policies for tourism development in Rajasthan

Rajasthan chief minister inaugurating the 8th Edition of Great Indian travel Bazaar (GITB) in Jaipur said "we expect a quantum jump in the tourist arrivals with foreign tourist going up from 1.5 million to 2.5 million and domestic tourist from 33 million to 50 million".

million by 2018". (Business standard, 19 April 2015) Rajasthan launched a multiyear, multimodel and multicore global campaign to galvanise tourism in the state chief Minister said "Tourism is the world's biggest industry and Rajasthan its rich heritage is poised to fully exploit the opportunities the state offers". Tourism has a huge multiplier effect by way of creating direct and indirect jobs. Which improve the economics status of people across the state? Realizing that the tourism sector in Rajasthan has a huge potential to grow this new campaign aims to increase the number of foreign and domestic tourists. Highlighting Rajasthan as a favored tourism destination not just during peak period but throughout the year. This campaign will also spread awareness about the lesser known destinations that the state has to offer to achieve this some major steps taken by government.

1) 24 X 7 tourist helpline: The government launched 24 X 7 tourist's helpline Ministry of tourism has launched the 24 X 7 toll free multilingual tourist helpline in 12 international languages including Hindi and English on Feb. 2016. The helpline provides advice on action to be taken during times of distress while travelling in the country and if needed the helpline executive also alerts authorities concerned in the vicinity.

2) E - Visa Scheme: Government of India launched the e - tourist Visa scheme on Nov 2014 for over 100 countries. It was extended to 37 more countries, Jyotsnasuri national president of FICCI said "e -Visa for 43 countries is already operational while 150 countries are in the pipe line"(Business Standard 19 April 2015). This would give a huge fillip to the tourism in the country and state also.

3) Swadesh - Darshan and PRASAD Scheme: In the year 2015-16 Government of India has launched two new schemes in a mission mode. The broad objective of the SwadeshDarshan is to develop new circuits having potential with a planned and integrated development of infrastructure. These theme based circuits may promote cultural and heritage value of the country and tourist attraction to the destination under SwadeshDarshan scheme 13 circuits have been identified for integrated infrastructure development of theme based tourist circuits. In Rajasthan Desert - circuit in Sambhar lake town and other destinations in Jaipur district is going to be developed with an amount of 63.96 crore. The aim of PRASAD Scheme is to achieve the objective of Integrated development of Pilgrimage destination in a planned, prioritized and sustainable manner to provide complete religious tourism experiences and harness pilgrimage tourism for its direct and multiplier effect on employment generation and economic development under this scheme 13 cities have been identified in which Rajasthan's Ajmer/Pushkar city included and sanctioned an amount of 40.44 crore for development.

4) Setting up state institution of Hotel Management (SIHMS): During the year 2015-16 principal approved has been accorded for the setting up State Institution Hotel Management in Jhalawar & Swaimadhpur districts of Rajasthan with central financial assistance of Rs. 1600 Crores. 5) Food craft Institutions: In the same year two Food crafts Institution (FCI) at Dholpur and Baran is going to be setup with the Central Financial Assistance of Rs. 7.50 Crore.

### 2.3 Contribution of tourism in Indian Economy

As per the department of tourism government of India website and the press Note FEE by RBI, the credit data of Travel Head from Balance of Payments of RBI, Ministry of Tourism estimates monthly Foreign Exchange Earnings (FEEs) through tourism in India, both in rupee and dollar terms. The highlights of the estimates of FEEs from tourism in India for January 2018 are as below: Foreign Exchange Earnings (FEEs) through tourism (in Rs. terms) FEEs during the month of January 2018 were 17,725 crore as compared to 16,135 crore in January 2017 and 13,671 crore in January 2016. The growth rate in FEEs in rupee terms in January 2018 over January 2017 was 9.9%, compared to the growth of 18.0% in January 2017 over January 2016. Foreign Exchange Earnings (FEEs) through tourism (in US \$ terms) FEEs in US\$ terms during the month of January 2018 were US\$ 2.786 billion as compared to FEEs of US\$ 2.370 billion during the month of January 2017 and US\$ 2.032 billion in January 2016. The growth rate in FEEs in US\$ terms in January 2018 over January 2017 was 17.6% compared to the growth of 16.6% in January 2017 over January 2016. Note: Estimates of FEEs are based on following factors: (i) Per capita FEEs during Jan-Mar 2017 = RBI's credit figure for travel (Jan-Mar 17)/FTAs (Jan-Mar 17) (ii) FTAs for January 2018. (iii) Inflation factor based on CPI(U) for January 2018.

### 2.4 Contribution of tourism in Rajasthan Economy

As per department of tourism, Government of Rajasthan:

1) Tourism accounts for approximately 15 percent of Rajasthan economy and provides economic benefit like foreign exchange earnings, regional development, infrastructure development and promotion of local handicraft.

2) In Rajasthan tourism accounts for 2.7 percent (5.2 percent after adding indirect - tax) in Gross State Domestic product and 1.9 percent (7.2 percent after adding indirect effect) in state employment.

3) Expansion of employment opportunities is an outstanding contribution of tourism industry. Being a highly labor intensive industry in which we absorbed our different types of unemployed people like skilled, semi-skilled and unskilled persons. The labour capital ratio is highest in this sector. In Rajasthan tourism is 3rd largest employer after agriculture and textile sector.

4) The significant feature of tourism is that it employs number of skilled and educated women, this industry is more gender neutral as compared to other industries and women account for 65 percent of its international tourism workforce. These women actively involved in hotels, airline services, travel agencies, handicrafts and cultural activities. The indirect employments in the case of tourism are fairly high and are estimated at 2.358, if the direct employment is one. In the tourism sector the generated employment is 1.358/ persons in other sectors of economy due to linkages with tourism.

Tourism has a significant multiplier effect on the state economy by generating revenue, increasing investment opportunity and revival of traditions and heritage conservation and management. It is estimated that every rupee spent by tourist changes hands 13

times and that every hotel room generates direct employment to 3 persons and indirect employment to 8 persons.

## 2.5 Review of Literature on Tourism at Nathdwara and Pushkar

(S. Prasad, V. Bhatia, 2014): Indian tourism industry is at the boom and foreign tourists are finding Indian culture very fascinating. A number of cultural and religious events like fairs and festivals are celebrated in India which attracts a large number of foreign tourists. Therefore, in order to assist tourism agency it is important to measure tourists' satisfaction from such events. The present study measures tourists' satisfaction with an event and their intention to revisit or recommend to others. International Pushkar fair 2013 was studied. The satisfaction derived from the various competitions which were organised for them were also analysed. A structured questionnaire was used to seek responses from the tourists after the completion of the fair when they were about to leave for their original destinations. The results indicate that the tourists were very satisfied with their stay in Pushkar and they enjoyed all the competitions which were organised for them. They have an intention to revisit or recommend Pushkar fair to others. In the present paper the researcher has put forth the results of the fair in detail.

The study was carried out in well known hotels of Pushkar. The sample consisted of 187 national and international tourists who completed a structured questionnaire which contained 22 destination attributes, a list of 26 competitions/ activities and 9 questions regarding the demographic characteristics and travel behaviour of the tourists. Each satisfaction attribute was measured on five-point Likert scale. Mean of all the competitions/activities was calculated. Folk dance has the highest mean score followed by music, cultural program, turban & tilak tying competition, longest moustache, Indian bridal competition and camel race. The exploratory factor analysis (EFA) was carried out with the satisfaction derived from 22 destination attributes. A total of 17 items under five factors were retained and named as 'Food & Accommodation-Factor 1'; 'Security-Factor 2'; 'Sightseeing-Factor 3'; 'Communication-Factor 4'; Public Services-Factor 5'. The total satisfaction from destination attributes was regressed on the factors to identify whether the independent variable (five factors) exerted significant impact on the dependent variable (satisfaction). Among the five factors, Food & Accommodation has higher impact followed by security, communication, sightseeing and public services. A significant correlation was found between the tourists' satisfaction and their intention to revisit or recommend to others.

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