

Recent Trends in Tourism Development in Rajasthan

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Abstract: Rajasthan is known prominently in the field of tourism not only in the country but on the world tourism map. Rajasthan is known to be one of the most attractive destinations in terms of tourism. Rajasthan is a centre of attraction not only for domestic tourists but also for foreign tourists. The glorious history of Rajasthan, the fort, the Bavaria, the palace, the art and culture of this place are the major attractions for the tourists. The development of tourism in the state has been instrumental in increasing the state's GDP, employment generation, foreign exchange earnings, infrastructure development, capital investment as well as economic and social development. This paper is an effort to understand what the role of tourism is in the state economy and what recent innovations or trends have been done in the development of tourism.

Keywords: Tourism, Rajasthan, Economic Development, Infrastructure, Culture, Heritage

Introduction: Rajasthan is the largest state in India, which is located in the northwest part of the country. Rajasthan was ruled by mostly Rajput rulers, so this state is also known as Rajputana in history. Rajasthan has been appreciated over countries due to its glory, art-culture, natural beauty, forts and historical sites. This is the reason why India tourism tour of tourists remains incomplete without visiting Rajasthan. Rajasthan is divided into ten tourism circuits like the Dhundhad circuit, the Mewar circuit, the Vagad circuit, the Hadoti circuit, the Merwara circuit, the Shekhawati circuit, the Desert circuit, the Mount-Abu circuit, the Mewat circuit and the Godwad circuit. All circuits are known for their special type of attraction. Major cities of Rajasthan like Jaipur, Jodhpur, Udaipur, Ajmer, Bikaner, Jaisalmer, etc. are known for their historical traditions and arts. Various fairs & festivals of state, folks dance & music, art, folk-tales etc. have been attracting both domestic and foreign tourists. These different circuits have their own different types of attractions. Some regions are mountainous, some are desert, some are historic buildings and forts, some are national parks and sanctuaries. Thus nature has given Rajasthan many types of geographical and cultural features, which tourists can enjoy. There is a lot of potential for the development of tourism industry in Rajasthan.

Objectives of the paper:

- To examine the role of tourism in the Rajasthan economy.
- Recent trends and innovations in the development of tourism in Rajasthan.
- Recent Achievements in Tourism of Rajasthan.

Research Methodology

The information in the study is collected from secondary sources that are from various online sources, websites, articles, reports and the economic survey of Rajasthan.

Role of Tourism in Rajasthan Economy

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



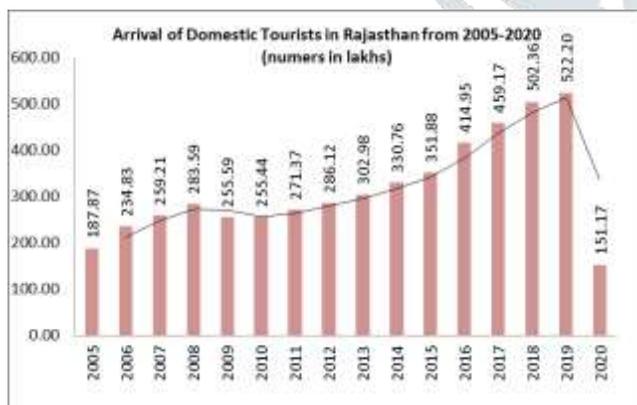
Earn foreign exchange: Tourism industry in Rajasthan is considered to be apex industry which gives economic benefit in earn foreign exchange. The growth rate of tourism in the state of Rajasthan has shown that tourists arrivals both domestic and foreign in the state of Rajasthan is increasing annually and During year 2020, the number of tourists visited in Rajasthan was 155.64 lakh (151.72 lakh domestic and 4.46 lakh foreign). There has been a huge reduction in

tourist arrivals in the year 2020 due to the lockdown during the Covid-19 pandemic from the month of March in the year 2020.

Table 1: Arrival of Domestic & Foreign Tourists in Rajasthan from 2005 to 2020

S. No.	Year	Arrival of Tourists			% Change in Tourism Compare to last year		
		Domestic	Foreign	Total	Domestic	Foreign	Total
1	2005	18787298	1131164	19918462	17.17	16.4	17.13
2	2006	23483287	1220164	24703451	25	7.87	24.02
3	2007	25920529	1401042	27321571	10.38	14.82	10.6
4	2008	28358918	1477646	29836564	9.41	5.47	9.21
5	2009	25558691	1073414	26632105	-9.87	-27.36	-10.74
6	2010	25543877	1278523	26822400	-0.06	19.11	0.71
7	2011	27137323	1351974	28489297	6.24	5.74	6.21
8	2012	28611831	1451370	30063201	5.43	7.35	5.52
9	2013	30298150	1437162	31735312	5.89	-0.98	5.56
10	2014	33076491	1525574	34602065	9.17	6.15	9.03
11	2015	35187573	1475311	36662884	6.38	-3.29	5.96
12	2016	41495115	1513729	43008844	17.93	2.6	17.31
13	2017	45916573	1609963	47526536	10.66	6.36	10.5
14	2018	50235643	1754348	51989991	9.41	8.97	9.39
15	2019	52220431	1605560	53825991	3.95	-8.48	0.04
16	2020	15117239	446457	15563696	-71.05	-72.19	-71.09

Source: Tourism Annual Report 2020-2021, the Department of Tourism, Rajasthan



Employment generation: Tourism is a smoke-free industry which provides more employment opportunities than investment. Tourism encourages the development of hotel transport, handloom industry, handicrafts, etc. Many other industries also flourish in tourism destinations

due to the development of infrastructure. Thus, the growth of tourism leads to employment opportunities both directly and indirectly.

Regional Development: Tourism is a sector with positive effects on regional development. It is an important development tool that provides economic, social and political development in the region. Development in a region of tourism in rural or underdeveloped areas can help eliminate economic imbalances.

Infrastructure Development: Visit by tourists creates additional development of the place such as parks, gardens and museums. Additional facilities include roads, water systems, public utilities, etc., thus the development of tourism encourages the development of infrastructure.

Conservation and Utilization of Historical Heritage: Rajasthan is a state rich in terms of cultural heritage, Palaces, Havelies, forts, colourful art and dance, amazing architecture, the world's oldest ranges Aravali, the Thar Desert, the forest sanctuary and its glorious history. All these diversities make Rajasthan a famous and royal tourist destination in the world. Most tourists come to Rajasthan for tours of such places. Thus the development of tourism motivates to preserve the cultural and historical heritage of the state.

Development of Handicraft Industries: Handicrafts are part of tangible cultural heritage of Rajasthan. There is a mutual relationship between tourism and handicrafts. Handicrafts are one of the factors influencing on the tourists attraction, and tourism development will end in growth of handicrafts production and sell. Rajasthan handicrafts are among the most famous attractions of Rajasthan which reflect its rich cultural heritage. The handicrafts of Rajasthan are popular over the world for their beauty and quality. Tourists who come from across the world on Rajasthan tour never go back without buying some of its beautiful handicrafts. Some of the most famous handicrafts of Rajasthan are : Jewelry, Wooden Furniture, Paintings, Blue Pottery, Carpets and Durries etc.

Recent Trends in Development of Tourism in Rajasthan

Tourism has emerged as the largest industry in the world, which also has the highest growth rate. In view of the importance of tourism in the economic development of the state, the state government has taken several effective steps towards tourism development and making tourism a “People Industry”. The state government has provided many facilities and concessions for the tourism sector in recent years.

The tourism department in the state has been functioning as an independent department since the year 1956. **Rajasthan Tourism Development Corporation Limited (RTDC)** and **Rajasthan Institute of Tourism and Travel Management (RITTMAN)** respectively are public sector undertakings under the control of the Department of Tourism. Many creative efforts are being made by the state government and tourism department to further development of the tourism sector in recent years.

Development and Conservation of Tourist Places: Under this scheme, infrastructure development work and tourist facility centres, drinking water arrangements, lighting, beautification and renovation works are being done at major tourist places of the state.

Table 2: The amount spent under the Tourism Development and Conservation Scheme

Year	Amount In lakhs					
	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21 (till Dec. 2020)
Expenses Amount	3069.12	1397.17	2699.7	2168.36	975.18	469.75

Source: Tourism Annual Report 2020-2021, Department of Tourism, Rajasthan

Development of Village Tourism: Its main objective is to undertake various works for the development of infrastructure in rural areas with potential for tourism so that the art, culture, crafts, handloom and natural environment of rural places can be displayed as an asset. In 2020-21, rupees 456.16 lakh was spent for rural tourism development.

Fairs-Festivals and Cultural Heritage Programs: Fairs and festivals are living examples of the unique cultural heritage and tradition of the state. Tourism is encouraged through these

events by attracting tourists to Rajasthan. Teej & Gangaur fair of Jaipur, Pushkar fair of Ajmer, Marwar festival Jodhpur, Chandrabhaga fair Jhalawad, Camel festival Bikaner, Kite festival Jaipur, Desert festival Jaisalmer, Mewad festival Udaipur, Briz holi festival Bharatpur and Rajasthan festival are well popular and world famous fairs & festivals of Rajasthan. In the year 2020, due to Covid-19 pandemic from the month of March, tourism department did not organize fair-festivals and other cultural events of the tourism calendar.

Tourism Promotion & Marketing: In order to provide information about the tourist destinations of the state and attract tourists for arrival in Rajasthan, the tourism department is doing tourism promotion material and effective marketing every year through the following means:-

- Printing of tourism promotional literature.
- Publicity by advertisements in print, electronic and other mediums at domestic and foreign.
- Participation in national and international seminars, conferences etc.
- Rajasthan tourism promotion by social media.
- Publicity through film, photo, audio-visual material, website etc.
- The department spent Rs. 759.84 lakh on tourism promotion activities in the year 2020-21 till December 2020.

Tourist Assistance Force (TAF): TAF was started to help tourists in the state. The work is done by the TAF to inform the tourists about the tourist places, make them aware of the local law and order, provide dos and don'ts free pamphlets and other assistance to the tourists. During the Covid-19 pandemic under the "Vande Bharat Mission" of the Government of India, the mandatory quarantine work of migrants / passengers arriving at Jaipur from domestic and international flights from 22 May 2020 to 31 December 2020 has been assisted by the TAF staff.

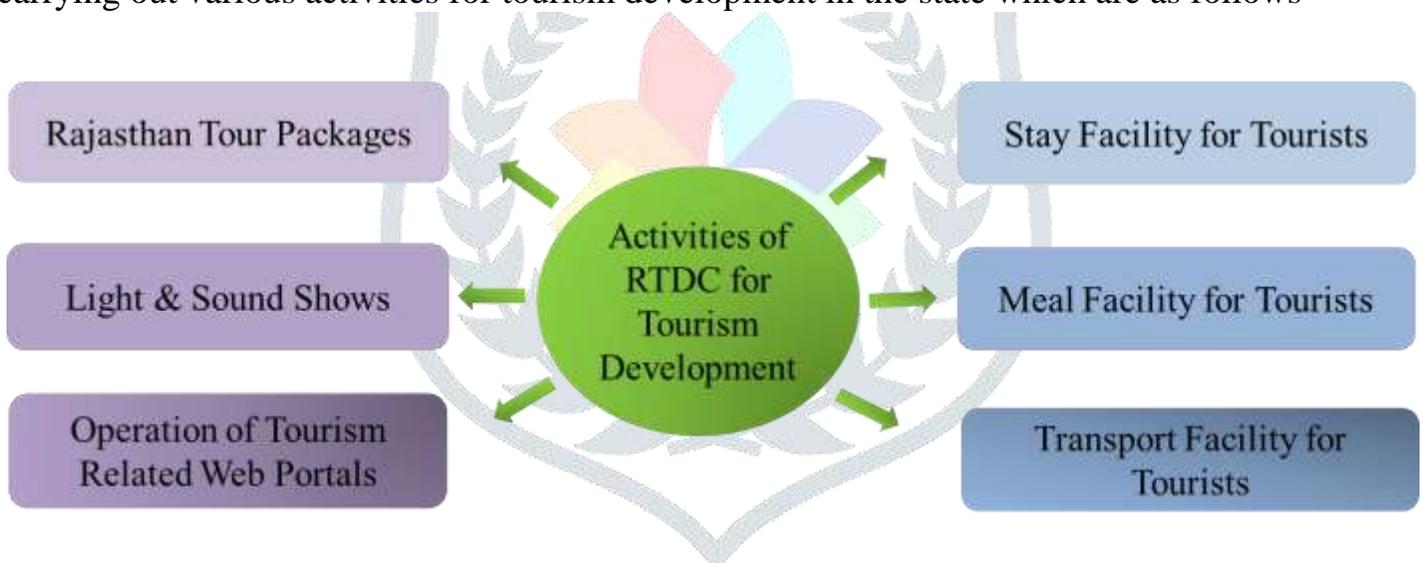
Role of RITTMAN: Rajasthan Institute of Tourism and Travel Management (RITTMAN) was established in 1996 with the objectives of development of human resources working in tourism

agencies in the state, development of better facilities for tourists, organizing training programs for guides, keeping in mind the possibilities of tourism in the state.

Rajasthan Tourism Policy-2020: A new "Rajasthan Tourism Policy 2020" was declared in the state on 9 December 2020 with the aim of promoting tourism development in the state and making the state a preferred and leading tourist destination.

RIPS - 2019: In order to generate employment opportunities and promote rapid, sustainable and balanced economic growth in the state of Rajasthan, the state govt. of Rajasthan declared "The Rajasthan Investment Promotion Scheme (RIPS) 2019" to provide benefits to eligible manufacturing and services sector enterprises.

Role of RTDC: Rajasthan Tourism Development Corporation (RTDC) was formed in April 1979 with the aim of developing tourism and tourism infrastructure in the state. RTDC is carrying out various activities for tourism development in the state which are as follows-



Recent Achievements in Tourism of Rajasthan

- Rajasthan was awarded the "Best India Wedding Destination" award under the Outlook Traveller Award in New Delhi on 22 February 2020.
- The Palace on Wheels Second Luxurious Train in the World Award under the Readers' Choice 2020 in October 2020.
- Pink City Jaipur received "Best Heritage Destination in the Country" and Ranthambhore (Sawai Madhopur) "Best Wildlife Destination in the Country" under the India today tourism survey award-2020 on 26 October 2020 in New Delhi.
- Rajasthan was awarded the Domestic Destination - Best State Award under Travelleiser India and South Asia on 25 November 2020
- Recently the city of Jaipur has been added to the World Heritage by UNESCO in 2019.
- Six forts of the Rajasthan Chittorgarh fort, Kumbhalgarh fort, Jaisalmer fort, Ranthambhore fort (Sawai Madhopur), Gagaron fort (Jhalawar) and Amber fort (Jaipur) were recognised as World Heritage Sites by the UNESCO.
- 'Kalbelia' the folk dance of Rajasthan is added to the Intangible Cultural Heritage list of UNESCO in 2010.

CONCLUSION

Rajasthan is the state which has huge potential of the economic development due tourism industry. As tourism industry have so many positive impacts like it engendering source of income and employment. It provides prominent resource of foreign exchange earnings and boosting development of infrastructure. Rajasthan has its own unique identity in the country from tourism point of view, including havelia, forts, heritage hotel, colourful fair-festivals, art & culture and handicraft products are attracting tourists. Over the years, there has been an increase in the number of tourists, both domestic and foreign. The state government is implementing many innovative ideas in developing the tourism.

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