

Rajasthan tourism: Problems and government policies

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Abstract

Endowed with natural beauty and a great history, tourism occupies a prominent place in the states agenda as a crucial engine, for income and employment generation with least possible investment, this industry bears the efficiency of earning more. Being a highly labor intensive industry it employs people like skilled, semi-skilled and unskilled people. Despite the importance of tourism sector, it faces major problems in the state. This people aims need of tourism corner in Rajasthan. The problems facing by this sector and government policies which can boost up tourism in Rajasthan. For this paper relevant books, journals, newspaper, Rajasthan annual report, India annual report and Rajasthan Tourism Report have been extensively consulted.

Keywords: Rajasthan, tourism, problems, government tourism

Introduction

Rajasthan being situated in the North-West part of India is a land of majestic, scenic beauty. The rich cultural heritage and hospitable people make journey to Rajasthan an enjoyable experience both for foreign and domestic tourists. Rajasthan or the land of royals is one of the most famous tourist destinations in the world, known for its architectural marvels forts, Palaces - royalty cuisine, attire and music, Rajasthan has even more to offer. Rajasthan is perhaps one of the most colorful states of India and a land of unending diversity. Whether it is about the "Pink" in Jaipur or the "Blue" in Jodhpur or the "Golden eyes" of Jaisalmer the barren landscape in swathed in colors of the rainbow. The state has the some of the most beautiful palaces and forts in the country which are well maintained by its government and the former royal families. The experience is further enhanced by professional guides with some interesting stories. Tourism season in Rajasthan starts in October and continue till April, during which lakhs of tourists visit Jaipur, Jaisalmer, Jodhpur, Bikaner, Udaipur and other districts of the state.

Tourism is considered to be an economics Bonanza. It is multi segment Industry, while gauging the positive economic effects of tourism, we study its contribution to the generation of national income, expense of employment opportunities, raising of the tax revenue earning of foreign exchange, the transformation of regional economy.

Need for tourism industry

- 1) Globalization of development programmes has raised the foreign exchange requirements of the state.
- 2) With the least possible investment this industry bears the efficiency of earning more.
- 3) Tourism seems to be more effective than other industries in generating employment and income in less developed often outlying regions of the country.
- 4) Tourism both international and domestic brings about an intermingling of people from diverse, social and cultural back grounds and also a considerable spatial redistribution of spending power which has significant impact on the economy of the destination area.

- 5) The developing countries have points in favour of tourism industry which shows multipliers effect and simplifies the task of manpower planner, environmentalist social scientist and economist.
- 6) Tourism industry requires the existence of an infrastructure as well as hotel accommodation and other facilities specific to tourism. These utilities are providing for tourist now available for the use of local people and provide an access of wider markets for many locally produced goods.
- 7) Tourism industry through the hotel & restaurants, transportation services, tourism resorts, amusement parks, entertainment centers, sales outlets of curios handicraft jewelries etc. earn income.

Contribution of tourism in Rajasthan Economy

- 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 labour 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 is fairly high and is 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.

Types of tourism in Rajasthan

- 1) Eco Tourism
- 2) Rural Tourism
- 3) Adventure Tourism
- 4) Agri-Tourism
- 5) Desert Tourism
- 6) Salt Tourism
- 7) Summer & Monsoon & Tourism
- 8) Cultural Tourism

Promotion of Eco Tourism

The government of Rajasthan notified Rajasthan Eco tourism Policy 2010. This policy has been framed with a view to sensitize the public government departments, NGO's and others about eco-tourism and for laying down the frame work of its growth in the state in a sustainable manner. Sunda Mata temple in Jalore district, Bassi in chittorgarh, Kumbhalgarh in Rajasmand Hamirgarh and Menal in Bhilwara districts have been developed as per guideline of eco - tourism.

Rural Tourism

Rural Havourin Rajasthan's saravilas. This hotel was started in 2007 under Khatri Hotels group. The destination promises an authentic expression of Rajasthan's history and with elephant's status big wooden doors, fresco painting, brass pots, drums, antique motorcycle and many others articles of the by goneera it delivers it. Mahesh Kuntal general manager said they had recreated the ambience with decorative fountains and pavilions to give it an authentic look. Guests come with a mindset that they will get a taste of rural like, So we strive to live up to their expectations.

Adventure Tourism

Water based activities like cruise and boating in Chambal and other water bodies.

Agri Tourism

Agri tourism is considered as the latest growing sector in the tourism industry. This concept has been successfully implemented in Rajasthan. The sole objective to promote Agritourism is the promotion of rural communities by generating employment and poverty alleviations.

Desert Tourism

ATVS (All-Terrain Vehicle) in sand dunes of Jaisalmer / Barmer / Bikaner mountaineering and tracking activities in Mount Abu. Establishment of Golf resorts and convention Centers. Night viewing of Monuments at Jaipur, Udaipur, Jaisalmer, Bharatpur and Chittorgarh.

Summer & Monsoon Tourism

Jaipur will be promoted as a destination for summer and monsoon tourism because the peak tourist season in the desert state begins in October and continue till March during which lakhs of domestic and foreign tourists visit different destination of Rajasthan. Being a part of North India's golden triangle Jaipur has long been on the tourist map.

Cultural Tourism

Showcasing the shekhawati region and its culture. Taalbelia festival will be host three stages and there by different genres of can temporary classical and folk music between the venues castle Mandawa and desert resort. In this festival Taalbelia seek to high light a wide range of music genres that usually don't find a spot is the current crop of festival.

Desert Tourism

In 2015-16 under Swadesh - Darshan scheme circuit have been identified for integrated infrastructure development of theme based tourist circuit in Rajasthan Desert have been developed in sambhar laketown and other destination in jaipur district. An amount of 63.96 crore have been sanctioned for this purpose. Salt tourism developed in Sambhar and Jaisamand Lake.

Religious Tourism

The National Mission on Pilgrimage Rejuvenation and spiritual Augmentation Drive Scheme (Prasad) aims to achieve the objective of integrated development of Pilgrimage destinations in a planned manner to provide complete religious tourism experiences and harness pilgrimage tourism for its direct and multiplier effect on employment generation and economic development during 2015-16. Under this scheme 13 cities have been identified in Rajasthan Ajmer Pushkar is one of them. In 2015-16 an amount of 40.44 crore have been sanctioned for this purpose.

Problems of tourism in Rajasthan

Despite its many tourist attractions tourism has not been developed in its full potential in Rajasthan because of the following constraints:

- 1) **Poor infrastructure:** Deficiencies of basic infrastructure which lies at the root of a series of serious problems, related to the development of tourism. In Rajasthan, most infra-structure development has been concentrated around industrial districts while tourist destinations have been neglected in this respect. The maintenance of link roads other than national and state highways is extremely poor. The absence of intra-city air connectivity has been a major bundle. Connectivity has been a road block in attract tourist visiting Delhi -Agra -Jaipur. Accessibility to reach tribal remote areas is so poor that the tourism is not able to reach these areas.
- 2) **Lack of cleanliness at various monuments:** Apart from roads tourist visiting Rajasthan have stressed the need to provide basic amenities like clean toilet and other facilities. Udaipur is a very beautiful city an exotic local perfect holiday spot but also deals with dirty interiors of city. A German lady said that she is disappointed because of the general nature of people here. People through

plastic bottles, left over out of trains. Despite they have dustbins right there in trains. We used to cover our nose while walking in the interior, People gawking, taking photographs without permission. IN a recent survey it is found that many water bodies in India are now severely polluted and three of Rajasthan's most well know lakes the Jalmahal - Jaisamand and Udaisagar are in the list of most severely polluted water bodies in the country, And the state along with Uttar Pradesh account for 76 percent environmental crimes in the country. Across the country severe air pollution. These facts were revealed by the state of India's environment - 2017 report released at the Jaipur Li- Fast by Sunita Nrain, the director general of Centre for Science and environment (CSE). (20 Jan. 2017 TOI)

- 3) **Safety Concerns:** The state governments presently have no legal provisions to give protection to the visiting tourists. Several incidents of misbehave, molestation and sexual harassment with foreign tourist have been reported in various parts of the state in the recent past. Rajasthan tourism industry in agha stat the recent molestation of two French tourists' in Jodhpur. These two women said that they had come to visit Jodhpur when two youths posing as tourist guide took them to an isolated place and tried to rape them. The second case is from Bundi district where a tourist from Britain was allegedly molested by a school teacher. These kinds of incidents create insecurity in the mind of tourist. Another major problem is the large number of tours, who are constantly trying to short snags the visitors and pestering them for money, which also create insecurity amongst them. (6 Feb. 2014 TOI)
- 4) **Marketing Lacunae:** Lack of aggressive outline and other marketing facilities on tourist places. There is no target oriented marketing in a planned manner is hampered the tourists.
- 5) **Lack of Public Convenience:** On an average, India has only two buses for thousand people, this is the ground reality despite the growing emphasis on public transport these facts were revealed by CSE in India's Environment report 2017. Lack of public convenience at various places which forces the people to sometimes use the very same monuments as urinals
- 6) **Paucity of Funds:** Too many points of differentiation such as rare animal's sanctuaries religious pilgrim's tours are available but not cashed upon due to lack of funds. A long list of heritage monuments that are still sitting in a squalid environment the budget allocation for tourism has gone down from 0.29 percent in 2005-06 to 0.11 percent in 2013 - 14. The state provided a budge try support of Rs. 42 Crores for development which is far too less when compared to other states. In M.P it is 250 crores and in Gujrat 350 Crores in 2015.
- 7) **Problems:** Once major problem facing tourist is the large numbers of tours who are constantly trying to short stage the visitors and pestering them for money which also create insecurity amongst them.
 - Non-availability of registered guide at tourist places is another problem.
 - Language is also a problem in communicating with tourists.

Government policies for tourism development in Rajasthan

Rajasthan chief minister Vasundhara Raje 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 by 2018.

(Business standard 19 April 2015)

Rajasthan launched a multiyear, multimodel and multicore global campaign to galvanise tourism in the state chief Minister Vasundhara raje said "Tourism is the world's biggest industry and Rajastahn with 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 tourist 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, Jyotsna suri 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 made. The broad objective of the Swadesh Darshan is to develop new circuits having potential with a planned and integrated development of infrastructure. These themes based circuits may promote cultural and heritage value of the country and tourist attraction to the destination under Swadesh Darshan 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.

Training Programmes for service providers

A 10 days programme has been launched to inculcate appropriate tourism traits and knowledge among the trainees to enable them to act/work as tourist facilitator. (Prayatak Mitra). A four days' sensitization programme also launched for boatmen, rickshaw puller, pandas, porters, shopkeepers, street vendors and other service providers in and around Ghats to improving tourist specific ambience and a furtherance of the Swatchh Bharat Abhiyan.

Development of niches tourism

In 2015-16 the development of niche tourism is sought to be achieved by taking various steps such as constitution of national medical and wellness tourism board on October 2016, constitution of task force on cruise tourism on Nov.2015, approval of 08 golf events by India Golf Tourism Committees.

Transparency in Approval of Hotel projects

With a view to bring more transparency and accountability Ministry of tourism has introduced online system of receiving processing and conveying granting approval for hotel projects.

Government of Rajasthan

- 1) **Organizing Fairs and Festivals:** The state government reinvigorated our world-famous festivals through PPP Model. These includes the Pushkar Fair, Desert Festival and Kumbhgarh festival new events like bhakti music festival, coke - studio, international photo fest and international music festival have also been added to the annual calendar.
- 2) **Development of New Circuits:** The government is planning to start specialized circuits for birding, handicraft and spirituals. Some of the upcoming projects are Mega desert circuit (Jaisalmer - Jodhpur- Bikaner-Sambhar-Pali- Mount - Abu) and Mewar complex (Haldighati - Gogunda-Deevar-and Chhapli) which help in enhancing tourism. Besides this Night tourism lighting of well known monuments is high on agenda. The night tourism which has recently began at the world renowned Amber fort is a big hit.
- 3) **Launching a mobile app:** Rajasthan government has recently launched a mobile App "Lezgo" which provides latest information about attraction in Ajmer and Pushkar with rich contents including pictures, audio and video streams and cultural stories. The app is comprehensive and one stop solution for tourism needs. It covers more

than 40 places of Ajmer and Pushkar which instantly provide real time and highly contextual contents of the user. After Ajmer, the app will be localized for Jaipur, Udaipur, Jodhpur, Pali and Bharatpur. This App provide input in 12 prominent languages.

- 4) **Tourism unit Policy 2015:** It is expected that new tourism unit policy which has recently been released will induce new investment in hotels. The policy will focus on optimum utilization of rich tourism resources of the state for socio - economic development.
 - i. One of the major highlight of the policy will include high priority of tourism infrastructure and ease of building new hotel projects with easy availability of land and incentives. The proposed policy has defined tourism unit comprehensively which now includes hotels, Motels, heritage hotels, budget hotels, restaurants, camping sites, convention centers, sports resorts, health resorts, amusement park animal safari Parks, ropeways, tourist luxurycoach's caravans and cruise tourism. The state government has been proactively supporting the new well known hotel chains for setting up properties in the state.
 - ii. In new policy 50 percent rebate in special road tax up to April 2018 for luxury coaches to recognized tour operators.
 - iii. All tourism units shall be eligible to be recognized as training institutions under the employment linked skill training programmes of Rajasthan skill and livelihood Development Corporation to train manpower from themselves.
 - iv. It has been provided in Rajasthan tourism unit policy 2015 that fiscal incentives and concession available to the tourism unit projects already approved under Tourism unit policy 2007 will be available under new policy as well.
- 5) **MOU'S Signed by state government:** The state linked 139 MOU's with an estimated investment of Rs 6277 crores in the hospitality sector. These projects are expected to provide employment to about 20,000 youths. This will help to remove difficulties in setting up hospitality units especially in rural areas. Its hope that the campaign will play an important role in government of Rajasthan's vision of doubling". The football of international tourist traffic by the year 2020.
- 6) **Rajasthan Singapore MOU:** To Enhance tourist experiences visiting in Rajasthan the tourist sites should be integrated and easy access. For this (IES) international enterprises Singapore and Ministry of tourism Rajasthan are going to facilitate the private sector to explore an integrated tourist pan aggregating these monuments and attraction to give tourist easy and affordable access. It has earlier supported Singapore carrier scoots first direct connection between Singapore and jaipur. Mou has been linked for one time grant by temasek Foundation International Singapore to Strengthening knowledge in Rajasthan. Singapore has been a close friend and partner of Rajasthan in infrastructure and tourism development with these MOU's we aim to deepen this association and develop the state as a world global tourist destination with advanced urban infrastructure.
- 7) **Inter State Air Service:** The First flight of an international air service from Jaipur to Udaipur Via

Jodhpur was launched by chief Minister Vashundhararaje which is expected to give a major boost to tourism in the state.

Conclusion

Tourism industry in Rajasthan is a vital breath and considered as an apex industry which gives economics 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 the Economics development in the state and has adopted vital measures like e-tourist Visa scheme, 24*7 helpline for tourists launched a mobile App for Pushkar's Ajmer providing latest information about tourist attraction in the city. Rajasthan government announced new tourism unit policy which help us infrastructure and building new hotel Projects. A mobile App Swachh Prayatan which helps in cleanliness of monuments. For developing new circuits SWADESH DARSHAN and PRASAD Scheme had been started in 13 cities in the country. Rajasthan's Ajmer / Pushkar and Desert circuits has been including in this scheme. All these schemes will help in enhancing tourists in the state. Thus, it works be wrong if we say that tourism industry in Rajasthan has grown a rapid pace but in order to achieve a sustained growth a lot needs to be done for tourist safety, security, Public convenience, Cleanliness, registered guides, infrastructure etc. Because the state exists plenty of ideas, Plethora of opportunities to make it international tourist hot spot.

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