

The Promotion of the Tourism Scenario in Rajasthan

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Abstract

India's tourism sector has the potential to accelerate economic and social development and transform economies. Rajasthan, known for its Thar Desert, has seen a fourfold increase in tourist arrivals in the last thirty years, attracting tourists from various states and the world. The state is home to several major tourist circuits and locations, each with its own unique attractions. The future of tourism in Rajasthan depends on partnerships between government agencies and the private sector. As tourist numbers increase, Rajasthan needs more hotel rooms to meet demand. The state has developed an ambitious plan to grow the tourism industry and improve visitor experience, including efforts to rehabilitate infrastructure, restore existing sites, and develop new tourism circuits and products. Private investment opportunities have emerged, such as buying private heritage assets, managing RTDC properties on lease or joint ventures, and investing in amusement parks, theme parks, resorts, adventure tourism, and Naturopathy, yoga, and meditation centers. However, the corporation's contribution to providing lodging to visitors was minimal, with a decrease in occupancy in hotels/motels due to insufficient advertising, insufficient marketing, and an unsuccessful marketing plan.

Keyword :- Rajasthan Tourism, Desert ,Tourist Arrivals, Tourist Circuits etc...

Introduction

The tourism sector in India has the potential to accelerate economic and social development and transform economies. Governments and states are working to exploit existing tourism resources at both national and local levels. However, India must be sensitive to global developments and changes in tourist perceptions to consolidate its tourism strengths. India offers a wide range of tourism products, including historical, heritage, nature-based, medicine-based, religion-based, and culture-based products. Rural tourism has not been given priority by the government, but it is growing at its own pace. It is critical to distinguish between various sorts of visitors and understand the services needed to attract and keep pilgrims. There is a sizable potential market for rural and interior tourism, but there is no systematic way to attracting visitors from India and overseas. Rural tourism will bring individuals from various cultures, faiths, languages, and lifestyles together, broadening their perspectives and creating job opportunities.

The state is noted for its many tourism attractions. Domestic and foreign tourists favour this state because of its welcoming approach towards foreign and domestic visitors. The tourism-friendly measures will bring more visitors to the state. As a result, the number of visitors visiting the state continues to rise. The state government estimates that around 108.5 million visitors would visit Rajasthan in 2022. Domestic and foreign tourists are expected to total around 60.5 million in the first six months of 2023. The government hopes to use tourism to boost the service industry and generate jobs. Jaipur, Jodhpur, and Udaipur are becoming as renowned conference destinations with sophisticated facilities; international conferences and exhibits may be conducted anywhere. MICE tourism is on the increase. Tourism has huge potential. Tourism encourages the interchange of ideas and perspectives while also facilitating connection between people and their culture. Tourism promotes national integration, improves

international understanding, and directly contributes to socioeconomic growth. The government recognises the importance of tourism and is providing significant support to the industry.

Overview of existing tourism scenario in Rajasthan

Rajasthan, known for its Thar Desert, has become a popular tourist destination in India, with a fourfold increase in tourist arrivals in the last thirty years. Previously, the tourism industry was primarily confined to elite foreign tourists and domestic pilgrims. However, the state now attracts tourists from various states and the world, including European countries like the UK, France, and Germany. Additionally, Japan is a significant source of tourists. Rajasthan Tourism, state government agencies, entrepreneurs, and individuals have focused on transforming tourism from an elite and pilgrim phenomenon to a mass phenomenon. Today, tourists have a wide range of attractions and activities, including safaris, rural tourism, and sports tourism. Rajasthan offers a variety of tourism products, including desert tourism, forts, palaces, lakes, sanctuaries, adventure tourism, rural tourism, and aqua tourism. Tourism has become the world's largest industry, generating wealth and employment. The state's historical sites, colorful people, rich culture, and festivities are also significant attractions. Rajasthan's unique feature is the development of tourist circuits, with nine identified by the Department of Tourism based on geography, attractions, and tourist coverage. **“Desert Circuit, Mewar Circuit, Dhundhar Circuit ,Godawar Circuit ,Merwara-Marwar Circuit,Brij-Mewat Circuit, Shekhawati Circuit, Hadoti Circuit and Vagad Circuit”**

Tourism potentials

Tourism is a global leisure activity that involves travel for leisure, pleasure, or business purposes. In 2023, there were over \$15.2 billion international tourists, with 11.4% growth compared to 2022. Ecotourism, a new concept, is defined as travel to natural attractions that contribute to their conservation and enhance the tourist's understanding of nature, its conservation, and the local community. It has become famous due to increased free time, personal income, and accessibility to many usual attractions. Rajasthan, an ancient land in north-west India, is a multi-dimensional tourist product with temple towns, past monuments, flora and fauna, bird sanctuaries, hill resorts, valley views, forests, numerous places of worship, past forts, rich heritage, and culture, music, and dance festivals. Rajasthan is one of the fastest-growing states in India, emerging as the destination of choice for multinational corporations. Investment projects worth billions of dollars are currently in full flow, with a large number in the automobile industry. The Central Government and State Government of Rajasthan have helped grow the inflow of foreign and family tourists in recent years. The rise in attention from global tourists has led state governments to prepare policies to attract more tourists and foreign tourists. The World Tourism Organization's International Tourism 2018 file highlights the importance of tourism in the region, with state governments playing a crucial role in attracting and preserving natural beauty.

Major Tourist Circuits and Locations in Rajasthan

Desert Circuit

The Desert Circuit is a renowned tourist attraction in western Rajasthan that includes three districts: Jodhpur, Jaisalmer, and Bikaner. The course is part of the Indian Thar Desert, which is distinguished for its golden sand dunes. Jodhpur, Rajasthan's second city, is well-known for its ochre sand dunes and vermilion sunset. The city is famed for its rich history, art, and culture, as well as the Mehrangarh fort, which has a 10 kilometre stonewalled perimeter with eight gates. Bikaner is known for its Junagarh Fort, Lalgarh Palace, Ganga Golden Jubilee Museum, and Bhandeswar Jain Temples. Jaisalmer, with its sandstone forts and stately houses, is also a famous tourist

attraction. Other famous destinations include Barmer, Nagaur, Ajmer, Pushkar, and Merta. The desert circuit is characterized by a hot and dry climate, with tourism season extending from October to March.

Mewar Circuit

The Mewar Circuit, also known as Rana Pratap and Meera Bai, is a lovely region in India that is recognised for its rich history and stunning scenery. The area boasts stunning hills, blue lakes, forts, castles, and a mix of religion and history. Udaipur is the tourist hotspot, with other popular destinations including Chittaurgarh, Nathdwara, and Kumbhalgarh. The Mewar circuit is located in the Aravalli range, which has nice weather throughout the year save during the summer months. Tourist activity is strong from September to March, making it popular with both domestic and visiting visitors.

Vagad Circuit

The Vagad Circuit, located on the Rajasthan-Gujarat border, is a distinctive region recognised for its undulating green hills, forest thickets, valleys, and lakes. The location, known as the Bamboo Town, combines tribal culture and history. Udaipur serves as the circuit's major core, including other popular tourist destinations like as Mahi Dam, Galiyakot, Arthuna, Deo Somnath and Baneshwar. The area, which includes the southern point of the Aravalli range, enjoys a good climate all year save during the summer months. Tourist activity peaks between September and March, including the Baneshwar Fair in February.

Dhundhar Circuit

The Dhundhar Circuit, located near Jaipur, combines culture, history, architecture, and religion. The city, enclosed by a wall and five gates, has outgrown its original wall and is notorious for its chaotic and dirty atmosphere. Excavated tourist destinations include Ramgarh, Tonk, Abhaneri and Samode. The circuit is situated between the Sambhar Basin and the Northern Aravalli Range. The area gets high heat during the peak summer months of April and June. Jaipur is a major tourist destination, noted for its palaces, forts, museums, sculpture, blue ceramics, Jaipur quilts, Jutis, marble work, arts and crafts, and a variety of events, including the Elephant Festival, Gangaur Festival, Teej Festival, and Donkey Fair.

Godawar Circuit

The Godawar Circuit is a desert-like area in Rajasthan that includes the state's sole hill station, Mount Abu. The name Abu, which means "son of the Himalayas" or "the hill of wisdom," comes from Arbuada, the snake that saved Nandi, Lord Shiva's holy bull. The circuit is a famous recreational destination for Gujarati tourists. Ranakpur, a picturesque temple town, is also a popular destination. Jalore, a Rajasthani town, is famous for its Parmara fortress erected in the 10th century and the mosque of saint Malik Shah. Mount Abu is separated from the state by a thin valley, and the highest peak is Gurushikhar. The circuit is a popular summer destination, with tourist seasons from February to June and September to December.

Brij Mewat Circuit

The Brij Mewat Circuit is a prominent wildlife location in India, located between Delhi, Uttar Pradesh, and Madhya Pradesh. It comprises Alwar, Sariska, Deeg, Bharatpur, Karauli, and Sawai Madhopur. The circuit is flanked by minor hills from the Aravalli range and huge marshes known as Orans. Tourists generally visit these places throughout the winter months, October through February. The principal attractions include the Sariska National

Park, the Bharatpur Bird Sanctuary, and the Ranthambhor Tiger Reserve. The track is also a popular weekend getaway for travellers from Delhi.

Merwara-Marwar Circuit

The Merwara-Marwar Circuit is an important pilgrimage site in Rajasthan, with Ajmer and Pushkar serving as major tourist attractions. The most well-known monument is Dargah Khwaja Moinuddin Chisti, which was created to honour a Sufi saint who came in India in 1192 and died in 1236. The city's principal attractions are the mausoleum and the Naqqar Khana, a drum house with two massive naqqars. Pushkar is famous for its eight-day annual camel market, which takes place in October and November, as well as its Brahma temple. The village is particularly famed for the Panchkund, a series of five springs that the Pandava brothers are said to have erected during their exile. The circuit is located in the Sambhar Plains and attracts a large number of tourists during the annual Urs in Ajmer and the Pushkar fair.

Shekhawati Circuit

Shekhawati Circuit, named for Rajput Kachhwaha leader Rao Shekha, was a rich area in Rajasthan. The couple, Mokalji and his wife, were concerned about their lack of offspring and sought the miraculous abilities of Sheikh Burhan, who blessed them with a son, Shekha. Shekha reigned for 43 years and was a formidable character. The Rajputs' dominance resulted in the abandonment of magnificent Shekhawati cities, and the Marwaris relocated to fresh locations, contributing to community welfare via education and infrastructure. The affluent Marwaris flaunted their wealth with exquisite frescoes on their Havelis. The Shekhawati region, known as Rajasthan's 'open art gallery,' is home to a number of cities and is well-known for its fresco-painted Havelis. The region draws international tourists and functions as a gateway for tourists from Delhi and Bikaner in the Desert circuit.

Hadoti Circuit

The Hadoti Circuit, an area in Rajasthan that comprises the districts of Bundi, Kota, and Jhalawar, is famed for its exquisite carved temples and tourism attractions in the neighbouring Baran district. The area is located in the Harawati plains, surrounded by Bundi hills and the Kota plateau. The region is famous for its beautiful landscapes, hills, valleys, and lakes. The palaces at Kota and Bundi, as well as religious places, are popular with domestic tourists from Madhya Pradesh.

Review of literature

Swathi (2020) writes in her article "Madurai - Historical Place or Spiritual Place" that Madurai Meenatchi Amman Temple, Thirumallai Naicker Mahal, and Alagar Kovil Temple are historical sites in Madurai that also highlight the spiritual significance of the fish-eyed goddess Meenatchi, Siva Perumal, Alagar, and Pathinetampadi Karuppasamy. Madurai is so recognised for both historical and spiritual sports.

Dharshana (2020) noted in her study essay "Falls and Water Resources - A Tourist Spot in Kerala" that among Kerala's many tourist attractions, Athirampalli waterfalls and Topslip are highly important. The natural environment entices travellers to visit these locations. These locations are frequently used for movie filming. To avoid crime, police shelters are built in isolated places near the Athirampalli waterfalls.

Sarukesi (2019) addressed the topic of tourism in the Tirunelveli district, with Courtallam being the most prominent tourist destination. The tourist agency has taken steps to ensure sanitation in slaughterhouses. Guards have been appointed to guard and provide protection for ladies.

According to Rastegar's (2010) research, the multiplier impact of tourism affects how money flows through the economy. Tourism not only generates jobs, but it also promotes growth in both the main and secondary sectors of business. This is referred to as the multiplier effect. Tourists' money spreads throughout a country's economy. India is an extremely appealing tourist destination from a variety of perspectives. The country is rich with mystery, including unspoiled mountains and ancient monuments.

Reddy (2008) conducted study on defining, selecting, and assessing sustainability indicators to quickly assess tourism growth in India's Andaman and Nicobar islands. These indicators were developed and analysed largely for industrialised countries, using a practical bottom-up approach based on local knowledge. They have increased metabolic system regeneration by delivering significant conservation services and ecological growth in the tourist destination.

Wober et al. (2003) did study on the significance of decisionmaking in tourist development and planning in metropolitan settings. Urban communities are more conscious of tourism's ability to provide jobs while also encouraging the economy and riches. As a result, the authors argue that the effectiveness of management in municipal tourist organisations has become increasingly vital.

Mossberg (2000) did study on how events tourism might increase travel to a location. In this sense, it adds value by marketing more things that a place has to offer. Furthermore, many sites suffer from seasonal issues. This means that visitor flows are concentrated over relatively short periods of the year. Events can help to address these issues and attract tourists to areas during the off-season.

Objectives of the Study

The objectives of the study are as follows:

1. To study the development of tourism in India and in particular in Rajasthan in a historical perspective.
2. To study the scope of tourism in Rajasthan state
3. To study the efforts made by various agencies to promote tourism facilities in the region.
4. To analyze the opinion of the tourists about the facilities available at the chosen place.
5. To find out the opinion of the tourists to improve the facilities in the study area.

Tools of data collection

To determine the potential of tourism in Rajasthan state and its impact on tourist satisfaction, the researcher collected both primary and secondary data. The secondary data was collected from the tourist places in terms of number of tourists and service profile; the primary data was collected from the travel agents in Rajasthan state and the tourists. The study area is the selected tourist places in Rajasthan state. The interview schedule follows an open and non-restrictive pattern which encourages the elicitation of maximum information from the tourists.

The primary data was collected from the tourists with the help of an interview schedule. The interview schedule contains a profile of the travel agencies and the tourists as well as their perception of the services.

Hypothesis

The hypothesis tested in this study is as follows:

H₀ There is no significant relationship between demographic profile of the respondents and strategies to promote tourism in Rajasthan.

Particular	Domestic visitors	Foreign visitor
Age	52	14
Gender	51	26
Income	57	24
Occupation	50	15
Category of the hotel	48	21
Proximity of tourist spots	53	14

Age: Domestic visitors: 52 .Foreign visitors: 14, This suggests that a higher percentage of domestic visitors fall within the specified age range compared to foreign visitors. Gender: Domestic visitors: 51, Foreign visitors: 26, more domestic visitors are of a particular gender compared to foreign visitors. Income: Domestic visitors: 57, Foreign visitors: 24, A higher percentage of domestic visitors have incomes within the specified range compared to foreign visitors. Occupation: Domestic visitors: 50, Foreign visitors: 15, this indicates that a larger proportion of domestic visitors have a specific occupation compared to foreign visitors. Category of the hotel: Domestic visitors: 48, Foreign visitors: 21,A smaller percentage of domestic visitors choose a specific category of hotel compared to foreign visitors. Proximity of tourist spots: Domestic visitors: 53, Foreign visitors: 14, more domestic visitors seem to prefer staying close to tourist spots compared to foreign visitors.

	Calculated Value	Df	Table Value at 0.05 level
Chi-square test	13.05325	5	11.070

Since the calculated value of Chi-square test is more than the table value at 5 percent level of significance, the hypothesis Ho is rejected and it can be concluded that there is significant relationship between demographic profile of the respondents and strategies to promote tourism in Rajasthan.

H₂ There is no significant relationship between the factors of tourism promotion and the purpose of tour visitor

The researcher analyzed aspects that impact tourism promotion, including providing enough information, planning and organization, allocating time for shopping, providing basic utilities, recreational activities, and security in tourist destinations. Travel agents help to promote tourism in a place.

Factors of tourism promotion and purpose of tour

Purpose of visit	Entertainment	Business	Pilgrimage	Educational	Medical treatment
Supplying adequate Tourism information	24	16	40	8	8
Planning and organization of tours	22	36	30	22	4
Allotting time for shopping	28	20	18	24	6
Provisions of Basic amenities	32	26	24	40	10
Provisions of Recreational activities	12	24	4	10	8
Offering Security	48	28	8	16	4
Total	83	75	62	60	20

ANOVA Table

Source of Variance	Between factor of tourism promotion	Between purpose of visit	Residual	Total
Sum of Squares	606.4	1572	1981.6	4160
Degrees of Freedom	5	4	20	29
Mean Sum of Squares	121.28	393	99.08	143.45
F – Ratio	1.224	3.9664		

Source: computed data

Calculated ANOVA value is 1.224- significant at 5, 20 degrees of freedom the table value is 4.56 at 5 % level of significance. Calculated ANOVA value is 3.9664 - significant at 4,20 degrees of freedom the table value is 5.80 at 5 % level of significance.

The computed F- ratio is 1.224 and 3.9664 is lower than the table value 4.56 and 5.80. So formulation of null hypothesis is accepted. Hence it is concluded that, H₂ “There is no significant relationship between factors of tourism promotion and the purpose of tour visitors”.

Limitations

1. The opinion of the respondents of the study might change over time due to improvements in tourism service providers in Rajasthan state or otherwise. The findings of the study may not be applicable to tourism in other districts as they have different frameworks and policies.

2. Majority of the respondents responded with the help of assistants during the tour, hence there is a possibility of bias.
3. Most respondents were reluctant to answer the question about their monthly income.
4. The sample size of the tourists of Rajasthan state and the respondents selected for the study is limited to a manageable level due to lack of time, labour and money.

Future strategy for tourism development

The future of tourism in Rajasthan is dependent on partnership between government agencies in infrastructure and the private sector in assets and projects. Tourism's future appears promising as tourist numbers rise. Rajasthan desperately requires additional hotel rooms to meet demand. The state has developed an ambitious and comprehensive plan to grow the tourism industry and improve the visitor experience. This includes efforts to rehabilitate infrastructure, restore existing sites, and develop new tourism circuits and products. The bulk of these are being executed with the help of the private sector. As a result of all of this, many opportunities for private investment in tourism promotion have emerged, as mentioned below.

- The State Government is encouraging investors to buy private heritage assets such as forts, palaces, and have is through joint ventures or management contracts to develop them as tourism attractions. The government is in the process of identifying federal properties of cultural significance to lease out.
- Managing RTDC properties on a lease or joint venture.
- The Ropeways Act encourages investment in certain locations like as Udaipur and Ajmer.
- Amusement parks, theme parks, and resorts.
- • Adventure tourism offers various activities such as river sports, hot air ballooning, desert sports, horseback riding, and aero-sports.
- Naturopathy, yoga, and meditation centers.

The Rajasthan Investment Promotion Scheme provides a variety of incentives to new tourism facilities. Rajasthan is equipped with incredible tourist options, enticing travellers from all over the world for travels and vacations to this regal state. Heritage tourism, wildlife tourism, desert tourism, cultural tourism, rural tourism, hill station tourism, adventure tourism, and so on are examples of fantastic tourist goods that travelers may discover and enjoy throughout their journey. The Rajasthan Tourism Development Corporation is moving on with its goals to put the state on the global tourism map. Every year, the RTDC organizes tourism promotion methods to enhance the flow of tourists from outside and throughout India to this beautiful state. Some strategies are presented below.

The State Government would assist the development of standard training facilities in the non-government sector, in addition to those provided by public sector institutions. Tourism courses, including hospitality and hotel administration, mass communication, and advertising, will be offered in universities, colleges, and professional institutes.

Conclusion

The corporation's contribution of providing lodging to visitors visiting Rajasthan was minimal. The Corporation's percentage of occupancy in hotels/motels decreased due to the establishment of hotels/motels without regard for traffic potential or economic viability, insufficient advertising, and an unsuccessful marketing plan. There is consequently an urgent need to design an efficient marketing plan and increase publicity. Marketing is an extremely

important aspect of travel and tourism. It is the main management that determines the size and conduct of this large worldwide market. Within the whole market, there are several submarkets or sectors, as well as numerous goods created and delivered by a diverse variety of organizations. Marketing is an important job for RTDC. The enthusiasm, liveliness, and sheer energy that surround effective marketing activities cannot be conveyed in a few paragraphs.

Marketing-oriented tourism businesses are characterized by systematic planning processes, understanding customer effects, precise target statements, and quick response to market changes. The internationalization of the third world has influenced tourism, with protective economies easing travel formalities for foreign and middle-class tourists. The state is facing a downturn in tourism marketing due to these factors. The study suggests that Rajasthan has significant potential for tourism growth, but challenges in infrastructure development remain. The Department of Tourism acknowledges the need for investment in the sector, which can contribute to the growth of the tourism industry. These forward-looking initiatives can work together to make Rajasthan a global tourism destination.

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