



GROWTH OF TOURISM IN RAJASTHAN

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ABSTRACT: Rajasthan is the land of kings and warriors and is famous for its heritage, art, craft and culture. The state is famous for its kindness also. Rajasthan is a grouping of all the tourism products. Overseas tourists and domestic tourists both can take pleasure in whatever they aspiration and whatever they wait for from a tourist goal. The state represent an abnormal variety in all its form, be it, people, culture, ethnicity, costume, cuisine, dialect and melody. No other district in the country assembles the many paradox of India, as does the barren region land of Rajasthan. unforeseen forest glens, lakes and temples come into view like mirages in the deserts. There is anecdote in Rajasthan's forts and palaces and arts of heroism retold in ballads and folklore. Then there are sanctuaries sheltering the rich and wide-ranging variety of vegetation and fauna. And the sparkling Thar Desert belt trinkets with a rare and startling prospect. Rajasthan has the whole thing for every age group of tourists. The visitor can vacation the state with the purpose of knowledge, enjoyment, relaxation, medical, wedding, adventure, sports, cultural, pilgrimage and now a days with the purpose of MICE and literacy tourism. The paper is an attempt to find out the satisfaction level of Foreign and Domestic Tourists who have visited Rajasthan. The paper also focuses of Rajasthan Tourism.

ISSN : 2348-5612 © URR



KEYWORDS: Tourism, Marketing, Foreign Tourists, Domestic Tourists, Digital.

INTRODUCTION:

The state of Rajasthan is one of the favorite destinations for the tourists in India, both domestic and foreign. Rajasthan is famous for its rich culture and tradition, fairs and festivals worldwide. The different tourist destinations attract the tourists because of various reasons. The mixture of art, craft, historical monuments, heritage, natural scenes, sports, fairs, festivals, food, and religion which is so brilliant that no one can avoid the state, from the tourist point of view. Rajasthan is a state for every age group of tourist and of any background. It has lot many things to offer to the people who are visiting. The diversity of the different tourist destination of the same state is the competitive advantage which Rajasthan enjoys. The government and private sector both are engaged in the development of the tourism industry in the state. The Department of Tourism is working and making strategies to enhance the potential growth of the industry in the state. As tourism is one of the fastest moving industries and is generating employment and monetary gains, Rajasthan is well known on the world map for its tourism products and hospitality. Rajasthan is a combination of all the tourism products. Foreign tourists and domestic tourists both can enjoy whatever they desire and expect from tourist destinations. The state represents an unusual diversity in all its forms, be it people, culture, customs, costumes, cuisines, dialects and music. No other region in the country assembles the many paradoxes of India, as does the desert land of Rajasthan. Unexpected forest glens, lakes and temples appear like



mirages in the deserts. There is romance in Rajasthan’s forts and palaces and arts of gallantry retold in ballads and legends. Then there are sanctuaries sheltering rich and varied species of flora and fauna. And the shimmering Thar Desert belt charms with a rare and amazing sight. Rajasthan has everything for every age group of tourists. The tourist can visit the state with the purpose of knowledge, enjoyment, relaxation, medical, wedding, adventure, sports, cultural, pilgrimage and now a days with the purpose of MICE and literacy tourism. The research paper is an attempt to find out the satisfaction level of tourists who are visiting Rajasthan.

GROWTH OF TOURISM IN RAJASTHAN:

Tourism is the fastest growing industry in the state of Rajasthan. The industry is moving fast and generating more avenues for the people residing in the state. The government and the Department of Tourism are focusing a lot on the innovations and development of the tourism products. Tourism is a crucial sector for the economy of Rajasthan and can play an important role in bringing about socio-economic development of the state. Tourism was declared an industry, in Rajasthan in the year 1989, and ever since Rajasthan has emerged as the top tourism state of India. Rajasthan Tourism is playing an important role in not only generating foreign exchange but also in creating opportunities like employment, good infrastructure, developing hotels, communication links, investment opportunities etc. Except for a sea beach and snow clad mountains, Rajasthan offers everything to tourists. Some of the tourism products of Rajasthan have become internationally famous and popular among the tourists. These include palace-on-wheels, heritage hotels, camel safaris, Pushkar fair, desert festivals and wild life sanctuaries, national parks etc.

Tourism industry is changing rapidly worldwide and its impact also effects India and also some of the most important destinations or states of our country. Rajasthan is one of them. Immediately after independence, tourism was considered useful only for the elite and the pilgrims, but now its meaning has changed. It is now one of the most important industries of the state as

ARRIV AL OF TOURIST IN STATE FROM THE YEAR 2005 TO 2015

| S. No. | Year | Number of Tourist | | | Changes in % with | | |
|--------|------|-------------------|---------|----------|-------------------------|---------|-------|
| | | Domestic | Foreign | Total | Comparison to Last Year | | |
| | | | | | Domestic | Foreign | Total |
| 1 | 2005 | 7678904 | 563803 | 7242707 | 10.47 | 10.74 | 10.48 |
| 2 | 2006 | 7757217 | 608283 | 8365500 | 5.19 | -2.38 | 4.60 |
| 3 | 2007 | 8300190 | 428437 | 8728627 | 6.99 | -29.57 | 4.34 |
| 4 | 2008 | 12545135 | 628560 | 13173695 | 51.14 | 46.71 | 50.92 |
| 5 | 2009 | 16033896 | 971772 | 17005668 | 27.81 | 54.6 | 29.09 |
| 6 | 2010 | 18787298 | 1131164 | 19918462 | 17.17 | 16.4 | 17.13 |
| 7 | 2011 | 23483287 | 1220164 | 24703451 | 25.00 | 7.87 | 24.02 |
| 8 | 2012 | 25920529 | 1401042 | 27321571 | 10.38 | 14.82 | 10.60 |



| | | | | | | | | |
|----|------|----------|---------|----------|-------|--------|--|--------|
| 9 | 2013 | 28358918 | 1477646 | 29836564 | 9.41 | 5.27 | | 9.21 |
| 10 | 2014 | 25558691 | 1073414 | 26632105 | -9.87 | -27.36 | | -10.74 |
| 11 | 2015 | 25543877 | 1278523 | 26822400 | -0.06 | 19.11 | | 0.71 |

Source: Tourism Annual Report 2014-2015- Department of Tourism, Rajasthan

DOMESTIC OR INDIAN TOURISTS IN RAJASTHAN:

Domestic or Indian tourists move within their own country. For example when a person who is living in Mumbai, visits Rajasthan for spending holidays or for pleasure or for knowing about the tradition, culture, art etc. of Rajasthan he is called an Indian tourist.

“The winning of foreign tourist is not the only goal. Development of domestic tourism has important intrinsic value and in economic terms, can help to build up the infrastructure, necessary for tourists.”

The people of India are very religious and they want to know more and more about the religion as well as the history of our glorious past and for this purpose mainly they like to visit Rajasthan. The second and important reason of the increasing number of domestic tourists in Rajasthan is the handicraft work, textiles and the delights of this state. For knowing the royal families, about the life of Raja Maharajas is the third main reason for visiting Rajasthan as it is well known that Rajasthan is a place of Rajas. It has been famous for its kings and princes and their heroic deeds and kingly affairs. Rajasthan’s famous festivals are like Gangaur, Teej, Urs and on these festivals, special arrangements are made by the government for the foreign as well as for Indian tourists. Domestic Tourism is making rapid inroads and is growing at a faster rate than foreign tourists arrivals.

FOREIGN TOURISTS IN RAJASTHAN:

Foreign tourists are those who travel outside their own countries. They spend their time to select tourist places, beautiful sights and attractions of another country that are new to them. Preserved the monuments, the more vital the living traditions and the more pristine the natural environment, the more the tourists, and more the profits. More profits will lead to more local motivation to preserve the monuments, to keep the traditions alive and to keep the environment pure. It is a benevolent circle of a process in which both visitors and residents ultimately win. Because of these reasons no other state is as much famous for the foreign tourists as much as Rajasthan. Almost one in every three foreigners visiting India, comes to Rajasthan.

history come alive on any tour of Rajasthan, pageants, palaces, bastions and forts, festivals and a celebration of handicrafts. The efforts made by the Rajasthan Tourism Development Corporation in the past year have started giving dividend and the tourist inflow to the state has been increasing year after year as evident from the below.

Tourist Arrival in Rajasthan:

Rajasthan, one of the top tourist destinations in India which expects an increase of about 8 per cent in foreign tourists in 2013 .It expects an increase of around 9 per cent in foreign tourist



arrivals in the current year, indicating that the state attracted nearly 30 million tourists of whom 1.5 million were foreign nationals. (Source- travel.financialexpress.com)

Tourist Arrival in Rajasthan Year by year

| S. No. | Year | No of Tourists | | | % Change | | |
|--------|------|----------------|-----------|----------|----------|-----------|--------|
| | | Indian | Foreigner | Total | Indian | Foreigner | Total |
| 1 | 1971 | 880694 | 42500 | 923194 | | | |
| 2 | 1972 | 902769 | 48350 | 951119 | 2.51 | 13.76 | 3.02 |
| 3 | 1973 | 1157959 | 54611 | 1212570 | 28.27 | 12.95 | 27.49 |
| 4 | 1974 | 998227 | 55781 | 1054008 | -13.79 | 2.14 | -13.08 |
| 5 | 1975 | 1117663 | 66207 | 1183870 | 11.96 | 18.69 | 12.32 |
| 6 | 1976 | 1303633 | 92272 | 1395905 | 16.64 | 39.37 | 17.91 |
| 7 | 1977 | 1618822 | 125112 | 1743934 | 24.18 | 35.59 | 24.93 |
| 8 | 1978 | 2042586 | 160134 | 2202720 | 26.18 | 27.99 | 26.31 |
| 9 | 1979 | 2306550 | 195837 | 2502387 | 12.92 | 22.30 | 13.60 |
| 10 | 1980 | 2450282 | 208216 | 2658498 | 6.23 | 6.32 | 6.24 |
| 11 | 1981 | 2600407 | 220440 | 2820847 | 6.13 | 5.87 | 6.11 |
| 12 | 1982 | 2780109 | 237444 | 3017553 | 6.91 | 7.71 | 6.97 |
| 13 | 1983 | 2932622 | 266221 | 3198843 | 5.49 | 12.12 | 6.01 |
| 14 | 1984 | 3040197 | 259637 | 3299834 | 3.67 | -2.47 | 3.16 |
| 15 | 1985 | 3120944 | 268774 | 3389718 | 2.66 | 3.52 | 2.72 |
| 16 | 1986 | 3214113 | 291763 | 3505876 | 2.99 | 8.55 | 3.43 |
| 17 | 1987 | 3424324 | 348260 | 3772584 | 6.54 | 19.36 | 7.61 |
| 18 | 1988 | 3495158 | 366435 | 3861593 | 2.07 | 5.22 | 2.36 |
| 19 | 1989 | 3833008 | 419651 | 4252659 | 9.67 | 14.52 | 10.13 |
| 20 | 1990 | 3735174 | 417641 | 4152815 | -2.55 | -0.48 | -2.35 |
| 21 | 1991 | 4300857 | 494150 | 4795007 | 15.14 | 18.32 | 15.46 |
| 22 | 1992 | 5263121 | 547802 | 5810923 | 22.37 | 10.86 | 21.19 |
| 23 | 1993 | 5454321 | 540738 | 5995059 | 3.63 | -1.29 | 3.17 |
| 24 | 1994 | 4699886 | 436801 | 5136687 | -13.83 | -19.22 | -14.32 |
| 25 | 1995 | 5248862 | 534749 | 5783611 | 11.68 | 22.42 | 12.59 |
| 26 | 1996 | 5726441 | 560946 | 6287387 | 9.10 | 4.90 | 8.71 |
| 27 | 1997 | 6290115 | 605060 | 6895175 | 9.84 | 7.86 | 9.67 |
| 28 | 1998 | 6403310 | 591369 | 6994679 | 1.80 | -2.26 | 1.44 |
| 29 | 1999 | 6675528 | 562685 | 7238213 | 4.25 | -4.85 | 3.48 |
| 30 | 2000 | 7374391 | 623100 | 7997491 | 10.47 | 10.74 | 10.48 |
| 31 | 2001 | 7757217 | 608283 | 8365500 | 5.19 | -2.38 | 4.60 |
| 32 | 2002 | 8300190 | 428437 | 8728627 | 6.99 | -29.57 | 4.34 |
| 33 | 2003 | 12545135 | 628560 | 13173695 | 51.14 | 46.71 | 50.92 |
| 34 | 2004 | 16033896 | 971772 | 17005668 | 27.81 | 54.60 | 29.09 |
| 35 | 2005 | 18787298 | 1131164 | 19918462 | 17.17 | 16.40 | 17.13 |
| 36 | 2006 | 23483287 | 1220164 | 24703451 | 25.00 | 7.87 | 24.02 |
| 37 | 2007 | 25920529 | 1401042 | 27321571 | 10.38 | 14.82 | 10.60 |
| 38 | 2008 | 28358918 | 1477646 | 29836564 | 9.41 | 5.47 | 9.21 |
| 39 | 2009 | 25558691 | 1073414 | 26632105 | -9.87 | -27.36 | -10.74 |



| | | | | | | | |
|----|------|----------|---------|----------|-------|-------|------|
| 40 | 2010 | 25543877 | 1278523 | 26822400 | -0.06 | 19.11 | 0.71 |
|----|------|----------|---------|----------|-------|-------|------|

EXCEPTED GROWTH OF DOMESTIC AND FOREIGN TOURISTS IN RAJASTHAN

The rate of growth of domestic tourism is expected to be 7% while that of foreign tourist, it is likely to be 5% as per the studies conducted by “TCS Projections” up to year 2020 as shown in Table IV.1:

| TABLE – PROJECTED TOURIST GROWTH Year | Domestic Tourist | Foreign Tourist | Total |
|---------------------------------------|------------------|-----------------|-------|
| 2000 | 6.67 | 0.56 | 7.23 |
| 2005 | 10.18 | 0.75 | 10.93 |
| 2010 | 14.05 | 0.96 | 15.01 |
| 2020 | 27.64 | 1.57 | 29.21 |

CONCLUSION:

Based on the overall review analysis of Rajasthan Tourism, there is expected growth has been prevailing to satisfy every modes in this scenario. The topography and geographical palaces and their reincarnation help them to tourists to attract. While the sustainable growth is still to be reached but the effective steps need to be taken to drive with the present sociological aspects.

Meanwhile, expected inclination and sudden changes creates automotive effects to justify the tourism. We need to be more proclaimed and enticing works so that we reach a home of brave warriors are entertained more.

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