

**Problems and Prospects of Tourism in Rajasthan
(A Case Study of Hadoti Region)**

A Thesis

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**In Business Administration
(Faculty of Commerce & Management)**

**To the
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**By
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2018

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I feel great pleasure in certifying that the thesis entitled, **Problems and Prospects of Tourism in Rajasthan (A Case Study of Hadoti Region)** by Manisha Sharma under my guidance. She has completed the following requirements as per Ph. D. regulations of the University:

- (a) Course work as per the university rules.
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ABSTRACT

The area ruled by Hada rulers or Hada community (a clan of Rajput) is known as the Hadoti region. The region covers four districts namely- Kota, Bundi, Jhalawar and Baran. Nature has been very generous to this region. Rudyard Kipling has written about picturesque beauty of Bundi in his biography and James Todd has also written praisefully about the fort of Bundi.

Due to the focused efforts of DoT, Government of Rajasthan, RTDC and various agencies of state government and private sector tourism has grown in the state. Rajasthan has marked its presence on the tourist map of India as well as on the world's tourist map. Keeping in view the employment and income generating capacities of this sector and a major source of foreign currency, the government has taken tourism sector in the priority and many relaxations have been given to this sector. Despite its rich natural beauty, glorious history, vivid culture, rich flora-fauna, rare biodiversity, good scope for water adventure activities & sports and pre-historical importance. Hadoti region is least explored area of Rajasthan where tourism activities are very low. The foreign tourist arrivals in Hadoti region is limited up to Kota and Bundi and that too just for 1 to 2 days. The foreign tourists visit this region as a supplementary tour with their main tour to other circuits of Rajasthan. The foreign tourist arrivals in Jhalawar is not more than 150 in a year whereas at Baran, no significant number is observed.

Though the DoT has established TRCs at various districts of Hadoti region and RTDC has also its units in the region (except Baran) for development of tourism activities and to facilitate tourists, but tourist arrivals is still low in comparison to other tourist circuits of the state and progress is not consistent so far as was expected to be. The current research topic entitled, 'Problems and Prospects of Tourism in Rajasthan' (A Case Study of Hadoti Region) covers all the major problems, shortcomings, suggestions and prospects of tourism in Hadoti region.

CANDIDATE'S DECLARATION

I hereby, certify that that the work which is being presented in the thesis entitled, **Problems and Prospects of Tourism in Rajasthan (A Case Study of Hadoti Region)** in partial fulfilment of the requirement for the award of the Degree of Doctor of Philosophy, carried out under the supervision of Dr. Ummed Singh and submitted to University of Kota, Kota represents my ideas in my own words and where others ideas or words have been included, I have adequately cited and referenced the original sources. The work presented in this thesis has not been submitted elsewhere for the award of any other degree or diploma from any institution.

I also declare that I have adhered to all principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea / data / fact / source in my submission. I understand that any violation of the above will cause for disciplinary action by the University and can also evoke penal action from the sources which have thus not been properly cited or from whom proper permission has not been taken when needed.

Date

Manisha Sharma

This is to certify that the above statements made by Manisha Sharma (Regd. no. RS/225/10) is correct to the best of my knowledge.

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ABBREVIATIONS

AAGR	:	Annual Average Growth Rate
ASEAN	:	Association of Southeast Asian Nations
ATLAS	:	Association for Tourism and Leisure Education
ASI	:	Archaeological Survey of India
BRICS	:	Brazil, Russia, India, China and South Africa
CGR	:	Cumulative Growth Rate
DoT	:	Department of Tourism
GDP	:	Gross Domestic Product
GSI	:	Geological Survey of India
FHTR	:	Federation of Hospitality and Tourism of Rajasthan
IITM	:	Indian Institute of Travel and Tourism Management
ITDC	:	Indian Tourism Development Corporation
IATO	:	Indian Association of Tour Operators
IBSA	:	India, Brazil and South Africa Dialogue Forum
MICE	:	Meetings Incentives, Conventions and Exhibition
NCHMCT	:	National Council for Hotel Management and Catering
NIWS	:	National Institute for Water Sports
NIHN	:	National Institute for Hotel Management
PATA	:	Pacific Asia Travel Association
RTDC	:	Rajasthan Tourism Development Corporation
RITTM	:	Rajasthan Institute of Tourism and Travel Management
SAARC	:	South Asian Association for Regional Cooperation
SIHM	:	State Institute of Hotel Management
SOTC	:	Sita Online Tourism Corporation
TFCI	:	Tourism Finance Corporation of India
TIP	:	Tourism Information and Publicity
TRC	:	Tourism Reception Centre
UNESCO	:	United Nations Edu. Scientific and Cultural Organisation
UNO	:	United Nations Organisation
WTTC	:	World Travel and Tourism Council
WTO	:	World Tourism Organisation



Chapter 1

Introduction



Chapter 1

Introduction

1.0 Preface

*Mathru Devo Bhavah; Pithru Devo Bhavah;
Aacharya Devo Bhavah; Athithi Devo Bhavah
Taittiriya Upanishad (Chapter 11, Verse 2)*

‘Athithi Devo Bhavah’ since eternal among Indians has been regarded as a true spirit for travellers, simultaneously this also serves as a slogan from the Ministry of Tourism (Government of India) that highlights the dignity and significance of the tourists as ‘God’.

The spirit of travel has lived on down the ages, primary to satisfy the biological needs like food & shelter, and later on for other objectives such as travel for knowledge, travel for trade, travel for religion and travel for exploring the world were the other causes for travelling; by the time travel for pleasure emerged as a motivational factor for travelling and at present, ‘tourism’ is a phenomenon of modern times.

“To survive successfully and to avert the future shocks of accelerative life, the individual must adapt himself and be capable of facing situations. He must search out totally new ways and means to anchor himself; he must understand transience.”¹

This statement is the essence of philosophical aspect of tourism. The philosophy of tourism is much associated with psychology and sociology. Tourism in terms of psychology means shifting of mind, body and soul towards relaxation; this gives freshness to mood, temperament and consequently healthy life and as per sociological aspect tourism establishes relationships with things, destinations, organizational environment, individuals and society. These five relationships form the fabric of *social experience* and it may be precisely said that these relationships

are marked as and when acceleration occurs in society or when the social situations start changing outside, the individual feels parallel changes inside and lead to the almost tangible feeling of *Shifting Dunes*.

Tourism is an industry which employs the leisure time of the people in unusual way. People get to know about the marvels of nature, beauty, serenity, tranquillity, calmness and adventurism. It relieves them of their tensions and refreshes them. It also gives better understanding of the human kind, giving more vigour and vitality to unite the mankind.

1.1 Concept and Nature of Tourism

Theobald suggested that the word *tour* (afterwards gave birth to tourism) is derived from the Latin language, '*tornare*' (a lathe or circle) and simultaneously from the Greek language, '*tornos*', (a movement around a central point or axis); with the spread of English language the suffix '*ism*' is associated with *tour* that makes *tourism* (defined as an action or process) and another suffix '*ist*' with *tour* makes it *tourist* (denotes one that performs a given action). Therefore, like a circle, a *tour* represents a round trip journey (the act of leaving and eventually returning to the original starting point) and one who takes such a journey can be called a '*tourist*.'²

1.1.1 Definition of Tourism

According to *World Tourism Organisation* (WTO) recommendations, "Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other sorts of purposes."

The above definition brings out the following distinct elements of tourism:

- (1) Involvement of travel by non-residents;
- (2) Stay of temporary nature in the area visited;
- (3) Stay not connected with any remunerated activity or an activity involving earnings or employment.

Tourism is therefore, a composite phenomenon which embraces the incidence of a mobile population of travellers who are strangers to the places they visit. Tourism in the pure sense is a travel for recreation, leisure, religious or business purposes usually of a limited duration in which money earned in one's normal domicile is spent in the places visited.

In broad sense, tourism as a service Industry acts as a social and cultural linkage by providing a number of amenities whose range extend from hotels, motels and best transport network. It is the industry concerned with attracting people to a destination, transporting them there, housing, feeding and entertaining them upon arrival and returning them to their homes. It is therefore, properly called a combination of inter-related industries. Tourism is different from other service industries in the sense that in this case visitors may have to visit in further places to avail the services. It is international in character both in terms of demand and supply.

1.1.2 Definitions Followed in India

Some terms related to tourism are as follows:

Traveller

The term refers to a person travelling from place to place without any consideration for his motive, duration of stay, the remunerative activity involved and coming back to the places of origin.

Tourist

A person who makes a tour away from home for leisure, business or other purposes for more than one day, but less than a year.

Arrivals

The same individual who makes multiple trips to the country is counted each time as a new arrival. This is true in the case of Indian nationals going abroad also.

International Visitor

An international visitor is any person visiting the country on a foreign passport and the main purpose of visit is other than the exercise of an activity remunerated from within the country or establishment of residence in the country. This definition covers two segments of visitors: 1. Foreign tourists 2. Same day visitors

Foreign Tourist

A foreign tourist is a person visiting India on a foreign passport, staying at least twenty four hours in the country, but not more than one consecutive year for leisure, business and other purposes.

Same Day Visitor / Excursionist

A visitor in accordance with the forgoing definition and staying less than 24 hours in the country is treated as “Same day visitor” or “Excursionist”.

The following category of travellers is not included in the data series on foreign tourists:

- (1) Nationals of Nepal entering India through land routes along indo- Nepal border;
- (2) All foreigners entering India from Bhutan by land;
- (3) Children aged less than three years.
- (4) Same day visitors including cruise passengers.

Cruise Passenger

A visitor, as defined above, who arrives in the country by aboard cruise ship and does not spend a night at an accommodation establishment in the country is treated as a cruise passenger.

Domestic Tourist

A domestic tourist is a person who travels within the country to a place other than his usual place of residence for pleasure, pilgrimage, business conferences, meetings, study and health etc. and stays at hotels or other accommodation establishments run on commercial basis for a duration of not less than 24 hours or one night and for not more than 6 months.

The following are not regarded as domestic tourist:

- (1) Persons arriving, with or without a contract to take up an occupation or engage in activities remunerated from within the State/ Centre;
- (2) Persons coming to establish more or less permanent residence in the State / Centre;
- (3) Persons visiting their hometown or native place on leave or a short visit for meeting relatives and friends, attending social and religious functions etc., and stay in their own homes or with relatives and friends and not using any sight-seeing facilities;
- (4) Foreign residents in India.

Indian National Going Abroad

Any person going abroad with an Indian passport is regarded as an Indian national going abroad irrespective of the purposes and the destination.

Forms of Tourism

In 1994, the United Nations classified three forms of tourism in its recommendations on tourism statistics:

- (a) *Domestic tourism*, involving resident of the given country travelling only within this country.
- (b) *Inbound tourism*, involving non- resident travelling in the given country.
- (c) *Outbound tourism*, involving resident travelling in another country.

The UN also derived different categories of tourism by combining three basic forms of tourism:

- (a) *Internal tourism* which comprises domestic tourism and inbound tourism;
- (b) *National tourism* which comprises domestic tourism and outbound tourism;
- (c) *International tourism* which consists of inbound, tourism and outbound tourism.

1.2 History of Tourism Development

Tourism is an age old phenomenon, tracing its history back to numberless centuries; the 'Sumerian' and the 'Harappa' civilization provide evidence about the

nomad trend of life. The travelling by Phoenicians for about 4000 years ago gave the authentic truth for trade and travel. The invention of money and the development of trade and commerce about 3000 B.C. paved the way for the development and organization of travel.

Travel for trade & commerce, seeking knowledge, religion, exploring & adventuring the world and travelling for pleasure & comfort were the measure reasons in ancient period.

The early part of the nineteenth century witnessed a great technological development. This development had a profound effect on transport which resulted in the growth of travel in general. The emergence of industrial societies greatly felt the urge to travel purely for the purpose of rest and relaxation.

The origin of modern tourism can be traced from the *Grand Tour* which was a traditional trip of Europe undertaken by mainly upper- class from England. The custom flourished from 1660 until the advent of large- scale rail transit in the 1840s, and was associated with a standard itinerary. It is noteworthy that word ‘*tourist*’ came before tourism in the year 1772 and world ‘*tourism*’ was codified in 1811.

In fact, world has now transformed in to a close neighbourhood where one can reach any place in a matter of hours. The World Tourism Organization (UNWTO) is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism.

UNWTO since 1980 is celebrating 27th September as world tourism day with each year a specific theme to make people aware about global tourism and exhibit social, economic, cultural, political and ethnic union of globe. The theme for the year 2017 is “*sustainable tourism for development,*” and for 2018 is “*tourism and digital transformation*”.

Sustainable tourism is the concept of visiting a place as a tourist and trying to make only a positive impact on the environment, society and economy whereas the “*tourism and digital transformation*” is that concept which indicates the importance of digital technology in tourism sector.

1.2.1 History of Tourism Development in India

Tourism by and large has not been a new concept in India. The Indians, properly known for their religiosity and cultural heritage. Even in the Sanskrit literature there are three terms for defining travel derived from the root '*atna*' that means going or leaving for some other place; the terms are: *Parayatna*, *Deshatn Tirthatna*.

Early travel in India was also largely based on trade and commerce from all over the ancient world. Later on, in the sixteenth and seventeenth centuries, many European monks, travellers and adventurers visited India and various other places in search of knowledge and religion.

After independence in 1947, the five year planning system was introduced for economic development in India. Considering the economic importance of tourism and in order to take policy decisions for tourism development, a separate independent department for tourism was setup. The Government of India established ITDC (Indian tourism development corporation) in the year 1966 and introduced India's first tourism policy in 1982 that specified an *action plan* based on 'travel circuit' to invite the foreign tourists as well as regional tourists as to maximize the benefits associated arising from travel and tourism.

The year 1991 was announced as the 'Visit India Year'; this declaration was the first major effort to promote the industry.

In 1992, for promoting accelerated growth of tourism infrastructure, effective sales and marketing and promotional efforts in the overseas markets 'National Action Plan For Tourism' was introduced.

In 1993, various agencies like tour operators, state governments and other sources of private investors gave their opinions regarding tourism related infrastructure components under the "Tourism Synergy Programme."

In 1996, 'National strategy for the development of tourism' was launched to achieve enhanced realization of the role and significance of tourism, a consensus on

the development needs, positive contribution of the infrastructural departments on a coordinated fashion, high plan allocation and introduction of novice scheme for the accelerated growth and development of tourism. Thus, enormous tourist resources were commercialized. Therefore the very climax of tourism and tourist was celebrated with the commemorating India's first tourism day on January 25th, 1998.

The year 1999 was celebrated as 'Explore India Millennium Year' with a host of shows and exhibitions etc.

During the period of 2000 to 2010, much emphasis was given for restructuring of the schemes of integrated development of tourist circuits, and product or services/infrastructure destination development. Additional schemes/incentives were announced for service providers. Upgrading of beaches, airports, tax incentives were also introduced.

India is a large market to travel and tourism. It offers a diverse portfolio of niche tourism products- cruises, adventure, medical, MICE, eco-tourism, film, rural and religious tourism. India has been recognized as a destination for spiritual tourism for domestic and international tourists.

Travel and tourism is the third largest foreign currency earner for India. The launch of several branding and marketing initiatives by the Government of India such as *Incredible India* and *Athiti Devo Bhav* have provided a focused impetus to growth.

In 2014, India has launched a new visa policy- *visa on arrival or e-tourist visa*. In the beginning this facility was provided to the tourists from over 40 countries, since then a rise of foreign visitors has been observed. Now this facility has been extended to more than 150 nationalities.

As the medical facilities are cheaper in India in comparison to other countries, so thousands of residents from abroad come here for availing medical facilities. The India Govt. has also released a fresh category of visa-Medical Visa or M-Visa, to encourage medical tourism in the country.

The Indian Government has also released a fresh category of visa- the medical visa or M- visa, to encourage medical tourism in the country.

The Government has also been making serious efforts to boost investments in tourism sector. In the hotel and tourism sector, 100 percent FDI is allowed. A five- year tax exemption has been offered for 2, 3 and 4 star category hotels located around UNESCO World Heritage sites (except Delhi and Mumbai).

Travel tradeshows like SATTE are working as a factor to promote tourism in India, by offering a platform for the various stakeholders in the country to show their services and products. It offers a combined place to them to have discussions over various policies, trends and how to improve its growth.

Now-a-days January 25th is observed as the National Tourism Day in India- a day marked by Indian government to raise awareness on the importance of tourism for the country's economy. The tourism industry of Indian is based on certain core *Nationalistic Ideals* and standards which are: *Swaagat* or welcome, *Sahyog* or cooperation, *soochanaa* or information, *sanrachana* or infrastructure, *savidha* or facilitation, *safaai* or cleanliness and *suraksha* or security. Considering all these aspects important, actions are being taken accordingly.

The incredible progress in the field of industries and other productive activities directly led to economic and social progress, higher real income, longer leisure times, increasingly cheaper and varied tourists related facilities, rail, road, steamship and air travel made the journey comfortable. The spread of education and cultural awareness stimulated desire to travel.

Now tourism is the largest and rapidly growing industry in the world and it is fairly established and growing industry in India. Tourists play an important role in employment generation, increase in State's GDP and the national income of the country.

Thus, present scenario of tourism has dynamically changed. In tourism industry, there are now renovation, high level of competition, technological advancement, new destinations and travelling styles.

India has significant potential to become a preferred tourist destination globally. Its rich and diverse cultural heritage, abundant natural resources and biodiversity provide numerous tourist attractions. The total tourists' visits in India have been growing at a steady rate of about 16% over the past five years. *World Tourism Organization* has declared India as a most popular tourists place among South Asian Countries. According to *World Travel and Tourism Council*, India will be a tourism hotspot from 2009 – 2018 having the highest 10 years growth potential. The *Travel and Tourism Competitiveness Report 2017* ranks India 40th out of 136 economies overall. The report ranks the price competitiveness of India's tourism 10th out of 136 countries. In the world, by tourism receipts, India ranked 13th and 7th in Asia and Pacific. The future of the Indian travel and tourism industry definitely looks bright.

1.3 Components of Tourism

Tourism product may be defined as a bundle or package of tangible and intangible components based on activity at a destination. The package is perceived by the tourist as an experience available at a price. According to the Enuga State Tourism Board these 3As may be considered to be basic:

1. Accessibility

Accessibility refers to the ability for tourists to get to the destination. This mostly includes transportation, which needs to be regularly scheduled, economical, safe and comfortable. Tourist attractions of whatever type would be of little importance if their locations are inaccessible by the normal means of transport. The tourist attractions which are located near to the tourist generating markets and are linked by a network of efficient roads and can be easily reached by air receive the maximum number of tourists. The distance factor also plays an important role in determining a tourist's choice of a destination.

2. Accommodation

Accommodation is essential for providing food and also rest. In fact, a large number of tourists visit a particular tourist region or a town simply because there is a first class luxury hotel or a resort which provides excellent services and facilities.

In recent years some changes have been reflected in the type of accommodation and there has been a growing demand for more informal types of accommodation. New types of accommodation, particularly holiday villages, apartment houses, camping and caravan sites and tourist villages etc. have become very popular in recent years.

3. Attraction

Attraction means that the destination need to have some draw that makes tourists to visit that place. In brief, pleasing weather, scenic attraction, historical and cultural factors are the basic points of attraction. Unless these are there, the tourists will not be motivated to go to a particular place. However, since interests and tastes of tourists vary widely, they might choose from a wide range of attractions available at various destinations all over the world. Tourist demands are also very much susceptible to change in fashion. Fashion is an important factor in the demand for various tourist attractions and amenities.

The three basic components of tourism, namely- accessibility, accommodation and attraction are very important components, however, in addition to these three basic components, there are certain other components. These include:

4. Hospitality

A choice of a tourist destination, however, depends on a variety of other factors as well in addition to the ones discussed above. Hospitality is one such factor. A friendly and appreciative attitude on the part of the nationals of the host country will make the visitor feel at home and help him enjoy his stay better. A satisfied tourist is an asset and helps to promote a destination in a much more effective way than any tourist promotional campaign or publicity. Like French government and many other countries, India have also launched campaigns for their citizens.

5. Amenities

Amenities are the services and facilities added with attraction, accommodation and accessibility gives life to tourism. Without amenities a

destination will be a place, accommodation will be a local hotel, a transport will be a local transport. Facilities are a necessary aid to the tourist centre. For example, facilities like swimming, boating, yachting, surf- riding etc. are essential for a seaside resort where facilities like dancing, recreation and amusements are important for every tourist centre. Amenities of both the types: natural and manmade are essential for the development of tourism.

6. Safety and Security

Presently, in uncertain environment, the safety and security of tourists becomes the prime concern in the components of tourism. Tourists need a safe and secure atmosphere not only for themselves and their family members, but also for their belongings. If something happens wrong against the tourists then certainly it affects the tourism adversely. A satisfied visitor is an asset to tourism, therefore safety and security must be maintained.

1.4 Elements of Tourism

Besides, the above stated components related to tourism, there are some other elements which are also indispensable to tourism and travel industry. These elements work together to provide holidays and other products to tourists:-

1. Travel Agents

A travel agent provides information to the people on various travel destinations, advises them of available holiday packages to suit their tastes and budget. Travel agents chart the travel plan of tourists. Travel agents sell holidays face to face, online and over the phone. They also generally sell the travel associated products like currency exchange, cab services and insurance etc. The travel agents may be of three types- multiples (having 100s, or more branches), miniples (more than 5, but less than 100 branches) and independents (having not more than 5 branches).

2. Tour Operators

Tour operators offer holiday packages which comprise of:

- (1) Travel like by rail, road or air.

- (2) Accommodation like hotels, resorts, apartments, guesthouses.
- (3) Travel services like airport pick and drop, sightseeing, excursions etc. These tour operators may be wholesale operators who operate tours only through retail travel agencies or they may be direct sell operators who market their product directly to the public.

3. Information and Guiding (Ancillary Services)

The tourist information and guidance providers include a number of service providers such as those offering insurance, recreational, communication and banking services; government agencies; tour guides; industry associations; packaging agents; ticketing agents and holiday sellers.

4. Accommodation Providers

This component consists of those who provide accommodation to the people in the form of hotels, resorts, apartments, camps, guest houses etc. The accommodation may be marketed individually or through the tour operators in the form of package. Direct marketing may require huge costs on advertisements, but selling through a tour operator guarantees the occupancy rate through a holiday season. These service providers also take care of the catering needs of the people by providing them huge cafeterias, various fast food outlets in house or in the form of a galleria.

5. Transport Operators

Transport service providers are those who provide various transportation and travelling facilities to the tourists. They could be airlines, cruise lines, car rentals and trains booking companies. These travel operators provide services according to the budget of tourist, destination, time, purpose of the tour and convenience to the point of destination.

6. Others

Besides, the above elements of tourism and travel industry, there are some other bodies which also make bridges between the traders and the visitors. Trade association and regulatory bodies, tourism developments and promotion groups are among them.

1.5 Importance of Tourism Industry in India

In India, the travel and tourism industry have emerged as one of the fastest growing sectors contributing significantly to global economic growth and development with several socio economic benefits. Expansion of employment, income and foreign exchange, development of other sectors such as agriculture, construction, handicrafts etc. are some of the important economic benefits provided by the tourism sector. In addition, investment in infrastructural facilities such as transportation, accommodation and other tourism related services lead to an overall development of infrastructure in the economy.

According to Jawaharlal Nehru,” We must welcome friendly visitors from abroad not only for economic reasons, but even more because this leads to greater understanding and mutual appreciation.”

Tourism is important and in some cases, vital for many countries. It was recognized in the *Manila Declaration of World Tourism of 1980* as “an activity essential to the life of nations because of its direct effects on the social, cultural, educational and economic sectors of national societies and on their international relations.”

The importance of tourism and its implications on economy for any country can be inferred from the following points:

1. Enhance Economic Growth

Tourism leads to balancing the socio- economic structure through transfer of funds from the ‘generating economies to the ‘receiving economies’. A ‘multiplier effect’ can be generated by improving the tourism in an area, so that entire community in that place gets benefited. Tourism brings in large amounts of income in payment for goods and services available, accounting for 30% of the world’s exports of services, and 6% of overall exports of goods and services.

The World Travel and Tourism Council calculated that in 2015 tourism generated 7840 billion Rs. or 6.3% of the nation’s GDP; whereas in 2016, tourism generated 13134 billion Rs, or 9.6% of the GDP. In 2017, tourism contributed 10476 billion Rs. or 6.88% to India’s GDP.

2. Promote Infrastructure Development

Tourism induces the Government to make and maintain proper and regular infrastructure improvements such as roadways, highways, and flyovers; airports, railway stations and waterways; water, electricity and sewage system; telephone, mobile and other connectivity of enhanced communication networks; public transportation and other municipal amenities and public facilities etc. Thus, investment in infrastructural facilities will lead to an overall development of infrastructure in the economy. These sorts of development will improve the quality of life and will attract tourists.

3. Foreign Exchange Earnings

Tourism contributes to the foreign exchange earnings through the influx of foreign tourists. On behalf of the data available from Ministry of Tourism, Government of India; the Foreign Exchange Earnings (FEEs) in 2015 was worth Rs. 135193 crore and the growth rate was 8.8%, whereas in 2016, the FEEs was worth Rs.154146 crore and the growth rate over the previous year was 14%. In 2017, the FEEs from tourisms was approximately Rs.175000 crore and the growth rate was 13.5% over the previous year.

4. Source of Income and Employment

Tourism is an intensively employment oriented activity. As a largest service industry it also creates opportunities for employment in the service sector of the economy, associated with tourism. Tourism sector in India provides direct and indirect employment. The World Travel and Tourism Council calculated that in 2015, tourism supported 3.7 crore jobs or 8.78% of the total employment. In 2016, 4.0 crore jobs or 9.3 % of the total employment. In 2017, tourism sector contributed more than 4.25 crore jobs or 12.36 % of the total employment in terms of jobs. The sector is predicted to grow at an average annual rate of 6.8 % and estimated jobs 5.0 crore in 2027.

5. Social and Cultural Importance

Tourism has a great social contribution by way of bringing people together who belong to different cultural, social and economic background through providing an opportunity for interaction. Thus they understand about the culture, language and religion of different countries. It develops the feeling of brotherhood, international relations, better understanding about different reactions and creates a feeling of natural oneness among people. Later by time, this interaction changes in economic, cultural, social, educational, technological inter-exchange and dependency which helps in international peace and stability.

6. Preservation and promotion of National Heritages

Tourism gives firsthand knowledge of culture, history and traditions of a country. It helps in protection of arts & crafts, trades and traditions, historical & cultural heritages and ecological environment. Tourism helps in the projection of the desired image of a country in front of the nations of the world through the touring ambassadors. In India, the central government and state governments are playing an immense role and efforts for conserving our world renowned legacy and massive edifice, natural habitat and bio-diversity, safeguarding endangered species of wide variety of flora and fauna and declaring them as heritage sites, archaeological importance and highly preserved locations. Besides, from time to time new laws are being supportive to preserves primeval sites, national parks, coral reefs, coastal and marine life. The ASI, MoT, GSI, SI and UNESCO etc. are some of the elite organisations which are contributing to preserve our royal and unique heritage for future generations. At present, UNESCO has placed 32 world heritage sites in India, out of which 25 sites are of cultural importance and the remaining 7 sites are of natural significance.

7. Creation of Markets and Tourism Related Industries

Tourism has developed various markets as per the needs of different types of tourists such as pilgrimage, cultural, historical, wildlife, eco-tourism, scenic, adventure tourism and medical tourism etc. These markets are the prime attraction for the visitors. Day by day new products are emerging resulting to new markets, new services and new clients. All this has happened due to tourism. In brief, tourism can serve as an effective instrument in integrating this world into a '*single universe*'.

1.6 Types of Tourism

Tourism is classified as per the variables that influence the tourists, such as destination, requirements, specific purpose to visit etc. In other words we can classify tourism in a broad term-*Adjectival tourism*; it refers to the numerous niche or speciality travel form of tourism that has emerged over the years, each with its own adjective. Many of these have come into common use by the tourism industry and academics; 30 others are emerging concepts that may or may not gain popular usage. Examples of the more common niche tourism markets include:

1. Heritage Tourism

All over the world, Indian heritage and its legacy have been fascinating the tourists from a long period. Thousands of monuments, forts, temples etc. are spread over across the country. The rich heritage also includes antique goods, paintings, art work on gold, silver and stone. Besides, wooden works, regional arts, handicrafts, terracotta, costumes and ornaments etc. Rajasthan is also famous for splendid heritage and sculpture. Jaipur, Jodhpur, Udupur, Ajmer, Alwar, Bharatpur, Kota, Bundi, Jhalawar Chhitorgarh, Sawai Madhopur, Bikaner and Jaisalmer etc. are famous for heritage tourism; the list is endless. Currently India has an array of 32 cultural and natural sites inscribed on the World Heritage list of UNESCO and in addition about 50 more such sites are on the tentative list.

2. Pilgrimage or Religious Tourism

Since ancient period not only Indian residents; but also foreigners used to travel in India for pilgrimage and holy travelling. There are so many prominent places and hundreds of famous iconic temples which attracts millions of tourists. The natives of India are religious by nature; primarily, domestic population enjoys such kind of religious tourism, but nowadays even foreign tourists are fascinated towards the sanctity and sacredness of Hindu deities. In Rajasthan, Pushkar, Ranthambhore, Delwara, Nathdwara, Nakoda, Ajmer, Ramdevra, Baneshwar, Khatu Shyam etc. are famous for pilgrimage.

3. Cultural Tourism

In ancient India people from different countries used to come here for cultural exchange and understanding. The rich cultural heritage, traditions, folk dances, music, indigenous taste and cuisine, fare and festivals etc. are major attractions for the tourists. Presently '*Incredible India*' is able to influence towards the exhaustive and vibrant richness of true Indian culture and the way local community live, work and also display their artefacts. In Rajasthan, Pushkar fair (Ajmer), Marwar festival (Jodhpur), Camel festival (Jaisalmer) are famous. These make immemorial visits especially for the foreign tourists.

4. Adventure Tourism

This is the most recent and thrilling '*active*' sort of tourism that involves exploration, travelling with some risk and physical exertion of least explored remote areas, exotic locales and vivid types of adventurous activities that can be enjoyed over land, water and air. Trekking, hiking, mountain biking and mountaineering activities in rugged mountainous regions are some of them. In Rajasthan, Camel Safari at desert regions of Thar -Bikaner, Jaisalmer, Jodhpur and rock climbing at Mount Abu are a part of adventure tourism.

5. Wildlife Tourism

On this earth, there is a parallel world of wildlife. For balance of the nature animals are also important. In wildlife tourism tourists visit animals in their natural habitats (sanctuaries). In other world, it is an eco and animal friendly tourism. It covers the rich forest reserves of India that represents beautiful flora and fauna species. In Rajasthan Ranthambore and Sariska national parks are world-wide famous for tiger reserves whereas Keoladeo national park at Bharatpur is famous for bird watching. Recently, Mukundra hills near by Kota in Hadoti region is emerging as a new tiger reserve.

6. Ecotourism

Eco tourism is recently developed a new concept for those who seeks interests with ecology, bio-diversity and the nature. In 'nature tourism' the tourists

enjoy the nature with a very close look while sustaining the naturally endowed region and local culture and custom of the region. It helps to educate the tourists, provides funds for conservation, directly benefits the economic development and political empowerment of local communities and fosters respect for different culture and for human rights. In Rajasthan, Ranthambhore National Park, is suitable for eco tourism. Hadoti region also has immense potential for eco tourism.

7. Medical or Health Tourism

India is emerging as a favourite destination for the medical treatment with an annual growth rate of 30% making it a more than \$ 2 billion industry by 2017. This is due to the fact of least language barrier, cost effective treatment, superior quality of healthcare, internationally recognized advices from the super specialist doctors, surgical procedures and utmost healing attention. Thus patients in the form of tourists around the globe have been channelizing India to avail the therapeutic courtesy. The city of Chennai attracts 45% of the medical tourists from the foreign countries. Even dental tourism is becoming popular in the country. Indian medical tourism industry to touch \$8 billion by 2020.*

8. Wellness Tourism

This is also known as '**pleasure tourism**' whereby an individual try to heal their physical or spiritual condition. Though, it may be closely related with the medical tourism in the sense that people after the surgery or medical prescription may prescribe to go for wellness treatment. This kind of tourism is much popular for those who pursue to travel for personal health and wellbeing. Being the land of origin of Ayurveda and Yoga India has the potential to establish itself as the leader in these areas. The UNO has declared 21st June as World Yoga Day. Popular destinations are Himalayas, Uttaranchal, Kerala and leading stars categories hotels.

9. Educational Tourism

It is a travelling activity undertaken by those whom education and learning are the primary objective of their trip. They may be students, learners, academicians or researchers who are enrolled in higher education or student exchange programme or attending any seminar or language course. A large number of Indian students are

travelling abroad and within the national boundaries and foreign learners visiting India to polish their talents and career that contribute to the growing economy of any nation.

10. Business Tourism

‘Make in India’ campaign is making India as a business hub. So people from business world are frequently visiting India for vivid business avenues. This will definitely increase Business *tourism*. Generally business tourism comprises four things-‘*meetings, incentives, conventions and exhibitions*’ (MICE). Globally MICE segment with a 54% market share has overtaken the traditional business trips segment. In Rajasthan, Jaipur, Udaipur, Kishangarh and Kota etc. are desired business tourism destinations.

11. Leisure Tourism

This type of tourism is associated with change from routine life. Leisure or recreational tourism is a vacation or relaxation from everyday life; staying in luxury hotels or resorts, relaxing on beaches, visiting hill stations, waterfalls, zoological parks or going on guided tours and experiencing absolute comfort and peace. Kerala, Himachal Pradesh, Uttaranchal, North-East are popular among the tourists. Most common places for leisure tourism in Rajasthan are Udaipur, Jaipur, Jodhpur and Jaisalmer.

12. Cruise Tourism

Cruise Tourism is an old concept that came from Europe. In cruise tourism a large passenger cruise ship is used for voyages which have all the facilities required for comfortable journey and entertainment for tourists. Coastal areas are popular destinations for cruise tourism. Nowadays air cruise is popular among the tourists. An air cruise provides the opportunity to the passengers to view the larger area of land, water and other topographical features. Though both of the tourism are costlier and extravagant affair.

13. Sports Tourism

Sports tourism refers that travel which is done either observing or participating in a sporting event out of usual place and environment. Sports tourism may be of three types: *active sports tourism*, *celebrity sports tourism*, *nostalgia sports tourism*. 'Hard sports' like Grand Prix or Formula F1 as well as 'Soft sports' like hiking, skiing, canoeing, scuba, golfing or chess etc. attract tourists. In this tourism there is no boundary between young and old; only sport lovers enjoy this type of tourism. Since the late 1980s, sports tourism has become increasingly popular.

14. Space Tourism

Space tourism is travelling in space for recreational, leisure or to experience the unique thrill feeling of looking at the earth and other celestial objects from the space. It is such niche sort of tourism activity where money links and body stamina plays a very vital role. International companies- primarily from abroad are offering sales of orbital and suborbital flights with varying durations, altitude and comforts. India is in the developing possibility for the futuristic space travel. A 2010 report into space tourism anticipated that it could become a billion dollar market by 2030.

15. Rural / Village / Farm or Agri --Tourism

It is rightly said that India lives in its villages and one has to experience its villages to feel India's heart and soul. One can see the rural life, the problems which villagers face in their routine life, the way of earning livelihood and the other sociological issues etc. Besides, one can feel natural beauty, charm and a simple way of life of villagers. Rural tourism is a hope for alternative source of income in rural areas.

16. Beach Tourism

India is surrounded by water from three sides. Having over 7500 km. old coastline and a tropical climate, India has the potential to create a vibrant beach tourism economy. Scientific development of beaches, proper maintenance and upkeep, involvement of the community and removal of regulatory obstacles are

essential for beach tourism. Strong branding and marketing of the Indian beaches are also essential for desired goals.

17. Rivers / Lake Water or Farm Tourism

Rivers also offer an alternate mode of transportation and recreational opportunities. Similarly lakes, particularly in Kerala, also attract tourists and offer them unique experience. Dams are also a source of fascination. Plenty of land is also available near the dams for developing accommodation centres, gardens, mounting water sport activities and other such activities. Planned development of rivers and dams can readily yield new tourism destinations.

18. Golf Tourism

World-class golf courses have been developed in India. Golf tourism primarily at Delhi, NCR, Pune, Mumbai, Srinagar, Shimla, mountain ridge of Maharashtra and Bangalore brings in high spending tourists for a relatively longer duration of stay. Focused marketing of this niche product will help in supporting the economy of those regions, add to the viability of the golf courses and popularize the sport in India. In Rajasthan Jaipur and Jodhpur have potentials for golf tourism.

19. Cinematic Tourism

Films are an excellent medium to present a destination. Films shooting help the tourism industries and boost the local economy significantly. Films can be a cost effective method to market destinations. Creating an inventory of shooting locations, enabling film shootings by simplifying process and issuing time bound clearances and incentivizing film makers through a dedicated corpus of fund by both the centre and the states will help to harness the opportunity. Rajasthan has a good scope for cinematic tourism. There are hundreds of locations which can be shown in films. Jaipur, Jodhpur and Udaipur have been the interest places of film makers.

20. Destination Wedding Tourism

India is known for its vibrant and colourful weddings. Spectacular places and rituals form attractive propositions for destination weddings which is very popular among the young couples. Not only in India, but also in Rajasthan there are so many

destinations. Jaipur, Jodhpur, Udaipur and Sawai Madhopur are ideal places for destination wedding tourism. Based on the above mentioned notion, *Honeymoon* is another attractive segment that is fast targeted through innovative product development, promotion and services packages.

21. Jail Tourism

Recently this new area of tourism has been emerged in tourism industry. Tourists can feel jail experience by imprisoning themselves. Thus, they can understand the real life in Jail.

22. Pro -Poor Tourism

Pro-poor tourism, which seeks to help the poorest people in developing countries, has been receiving increasing attention by those involved in development. The issue has been addressed through small scale projects in local communities and through attempts by Ministries of Tourism to attract large numbers of tourists. Research by the Overseas Development Institute suggests that these are not the best way to help the poors, because only 25% assistance reaches to needy fellow.

23. Recession Tourism

Identified by American entrepreneur Matt Landau (2007), recession tourism is a travel trend which evolved by way of the world economic crisis. Recession tourism is defined by low- cost, high- value experiences. Various recessions tourism hotspots have seen business boom during the recession.

24. Creative Tourism

Creative tourism has existed as a form of cultural tourism. Its European roots date back to the time of the grand tour. More recently, *creative tourism* named by Crispin Raymond and Greg Richards who as members of the Association for Tourism and Leisure Education (ATLAS) have defined "creative tourism as tourism related to the active participation of travellers in the culture of the host community, through interactive workshops and informal learning experiences."

25. Dark Tourism

One emerging area of special interest has been identified as *dark tourism*. This type of tourism involves visits to "dark" sites, such as battlegrounds, scenes of horrific crimes or acts of genocide, for example: concentration camps. Dark tourism remains a small niche market, driven by varied motivations, such as mourning, remembrance, education, macabre curiosity or even entertainment. Its early origins are rooted in fairgrounds and medieval fairs.

26. Doom Tourism

Also known as last *chance tourism*, this emerging trend involves travelling to places that are environmentally or otherwise threatened such as the ice caps of Mount Kilimanjaro, the melting glaciers of Patagonia and coral of the Great Barrier Reef. This type of tourism is believed to be on the rise. In fact a number of tourist destinations are considered threatened by environmental factors such as global warming, overpopulation or climate changes. But travel to these threatened locations can increase an individual's carbon footprint.

27. Mass Tourism

Mass tourism could only have developed with the improvements in technology. Allowing the transport of large numbers of people in a short space of time to places of leisure interest, so that greater numbers of people could begin to enjoy the benefits of leisure time.

28. Social Tourism

Social tourism can be said to be a form of tourism whereby the state renders facilities to its citizen to engage in tourism. In many countries, especially in Eastern Europe and Soviet Union, the state plays a leading role in promoting tourism for their citizens. In these countries, the government provides a relief to their citizen by way of giving them a holiday as a reward. In some of the countries of Eastern Europe there are government policies on social tourism whereby the state provides holiday to everyone.

1.7 Marketing of Tourism

According to Krippendorf, “Tourism marketing is the systematic and coordinated execution of business policy by the tourist undertakings whether private or state government or central government owned at the local, regional national or international level to achieve the optimal satisfaction of the needs of the identifiable consumer groups and in doing so to achieve an appropriate return.”

Tourism marketing is a process of creating a product or providing a service that comprises **marketing research**: fact finding, data gathering, analyzing; **promotional**: communication to inform and promote; **distribution**: ensuring and facilitating sales, selection of marketing planning; and **auditing**: coordination, control and evaluation; **people**: developing professionally sound personnel

There are two concepts of tourism marketing:

Old Concept

In old concept, a tourist product used to be a mixture of attraction, transport, accommodation and entertainment and then sold through various outlets and returns were measured through increase in tourist traffic.

New Concept

According to the new concept of marketing, tourist product at the destination is consciously developed to appeal to particular people and this is done after the study of the potential market or in other words tourist is approached as a consumer of services and return is measured through *tourist satisfaction*. In new concept, approach starts with the consumer or buyer.

Thus, tourism marketing is an integral effort to satisfy tourists and it is a device to transform the potential tourists into actual tourists. In this way demands are generated, markets are expanded resulting increase of market share and income. The marketing concept facilitates a breakthrough in the tourist system with a four-fold function: (i) Communication to attract demand (ii) Feed back (iii) Control over results (iv) Market approach.

1.7.1 Tourism Marketing & 7 Ps

Marketing of tourism is the bundle of unique strategies to promote tourism, attract and invite tourists, highlight destinations and increase sale of tourism related products and services. It is applied through the application of marketing mix concept, known as 4 Ps (product, price, place and promotion) and extended marketing mix with 3 more Ps (people, process and physical evidence) added, also known as 7 Ps. These are explained as follows:

1. Products or Services

The tourism product is a complex set of different physical resources, activities and services. It can be defined as the sum of various details, goods and services which is served to satisfy the travel needs of customers out of their normal place of residence. The quality of the tourism product depends on the imaginary and creative human work as well as the direct contact between guests and the direct executors.

2. Pricing of Tourism Products

A price under tourism products is a very complex process and should be reasonable enough to cover the production costs, overhead expenses, a profitable margin and intensive competition pricing value, market and marketing environment and the current portfolio demand. The price for a particular product depends primarily on the objectives to be achieved like transportation costs, package costs, geographical location, seasonality, marketing strategy and product positioning etc.

3. Places or Distribution of Tourism Products

Under tourism the client has to travel in order to avail the facilities associated with the product. Therefore, in tourism industry the availability of desired tourism products brings the customer to the service system. The uniqueness of tourism industry is predominant position of intermediaries. There is an entire range of travel mediators who perform the function of distribution. They are known as the elements in tourism.

4. Promotions in Tourism

The creation of awareness, information, persuasion and to invite the potential tourists are the prime objectives under promotion in tourism. Promotion in tourism is intended to provide support for the placement of product in the tourism market. By creating awareness, forming image, establishing an appropriate position helps in maximizing the frequency of visits and duration of stay for new and repeated tourists. Thus, promotion in tourism enables a product to be their first choice.

5. People in Tourism

Any person who comes in contact effects on overall satisfaction of tourists. The people can be locals or any person involved in tourism. In tourism the human component and competence is very important. Timely and appropriate training may help in this regard. The treatment and services done by the people to the tourists are very significant and last long, if positive the tourists retreat back otherwise not.

6. Process in Tourism

Marketing process of tourism implies all the activities intended to successfully carry out the operational process for any of the tourism firm. This makes the business easier and satisfies the needs of the consumers. However some of the essential elements under process of tourism are: provision of travel information, preparation of itinerates, liaison with providers of services, planning and costing tours, ticketing and reservation, provision of foreign currency and insurance.

7. Physical Evidence of Tourism

Physical evidence or the actual settings makes the consumer to perceive that how the services would be like. The tourist attraction for which the tourist intend to pay must be evident with the help of tangible items. Besides, printed matters such as brochure describing the product, photographs of the facilities, testimonials, website links, etc. also play an important role in the development of tourism. Expectation from quality and value for money, product image and status must be perfectly matched when the product is delivered to the tourists.

1.7.2 Marketing of Tourism in Rajasthan

As the tourism products and services are intangible, perishable, heterogeneous and dynamic in nature so the marketing strategies need to be very much prone and alert towards the requirements of the tourist needs. The Ministry of Tourism Government of India and Government of Rajasthan in order to promote marketing aspects of tourism rely over- matters pertaining to the printing of posters, banners, brochures, etc. and timely release of advertisements both print as well as electronic, matter pertaining to organizing events, up gradation of information and technology, marketing and publicity of leaflets, maps, films, CDs on tourism related topics, various facts of facilities available at the destination centre, sight-seeing, important contact numbers and addresses and tourist information bureau.

For tourism promotion, publicity and aggressive marketing, following efforts are being made at the department level:

1. Formulation of Tourism Information and Publicity (TIP) Rules.
2. Printing of tourism publicity literature and dissemination to the media.
3. Advertising both online and offline.
4. Film exhibits, photos demonstration, VHS, CD's, etc.
5. Participations in international and national exhibitions, seminars and conferences.
6. Organization of road shows outside Rajasthan (successfully done in USA, Southern India).
7. Jointly working with international firms such as ITB (Berlin), WTM (London), TAAI (Malaysia), Singapore, PATA, etc.
8. Much updated and awareness towards the comfort and hospitality for the tourists.
9. Upkeep of need of the library.
10. Production, display and distribution of souvenirs, memoirs and other remarkable artefacts.

Other Efforts of Tourism Marketing:

- Since 2016 under the aggressive marketing strategy, 5 documentary films and sand art animation has being regularly telecast on 21 national TV channels, 7 regional channels and 3 popular TV channels in Europe. The short documentary films have also been translated into 5 international languages and 5 regional languages.
- FM radio jingles on Rajasthan tourism in Hindi, English and regional languages is being regularly aired in Delhi, Mumbai, Chennai, Bangalore and Hyderabad.
- The latest advertisement and advertorial materials is published in 8 international magazines, 10 national magazines and 13 newspapers (32 editions).
- Novice online advertisements are also projects in Facebook, Google, BBC, Trip Advisor, Times of India, other recognized websites and portals.
- Under the inclusion of the airports and outdoor branding of Rajasthan tourism, the following airports have been targeted: Mumbai, Chennai, Kolkata, Ahmadabad, Surat, Hyderabad, Bangalore, Pune, Chandigarh and Lucknow, etc.
- Beautiful decorative and eye catching advertisements have been pasted in Delhi Metro, Mumbai Metro, radio taxis and buses and on 10 buses of Rajasthan Roadways.
- Currently at 522 pictures halls/ multiplexes or movie theatres throughout India, advertisements films promoting Rajasthan is being shown.
- All the headquarters of 7 divisions in the State of Rajasthan is also engaged for highlighting Rajasthan tourism in the form of banners, posters, hoardings and auto art display figurine.

1.8 Recent Trends in Tourism Industry

Tour and activity providers are used to spotting trends which are natural part of tourism industry; what was successful last year may not work as well in the next year. The passage of time has created new avenues for the tourism industry; at one

hand the tourists are deciding their tour programme online and on the other hand natural calamities and terrorist activities have totally changed the tourist's perception and preferences in regard to holidaying and leisure activities, therefore current and future trends are expecting some dynamic movements in the tourism industry, some of the worth notable are mentioned below:

1. Millennials

Millennials are officially the largest generation in history, as the youngest generation with disposable income; they have secured their status as leaders in travel and tourism. They also lead in decision making. They are the trend setters who decide the major trends and tastes of the coming year and very clear in expressing their wants. They are good planners having all the possible alternatives. They are technology friendly, so book their trips and tours online rather to buy a standardized tour package provided by tour operator. As the largest generation to date, they will also be the largest market in travel in the next several years.

2. Female Solo Traveller

Now a day, women are leading the way and the travel industry is taking notice. Today's female travellers are bold, independent and looking to explore new and raw experiences. They want real adventure. They have their own say of where to take a vacation, how to get there, and many are choosing to go solo. Customer demographics for adventure travel indicate that nearly 47 to 50 percent are women tourists. In 2014, 72 percent of American women took a solo adventure. As more and more women are taking trips designed to their needs, so this percentage is going to increase in the next few years.

3. Business and Leisure

Business and leisure travel known as "bleisure" is a favourite topic among tourism experts. *Bleisure* has been presented as a rising trend for several years; it is predicted to be a very lucrative trend for tour and activity providers from 2017 and some project that it will rise in popularity.

4. Food and Culinary Tourism

Food tourism has become an emerging trend among travellers everywhere and tourism experts have taken notice of it. Tourists are now much attracted towards the specific dishes of a particular region. According to Patrick Whyte, “food experiences are not limited to simply dining out. It includes cooking courses, farm tours and the classic food markets, which make up about 95% of these experiences.” These experiences are closely tied to the culture of the location. Many travellers consider it to be one of the best ways to know the place they're travelling and it works as a valuable resource for tourism company.

5. Staycation

Staycations have become a powerful trend. Many travellers have trended in the direction of sticking around locally to enjoy their vacation time. This has been great news for local tour and activity providers and their communities as more people are looking to boost their local economies with trips close to home.

6. New Emerging and Unexplored Destination

Now a day, domestic as well as international tourists both are having interest in exploring new and lesser-known destinations. Active and adventure trips are in demand. As the youth are the largest travellers, so they are fond of adventure travel. They want thrill. With improved connectivity and penetration of internet, more and more such destinations are being explored which are fascinating to other travellers also.

7. New Developing Economies

India and China are the new developing economies from Asia; tourists from India and China are showing a steady increase to travel internationally. This is made possible owing to a variety of reasons like greater air connectivity, increase in the income. Language is not barrier to travel abroad and relaxations in visa application are recent development in this field.

8. Green Tourism

According to UNWTO Secretary-General, Taleb Rifai “as a unique opportunity to advance the contribution of the tourism sector to the three pillars of sustainability – economic, social and environmental, while raising awareness of the true dimensions of a sector which is often undervalued”. The year 2017, has been considered the *International Year of Sustainable Tourism* by the UN. So, nature based sustainable tourism is in demand and have favourable growth prospectus in future

9. Missionary Travel Tourism

Nowadays travellers are looking for a real travel experiences. They want to enrich their cultural feelings and the authenticity of a particular mission for which they wish to tour, like volunteering for a social cause (proving support to local population, humanitarian actions, learning a new language, exploring new culinary technique, attending a concert or an event, educating the children from the slum regions, or providing knowledge and expertise to eradicate a peculiar problem.) Thus as a result, the tour operators are also now becoming specialists who offer method and directions for the said purposes.

10. Personalized Service

This is another trend in which some high profile tourists personalized services to suit their requirements. These include all time personal butler, chef, body masseurs, laundry man, chauffeur, and tourist guide or reservation agent. Hotels give special treatment and attention to such kind of tourists and they may also arrange any special demand requested by them

11. Increasing Role of Social Media

Social media includes web based and mobile technologies used to turn communication into interactive dialogue between organizations, communities and the individuals. The credibility and influencing power of social media is high among the society so experiences and suggestions related with tourism and travelling are often fast shared, viewed and answered.

12. Increasing Competition

Countries from Eastern Europe, South America and Africa play a leading emerging market that arise and excite the interests of many travellers. Countries from Eastern Europe showed a growth rate of 17% of tourists. Similarly South American countries have a growth rate of 27% of tourists. Correspondingly Asian nations are also not far behind; thus the prediction is to have a stiff competition and each and every new emerging destination can have a competitive advantage for developing and exploiting tourism in its own way.

For example, in order to boost tourism, the Government of India has implemented a new visa policy in November 2014, **e-tourist visa** that allows visitors to obtain a visa on arrival at 16 designated international airports by acquiring an Electronic Travel Authorisation online before arrival without having to visit an Indian consultant or visa centre. The tourists can apply on line in their own country for biometric verification. The Ministry of Home Affairs Government of India has extended this facility to 152 offices out of 178 high commission offices of India situated at worldwide. Similar other facilities are also in pipeline.

According to an other government official India is providing the e- visa facility to the visitors of 163 countries, interested to coming India through 25 international airports and 5 ports.

Tourism Industry of India: Highlights

- In 2017, the number of FTAs in India was 102.3 lakh and the FEEs were worth Rs. 175000 crore. The Cumulative Growth Rate, regarding FTAs, during 2010 to 2017 was 77 % whereas the Annual Average Growth Rate during this period was 11%.
- The Travel and Tourism Competitiveness Report 2017 ranks India 40th out of 136 countries overall. The report ranks the competitiveness of India's tourism sector 10th out of 136 countries. According to the index, Indian has performed well in the tourism service, health and hygiene, but need to improve in terms of safety and security.

- The World Tourism Organisation reported that India ranked 13th world wide and 7th in Asia and Pacific, on the income receipts parameter from tourism.
- The World Travel and Tourism Council forecasts Indian tourism sector to grow at annual average growth rate of 6.8 percent over the next ten years.
- Tourism in Indian accounts for 6.88 percent of the GDP in 2017 and is the third largest foreign exchange earner for the country.
- According to the World Tourism Organisation by 2025, foreign tourist arrivals in India is expected to reach 15.3 million,
- Outbound travel from India is also forecasted to reach 1.41 million in 2020.
- According to Press Information Bureau of Ministry of Tourism, Government of India the growth rate in foreign tourist arrivals was 8.4 % in January 2018 over January 2017.
- During the month of January, 2018 a total of 2.40 lakh foreign tourists arrived on e- Tourist Visa as compared to 1.52 lakh during the month of January, 2017 registering a growth of 58.5%.
- Rajasthan is among top 10 States/ UTs of India for foreign tourists' arrival as well as domestic tourists' arrival.

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Chapter 2

Research Methodology



Chapter 2

Research Methodology

2.0 Research Defined

A research is defined as an on-going process based on many accumulated understandings and explanations when taken together lead to the generalization of problems and development of theories.

According to **C. R. Kothari**, “Research is a systematic investigation to find a solution of a problem”.

Thus, formally a research is the creation of new knowledge or the use of the existing knowledge in a new and creative way so as to generate new concepts, methodologies and understandings.

Tourism research is a multidisciplinary field of study focusing on tourism as a phenomenon and its economic, environmental, cultural and societal effects. The goal of tourism research is to produce knowledge that generates innovation and supports the comprehensive development of tourism. The research activity emphasizes on economic, ecological, cultural, social and political responsibilities of tourism.

2.1 Statement of the Research Problem

Tourism is the largest and rapidly growing industry in the world and is fairly established and growing industry in India, especially in Rajasthan; its rich historical, cultural and environmental heritage, coupled with various colourful fairs and festivals have made this state a favourite destination for tourists from all over the world. In the last few years number of domestic as well as foreign tourists’ arrival have increased on this glorious and enchanting land.

The Hadoti region is located in the south east of Rajasthan and has immense potential for tourism; splendid nature, variety of flora & fauna, rich cultural heritage,

glorious past, magnificent forts, palaces, temples, colourful fairs and festivals, rare ecological bio-diversity, pre-historic sites, scope for water adventures & sports and many other attractions, but this region is the least explored area of Rajasthan where tourism activities are very low.

The DoT Government of Rajasthan has established TRCs at various districts of Hadoti region and RTDC has also established its units at different locations in Hadoti (except Baran) for the development of tourism activities and to facilitate tourism. DoT of Government of Rajasthan and the RTDC with the help and co-operation of other institutions and private sector organise some fairs and festivals to attract tourists in Hadoti region, some notable are- Kajlee Teej, Bundi; Dol Fair, Baran; Dusshera Fair, Kota; Chandrabhaga Fair, Jhalawar and Bundi Festival, Bundi. Due to which, tourists' inflow has increased in this area, but the number is still low in comparison to the other circuits of the state and the progress is not consistent so far as was expected to be. It has been observed that the foreign tourist' arrival in Hadoti region is limited to Kota and Bundi and that too just for 1 to 2 days. The foreign tourists visit this region as a supplementary tour with their main tour to other circuits of Rajasthan. The foreign tourist arrivals in Jhalawar is not more than 150 in a year, whereas in Baran, no significant number is observed. Thus, Keeping all these in mind the present study has been undertaken.

2.2 Objectives of the Research Study

1. To have a close examination of the tourist attractions and history of tourism development in Rajasthan with special reference to Hadoti region,
2. To study the present position of tourism in Rajasthan with special reference to Hadoti region and recent trends in tourism industry,
3. To study the tourism related infrastructure facilities available in Rajasthan with special reference to Hadoti region,
4. To evaluate the role of Government agencies in development of tourism in Rajasthan with special reference to Hadoti region,
5. To identify the problems and shortcomings in development of tourism in Rajasthan with special reference to Hadoti region,

6. To analyse perception of tourist's satisfaction and dissatisfaction.
7. To suggest the measures to overcome the problems and shortcomings in the way of proper development of tourism in Hadoti region and further remedial measures for development of tourism in this region.

2.3 Hypotheses of the Study

The present study has been undertaken to trace the following hypotheses:

- H1:** Tourism potential has not been fully utilized in Hadoti region.
- H2:** State government and government agencies have not played an effective role in exploiting the tourism potential of Hadoti region.

2.4 Review of Literature

Sufficient literature is available on tourism industry of India and Rajasthan. Different government agencies operating in the field of tourism development publish different types of literature including the periodical and annual reports. Some micro research has also been done by the researchers in Rajasthan. In order to have an in-depth understanding of the research topic, several studies on tourism industry related to planning, policy, problems, management and future development of tourism have been persuaded. The studies also have been reviewed with a view to understand the previous work, objectives, research methodology, research findings etc.

The reviewed literature has been categorized into the following sections:

1. Books

- (1) *Ray, Nilanjan (2015), Emerging Innovative Marketing Strategies in the Tourism Industry*; the book is an authoritative title comprised of the latest scholarly research on effective promotional tools and practices within the tourism sector. Featuring extensive coverage on a variety of topics from the use of information technology and digital tools to tourist motivation and economic consideration.
- (2) *Sharma Kshitiz (2014), Introduction to Tourism Management*; the book begins with the ancient travelling epilogue, passes through the present age of

tourism in India and covering the role of travelling agents, tourism attractions, marketing and entrepreneurial aspects of tourism and finally the new trends under tourism. The book explicit that tourism is a field which has capability to transform entire society and bring foreign wealth through the easiest way.

- (3) *Singh Awadhesh Kumar and Mulla Abdul Majeed (2011), Management of Tourism in India*; have delineated that tourism has emerged as one of the most important industries of the future. The multiplier effects of tourism in terms of employment and income generation, development of tourism infrastructure and also conservation of priceless heritage, cultural deposits and development of potential tourism places are significant. The book is mainly associated with the problems and prospects of Karnataka tourism.
- (4) *Cole S. and Morgan Nigel (2010), Tourism and Inequality: Problems and prospects*; the authors address a wide range of interrelated forms of inequality, investigating its association with class, nation, ethnicity, race, gender, disability and age. Chapters examine routes towards social justice and initiatives that aim to advance poverty alleviation, fair trade, ethics and human rights. The analysis of a wide variety of case studies from around the world allows an exploration into the ways that tourism can be used positively to alleviate the impacts of social injustice and responsible tourism practices.
- (5) *Lakshman, K. P. (2008), Tourism Development: problems and prospects*; this book is useful to understand the tourism industry. It helps in widening perspective of the field by understanding the problems prevalent in tourism industry, the opportunities and prospects. The author concludes with an incisive view of opportunities that can be grabbed in a profitable manner through tourism. The book also introduces with set of managerial skills and marketing practices which are time tested, as well as that currently in practice, and can serve to be of immense help while handling tourism issues.
- (6) *Punia, Bijender K. (2008), Tourism Management: Problems and prospects*; the author has done a good work with details of tourism patterns, arrivals, plant facilities, natural and man-made tourist resources in the Haryana state; and has reviewed the plans and policies of state government in the context of

present and future development of tourism. The author has brought out the existing problems and prospects in the way to tourism development in the State particularly in terms of tourist resources, human resources, tourist information and publicity, tourism awareness and allied aspects.

- (7) *Thakur, Meenakshi (2008), Tourism Development: Problems and Prospects;* presents a vivid account of tourism pros. and cons. This addresses the issues, benefits as well as hazards of tourism. The main issues mentioned herein are- basic concepts in tourism, fundamentals of travels and tourism marketing, fundamentals of tourism satisfaction, tourism and environment, challenges and issues.
- (8) *Srivastava P.K. (2008), The HR Challenges in Tourism Industry in India;* points out at the human resources in tourism industry, but the study confines its analysis to the problems and prospects of human resources in the Indian tourism industry especially with the focus on supply of human resources.

2. Journals and Periodicals

- (1) *Rathore, Nisha, (2012), Rural Tourism: Impact, Challenges and Opportunities;* explores that rural tourism will emerge as an important instrument for sustainable human development including poverty alleviation, employment generation, environmental regeneration and development of remote areas and advancement of women and other disadvantaged groups in the country apart from promoting social integration and international understanding. It can help to inflow resources from urban to the rural economy. It can prevent migration of rural people to urban.
- (2) *Mehar, Irfan (2011), Tourism in western Rajasthan: problems and suggestion;* indicates that in spite of rich resources, the western belt of Rajasthan faces many challenges to invite the tourists. After analysing the reasons, further in suggestions the researcher discourses that tourism department should propagate the features of western Rajasthan; literature pertaining to history, tradition, art culture, artefacts and handicrafts, natural phenomenon etc. be prepared; special cultural delegation of intellectuals, writers, journalists etc. should be invited.

- (3) *Chourasia Veena and Agarwal Laxmi Chand, (2011), paper entitled Potential of Eco-Tourism in Hadoti Region;* speaks that each and every territorial unit has its own physical and socio cultural identity; this study is an effort to identify the tourist nodes of Hadoti region. Chambal and its tributaries in this land of uneven altitudes offer green tourism in relatively arid Rajasthan. It has richness of natural beauty, flora and fauna accompanied with places of religious, historical and archaeological importance. Apart from national parks, sanctuaries and reserved protected areas, there are natural spots with their characteristic physical feature and biodiversity.
- (4) *Chockalingam, Madhavi and Ganesh, a. Auroubindo (2010), Problems Encountered by Tourism;* focuses on identifying tourist's problems and their intensity level. This also attempts to study whether there is any significant difference in the problem faced by respondents based on demographic factors. The findings and conclusion of the study says that the tourists experience problems relating to various factors such as unexpected expenses, pollution, safety and security, poor infrastructure and arrangements, transport care, local language and sanitary conditions, etc.

3. Ph.Ds.Thesises

- (1) *Varsheny, Amit Kumar (2015), A study of Tourism Policy of Government of India with special Reference to Rajasthan Tourism Development Corporation;* the study is an endeavour to find out the impact of tourism policies and that of RTDC on the growth and development of tourism in Rajasthan. This study also focused on the problems of tourism and the officials' of RTDC. The study is also focused on the trends of national and international tourist traffic, sustainable tourism and environment
- (2) *Felicia, J. (2014), Problems and Prospects of Tourism in Courtallam, Tamil Nadu;* outlines that growth in tourism is the reflection of overall prosperity, it cannot flourish in isolation, requires countenance from all other departments. Tourism acts as a conduit to channelize the resources, provides scope for revenue generation, increases employability, enhances money

circulation, improves living conditions, introduces technology and enriches the cultural milieu of the state.

- (3) *Shaikh, Yasmin Zahid (2014), Problems and Prospects of Adventure Tourism in Goa*; highlights that there is endless scope for adventure tourism activities in Goa. The researcher highlights the need of cooperation and coordination between the State Government, Department of Tourism and tour operators. Besides, the researcher has mentioned the role of infrastructure, safety and security, protection of nature, long term planning and need for tourist approach.
- (4) *Kumar, Ashutosh (2013), Growth and Development of Tourism in Rajasthan: Assessment, Prognosis and Strategic Considerations*; opines that there is a wide scope of tourism in the state, but there is a need for improvement at both the levels- quantitative and qualitative. Further in suggestions, he points out that initiative should be taken to create rural tourism resorts or project attractions in the tribal base, promotion of eco-rural tourism, health tourism etc. Besides, integration of all sorts of tourism and tourism circuit into one sector, updating the literature and refresher course for the staff and revamping the organizational structure in support of the tourism.
- (5) *Ajims, P. Muhammed and Dr. Jagathyraj V.P. (2008), Challenges Faced by Tourism Industry in Kerla*; similarly *George P.O. in his Ph.D.Thesis, Tourism Management* have also discussed some relevant issues.
- (6) *Jain, Yashodhara (2008), Planning, Problems and Prospects of tourism*; has also focused on relevant issues, but her work is related to Lucknow.

4. Case studies & Report Analysis

- (1) *Ferguson, A. F. & Co. Final Report, 20 Year Perspective Plan for Sustainable Tourism in Rajasthan. Department of Tourism Ministry of Tourism, Art and Culture, Government of India.*

This is very elaborative, interesting and exclusively written report on entire tourism sector of Rajasthan. This report has 12 chapters and minutely covers every section of tourism industry.

Some of the significant features of this report are: executive summary; overview of Rajasthan State; overview of existing tourism scenario in Rajasthan; existing direct tourism infrastructure and major tourism plans and schemes; tourism circuit/ location-wise: existing status, on-going and proposed projects; forecast of future tourist traffic; new tourism projects in Rajasthan: investment and phasing; tourism project: employment opportunities and environmental issues; funding of tourism projects, role of private sector and recent privatisation initiatives; institutional framework for tourism development and strategic action plan for tourism development in Rajasthan.

- (2) *Ministry of Tourism commissioned a report (2010), Problems and Prospects of Accessible Tourism in India to the institute of Tourism and Travel Management.*
- (3) *TCS, Consultancy Report on Tourism- Kota, Bundi, Jhalawar and Baran.* A detailed study has been done by TCS on Hadoti tourism circuit. The report includes tourism infrastructure, tourism location-wise existing status, forecast of future tourist traffic etc.

Though, the above mentioned literary works on tourism have highlighted many burning problems of tourism and suggested appropriate measures to overcome them, but these works have become very old and did not remain much useful in the present day context, therefore a study is required to analyze the present problems and to suggest policy measures for the future growth of tourism in Rajasthan and particularly in Hadoti region. In the light of the above context, the researcher has proposed the present study.

2.5 Research Design and Data Collection

The function of a research design is to ensure that the evidence obtained enables us to answer the initial questions as unambiguously as possible. In this particular research both Explorative and Descriptive types of research are undertaken.

Explorative research has been applied where a small amount of information is received and where the study is characterized by flexibility and informality.

Descriptive research provides data about the population or universe being studied. It describes the characteristics or phenomenon of the universe being studied. Here is no control of researcher over the data. This type of research has been applied while analysing data. The Researcher has used both the primary as well as secondary data for arriving at some inferences.

Primary Data

This type of information has been obtained directly from first-hand sources by means of questionnaires, personal observations and by interview method. For obtaining primary data two sets of structured questionnaires consisting queries on important issues were drafted separately for the tourists and members of management. Moreover, observation technique has also been adopted to make a spot study. In addition to these, the researcher also conducted personal interviews of some of the tourists, hoteliers, transport and tour operators, Government officials and others engaged in the sphere of tourism in the region. The researcher has also visited the important spots of tourists interest for an in depth knowledge of various issues pertaining to tourism in Hadoti region.

Secondary Data

These data have been collected through books, journals, annual reports, magazines, newspapers, websites and other sources available. The main sources of secondary data are the published periodicals of Tourism Department of Government of India, Rajasthan State's department of Tourism and Culture, ITDC, RTDC, WTO, different government and semi-government agencies and independent published research works in the field of tourism. Websites of tourism department is also a source of secondary data. Districts' profiles published by Government of Rajasthan and Gazetteers have also been used.

2.6 Sampling Design

Sampling design serves as a means for selecting a subset of units from a targeted population for the purpose of collecting some valuable information. This information is used after wards to draw inferences about the population as a whole.

Universe

The universe of this research study comprises of following components (category) of the tourism industry from the Hadoti region:

1. Tourists (both domestic and foreign).
2. Travel agents, Tour operators and transporters.
3. Hoteliers.
4. Government officials, departments and other related concerns.

Sampling Unit

Keeping in view the comprehensive research study and for the true exploration of the problems of the tourism industry faced by the tourists, tour operators, travel agents, hoteliers and the government departments the researcher has collected primary data from all the four districts of the Hadoti region; these are: Baran, Bundi, Jhalawar and Kota.

Sample Size

Sample size of this research study is 350 respondents, selecting every category of respondents from each district of Hadoti region.

TABLE 2.1: CATEGORY AND NUMBER OF RESPONDENTS

S. No.	Types of Respondents		Number of Respondents
1	Tourists		300
	Foreign	Domestic	
	100	200	
2	Tour Agents Guides Hoteliers Government Departments		50
Grand Total			350

Sampling Method

Due to the nature of the study the scholar has chosen Convenience Probability Sampling Technique during the process of survey while collecting the data sample. For this the scholar visited various tourist destinations, hotels, travel agencies, Government departments and places of attractions for tourism. Thus to obtain authentic data number of days were invested in filling of the questionnaire, observing the attitude and conversing with the respondents.

2.7 Data Analysis and Interpretation

The researcher elicited information from respondents by two sets of questionnaires administered separately, secondary data, observations, review of literature and personal interviews. Thereafter data were analyzed, tabulated, edited and classified under suitable headings for the purpose of drawing inferences of the study with the help of statistical techniques. For data analysis- data tabular analysis, percentage analysis, graphical representation with help of bar diagrams, pie chart diagrams and even at suitable place line charts are also used to bring clarity for interpretations. Thus conclusion drawn and suggestions are based on findings, observations, interviews with the respondents. Opinion of the experts is also taken into consideration in order to make relevant and suitable recommendations.

2.8 Significance of the Present Research Work

Rajasthan has always been a favourite destination among the tourists. The establishment of DoT Government of Rajasthan, tourism offices across the state and at important tourist places, RTDC, other types of semi government and private agencies are in continuous attempt to increase the tourists' inflow in the region.

A favourable tourism brings name and fame to the state along with a number of socio-economic promotion benefits like- creation of endless employment opportunities, enhance international understanding, removal of regional imbalanced development, recovery of foreign exchange, profitable exploitation of the idle resources, restoration of the famous monuments and heritages and spread of cultural diversity etc.

Tourism largely relies on complex political, social and economic measures, but still a number of tourist destinations remain unexplored, untapped and unvisited. The Hadoti region is located in the south east of Rajasthan that has a vast and great tourism potential due to its vivid socio-cultural and historical background. The region has hilly areas, heritage monuments, forts, caves, religious places, renowned fairs and festivals, wildlife sanctuary, ecological biodiversity, specific lifestyles of the local community and many more gems. This region has wide potential for forthcoming tourism. Thus the significance of the study lies in identifying and highlighting the problematic areas and hurdles in the field of tourism development so that the appropriate measures can be implemented for their timely solutions. The study specially aims towards finding answer to the problems and shortcomings regarding various aspects of tourism, such as infrastructure development, hotel accommodation, entertainment and recreation, climatic conditions, information, quality and quantity of transportation, marketing and publicity of the destination, tours and tourism products etc. for sustainable tourism in this region.

2.9 Expected Scope & Contribution of the Study

The predictable contribution from the research study may possible by manifold. The main idea is to explore the major problems and shortcomings existing in the tourism industry and thereafter to recommend some measures and suggestions for its fair future development. Here scope for tourism research is very diverse with possibility of many dimensions:

1. The present study has revealed those problems which are obstacles in the development of tourism in Rajasthan, especially in Hadoti region.
2. It especially aims towards finding answers to problems and shortcomings in the field of infrastructure development, marketing and publicity, direct tourism related facilities such as availability and quality of transport, accommodation, entertainment, recreation, tourism related services, facilities of human resource development, training, etc.
3. The study advises some of the precious proposals for the improvement and development of tourism in Hadoti region.

4. The outcome and inferences of the study are helpful to the policy planners.
5. The study may be equally important for all those interested in undertakings similar type of studies in the context of other states and regions, because certain methods and approaches evolved and employed here by the researcher ought to be helpful in carrying out future studies of similar nature.
6. The study is contributing for the safety, security and well-being of the socio-economic environment and sustainable tourism in Hadoti as well as in Rajasthan.

2.10 The Limitations of the Research Study

1. The study, keeping in mind some objectives and hypothesis, is restricted to a particular region of Rajasthan i.e. Hadoti region, hence the results obtained from the study do not represent the whole industry of tourism so may vary according to individuals as well as outside from Hadoti region.
2. A few officers and employees of Government departments and private sector were not having the desired information and some provided very little data.
3. At some of the tourist destinations no genuine respondents could be found to answer the queries.
4. Every legitimate effort has been made by the research scholar while collecting information from the respondents but, this too has certain limitations like the data collected are based on the memory and experience of the respondents and accuracy of the data depends largely on the correctness of the information provided by the respondents.
5. The findings are also based on the verbal expressions, respondent's responses and scholar's observations; while eliciting correct information cross examination and asking questions in a different manner were also done but the probability of few descend here and there could not be ignored.
6. Only the problems and prospects of the tourism in Hadoti region are covered.

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Chapter 3
Framework of Tourism
in Rajasthan



Chapter 3

Framework of Tourism in Rajasthan

3.0 About Rajasthan

Rajasthan was inhabited long before 2500 BC and the Indus Valley Civilisation had its foundation here in north Rajasthan itself. The Bhil and the Mina tribes were the earliest dwellers of this area. Around 1400 BC the Aryans paid a visit and settled forever in the area. From the times of Harsha (7 AD) to the founding of the Delhi Sultanate, Rajasthan was fragmented in competing kingdoms.

Rajasthan is the home of the Rajputs, a group of warrior clans, who have controlled this part of India for 1000 years according to a code of chivalry and honour akin to that of the medieval European knights. In 16th century the Mughals invaded and with the decline of the Mughal Empire the Rajputs gradually clawed back their independence, at least until the British arrived. After a long freedom movement the present Rajasthan came into existence.

Rajasthan is the biggest state of the country. It lies between 23degree 3' to 30 degree 12' north latitude and 69 degree 30' to 78 degree 17' east longitude. The total geographical area is 3, 42239.74 sq. km. The population is 565.07 lac. Basically it is a desert land. The maximum length from west to east is 869 km, and from north to east is 826 km; nearly 1070 km. western border of the state separates India from Pakistan and is a part of international border also. Uttar Pradesh lies to the east, Madhya Pradesh to the south-east, while Punjab and Hariyana lies to the north and Gujarat is to the south-west to the state.

The most striking feature of this state is its division by the majestic Aravalli range which runs from northeast to southwest for about 688 km. It is the backbone of the state and divides it into two regions with totally different geographical features. The north west of the Aravalli are the Jodhpur, Jaisalmer, Barmer and Bikaner regions. It is the home of arid plains and the shifting sand dunes of the great *Thar Desert*.

Covering a total area of 196,150 sq. km, nearly 57% of the total area of the state. Water levels are very low and have been so for many centuries, yet this land is neither barren nor inhabited. The other side of hills is a land rich in vegetation. Hard granite rocks; scattered hillocks; areas rich in silver, zinc and lead deposit. There are also long stretches of dense forests, lush green valleys and fertile fields.

3.1 History of Tourism Development in Rajasthan

From the point of view of tourism, a few decades ago, Rajasthan has not witnessed strong mark on Indian tourism map. The number of tourist arrivals was restricted to some thousands and the tourists were categorized under two categories: (i) Foreign tourists and (ii) Domestic tourists. The foreign tourists used to visit selected places such as capital city Jaipur, Jodhpur and Udaipur etc. whereas the domestic tourists were confined to Ajmer, Pushkar, Nathdwara and other famous religious places. The contribution of tourism sector was low in the economy of the state and employment opportunities were also limited in this sector.

Keeping in view to increase revenue of the state and employment potential of tourism sector the Government of Rajasthan has established a separate department- Department of Tourism for the policy decisions and publicity of tourist destinations. The state government has established Rajasthan State Hotels Corporation Limited on 7th June 1965 to run state owned hotels. Besides, to enhance tourism sector, in 1979, RTDC was also established for infrastructure development and to cater the needs of tourists such as food, accommodation, transportation, sightseeing, package tours, shopping, light and sound show, boating etc. The prestigious ‘palace on wheels’ started on 26th January, 1982 by RTDC in collaboration with the Indian Railways; similarly ‘ Royal Rajasthan on wheels’ started from January 2009 are drawing foreign tourists as well as elite class domestic tourists to visit in a royal style and experience the grandeur and glory of the state.

Rajasthan State Fair Authority was also established to procure rich religious and social culture of the state. The authority organizes fairs in the state securing the aspects of safety, protection and facilities so that the rich cultural heritage of the state may be safeguarded.

Due to the focused efforts of Rajasthan Tourism Department, various state government agencies and private sector, tourism has grown from an elite and pilgrim phenomenon to a mass phenomenon putting Rajasthan firmly on the foreign and domestic tourist map.

Today, Rajasthan has a specific place not only in India, but also on the world's tourist map. Its desert dotted land with rugged forts, beautiful palaces, temples, lakes, forest glens, wild life, bird sanctuaries, charming cities, fairs and festivals and colourful culture form the most fascinating and unique basket of attractions for any tourist. The state represents an unusual diversity in all its forms- flora-fauna, people, culture, customs, costumes, cuisines, dialects and music.

Tourism industry in Rajasthan is a very important economic activity, which has direct and indirect impact on economic, social and cultural life of the people. This industry has many benefits to the state in terms of foreign exchange earnings, employment generation, increase standard of living, regional development, promotion of international understanding, conservation of local arts and crafts etc.

The state government has already realized the potential of this industry for the economic development in the state and has adopted various measures to promote tourism in the state. The popular slogan "*Padharo Mhare Desh*", means Rajasthan invites and welcomes the tourists has attracted thousands of tourists. Rajasthan is one of the most important tourist destinations in India and south-east Asia. The recent slogan from 2015 is *Jane Kya Dikh Jaye*. For marketing and advertisement purposes the DoT. Government of Rajasthan has formulated certain circuits.

3.2 Major Tourist Circuits in Rajasthan

There are currently 9 tourist circuits or hubs as identified by the Department of Tourism, Rajasthan. These circuits are based on geographical basis. Each circuit has distinctive touristic attractions and places of interest. At the particular time and duration these circuits become vibrant and source of attraction for tourists. The major tourist circuits are as follows:

1. Brij- Mewat Circuit

Alwar, Bharatpur, Karauli-, Dholpur and Sawai Madhopur Districts are covered by this circuit. This circuit has popular wildlife, places of historic and archaeological importance. Ranthambhore and Sariska national parks are famous for tiger's habitats. Bharatpur is well known for its world famous water- bird sanctuary. Karauli is famous for Kela Devi and Madan Mohan Ji temples; places of great devotion. Deeg (Bharatpur) is famous for its royal summer resorts of the rulers of Bharatpur. Brij Utsav (Bharatpur) is also prime attraction for tourists. The tourist season extends from October to February.

2. Shekhawati Circuit

Sikar, Jhunjhunu and Churu Districts are covered in this circuit. No other region in India or perhaps, even in the world has such a large concentration of high quality frescoes as the Shekhawati circuit has. This region is commonly called the 'open-air art gallery of Rajasthan'. This region includes numerous small towns. In Jhunjhunu District- Pilani, Chirawa, Surajgarh-Kajara, Alsisar-Malsisar, Mandawa, Bissau, Mahansar, Nawalgarh, Dundlod, Mukundgarh and Khetri are famous for havelis and frescos. Sakanmbri, Lohargal, Ganeshwar and Baleshwar are famous for pilgrimages. Baggar is famous for reservoir. Salasar Balaji in Churu District is famous for sacred temple of Hanuman ji. Harsh Nath temple, Jeen Mata temple, Ramgarh and Khatu Shyamji in Sikar District are famous for temples and pilgrimages. The tourist season extends from September to March.

3. Dhundar Circuit

Jaipur, Dausa and Tonk Districts are under this circuit. The circuit represents a rich blend of culture, history, architecture and religion. At Jaipur Amer, Jaigarh and Nahargarh are the famous forts. Hawa Mahal is known as 'Palace of Winds', Jantar Mantar, City palace and Jal Mahal are worth to see. Gaitor cenotaphs Galta, Amer Samod, Birla Mandir are famous places of tourists' interest and pilgrimages. Sambhar & Ramgarh are famous lakes. This circuit also includes Abhaneri Stepwell at Dausa and *Sunehri Kothi* at Tonk well known for its golden and mirror work. As the climate of the region is hot during the summer months so peak tourist season

extends from September to March and vacation months. Famous attractions of these areas are: Teej, Gangaur, Kite and Holi or Dhulandi Festivals (Jaipur) and Abhaneri Festival (Dausa).

4. Merwara Circuit

Ajmer, Pushkar and Nagaur are covered by this circuit. This circuit falls in the Sambhar plains is the heart of pilgrim activity in Rajasthan. Ajmer is famous for Khwaja Dargah and Urs. Pushkar is a holy town; internationally known for its annual Pushkar Fair held in November. Thousands of domestic pilgrims and foreign tourists visit the fair every year. Shah Jahan's Mosque, Government Museum, Nasiyan and *Adhi-Din-ka-Jhopra* are prominent places. Ana Sagar and Foy Sagar are famous lakes. Taragarh fort is also a tourist destination. Kishangarh has honour for miniature paintings. The tourist season is spread out evenly during the year, although the tourist arrivals are very high during the annual Urs at Ajmer and at Pushkar fair.

5. Desert Circuit

Jodhpur, Jaisalmer, Bikaner and Barmer Districts are lie under this circuit. The circuit is a part of the great Indian *Thar Desert*, characterized by the sand dunes, thin vegetation and thorny trees. The circuit is popular among foreign as well as domestic tourists. The climate is hot and dry except for a short monsoon period. Hence, tourism season extends from October to March. The admired tourist attractions are: Osian temples (near Jodhpur), Sam and khuri dunes, Lodurva Jain temples (near Jaisalmer), Gajner palace and wildlife sanctuary, Karni Mata temple (near Bikaner) and Nakoda Jain temples (Barmer). Prominent fairs are Marwar Festival (Jodhpur), Camel Festival (Bikaner) and Desert Festival (Jaisalmer).

6. Mewar Circuit

Udaipur, Rajsamand, Chittaurgarh and Bhilwara Districts are covered in this circuit. Mewar region falls under the Aravalli ranges- lush green hills, deep valleys and beautiful lakes are the beauty of the area. City Palace, Jagdish temple, Bhartiya lok kala mandir, Saheliyon ki bari, Pratap memorial, Fateh sagar, Lake pichola, Gulab bari, Ahar, Sajjan garh, Eklingji, Nagda, Haldighati, Nathwara, Kankroli,

Rajsamand lake, Kumbhalgarh fort, Jaisamand lake, Chittaurgarh fort, Victory tower, Meera temple and Padmini mahal are the prominent attractions for domestic as well as foreign tourists. Famous occasions are Mewar Festival (Udaipur) and Kumbhalgarh Festival (Rajsamand). The climate of the region is pleasant from September to March.

7. Godwar Circuit

Sirohi, Pali and Jalore Districts are lie under this circuit. This circuit has the only hill station of Rajasthan i.e. Mount Abu. The highest peak of Aravalli ranges in Rajasthan- Guru Shikhar, Achalgarh, Nakki Lake, Sunset point and Brhammkumari temple are attractions for tourists. Ranakpur and Dilwara Jain temples are renowned for their exquisite stone carvings. Notable attractions are Ranakpur festival (Pali) and winter festival (Mount Abu). The tourist season extends from February to June and in the vacation period from September to December.

8. Vagad Circuit

Dungarpur and Banswara Districts are covered in this circuit. This circuit lies at the southern tip of the Aravalli range; nearby Gujarat border, encompasses wild and rugged terrain in the northeast to alluvial soil in the southwest and offers a combination of tribal culture and history. Key tourist locations in this circuit are Baneshwar Dham, Deo Somnath, Arthuna, Galiyakot and Mahi Dam. Baneshwar fair, in February, is famous where one can see tribe culture. The climate of the region is pleasant except the summer months.

9. Hadoti Circuit

The Hadoti circuit is amongst the least explored regions of Rajasthan and includes the Kota, Bundi, Baran and Jhalawar Districts. The main attractions are beauty of nature, magnificent forts, palaces, temples, fairs and wildlife sanctuaries. Dusshera fair (Kota), Kajli Teej fair (Bundi), Dol fair (Baran) and Chandrabhaga fair (Jhalawar) are major fairs celebrated every year. The tourist season in the region extends from September to March.

3.3 Tourism Products in Rajasthan

Tourism requires certain types of attractions in other words we can say them tourism products. Tourism products are those attractions which fascinate a tourist to visit a destination. There are various types of tourism products in Rajasthan which attract, create desire and inculcate interest among the tourists to visit the state. The tourism products are magnificent forts, palaces and heritage monuments, wildlife sanctuary, parks, lakes, gardens, pilgrimage places, dances, music, fairs and festivals, museums, handicrafts, souvenirs and artefacts and many other products. These tourism products are now the main attractions of tourism industry in the state and greatly contribute in the growing economy by increasing revenue, uplifting the living standard of the common citizens and source of employment. Earnings from tourism help in developing the infrastructure, communication facilities, trading and industrial environment and service sector etc. For successful & sustainable tourism the infrastructure facilities are also necessary.

The delineated explanation highlights the cultural, natural and other diversity of the state and the existing infrastructural facilities which are available for comfort, recreational and service benefits to the tourists:

1. Heritage Tourism

Rajasthan has been always famous for heritage-treasure. The state can be said the open museum of forts, palaces and heritage monuments. There are hundreds of magnificent forts, beautiful palaces, charming havelis, sacred temples, and other splendid architectural monuments and ancient edifices which are spread all over the state; out of them some palaces and forts are famous in the country. Prior to independence the Rajasthan was ruled by 20 small and large princely states. Among them Jaipur, Jodhpur, Kota, Bundi, Jhalawar, Alwar, Bikaner, Jaisalmer, Shekhawati region, Udaipur and Dungarpur etc. were prominent; so almost every state has contributed in this regard.

Though, it is not possible to mention them all, but some of them are worth to mention- Amber fort, Nahargarh fort, Ranthambhore fort, Chhitigarh fort, Taragarh fort, Kumbhalgarh fort, Mehrangrah fort, Junagarh fort and Sonar fort etc. Hawa

Mahal, City palace, Lake Palace, Ummed palace are the main palaces of tourists' attraction. Jantar Mantar, Pratap smarak, Jaswant thada are heritage monuments. All these forts and palaces fascinate tourist to attain knowledge and historical viewpoint on the life style of royal families. Similarly, havelis and other heritage monuments are great attraction. These beautiful and marvellously carved havelis have historical and cultural background. Shekhawati region is an open-air-art-gallery whereas every tourist circuit has a treasure of heritage monuments.

The state government and Department of Archaeology encourage to preserve, conserve and upkeep such heritage properties and take decisions to open some of them for tourism purpose. Foreign as well as domestic tourists are keenly interested to visit such destinations.

2. Wild Life & Eco-Tourism

Wild life and eco-tourism involve personal growth and learning new ways to live on the planet and enjoying company of nature without harming it. Rajasthan has one of the most varied forms of landscape, natural attraction and scenic beauty to attract the tourists. The state has been divided by Aravalli ranges; the world's oldest mountain range. The south-eastern side of Aravalli is green in vegetation; there are hills, deep valleys, perennial rivers and forests while the western part of the Aravalli is deserted. The south-eastern part of the state is a natural habitat of wild animals and various types of wild species are found here whereas the western part of the state is having about 375 species of birds and plants etc. With the focused efforts of Department of Tourism Government of Rajasthan different types of tourist activities have been developed in both of the parts.

Wild-life tourism has been developed in the south-eastern part; wildlife tourism is that activity in which tour is organized and undertaken in order to have a watch and become familiar with wildlife. This type of tourism has emerged in recent years and very popular among foreign as well as domestic tourists. Ranthambhore National Park and Sariska National Park are famous for tiger habitat world-wide. Government of Rajasthan is recently developing Keladevi and Mukundra ranges for tiger reserve; many other sanctuaries are being developed for different wild species.

The Ghana Sanctuary, situated in Bharatpur, is a natural habitat of water-birds. Thousands of migratory birds flock here in July- August on the marshes and low lying trees. They breed here till October- November. There are exotic migrants from Afganistan, Central Asia, Tibet as well as Greyleg Geese from Siberia. Siberian cranes from the Arctic and Barheaded Geese from China. It is a bird kingdom. Ghana is famous among the birds- watching lovers. Tourists from different countries visit here.

Rajasthan is a natural habitat of tigers and many endangered spices. The state has varied vegetation and various species of flora and fauna; some of them are very rare. The rarest bird *Godavan* is found here and has been declared *State Bird*. Similarly in Jaisalmer the Desert National Park with its rolling landscape of the sand dunes and scrub covered hills commands a panoramic view. The variety of wildlife here includes blackbuck, the great Indian bustard, chinkara and desert fox etc.

Rajasthan is also destination for eco tours and gives immense possibilities to relate with the local people and hence also promotes recycling, energy efficiency, water conservation and creation of economic opportunities for the local communities, tourist admires to see solar panels and biogas plants as non conventional energy sources.

3. Desert Tourism

The western part of the Rajasthan is known by the name of *Thar Desert*: it covers nearly 60 percent area of the State where flora-fauna are thin and the population is scattered. This area is immensely rich from the point of view of tourism. The desert environment is a major attraction for visitors, particularly for foreign tourists. Though this area is deserted, but the residents of this area are colourful. Jodhpur, Bikaner, Jaisalmer and Barmer are the major districts of the *Thar* area where various desert festivals and fairs are organized. Camel festival at Bikaner, Marwar festival at Jodhpur, Desert festival at Jaislmer is the major festivals of this area. These festivals are a joyful celebration of the traditional performing arts and creative crafts of Rajasthan; celebrated with great passion and enthusiasm. These colourful fairs and festivals are great attraction for tourists.

4. Adventure Tourism

Rajasthan has hilly as well as plains and desert area. The Aravalli ranges are ideal place for trekking whereas camel and horse safari at Bikaner, Jodhpur, Jaisalmer and Barmer. Polo has a great association with the state and still being played at Jaipur and Jodhpur. Besides, there are numerous lakes and perpetual river like Chambal which offer various types of water activities such as yachting, canoeing, boating and water plays etc. Silysedh at Alwar is a charming place for water plays. The adventure tourism activities not only provide recreation to the tourists but also help in extending the period of stay inside the state and generate a lot of employment opportunities for the local residents with revenue collection.

5. Pilgrimage Tourism

Indian culture and philosophy have mentioned that the spiritual uplift and sacredness are the goals of human life. Besides, all human beings belong to one central power i.e. *God*. This great ideology has given chance to every caste and religion to flourish in India. Rajasthan is also known for the intermingling of different castes, religions and communities. Here we find disciples and followers of different religions and the ideal places of great respect and belief. There are thousands of temples, sacred places, and religious spots; out of which 80 are of esteem importance. The disciples, followers and common person have flourished these places and thus pilgrimage tourism has developed in the state and a source of earnings and employment.

Some famous pilgrimage sites in Rajasthan are: Brahma Temple (pushkar), Tripura Sundri (Banswara), Menaltemples (Bijoliya), Indragarh Mata (Bundi Dstt.).Shree Treenetra Ganesh temple (Ranthambhor), Dargah Sharif (Ajmer), Dilwara temples (Mount Abu), Karnimata temple (Deshnok, Bikaner), Shrinathji temple (Nathdwara), Eklingi temple (Udaipur), Govind Devji temple (Jaipur), Chanderbhaga temple (Keshoraipatan), Jain temple (Ranakpur), Salasar Balaji (Churu Distt.), Meera Shyam temple (Chhitor Garh), Savanria Seth (Mandafia), Dev Somnath temple (Dungarpur), Shakambhari Peeth (Sambher), Jain temples (Osian), Lodrva temples (Jasailmer Distt.), Shree Mahaveer ji (Karouli Distt.), Ranakpur

temples (Pali Distt.), Dwarkadhees temple (Rajsamand) Jeen Mata (Sikar), Khatu Shyam Ji (Sikar), Shivad (SWM) etc. besides, Bhrithari (Alwar Distt.), Narayani Mata (Alwar Distt.), Kalyan ji (Tonk Distt.), Baineswar(Dungarpur Distt.), Matrakundiya (Chhitor Garh), Ramdevra (JaisalmerDistt.), Padampura (Jaipur Distt.), Aadinath ji (Ajmer Distt.), Rameshwaram (SWM Distt.) and Buddhist temples at Kolvi (Jhalawar) are a few places famous for pilgrimage tourism. Holy and pilgrimage destinations are major attraction for domestic tourist.

6. Folk Music and Dance

There have been an importance of folk music and dance in all the nations of the world; so as in Rajasthan. Folk music and dance are its outburst and have become a part of day to day life and social customs. The vivid geographical conditions have created a colourful state that is mingle of the traditions, arts, heritage and culture. Rajasthan is famous for its lively culture. The very base of the folk-music is *lokgeet*. There are various types of *lokgeet*; broadly categorized as – geet of common-men, geet of professional castes and geet of regional identity. These *lokgeet* are sung at various occasions with the help of traditional instruments of music. Rajasthan is a home of rhythm.

The collective outburst of joyful feelings at various occasions has come out as folk-dance. The harsh and dry climate of Rajasthan and its geographical conditions as well as rivers, water channels, desert, forests have affected the nature, character, music and dance of its residents. There are various types of folk-dance; broadly categorized as – dances of regional identity, dances of specific castes and dances of professional castes.

Gair, Geendad and Chung are the regional dances of Shekhawati; Dandiya is a group dance of Marwar; Dhol dance of Jalore; Fire dance by Jasnathi sect; Bum dance of Alwar-Bharatpur and Ghoomer, a community dance for women and performed on auspicious occasions, are main regional dances. Gavari is a famous dance of Bhil community whereas Valar is a popular dance among Garasiya community. Besides, there are various other dances of wondering casts; Kalbeliya dance is famous one of them. Chari dance of Gurjar caste is also a charming dance.

So far dances for occupation are concerned; Bhavai, Terhatali and Kachhi Ghodi are among them. Kathputli is a distinguished dance form of puppets that shows the real stories of great heroes, kings and animals.

In all types of folk dances people wear colourful and bright dresses and use a variety of instruments like sarangi, dholak, dhol, kartal, ektara, harmonium, thal and other local instruments designed for this particular purpose to bring sweetest and loud melody of sound which brings about major attraction among the listeners and participants.

7. Fairs and Festivals

Rajasthan is renowned from the point of view of rich culture which reflects in the dance, folk music, fairs, festivals, architecture, traditional customs, costumes, cuisines and dialects. This richness in culture projects Rajasthan as the ultimate cultural tourism destination. Every year nearly 60 fairs and festivals are held in the various areas of the state.

Rajasthan State Fair Authority has been established to procure rich religious and social culture of the state. The authority organizes fairs in the state securing the aspects of safety, protection and facilities so that the rich cultural heritage of the State may be safeguarded. All these fairs and festivals attract tourists to visit Rajasthan to see the rich culture of the state.

Department of tourism RTDC and other tourism organization organize number of fairs and festivals through out the year in Rajasthan. Major fairs and festivals are Camel festival, Marwar festival, Lake festival, Desert festival, Teej festival, Gangour festival, Bainseshwar fair, Mahaveer ji fair, Kota Dashara fair, Pushkar fair, Maangarh Dham fair, Urs (Ajmer) the largest Muslim fair in India.

Marwar or Mand festival (Jodhpur) is a classical style folk music and dance orientation on the romantic life style of rulers of Rajasthan. Teej festival (Jaipur) is primarily a women fiesta held every year during the Hindu month of Sharvan (July—August) and marks the advent of the monsoon. Traditional sweet are key attraction.

Nagaur fair held every year during the Hindu month of Magh (January-February) provides an opportunity to participate in the local sports indulging cattle like horses, camels and other animals accompanied by their colourfully adorned turbaned owners with flaunting long mustaches. The fair is renowned for sporty games. Summer festival is organized at the only hill station of the state (Mount Abu) for the enjoyment of tourists during summer. In nutshell fairs and festivals are also important tourism products in Rajasthan.

8. Mice Tourism

MICE- *Meeting, Incentives, Conferences and exhibitions* tourism has been recently developed in the state. Rajasthan is a perfect destination of hosting - Meetings, Incentives, Conferences and exhibitions. MICE makes the Rajasthan tour very exciting and offers excellent business opportunities for business houses such as IT, medical, telecommunications, tourism, textiles, media, education, banking, insurance, oil and petroleum, sporting and healthcare, pharmaceuticals, agriculture and food products and many more. The state has an impressive combination of accommodation and other supportive amenities and offers a lot of groundwork for successful execution of conferences and business trips. Some of the services offered for MICE tours in Rajasthan include reception, hotel accommodation land and air transportation, information and hospitality, industrial and technical visits etc.

9. Safari Tours

Gypsy/ jeep and canter safari due to quick speed are quite admired in the hilly and forest regions where the accessibility of animals is little bit dangerous. Western Rajasthan is house of sand dunes so camel safari is very popular in this region. The desert circuit –Jaisalmer, Jodhpur, Bikaner and Barmer is famous for camel safari. Besides, elephant safari, horse safaris are also popular. Travelling by horse or horse carriage safari give thrill. Elephant ride is enjoyed by the tourists while visiting some huge palaces and archaeological monuments where the tourist needs to travel a great arduous distance like Amber fort, Chittorgarh fort and Kumbhalgarh fort etc. Travelling and visiting Rajasthan via expedition and safari tours definitely give a life time positive remark in the memory of the tourists. Both the Government of Rajasthan and the private tour operators offer such kind of

expeditions. Even camp fire, night safari and staying at a unique, unknown and lesser recognized place are the novice type of safari tours being added.

10. Lakes and Water Bodies

Scenic beauty of lakes and water bodies are admired sites by tourists in Rajasthan. The famous lakes in Rajasthan are Pushkar Lake (Pushkar), Pichola Lake, Fateh Sagar Lake (Udaipur), Rajasamand Lake (Rajasamand), Jaysamand (Udaipur) Nakki Lake (Mount Abu), Annasagar Lake (Ajmer), Sambhar Lake (Sambhar), Kailana Lake (Jodhpur), Silysedh (Alwar) etc. These lakes are either man made or natural occurrence. The main attractions of these lakes are the surrounding hills, calm and quiet atmosphere, rich flora and fauna and amusement activities. Since, Rajasthan is a dry land so particularly in summer when tourists visit such spots they feel utmost relaxation and peace.

11. Luxury Trains

Tourism essentially a pleasure activity. The tourists from higher income group are least bothered about the budget. For the tourists who are fond of luxury and want to have a different type of experience; the luxury trains are good option. Palace on Wheels and Royal Rajasthan on Wheels has been introduced by RTDC. Palace on wheel is being run from 1982. It provides the most luxurious means to view the beautiful monuments of the past. Royal background of the train's coaches is responsible for its current name. It is a fully air conditioned train.

It is also a matter of pride that the Council of Pacific Area Travels Writers Association (PATWA) has awarded the Palace on Wheels as the *Tourist Train of the year*.

Keeping in view the success of Palace on Wheels, from 2009 Royal Rajasthan on Wheels is also being run. This train is more luxuries than the former. Both the luxury train are a joint venture of the Ministry of Railways (Government of India) and Rajasthan Tourism Development Corporation Ltd. (supported by the Department of Tourism, Rajasthan Government and Government of India). The trip originates and terminates in Delhi and visits to some of the best known destinations in Rajasthan.

Besides, the fairy Queen and the Royal Orient are the other luxury trains. The Fairy Queen (world's oldest running locomotive) train derives its name from the locomotive that draws the two air conditioned coaches and the tour covers the journey between the cities of Delhi and Alwar and a visit to the Sariska Tiger Reserve. The Royal Orient train also gives fascinating experience of Rajasthan which starts from Delhi and travels across the desert of Rajasthan before moving over to the state of Gujarat. These luxury trains are very popular among foreign tourists.

12. Shopping

Rajasthan is a house of arts. Prior to independence the rulers of the various estates had supported and protected the artists and craftsman in their estates. So various arts and crafts have been developed in the state. There is an age old family tradition of skilled artisans and handicrafts that is being run from generations to generations; thus these artisans have experience and knowledge that is shown in their works.

There are intricately carved handicrafts, gems, jewels and other precious stones items, gold & silver ornaments, textiles and fabrics laden with silver, gold and other valuable thread settings, hand woven clothes made from silk and pure cotton threads, gota, zari, Kota doriya etc. Besides, the list of shopping products also includes embroideries, woollen carpets, blankets, light cotton quilts, dyed cotton fabrics, brass works, wooden toy, leather goods and artefacts, painting and miniatures, camel and horse saddlers, bangles and other handmade ornaments etc. All these are liked and appreciated by many fashion lovers and tourists thought out the world. From that time to till now Rajasthan is in ideal place of shopping and trading. Jaipur, Kota, Jodhpur, Jaisalmer, Udaipur, Bikaner, Pushkar, Ajmer etc. are the main shopping centres.

On behalf of the above mentioned we can say that Rajasthan is a land of history, culture, bravery and romance. The Government of Rajasthan and private sector both are engaged in the development of the tourism industry.

The Department of Tourism in Rajasthan mainly relates to exploring new places, planning and development of new areas, advertisement and motivational activities to enhance tourism industry; similarly private sector generates employment by investment in already developed and new potential areas. All these activities increase income level of the society and help in economic growth and development.

3.4 Existing Infrastructure for Promoting Tourism

Success of tourism in Rajasthan depends upon the adequacy and quality of tourism related infrastructure facilities and services which are available to the tourists. Tourism relevant infrastructure specifically includes the following:

Transport

For tourists travelling in the state of Rajasthan is easy. Economy of Rajasthan depends on tourism therefore it is important for the state to have a good network of transportation. Rajasthan has an impressive transportation system. If the visitors happen to have a short time they will not face a problem visiting the state in little time due to good transport system of Rajasthan. In Rajasthan transport and connectivity related infrastructure includes:

- **Road Network**

The state has a well- developed network of roads. These roads are connected to main tourist hubs within the state and outside the state. Tourists' hubs such as Jaipur, Jodhpur and Udaipur are connected to other tourist places in the state through a well-developed network of roads. The road connectivity in the state has been developed by National Highways Authority as well as State Highways Authority. Rajasthan state highways are well maintained and metalled up for easy and comfortable travelling of people. State Highways are the roads which connect different districts headquarters, tahsils and important towns within the state and connect them to NH or other SH. Currently there are 20 NH with the total length of 5,713 km and 85 SH with total length of 11,716 km. Rajasthan State Road Transportation Corporation (RSRTC) buses facilities, private buses, taxis, cabs and coach services are major means of transportation in Rajasthan.

- **Railways**

Indian railway is the world's largest railway service and Rajasthan is well connected by the Indian railway network. The rail network in Rajasthan mainly falls under the Western, Northern and West Central Railway zones. A small section of track also falls under the Central Railways zone. The total length of railway routes in the State is around 5,920Kms.; out of the total length 3,028 km. is covered under broad gauge, 2,803 km. under meter gauge and 89 km. under narrow gauge.

Jodhpur, Jaipur, Ajmer, Bikaner, Kota, Sawai Madhopur, Chittaurgarh, Merta Road, Bharatpur and Udaipur are the major railway junctions in Rajasthan. All the major cities have regular train services within the state and almost all the important towns and cities of Rajasthan are well connected with four principal metropolitan cities of India- New Delhi, Mumbai, Kolkata and Chennai.

- **Airways**

Rajasthan is the largest of all the Indian dominions. As far as air transport is concerned, Jaipur airport is the only international airport in Rajasthan. There are other airports at Jodhpur, Udaipur. Indian Airlines and Jet Airways operate regular flights to Rajasthan from New Delhi and Mumbai. Most of the foreign tourists land either New Delhi or Mumbai and then take a convenient connecting flight to any of the above mentioned destinations of Rajasthan. At present, 53 domestic and 8 international flights operate out of Jaipur airport.

Although Rajasthan has 19 airstrips and 128 helipads, regular commercial air services are operational only at Jaipur (international), Jodhpur and Udaipur. Kota and Jaisalmer do not have regular commercial flight services in spite of having adequate landing and takeoff facilities. Flights to Jaisalmer have been discontinued recently due to safety precautions. Airports at Jaipur and Udaipur are managed by the Airport Authority of India (AAI) whereas the airstrips at Jodhpur and Jaisalmer are under the control of Indian Air Force (IAF). Air services connect the state to major destination nationwide. Air India, Indian Airlines, Jet Airways, Air Deccan, Indigo, Go Air, Alliance Air, Spice Jet etc. operate regular flights to Udaipur, Jodhpur and Jaipur. There are chartered flights also.

Accommodation

Accommodation is an essential facility for tourists. As the tourists have been increased during the recent years so the demand for star categories of hotels, non star categories of hotels and other dwelling units have been increased. The major accommodations are as follows:

- **Hotels**

Rajasthan offers the tourists a vast range of accommodation options to suit their budget as well as preferences. It is estimated that the total number of hotels in the state is around 1,450 with a bed capacity of approx. 55, 000-60,000. More than 72 % of these hotels are located in the major tourist hubs such as Jaipur (300 hotels), Udiapur (130 hotels), Mount Abu (130 hotels), Jodhpur (90 hotels), Ajmer (70 hotels), Jaisalmer (50 hotels), etc. The hotels in Rajasthan are largely managed by the private sector primarily by local entrepreneurs or local / regional hotels/ groups. Domestic and international hotel chains are also present in the state and offer accommodation primarily in the luxury category. Domestic hotel chains like The Taj group (Indian Hotels Co. Ltd.), The Oberoi Group (East India Hotels Ltd.), Welcome Heritage Hotels (ITC Hotels), HRH Group who owns/ manage several star hotels in the state. Similarly international chains like Holiday Inn, Accor, Radisson, Sheraton, Le Meridian, Quality Inn, etc. also have a presence in the state through franchise arrangements. Rajasthan has been a pioneer state in launching heritage hotels in the country by converting old palaces and havelis of erstwhile rulers into tourist accommodations. These heritage hotels have become extremely popular with tourists, especially the foreign tourists. At present there are 43 DoT recognized heritage hotels in Rajasthan with a room capacity of 2,330 rooms. Apart from these, there are 53 other heritage hotels (with an approx. capacity of 1,800 rooms) which are not recognized by the DoT.

- **RTDC Hotels Accommodation**

RTDC today owns/ manages 61 properties consisting of 36 hotels and 15 motels. In its initiative to privatize its assets, RTDC has leased out some of its properties to private houses. A total of 2,102 bed capacities are available with RTDC across its 4 categories of hotels namely, Elite, classic, Standard and

Economy. Within these RTDC offers suites, AC rooms, cool rooms, huts, ordinary rooms and dormitories to the tourists. Accommodation at the RTDC hotels is available at reasonable tariff. The main/ flagship RTDC Properties in the State are Hotel Gangaur (126 beds), Hotel Swagatam (100) and Hotel Teej (109 beds) in Jaipur, Hotel Moomal (130 beds) in Jaisalmer, Hotel Ghoomar (156 beds) in Jodhpur, Hotel Shikhar (164 beds) in Mt. Abu, Hotel Kajari (141 beds) in Udaipur, Hotel Chambal Tourist Bungalow, Kota, etc. Rajasthan State Hotel Corporation Ltd. (RSHCL) also owns and manages two hotels in the State located at Jaipur (36 rooms) and Udaipur (25 rooms). Indian Tourism Development Corporation (ITDC) manages 3 hotel properties in Rajasthan; One each at Jaipur (99 rooms), Udaipur (54 rooms) and Bharatpur (18 rooms). Besides these there are circuit houses and dak bungalows.

- **Paying Guest Accommodation**

For experiencing local life at a particular place, Rajasthan Government has pioneered a paying guest scheme wherein the tourists can stay as paying guest in a family atmosphere. This scheme is in operation in entire cities of Rajasthan and the estimated number facilities across the state are approximately 450 units with a total capacity of approx. 2, 700 beds.

- **Tents**

Temporary tented accommodation are also available particularly during specific events such as fairs and festivals when there is a large influx of tourists. Presently such tented accommodation with both AC and non AC categories are available in pushkar, Jaisalmer and Nagaur during their fairs and festival is very popular among tourists. Tents are provided by RTDC as well as other hotel chains like the Taj, Oberoi and welcome Heritage. For example during annual desert festival at Jaisalmer and pushkar festival RTDC sets up a temporary tourist village consisting of huts (32), Swiss tents (150), standard tents (50) and dormitories (25). The village also has a coffee shop and dining hall which can cater to 1, 500, guest at a time. Additionally, private hotels also put up over 500 tents during this period, e.g. Royal Camp at Nagaur Fort by Welcome Heritage Group (20 swiss tents), Choki Dhani at Jaipur(31 village huts and executive huts), Samod Bagh (50 swiss tents), The Desert Resort (60 huts), etc.

- **Dharmshalas/Dormitories**

Several religious trusts across the State run dharamshalas/ dormitories which provide basic accommodation largely to the pilgrim tourists. Such accommodations supplement regular accommodation at pilgrim places like Ranakpur, Nathdwara, Ajmer, Pushkar, etc. and also at other cities such as Jaipur, Udaipur, and Bikaner etc. The estimated bed capacity of these Dharamshalas would be close to 8,000 by and large in dormitory style accommodation. This capacity is however flexible and can be stretched to accommodate a large mass of pilgrims arriving during various fairs and festivals.

3.5 Tourism Related Current Infrastructural Projects

1. Centre and State Plants

A number of ongoing/ proposed direct tourism related infrastructure projects in Rajasthan are sponsored by Ministry of Tourism and Government of Rajasthan for the development of tourists' destinations. The infrastructural development works are being executed and financed either by Union Government of India (Ministry of Tourism) under the Central Sponsored Schemes (CSS) or Rajasthan State Government under the State Plan Schemes.

The works under CSS schemes are being executed by Archaeology and Museumology department at Deeg Fort (Bharatpur), Muchkund (Dholpur) and Godwad Circuit. Conversion/ up-gradation works of FCI Dholpur, Sawai madhopur and Udaipur into SIHM are being executed by RTDC. Similarly, many other works under State plan are being undertaken by ASI, PWD, RSRDC and RTDC.

2. Budget Provision

In 2018, out of the total budget allocation of Rs. 2.12 lakh crore, the state government has allotted Rs. 40000 crore (31%) for infrastructure development; Rs. 23500 crore (23%) for rural development; 44000 crore (41%) for social sector and remaining 05% for other schemes totalling to Rs. 1.07 lakh crore. The Department of Tourism has been allotted Rs.113 crore for the financial year 2017-18 and 118 crore for the financial year 2018-19.

There are number of ongoing or proposed tourism infrastructure projects in Rajasthan planned by the state government for the development of infrastructure facilities. The infrastructure development work may be financed either by the Government of India or its any agency or State Government or ITDC. Some of the major completed or ongoing tourism related infrastructural projects in the state are as below; The Government has given relaxation of 50 % in stamp duty on low floor lease or purchasing tourism property in multi storied building.

In 2018, the Government of Rajasthan has made provision of Rs. 10 crore to develop 100 islands at Mahi Dam Project in Banswara. Similarly, for the development of historical and cultural spots a budget provision Rs.2 crore and for Maangarh an additional amount Rs. 7 crore have been sanctioned. For the development of 19 monuments the state government will expend Rs. 33 crore and 25 lakh. Besides, keeping in mind the importance of religious tourism the Government of Rajasthan has allotted Rs. 20 crore for the development of temples; out of which Rs. 10 crore will be spent on Vijva Mata temple, Dungarpur; Lohargal teerth, Jhunjhunu; Murlī Manohar temple and Raghunath temple, Ratangarh (Churu) and Rs. 10 crore on Pushkar. Besides, for pollution control 26 Districts are to be covered under the scheme of Continuous Ambient Air Quality Monitoring system. It will help in favour of tourists.

The units of entertainment and tourism sector which were having rebate in entertainment tax and luxury tax before the commencement of GST; such units will get GST based subsidy.

3. Jaipur International Airport Project

Jaipur airport is upgraded to an International standard with extension of runway to 9,000 ft. and construction of new control tower and parking bays. The Jaipur airport administration will start renovation work of terminal 1 next month and plans to make it operational by September 2018. The move to revive the old terminal, which is at present being used for cargo services, is aimed to cater to the increasing passenger load at terminal 2. The project is implemented through the efforts of RTDC supported by AAI.

Recently a policy decision has been made to transfer the administration of this airport in PPP model.

4. Transferring of Hotel Jaipur Ashok

On the request of Government of Rajasthan in 2016, the ITDC has executed a pact to transfer Hotel Jaipur Ashok to Rajasthan Government at a negotiated price of Rs.14 crore. A triplicate memorandum of understanding (MOU) has been executed amongst ITDC, Ministry of Tourism and Government of Rajasthan for transferring the hotel back to State government at its request. The hotel was given on lease to ITDC.

5. Various Hotel Projects Across the State

Private sector is creating infrastructure like hotels and resorts in the State likewise, Vision Hotels and Resorts (Leela Group), Marwar Hotels (Accor Group) EIH Ltd. (Oberoi Group), Royals Manor Hotels and Industries Ltd., in Udaipur, Suman Motels Marwar Hotels (Accor Group) in Jaisalmer and Royale Manor Hotels and Industries Lit. in Jodhpur, etc.

6. Highways & Roads

Including Dholpur National Highway some more 2-3 NH will be developed as emergency landing air strips. In every constituency 15 Km. new roads will be made. At the remaining Gram Panchayat headquarters a village Gaurav path will also be made. For the construction of new roads in city and villages a provision of Rs. 767 crore has been made in the budget of 2018. Besides, Rs. 10 crore will be expended on proposed Road Safety Centre in Jaipur.

7. Metro

The Jaipur city is having metro rail services. The work is in progress. The metro services from Chandpole to Badi Chuopar is likely to start in current year.

8. Others

The Government of Rajasthan has taken decision to promote the project of Smart city related to Jaipur. An underground road from Ramniwas garden to Joravar Singh gate, 40 electric buses and Dravawati Smart Corridor are already in progress.

- New airports at Kishangarh (Ajmer), Sawai Madhopur and Jhalawar (proposed).
- Development of Desert Circuit.
- Foot craft institutes (Ajmer and Udaipur).
- Organization of lights and sound shows at the Chittorgarh fort, Khumbalgarh fort and Jawahar Circle (Jaipur).
- Renovation, reconstruction and commercial use of the Tizara Fort (Alwar) as hotel; the property has been allotted to M/s. Neemrana Hotels Pvt. Ltd.
- Conservation and renovation of Gagron Fort, Garh palace (Jhalawar), cenotaph of Amar Singh Rathore (Nagaur).
- Constitution of heritage walks way in the walled city of Karauli.
- Integrated development of the Pushkar Ghats.
- Construction of ropeways projects at Udaipur, Pushkar, etc.
- Promotion of golf tourism for increased tourist stay.
- Organization of charter flights between major tourist destinations in the State.
- Adventure sports tourism at Kota and Jaipur.
- Latest informative web portal page.
- For creating interest and knowledge for tourism a list of 9,000 heritage properties throughout Rajasthan is online at the Ministry of Tourist (Rajasthan) website.
- Latest slogan 'Jane Kaya Dikh Jaye' for tourism 2015 and onwards launched.

3.6 Tourist Arrivals in Rajasthan

Over the last two decades, Rajasthan has emerged as one of the leading state in India and the state was the third preference of tourists after Goa and Kerala as

travelled destination in India. Nearly 18 to 22 percent of the foreign tourists who come to India visit Rajasthan also. In 2017, 47.52 million or say more than 4 crore 75 lakh tourists visited Rajasthan. So far foreign tourists are concerned on the basis of origin; the 10 top countries are—France (14.07%),UK (9.50%),USA (9.45%), Germany (7.55%), Australia (4.59%), Italy (4.11), Canada (3.46%), Bangladesh (2.77%), Japan (1.89%), Switzerland (1.34 %) and remaining 41.27 % from the other countries.

Statistical data regarding tourists in Rajasthan for the period of 2010 to 2017 are as follows:

TABLE 3.1: TOURIST ARRIVALS IN RAJASTHAN

(As on 31st March)

Year	No. of Tourists			Percent change over previous Year		
	Domestic	Foreign	Total	Domestic	Foreign	Total
2010	25543877	1278523	26822400	- 0.06	19.11	0.71
2011	27137323	1351974	28489297	6.24	5.74	6.21
2012	28611831	1451370	30063201	5.43	7.35	5.52
2013	30298150	1437162	31735312	5.89	-0.98	5.56
2014	33076491	1525574	34602065	9.17	6.15	9.03
2015	35187573	1475311	36662884	6.38	-3.29	5.96
2016	41495115	1513729	43008844	17.92	2.60	17.30
2017	45916573	1609963	47526536	10.86	5.96	10.46

(Source: Deptt. of Tourism, Government of Rajasthan, Progress Report, 2010-2017)

The analysis of the above table reveals that:

- There is an increasing trend in the domestic tourist arrivals in Rajasthan whereas a mix trend in the foreign tourist arrivals till 2015; after then an increasing trend in FTAs.
- In 2015, there was a decrease of 3.29% in foreign tourist arrivals in Rajasthan whereas there was an increase of 6.38% in domestic tourist arrivals as compared to 2014.

- In 2016, there was an increase of 17.92% in domestic tourist arrivals and 2.60% in foreign tourist arrivals in Rajasthan as compared to 2015.
- In the year 2010, 12.78 lacs foreign tourists visited Rajasthan, while in 2017 this figure was 16.09 lacs. The cumulative growth rate was 25.89% and the annual average growth rate was 3.70% during this period.
- In 2010, 2.55 crore domestic tourists visited Rajasthan whereas in 2017, this figure was 4.59 crore, measuring the CGR 80% and the AAGR was 11.42%.

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Chapter 4

**Framework of Tourism
in Hadoti Region**



Framework of Tourism in Hadoti Region

4.0 About Hadoti Region

“The area ruled by the Hada rulers or the Hada community, a clan of Rajput; present day Kota, Bundi, Baran and Jhalawar; is known as the Hadoti region”.

Rajasthan, the largest state in the country in terms of area, is made up of different terrains that are formed by the majestic Aravalli mountain range, which runs from northeast to southwest. Southern and southeast Rajasthan is mainly a plateau; almost shielding Rajasthan from southern India. The Vindhya ranges, known here as the *Hadoti Plateau*. Its average height is 500 m.; at some of the places there are lower hillocks. The nature is very generous in this area. The region is rich in vegetation. Besides, the Aravalli has blessed this region with hard granite rocks, scattered hillocks and many other minerals and ores. This area is chiefly drained by the River Chambal. The Chambal and its tributaries have been honoured to flourish early civilization in Rajasthan. There are so many caves and cave paintings as the evidence in this regard. These are estimated nearly 25000 to 75000 years old. One can notice a rare continuity in the history of the region; a number of excavated mounds have yielded copper, iron and terracotta artefacts, stone jewellery, terracotta beads, red earthenware, seal and coins, belonging to early history of the mankind. This region was ruled by *Hadas*, a clan of Rajputs, presently covers Kota, Bundi, Jhalawar and Baran Districts.

The Hadoti region of south eastern Rajasthan lies between Malwa Plateau in the east, Aravalli range in the west, Mewar plateau in the south west side. It is adjacent with Madhya Pradesh. The River Chambal is main perennial river. Kalisindh, Parvati and Parvan are the other rivers of this region. Hadoti region is 7.06% of the total area of Rajasthan, where 8.37% of the total population of the state reside.

The region has lush green valleys, dense forests, lakes and fertile fields. All these form a picturesque countryside. Kota is situated along the eastern bank of river Chambal, Bundi is older than Kota; is surrounded by the Aravalli hills on three sides and is circumscribed by a massive wall with four gateways. Jhalawar lies at the edge of the Malwa plateau and has rocky, but water-laden verdant landscape and Baran is rich in forests, forts, temples and other places of interest.

4.1 History of Tourism Development in Hadoti Region

From the point of view of tourism, Hadoti circuit covers four districts namely- Kota, Bundi, Jhalawar and Baran. Years ago, moving through this rugged, uncompromising land was not an easy task. Rudyard Kipling, famous English writer and winner of Noble Prize for literature visited this region in 19th century, is supposed to be the first authentic foreign tourist of this region. He travelled his journey from Jaipur to Bundi on a horse and was so inspired with the picturesque beauty of Bundi that he has written about it in his biography. Similarly, James Todd, a historian has also written praiseful about the fort of Bundi.

A few decades ago, even Rajasthan had not witnessed strong mark on Indian tourism map. The number of tourist arrivals was restricted to some thousands. The contribution of tourism sector was low in the economy of the state and employment opportunities were also limited in this sector. The arrival of foreign tourists as well as domestic tourists were just countable in Hadoti region.

Keeping in view to increase arrival of tourists and consequently revenue, income level of the region and employment potential the Government of Rajasthan has established separate tourist offices at every district headquarters of Hadoti region, except Baran. The main objectives of these offices are publicity of tourist destinations and to provide tourists' related facilities. Besides, to enhance tourism sector, in 1979 RTDC was also established for infrastructure development and to cater the needs of tourists such as food, accommodation, transportation, sightseeing, package tours, shopping, light and sound show, boating etc.

The RTDC has established hotel units at various districts of Hadoti region (except Baran) to provide above said facilities to tourists.

Rajasthan State Fair Authority was also established to procure rich religious and social culture of the state. The authority organizes fairs in the Hadoti region securing the aspects of safety, protection and facilities, so that the rich cultural heritage of the region may be safeguarded. Due to the focused efforts of Rajasthan Tourism Department, various state government agencies and private sector, tourism has grown from an elite and pilgrim phenomenon to a mass phenomenon putting Rajasthan firmly on the foreign and domestic tourist map, but despite of its rich natural beauty and cultural history, Hadoti is one of the least explored area of Rajasthan

4.2 Tourist Arrivals in Hadoti Region

Over the last two decades DoT, RTDC and other agencies are trying to increase tourists in this area. Various fairs and festivals are being organized by the tourism department; some notable are- KajleeTeej Bundi; Dol Fair, Baran; Dusshera Fair, Kota; Chandrabhaga Fair, Jhalawar and Bundi Festival, Bundi. With the focused efforts tourists' inflow have been increased in this area.

Statistical data regarding tourists in Hadoti region for the period of 2010 to 2017 are as follows:

TABLE 4.1: TOURIST ARRIVALS IN HADOTI REGION
(As on 31st March)

Year	No. of Tourists			Percent change over previous Year		
	Domestic	Foreign	Total	Domestic	Foreign	Total
2010	247850	19853	267703	- 04.10	- 26.90	-6.27
2011	216446	19802	236248	- 12.67	- 00.25	-11.74
2012	198836	18525	217361	- 08.13	- 6.44	-07.99
2013	201423	18708	220131	01.30	0.98	01.27
2014	194736	18687	213423	- 03.31	- 00.11	-03.04
2015	237598	17978	255576	22.01	- 03.79	19.75
2016	237850	17328	255178	00.10	- 03. 61	-00.15
2017	235079	16457	251536	- 01.16	- 05.10	-01.42

(Source: Annual Progress Report, DoT. Govt. of Rajasthan, 2010-2017)

The analysis of the above table reveals that:

- There is mix trend in the domestic tourist arrivals in Hadoti region whereas a decreasing trend in foreign tourist arrivals during the entire period of 2010 to 2017.
- In 2015, there was a boom of 22.01 percent as compared to 2014 in domestic tourist arrivals in Hadoti region whereas there was a decrease of 3.79 percent in foreign tourist arrivals during the same period There was a decreasing trend in FTAs in 2016 to 2017 also.
- There seems stagnation in foreign tourist arrivals as well as domestic tourist arrivals during the period of 2015 to 2016, whereas a decrease of 1.42 % in total tourist arrivals in 2017 was observed in Hadoti region.

4.3 Tourist Attractions in Hadoti Region

Tourism requires certain types of attractions in other words we can say them tourism products.

Tourism attractions are those products which fascinate tourists to visit a destination. There are various types of tourism products in Hadoti region which attract, create desire and inculcate interest among the tourists to visit the region. The tourism products are magnificent forts, palaces and heritage monuments, wildlife sanctuary, parks, lakes, gardens, pilgrimage places, dances, music, fairs and festivals, museums, handicrafts, souvenirs, artefacts and many other products. These tourism products are now the main attractions of tourism industry of the Hadoti circuit and contribute in the growing economy by increasing revenue, uplifting the living standard of the common citizens and source of employment. Earnings from tourism help in developing the infrastructure, communication facilities, trading and industrial environment and service sector etc.

For marketing and advertisement purposes the DoT. Government of Rajasthan has formulated certain circuits. Similarly, for the development of tourism of this region the Department of Tourism has formulated *Hadoti Circuit*. The Hadoti circuit is amongst the least explored regions of Rajasthan. For successful and sustainable tourism the infrastructure facilities are also necessary.

The delineated explanation highlights the cultural, natural and other diversity of Hadoti region & the existing infrastructural facilities which are available for comfort, recreational and service benefits to the tourists.

As Hadoti region includes Kota, Bundi, Baran and Jhalawar districts, so some of the significant tourism attractions of Hadoti circuit are discussed accordingly:

4.3.1 Tourist Attractions in Kota District

Kota was established as independently ruled state in 1624 by Rao Madho Singh of Bundi. Presently, Kota district is situated in the south- eastern part of Rajasthan between 23 degree 56'to 25 degree51'north latitudes and 75degree 37' to 76 degree 38' east longitudes. It is bounded on the north and north-west by Sawai Madhopur, Tonk and Bundi districts, on the west by Chittorgarh, on the south by Jhalawar and Mandsoore district (M.P.) and on the east by Morena, Shivpuri and Guna districts of Madhya Pradesh and by Baran district of Rajasthan. The total area of the Kota district is 5217 sq km. The area of the district is 1.52 % of the total area of the Rajasthan. Kota is one of the eastern districts of Rajasthan and is something like a "Dumble" in shape. The Mukundara range of Vindhyan is a life line of Kota.

Forest is nearly 23 % of the total area. Presently, Kota is a major educational and industrial town. It has ancient links linger strongly in form of various structures, ruins, paintings, murals and other crafts. Kota is also celebrated for its painted ceramics and black painted pottery and filigree work. There are many attractions scattered in the city and adjoining areas. Kota can be turned into a tourism based city along with educational and industrial city. There is good potentiality.

The main attractions are as follows:

1. Garh Palace

Kota was established as an independently ruled state in 1624. The first ruler of Kota was Rao Madho Singh. The impressive palace complex of Kota is situated at the bank of Chambal. The first foundation of the palace is at the same place where the chief of Bhil tribe Koteya was slain. The Chambal River provides natural

protection to the palace from three sides. The Gulab Mahal that faces the river was built by Maharao Ummed Singh II and adjoining Purana Mahal belongs to the time of Jait Singh. The rampart of this fort is one of the highest in Rajasthan. Madho Singh Mahal, Arjun Mahal, Hawa Mahal, Divan-E-Aam, Akhada Mahal, Kanvarpada Mahal are worth a visit for their wall paintings depicting floral and faunal diversity, hunting scenes, processions and scenes from the legend of Lord Krishna who is considered the ruling deity of Kota.

2. Maharo Madho Singh Museum

The museum is situated in *Garh Palace* of Kota and is named after the first Maharao of Kota. The Rao Madho Singh museum is a private collection of items belonging to the erstwhile rulers of Kota. The museum has a superb collection of Rajput miniature paintings of the Kota school, exquisite sculptures, frescoes and an armoury. The museum is also famous for shields made of animal skin (mainly crocodile and buffalo). These shields were manufactured in Kota and came to be regarded as a status symbol for nobles and kings both in Rajput as well as Mughal courts as they were decorated with gold and silver intricately merged into a painting.

The *Garh Palace* has more than 300 original miniature or mural paintings of Kota school of art (17th to 19th AD). The museum also houses a rich repository of artistic items used by the Rulers of Kota. It is one of the best museums of the state.

3. Braj Vilas Palace Museum

Braj Vilas Palace was constructed in 1738 AD by Rani Braj Kanwar, a princess of Udaipur, who was married to Maharao Durjan Sal of Kota. Originally used for royal celebrations. This museum is now known as the 'Government Museum' and is considered to be one of the best maintained museums in Rajasthan. Located in the northern part of the Kishore Sagar Lake, this museum houses an interesting collection of coins, weapons and statues. Although, the museum concentrates more on the region's culture, objects of scientific and historical importance are also exhibited here. The museum contains a wide range of objects including manuscripts, documents artefacts, heirloom items and archaeological objects. Especially noteworthy is an exquisitely carved stone statue of Lord Vishnu

reclining on three serpent Shesha, with Lakshmi at his feet. This important statue was brought here from nearby Badoli. The local art and craft of Hadoti region is one of the special features of the museum.

4. Jag Mandir

Jag Mandir palace is situated in the middle of Kishore Sagar-an artificial tank. This palace was built in 1740 AD by Maharani Braj Kanwar of Kota. This palace was pleasure place for the rulers of Kota. Though Jag Mandir is an attractive sight at any time, but best seen in the early hours of the day. Colonel James Todd described it as “a little fairy islet with its light Saracenic summer abode.”

5. Kota Barrage

The Chambal is the life line of Kota and barrage is a part of the irrigation canal system of the River Chambal. It controls the flood water and supply water to canals which is used for irrigation and also serves as an alternative bridge in the monsoon season. The barrage provides a beautiful setting for outings and evening strolls.

6. Haveli of Devtaji

Devta Shridharji was a rich businessman and the haveli is situated in the middle of a market. The haveli is known for its splendid frescoes and ornate rooms with beautiful wall paintings, artefacts and antique pieces, a large courtyard, huge rooms, a spacious lobby and an additional courtyard meant especially for women. Besides, the intricate marble carving and murals adorning the *haveli* are worth to visit.

7. Mathuradheesh Temple

This temple was built in 18th century. The ruler DurjanSal shifted the image of Lord Krishna from Bundi to Kota. It is located in the heart of the city and is a sacred place for the *Vallabha Sampradaya*. This temple ranks first among the seven *pithas* of the *Vallabha sect* in India.

8. Kshar Bagh

Kshar Bagh is situated near the Kishore Sager Tank. This place is the final resting place of the rulers of Kota. The intricately carved *chhatris* (cenotaps) of 14 rulers stand in wooded enclosures.

9. Chambal Garden

The Chambal Garden is a well-developed, lush green garden and a popular picnic spot. Its proximity to the river Chambal allows the visitors to enjoy boat rides here.

10. Adharshila and Sufi Dargah

This is a natural formation where a large rock suspended in the Chambal river valley and provides an interesting view. Near to it there is a shrine of Sufi saint, where devotees come in large number to pay homage.

11. Kansua

Kansua temple is situated at the east of Kota. This temple is dedicated to Lord Shiva and was constructed by Raja Shivgana Maruya in 738 AD. This temple is enclosed by a wall and having a main Shiva temple and a few smaller shrines, all with *Shivalingas*. The *Shivalinga* of Kansua temple is unusual it has four head and carved out of stone. Though the temple is old and in ruined state even then the intricate carving on the stone edifice gives an indication of the temple's beauty.

12. Kota Doriya

Kota is famous for Kota Doriya; one of the best known and popular product of Kota is the *doriya* (thread) saris, known simply as the "Kota Doriya." Originally, these gossamer light cotton saris were called Masuria because they were woven in Mysore. The tradition of this weaving can be traced back to the times of the Mughal Emperor, Aurangzeb, when the Dorias were woven at many places, but the practice has survived only near Kota in the late 17th and 18th century and the saris came to be known as 'Kota Masuria' as acknowledgement to its Mysore link, Rao Kishore Singh, a general in the Mughal army, was credited with bringing the weavers to Kota. Kaithun, a small township located just outside Kota, became a hub for this activity.

13. Dusshera Fair

The Dusshera Fair of Kota is famous in the State as well as in the nation. This fair is celebrated in the month of October or November to commemorate the death of Ravana by Lord Ram. As a tradition, before burning, initial prayer meeting is held at Garh Palace, thereafter the burning of effigies of Ravana, Kumbhakaran and Meghnath take place on the ground with colourful lightening and crackers. The entire fair lasts for 15 days where shops, performers, displayers and food courts from the entire nation are held at one place. Besides, cultural, folk and musical programs are also held each night. Both domestic and foreign tourists are very much fascinated towards the fair.

14. Nhan Festival of Sangod

It is unique festival of colours, celebrated in the month of March at Sangod which is a small township about 60 km. from Kota. During the festival the whole town and its neighbouring villages immerse themselves in water colours; coloured powder and the locals dress themselves in cartoon caricature or imitate some renowned personality. The lilting folk tunes and bawdy songs may be heard until late in the night.

Excursions from Kota

1. Charan Chauki and Dadh Devi

Charan Chauki is a religious place for the residents of Kota and it is believed that Lord Krishna rested here for some time while on his way from Mathura to Dwarka. The footprints of Lord Krishna are said to be preserved on this spot and have a great reverence. Dadh Devi temple, nearby to Charan Chauki, is a deity of the royal family of Kota. This temple is located in the midst of a wooded area.

2. Abhera Mahal

This is an 18th century palace situated on the bank of a tank that has lotus flowers. The small garden and the paintings of Kota School are other attractions. This palace was famous for domesticated crocodiles during the period of Maharao Ummed Singh II. The tourists can watch migrant birds here during the period from August to March; more than 150 species of migratory and local birds converge here.

3. Gardiya Mahadev

Gardiya Mahadev temple is located at the northwest direction of Kota. This temple is worth to see for its location as well as some beautiful views of the Chambal gorge.

4. Alaniya

The early civilization in Rajasthan was developed in the valley of Chambal; the cave shelters and cave paintings at Alaniya are the evidence that prehistoric man resided here. The experts consider them to be as old as 30000-25000 B.C. The ochre, green, red and white coloured drawings provide a view of the social life and the intellect of the early man. These rock shelters on the bank of River Alaniya have some of the most primitive paintings dating back to the Upper Palaeolithic Age, which depict animal figures, geometrical designs and hunting scenes. The older paintings depict wild animals, human figures and abstract designs, whereas at some places village life and agro-pastoral way of life has been shown.

5. Charchoma

Charchoma lies to the southwest of Kota and is an archaeologically important site. There is an ancient Shiva temple having four- faced *Shivlinga* probably goes back to the 5th century as two inscriptions of that period have been found here.

6. Abla Meeni Palace

This palace is located on a hillock at Darrah. This palace was built by Rao Mukund Singh for Abla Meeni who was a mistress of him. This can be visited from Darrah Sanctuary.

7. Badoli Temple Complex

These temples were built by the rulers of Bhainsrodgarh between 9th to 12th centuries. The road to his beautiful complex passes through a beautiful thickly-wooded *ghat* (hill) section. It runs parallel to the river Chambal and enters the Mukundara wildlife reserve. Badoli temples have some of the best temple architecture that can be seen In Rajasthan.

Originally there were 73 temples, of these 42 temples were devoted to Lord Shiva, 22 to Lord Vishnu and 9 to Suryabut. Very few remain today. The main and the best surviving temple here is the 10th century Ghateshwra Mahadeo temple that stands at height of 52 fit and is beautifully adorned with amorous figures of *apsaras* and the deities Ganga and Yamuna, carved with delicate grace.

The Mahishasurmardini and Trimurti temples near Ghateshwar were built in the 10th century are also of touristic interest. These temples are decorated with a finely carved pagoda. The motifs on the pagoda are so intricately etched that they almost appear to be a fine transparent screen. There is a group of smaller temples, situated near small pool, which are now in ruined condition. The famous statue of reclining Lord Vishnu, now at Government Museum, was originally located here.

8. Mukundara National Park

Darrah is the shortened version of its full name Mukundarrh. It was named after Rao Mukund Singh. *Darrah* is a pass between River Chambal and River Kali Sindh. This pass is covered by dense forest where many battles were fought between Hadas and other neighbouring rulers. This area is a natural shelter of wild animals and previously it was a hunting ground of the rulers of Kota.

At Darrah, there are ruins of Bhim Chauri temples which are said to be wedding venue of the marriage of Bhim and Hidimba. Besides, an important stone inscription dating back to the 5th century, which records the fact that a general of the imperial Gupta army died here while fighting against the Huns. Darrah Wildlife Sanctuary was established in 1955 and covers an area of 300 sq.km. Keeping in mind the rich abode of flora and fauna, the State Government has upgraded it into national park and t is planning to develop this area as a tiger reserve where tigers from Ranthambhore National Parks are going to be shifted.

9. Tiptiya

It is the most recent discovery that may be viewed while visiting Mukundara National Park. A little uphill climb takes the tourist to an awesome façade of animal figures, human forms and patterns dating back to early and beyond. A well preserved collection of cave art of early man is also available at Kanya Dah in Baran district.

10. National Chambal Ghariyal Sanctuary

It is situated at a distance of 80 km. from Kota district and covers an area of 280 sq. km. It is a rare riverine sanctuary of India. The length and bank of the Chambal river between Jawahar Sagar Dam in Rajasthan and Pachnada in Uttarpradesh are accorded with sanctuary status. The prime object of this project is to protect two of the rarest crocodilian species namely- Marsh and Indian Ghariyal. This sanctuary is famous for sun basking ghariyals in winter on the river banks. They may be easily sighted between Jawahar Sagar Dam and Kota Barrage by taking a boat ride. Tourists can enjoy the wild life also. The panther, sloth bear, hyena, blue bull, chinkara, porcupine are usually seen on the river banks. The great horned owl, dusky horned owl, vulture species, storks, cormorants, darter, osprey and many other birds' species inhabit the sanctuary.

11. Chambal River

The Chambal River in Kota is fast developing a tourist hub with a wide variety of water sports such as boating, yachting, canoeing, kayaking, river cruises and other popular water sporting.

Tourist Arrivals in Kota District

Statistical data regarding tourists in Kota district for the period of 2010 to 2017 are as follows:

TABLE 4.2: TOURIST ARRIVALS IN KOTA DISTRICT

(As on 31st March)

Year	No. of Tourists			Percent change over previous Year		
	Domestic	Foreign	Total	Domestic	Foreign	Total
2010	97971	3450	101421	- 8.74	- 52.29	- 11.49
2011	69640	2441	72081	- 28.9	- 29.24	- 28.92
2012	62029	1881	63910	- 10.92	- 22.94	- 11.33
2013	63015	2889	65904	1.58	53.58	- 03.12
2014	51467	3516	54983	- 18.32	21.70	- 16.57
2015	90598	2574	93172	76.0	- 26.79	69.45
2016	89546	1778	91324	- 01.16	- 30.92	- 01.98
2017	91966	1656	93622	2.70	- 6.86	02.50

(Source: Annual Progress Report, DoT. Govt. of Rajasthan, 2010-2017)

The analysis of the above table reveals that in comparison of the year 2010 the total tourist arrivals has been decreased in 2017, though there was a boom in domestic tourist arrivals in 2015 as compared to 2014. Similar trend has been observed in foreign tourist arrivals in 2013 as compared to 2012. In 2017 the total tourist arrivals has been increased by 2.5% in Kota district.

4.3.2 Tourist Attractions in Bundi District

‘Valley of Bunda’ or ‘Bunda ki Naal’ was a territory of Meena Tribes which later occupied by Rao Deva, a warrior of Chauhan clan. Bundi was established as the capital. In Bundi, there were so many temples that it was known by the name of ‘Chhoti Kashi.’

The district is situated in the southeast of Rajasthan, between latitudes 24 degree 59’ and 25 degree 53’ north, and from 75 degree 19’30’’ and 76 degree 19’ 30’’ east longitudes. Bundi is bounded in the north by Tonk district, in the west by Bhilwara district, and in the southwest by Chittorgarh district. Naval Sagar Jait Sagar, Phool Sagar and Dugari Lake are important water deposits in Bundi. Presently, Bundi is a main city from the point of view of number of foreign tourists arrival in Hadoti region. The hotel industry is in developing stage. The area is still spread over with pre historic cave paintings, exquisitely carved temples, various heritages, ruins, paintings, murals and other artefacts. Bundi is recognized for its surroundings, rivulets, hills and valleys, lush green fields, rich variety of flora and fauna, palatial structures, magnificent fort, beautiful palaces, cenotaphs and some of the most amazing step wells. The exceptionally unique town of Rajasthan surrounded by Aravalli and Vindhya hills has the potentiality to become a hot tourist spot not only in Hadoti region, but in Rajasthan also.

The main attractions are as follows:

1. Taragarh

Taragarh fort was built by Hada ruler Ber Singh in 1354 AD. It is one of the amazing fort of Rajasthan. This fort is situated on a 430 M. high hill. The architecture of the fort along with its massive gateway with detailed carvings of

elephants and sturdy ramparts are a marvellous example of *giri durg*. From the top of the Taragarh Fort the panoramic look of the surroundings and picturesque view of the Bundi can be seen. It is also known by the name of *Ghar Palace*; Later on the rulers of Bundi added their contribution by other new constructions time to time. Col. Todd has considered it as one of the magnificent palaces of Rajputana.

Chhatra Mahal Palace section was added by Rao Chhatrasal and is famous for murals, secret chambers, trap doors and foliage-shrouded windows; that's why Rudyard Kipling considered it to be the work of goblins rather than men. The Ratan Daulat is a royal court that was built by Rao Ratan Singh where he designed to provide space for stabling nine horses and a Hathi Pol for elephants. The stone throne is also an attraction. Badal Mahal, Phool Mahal, Moti Mahal, Hazari ploe, Naubat Khana, Hati Pole with its old water clock and Diwane- e- Aam are worth to mention. The palace in the night, illuminated by lights, looks fascinating.

2. Chitrashala

Chitrashala was constructed by Rao Umed Singh during his regime from 1749-1773 for encouragement of arts, especially paintings. A new school was emerged naming – *Bundi School*. Among the famous Bundi School paintings are *Ragmala* and *Barahmasa*. The Ragmala is the depiction of a narrative portrayal base on traditional melodies whereas the Barahmasa is a series of paintings that portray life during each of the 12 months of the Indian calendar. The Chitrashala is a house of frescoes showing the famous miniature art of Bundi School. The other subject is *Raslila*, the epic story of the life of Radha and Krishna. Besides, court and hunting scenes painted beautifully in shades of blue, green and turquoise are major attractions.

3. Nawal Sagar

It is situated just below the Ghar palace and was constructed by Maha Rao Umed Singh in 18th century; Later on some new constructions were added by Rani Sunder Shobha, wife of Rao Vishnu Singh. It is a square-shaped artificial lake. Here is a shrine of Lord Varuna who is considered as a god of water and wind. The spectacular reflection of the town as well as palace is a great attraction for the tourists.

4. Jait Sagar

The nature has blessed Bundi with greenery and several water bodies. Jait Sagar is one of them. It was constructed by Rao Jaita. Jait Sagar is situated in the north side of the district surrounded by hills.

5. Rani Ji Ki Baori

Raniji ki Baori was built by Rani Nathawatji in 17th century. It is one of the largest step wells of its kind in entire region. It is 46 m. deep and has splendid domes, spires and intricately carved stone brackets.

6. Sukh Mahal

Sukh Mahal is located on the bank of Jait Sagar. In fact it was the pleasure place for the rulers of the Bundi. The lush green water and cool atmosphere are great attraction of this place. The famous writer Rudyard Kipling stayed here during his visit. Here is a room in the memory of his stay. It is said that he inspired at this place for his well-known work *Kim*. There are many stories about this place. One of them is that there was a secret tunnel from the palace to reach here; the princes had the freedom to sneak away from the watchful eyes of their elders.

7. Shikar Burj

Shikar Burj was built by Rao Umed Singh in 18th century near Jait Sagar. This was the royal hunting lodge in those days. This place is nearly 5 km from Bundi, surrounded by greenery, the place is ideal picnic spot.

8. Kshar Bagh

Kshar Bagh is situated close to the Chhatra Vilas Garden. Here the cenotaphs of the former rulers of Bundi exist. The architectural elegance of some of the cenotaphs is worth to visit.

9. Cenotaph of 84 Pillars

It is situated in the heart of Bundi and was constructed by Rao Anirudh Singh in the memory of his wet nurse in 1683 AD. As from its name reflects that it

has 84 pillars. So it is also famous by the name of *chaurasi khambhon ki chhatri*. It rests on a plate form of 12 ft in height. It is double storied structure looks like a cenotaph as well as temple, because there is a *Shivlinga* also. There are sculptures of animals carved on the plate form and the ceilings on both of the floors are decorated with paintings of battles.

Excursions from Bundi

1. Kartik Fair- Keshoraipatan

Keshoraipatan temple is situated on the bank of River Chambal. It is a pilgrim place of great devotion for Hindus. On every Kartik Purnima a fare is held. The devotees take a holy dip in the Chambal River and pay their obeisance to Lord Keshavraiji. The traditional cultural programs are additional attraction for the masses. There is an ancient Mahadev temple also. The temple is situated on a huge platform. The architecture of the temple and stone carving are worth to visit. Kesoraipatan is one of the oldest towns in India. It is important for the point of view of archaeology. Bricks and terracotta figures of Gupta period were also found at this place. The town is also a place of devotion for Jain community. There is an ancient temple having an image of a *tirthankar*.

2. Ramgarh Vishdhari Wildlife Sanctuary

Ramgarh Vishdhari wildlife sanctuary is situated to the north of Bundi, on Nainwa road. The sanctuary is spread over with in an area of 253 sq. km. This place is a natural shelter of many wild species like leopard, wolf, sloth bear, sambhar, neelgai and birds. One could also have a chance to visit the Ramgarh Palace and Cenotaphs nearby this. A prior permission is required to visit the sanctuary.

3. Jawahar Sagar Wildlife Sanctuary

It is situated on the banks of Chambal with an area of 153 sq.km. This river side sanctuary has ghariyal, crocodile, sambhar, chital, wild boar, sloth bear, etc. The tourist could also have a chance to visit to Kota Dam, Garadia Mahadev temple, Gaiparnath temple and other scenic beauty that are located on the same route.

4. Bijolia Temples

Bijolia was known by the name of VindhyaVali in the past. There is an old fort also. In the 10th century Bijolia was considered as a great cultural centre for art and architecture of Chauhan rulers. The Bijolia stone inscriptions that are found here dates back to Vikram Era 1226 (1169 AD) mention about the early period of the Chauhan dynasty. Later Bijoliya came under the Mewar. Chauhan rulers constructed several temples here out of which three temples, devoted to Lord Shiva and Lord Ganesh, are famous for their architectural beauty. Here is a tank also called Mandakini Kund. It is said that there were hundred temples around this place but most of them are ruined now.

5. Rameshwaram

This is a temple situated in a cave and dedicated to Lord Shiv. The temple is surrounded by Aravalli ranges; the natural beauty of this place is a big attraction.

6. Talwas

Talwas is surrounded by nature. There is an old fort and a temple adjacent to it; named Dhoolleshwar Mahadev. There is a waterfall also. In rainy season the beauty of this place is eye catching. There is a lake also, known by the name of Ratan Sagar. The Ramgarh Vishdhari wildlife sanctuary is nearby this place where different types of wild animals reside.

7. Menal

Menal is famous for group of temples that are associated with 12th century. This place gets its name from Mahanal (the great gorge). The temple is famous for stones carving where Lord Shiva and his consort Parvati are embodied in different poses with beautiful frieze of animals, musicians and dancers. Besides, the double story gate way with image of Lord Ganesh and Bhairava carved on it also noteworthy. The ruins of the other temples indicate that there were some other temples also. There is a breathtaking view of the gorge from the courtyard of the temple. Menal has also very gorgeous water fall; particularly in rainy season it looks very fascinating. Menal is historical place also. It was retreat of the Great Prithviraj

III. About 15 Km from Menal towards the south is the old fort of Mandalgarh that was built by the great warrior of Mewar- Maharana Kumbha.

8. Kajli Teej Mela

During the monsoons in Bundi a local festival called Kajli Teej falls on the 3rd day of Bhadra is uniquely celebrated here. The festival starts with the traditional procession of Goddess Teej (incarnation of Mother Goddess Parvati) in a decorated palanquin from the Naval Sagar. The procession has decorated elephants, camels, band artists, cultural groups and dancing performers depicting the place. A local fair is also held on this occasion exhibiting lot of local handicraft items including daily household articles, paintings, bangles, earrings, etc. Both the urban and the rural people join this occasion. It is growing popularity among foreign tourists.

9. Bundi Utsav

The Bundi Festival is organized at Rana Khumbha stadium every year to provide a cultural view of Bundi to the tourists. Colourful processions, fireworks and cultural evenings are organized on the banks of Jait Sagar, Naval Sagar and in the Garh Palace ground. Bundi has been termed as the Queen of Hadoti. The main highlights of the Bundi Utsav is the inauguration, procession, Bundi painting exhibition, arts & crafts fair, ethnic sports like the turban competition, cycle race, folk music & dance programme, musical band competition and fireworks display.

10. Dugari

Dugari Fort is situated on the bank of a beautiful lake that is known by the name of Kanak Sagar. Dugari was supposed to be the main fief of Hadas. Here is an old fort which is now in ruined condition. This was constructed in 10th century and it was known for the Bundi style of wall murals. Dugari Lake is the colony of hundreds of migrating birds who come here in the winter season.

11. Indergarh

Indergarh was established by Rao Indersal Singh of Bundi. There is a fort on a hillock overlooking the town. Though the fort is in semi ruined condition, but is an

example of Rajput architecture. Hawa Mahal and Zanana Mahal are of touristic interest. Presently Indergarh is a famous pilgrimage place where thousands of pilgrims come to pay homage to the temple of Mata that is situated on a steep hill.

Tourist Arrivals in Bundi District

Statistical data regarding tourists in Bundi district for the period of 2010 to 2017 are as follows:

TABLE 4.3: TOURIST ARRIVALS IN BUNDI DISTRICT

(As on 31st March)

No. of Tourists				Percent change over previous Year		
Year	Domestic	Foreign	Total	Domestic	Foreign	Total
2010	53867	16188	70055	- 02.32	- 18.20	01.75
2011	58001	17148	75149	07.67	05.93	07.27
2012	50788	16523	67311	- 12.43	- 03.64	- 10.42
2013	49434	15739	65173	- 02.66	- 04.29	- 03.17
2014	49925	15063	64988	01.00	- 04.48	- 00.28
2015	54574	15290	69865	09.31	01.50	01.50
2016	59864	15420	75284	09.69	00.85	00.85
2017	50551	14637	65188	- 15.55	- 05.10	- 13.36

(Source: Annual Progress Report, DoT. Govt. of Rajasthan, 2010-2017).

The analysis of the above table reveals that:

- (1) In comparison of the year 2010 the total tourist arrivals in Bundi district has been decreased in 2017.
- (2) The cumulative growth rate for total tourist arrivals decreases by 7.46 percent during the period of 2010 to 2017.
- (3) The foreign tourists consist nearly 20 to 25 percent in total tourist arrivals in Bundi district.

4.3.3 Tourist Attractions in Jhalawar District

Kota was the first state in Rajasthan to sign a treaty with the British in 1817, when the ruler of Kota died leaving a minor successor to the throne, Zalim Singh

Jhala became the Regent; after getting the age the ruler of Kota had taken charge of kingship and the Britishers divided Kota in two equal parts. Thus the new state was given name – Jhalawar and the British satisfied their friend Zalim Sing Jhala ‘*Talleyrand of North India*’ by giving a separate state to rule.

Presently Jhalawar district is situated at the edge of the Malwa Plateau, an area of low hills and shallow plains. The limited spherical coordinates are 23 degree 45’ 20’’ and 24 degree 52’ 17’’ north latitudes and 75 degree 27’ 35’’ and 76 degree 56’ 48’’ east longitude. Its geographical area is 6219.50 sq. km. Of the total geographical area 19 % is under forest. The State of Madhya Pradesh borders Jhalawar in the west, south and southeast, while in the northwest is Kota district and in the northeast is Baran district. The climate of the district is generally dry and healthy. The minimum and maximum temperature ranges between 6.5 degree and 46.8 degree Cent.

The average rainfall is 84.43cm. but there is a variation in rainfall. The rivers and streams of this district belong to the Chambal system. During the monsoon the streams flow very swiftly, regularly causing floods, but by summer they are almost dry. The Kalisindh, Ahu and Parwan are the other rivers.

For the point of view of tourism Jhalawar boasts of rich historic as well as natural wealth with some exquisite pre-historic cave paintings, massive forts and thickly wooded forests, exotic wildlife variety and countless species of birds. The countryside is more fascinating and colourful during winters.

The main attractions are as follows:

1. Garh Palace

The palace was built by Madan Singh, the grandson of Jhala Jalim Singh, the first ruler of the newly established state. The palace is at the centre of the town and presently there is a museum also- government museum. The palace possesses some beautiful paintings and mirrors on the walls of *Zanana Khana* which are still in good condition. The excellent frescoes on walls and mirrors are prime example of the Hadoti School of art.

2. Government Museum

The Government Museum is situated in the garh palace is a fine collection of rare manuscripts, paintings, coins sculptures and statues of various gods and goddesses. There are also some 5th to 8th century inscriptions of touristic interest. Most of the idols have been recovered from the the various ruins in the region. Among the idols Ardhnarishwar, Natraj, Luxminarayan, Vishnu, Krisna and Trimurti are of special importance.

3. Bhawani Natyashala

This unique building was built in 1921 by Maharaja Bhawani Singh and named after him. The Maharaja visited the operas in Paris and was so impressed that soon after his return from Paris he ordered to built similar type of theatre that was much ahead of its time. During the construction much stress was given on acoustics. The underground construction allowed horses and chariots to appear on the stage if required in the script. It is said that there are only eight such theatre in the world. Some great plays enacted here ranging from Kalidas's Abhigyanam Shakuntlam to Shakespeare's classics. It was a popular venue for Parsi theatre in the early 20th century.

4. Raen Basera

Raen Basera was a wooden cottage which was brought to Jhalawar from Lucknow by Maharaja Rajendra Singh who spent Rs.50000 in 1936 for purchase, transportation and resettling this unique structure at the bank of Kishan Sagar Lake. Unfortunately this unique cottage was destroyed by fire a few years ago. This popular picnic spot was located on the Jhalawar-Kota road, just 6 km from the town; now Government is planning to restructure it.

5. Padmanabh Sun Temple

Jhalarapatan is situated close to Jhalawar is also known by the name of ' City of Bells' as there are so many temples having bells. The entire town Jhalarapatan is covered by the walls which was constructed to protect this city from the *Pindaries*. The old township had four entrance gates. It is said that there were 108 temples built

over a few centuries; now most of them are in ruined condition, but some are still in good condition, considering their time. The Padmanabh or Sun Temple is very important temple which was built in 10th century. This temple is dedicated to Lord Shiva having 97-ft high. The Sun temple is similar to the Sun temple of Konark. The unique architect and fine stone carving are worth to visit this temple. Also worth seeing are old tiles engraved with figures of the gods- Vishnu and Krishna- on the outside walls of the temple. The temple was first restored in the 16th century and later in the 19th century. The sanctum and the pillared sabhamandap are old, but the chhatries and the statues of the roof belong to the time of Jhala Jalim Singh. The assembly hall has three gates which are adorned with *toran* and Hindu motifs. The temple has some splendid sculptures as well as nicely preserved idols of Surya.

6. Chandrabhaga Temples (Jhalarapatan)

A cluster of ancient temples stands on the bank of Chandrabhaga River, about 6 km from the town of Jhalarapatan. The beautifully carved pillars and arched gateways are the fine examples of the temple architecture and craftsmanship. There are several interesting legends connected to the foundation of the temples, but it is largely believed that these temples were built by Chanderasen, the ruler of Malwa (now in MP) as a thanksgiving gesture after the birth of his son at this place while returning from a pilgrimage with his wife. An ancient inscription still exists in one of the temples dated 692 AD, ascribing it to Raja Durga Gana.

Shitaleshwar Mahadev temple is also an ancient temple that is protected by the Archaeological Survey of India (ASI). According to historians this temple is considered as “one of the most elegant specimens of architecture in India.” The *mandap* of this temple is supported by 26 exquisitely carved stone pillars.

7. Chandrabagha Fair

The Chandrabagha Fair is held every year at Jhalrapatan, which is 6 km. from Jhalawar in the Hindu month of Kartik (October-November). The river Chandrbagha is considered to be a holy by the people residing in this part of Rajasthan. On the night of the full moon of Kartik Purnima, thousands of pilgrims take a holy dip in the river. The location where the fair is held is known as

Chandravati. On this occasion a big cattle fair is held here with other livestock like cows, horse, buffaloes, camels and bullocks are brought from distant parts of Rajasthan for sale here. The fair provides an opportunity for the tourist to acquaint themselves with the people of this region and their rituals and traditions.

8. Shantinath Jain Temple

This temple is located near the Sun temple where a 12-ft tall standing statue of Swami Shantinath, made of black stone exists. This temple was built in 11th century and dedicated to Jain *tirthankar* Shantinath ji. This 92- ft high temple is also another example of temple architecture.

9. Naulakha Fort

This fort was constructed in 1860 AD by Prithvi Singh, the ruler of Jhalawar. The expenditure on the construction of this fort was Rs. 9 lakh – hence this fort was named ‘nau lakha’. This fort is supposed to be the last fort of Rajasthan because after this no record is found of any other constructed fort.

10. Dwarkadheesh Temple

This temple was constructed by Jhala Jalim Singh in 1796 AD. The temple is situated on the bank of Gomti Sagar Lake where the idol of Dwarkadheesh was installed almost 9 years later after the construction of the temple.

11. Herbal Garden

This garden has been developed by the Forest Department near to the Dwarkadheesh temple where many herbal and medicinal plants are being developed. Among them Varun, Ginga, Laxmana, stevia, Shatavari, Rudraksha, Sindoor etc. are worth to mention.

Excursions from Jhalawar

1. Gagraun Fort

Gagraun fort is 14 km far from Jhalawar and is situated on a low ridge at the confluence of the rivers Ahu and Kalisindh. The fort is protected by these rivers from three sides. There was once a deep moat on the remaining side, thus this fort

was well protected. Gagraun is among the rare forts which are considered both a *van* and a *jal* durg. This fort was built in 8th century; 14 battles were fought for its possession. The fort is also a witness of two *jauhar*. The shrine of the Sufi saint Mitthe Shah lies just outside the fort and is a popular venue for an annual fair during Moharrm. The monastery of Saint Pipaji is also a spot of attraction.

2. Adinath Jain Temple

The temple of the first Tirthankar Adinathji is situated at Chandkheri near Khanpur approximately 35 km far from Jhalawar. This temple was constructed by Krishandas Bagherwal who was a secretary of Kota State. It is a place of great reverence for the devotees of Digambar Jain sect. The polished red stone image of Adinathji is 6-ft high and dates back to 5th century AD. This idol was found and brought here from the forest of Shergarh-Barapati and placed here in 17th century 12 feet below in the basement. The temple also has images of Swami Parashwanathji, Chandra Prabhuji and Sambhavnathji.

3. Bhim Sagar – Mau Borda

The Bhim Sagar dam is built on the River Ujad and located close to the old capital of the Khinchi Chauhan rulers. The ruins of the old capital of Mau Borda are spread over a large area. The fort is being restored and is an added attraction to the dam, which is a popular picnic spot.

4. Dalhanpur

Dalhanpu, 54 km far from Jhalawar, lies on the banks of River Chhapi. This place is surrounded by dense forest with lush foliage that adds to the natural beauty of the spot. There are ancient ruins of artistically carved pillars, *torans* and exquisite sculptures. The ruins of the temples are scattered around an area of 2 km.

5. Nageshwar Parshwanathji Temple

Unhel is 150 Km far from Jhalawar. The spot is the most important centre of pilgrimage for the devotees of Shwetambar Jain sect where followers come from Madhya Pradesh, Maharashtra and Gujarat to pay their obeisance to *tirthankar* Parshwanathji. The image of Parshwanathji is made of black stone; 4.2 meter in

height standing on a lotus flower. The image was consecrated at this place by Achary Giri Ji in 10th century.

6. Buddhist Monasteries of Kolvi, Vinayaka & Hathiagor Caves

Buddhist caves are located on the red mud bank of Kyasari River in and around the villages of Kolvi, Vinayaka and Hathiagor. These rock cut caves are of great importance both archeologically and historically. These caves are situated 95 Km from Jhalawar belong to 7th century AD and have a colossal figure of Buddha, carved *stupas*, prayer halls and double storied living quarters. These caves prove that a flourishing civilization existed here several centuries ago under the Buddhist influence. The Buddhist caves at Kolvi was the monastic complex comprising about fifty rock cut caves carved out in the laterite rock hill. Most of the caves on the south side are still in good condition. Some of the caves have either open or pillared varanda. The complex has *chaityagriha*, *stupa* and a sanctuary inside with a colossal figure of seated Buddha in a *dhyanamudra* on a pedestal.

Tourist Arrivals in Jhalawar District

Statistical data regarding tourists in Jhalawar district for the period of 2010 to 2017 are as follows:

TABLE 4.4: TOURIST ARRIVALS IN JHALAWAR DISTRICT

(As on 31st March)

Year	No. of Tourists			Percent change over previous Year		
	Domestic	Foreign	Total	Domestic	Foreign	Total
2010	96012	215	96227	00.05	52.48	00.27
2011	88805	213	89018	- 07.50	- 00.93	- 07.50
2012	86019	121	86140	- 03.13	- 43.19	- 03.23
2013	88974	80	89054	03.43	- 33.88	03.38
2014	93344	108	93452	04.91	35.00	04.93
2015	92426	114	92540	- 00.98	05.55	- 00.97
2016	88440	130	88570	- 04.31	14.03	- 04.29
2017	92562	164	92726	4.66	01.33	04.69

(Source: Annual Progress Report, DoT. Govt. of Rajasthan, 2010-2017)

The analysis of the above table reveals that domestic as well as foreign tourist arrivals has been decreased in 2017 as compared to 2010. Foreign tourists have visited during the period of 2010 to 2016 in a very few number.

4.3.4 Tourist Attractions in Baran District

The youngest district of hadoti lies between 24 degree 25' to 25 degree 25' north latitudes and 76 degree 12' to 76degree 26' east longitudes. It is situated in the south-eastern part of Rajasthan. Its boundaries adjoin Kota district in the west, Bundi and Sawai Madhopur district in the north, Shivpuri, Murena and Guna districts of Madhya Pradesh in the east and Jhalawar district in the south. The total area of the district is 6992 sq km. The *Mukundra range of Vindhyan Hills*, which is 145 km. long, is located in the district. Forest area is nearly 30% of the total area.

Prior to independence Baran was under Solanki Rajputs, but not much is known about its formation. Some says Baran was created from *bara*, meaning 12 villages of the Solanki rulers and therefore named Baran. The gazetteer of Kota district published in 1982 mentions that the tie and dye work of Baran was very interesting, but its demand was found to be diminishing in the early years of present century due to increased import of cheap printed foreign cloths. Among other manufactures of the area were embroidered elephant and horse trappings at Shergarh. Weaving of cotton cloth and Doria sarees on handloom are important cottage industries of the district.

The rare great Indian Bustard is also found here. The district is also home to the Sahariya tribe- the only primitive tribe of Rajasthan.

The district is full of isolated areas with an abundance of historical and architecturally important monuments – some of the earliest remains of sculpted pillars from AD 238 were discovered in Badwa village in this district, notable forts like Shergarh, Nahargarg and Shahbad are located here as well as religiously important sites like Sitabadi, Vilasgarh and Bhanddeora. There is a wealth of thickly-wooded hills & valleys that provided shelter to a large variety of wild animals.

Excursions from Baran

1. Sitabari

Sitabari is 45 km far from Baran. At this place there are various temples and tanks. According to folklore, when Lord Ram abandoned his wife Sita, she came here to spend the period of her exile in the ashram of Sage Valmik. Sitabari is also known as the birth place of Luv and Kush. There are various tanks named after these mythological figures – Sita Kund, Valmiki Kund, Luv- Kush Kund, Surya Kund and Laxman Kund. There is a *Sita Kutir*; it is believed that Sita remained here during that period. Other than its religious significance, Sitabari is also a popular picnic spot due to the various water bodies and its surrounding greenery. Sitabari is also the venue of very colourful fair of the local Sahariya tribe who mainly live in Kishangang and Shahbad. *Swyamwar* is also an interesting tradition of this fair. This tribal fare takes place in the month of May or June on the day *Amavasya*.

2. Ramgarh-Bhand Deora

Ramgarh-Bhand Deora temples are situated nearly 40 km from Baran. The Shiv temple of Ramgarh was built in the 10th century by Raja Malay Varma of the Nag dynasty. The beautifully carved pillars are famous for their erotic depictions. The temple measures 49 meters in length, 32 meters in breadth and 32 meters in height. This temple is known as Rajasthan's mini Khajuraho. Local people call it Bhand Deora, meaning 'demolished temple'. This temple is situated on the bank of pond and is now under the archaeological department. On the top of the Ramgarh hill, Kisnai and Annapurna Devi temples are situated in a natural cave where 750 stairs were constructed by Jhala Jalim Singh for reaching at the temple. Fair is also organized during Kartik Purnima.

3. Kanyadh – Bilasgarh (Vilas)

Bilasgarh is situated about 45 Km. from Baran on the bank of River of Vilas. Bilasgarh was an important township of the Khinchi dynasty that back to the 10th century. Later this area was destroyed by Aurangazeb. The ruins of the Bilasgarh are still situated in the lonely place inside forest area. A temple complex once existed on the river bank. The remnants of which may be viewed at the museum of Archaeological Survey of India. The cave shelters and cave paintings make visit a worthwhile experience.

4. Sorsan

The dense hills and valleys of Sorsan are the natural shelter to a large variety of wild animals. The undulating grassland of Sorsan is ideal for Great Indian Bustard and Blackbuck. It is also home to a wide variety of animals like Chinkara, fox and large variety of migratory birds. This place is very popular among the bird – watchers'; more than 100 species of birds have been recorded from this area. Brahmani Mata temple and Shiva Temple are located in Sorsan village. The Statue of Brahmani Mata is situated in a natural cave of rocks and an eternal flame in the temple has been burning for the last 400 years.

5. Shergarh Fort

The Shergarh fort is situated on the banks of the River Parwan; it is a fine example of *jal durj*. Originally it was known as Koshvardhan. In 7th century here was a strong hold of a Nag ruler and than after Chauhans ruled at this place. Shershah Suri captured this fort while trying to oust Humayun from India and named it Shergarh. Later, this fort came under the possession of the rulers of Kota after demise of Mughals and became an important strategic stronghold for their battles against the rulers of Mewar. The fort is spread over a large area and provides some beautiful views of the Parwan. The fort is also important for its old architectural features. The fort also has Buddhisht monastery and three colossal Jain images dating back to 12th century within the premises. A few ruined temples can also be seen here.

6. Nahargarh Fort

This 17th century fort is made of red sandstone and stands on a plain ground. The fort was built by the son of a local chieftain, Qutubuddin Rathore, who was a Mughal Loyalist, in AD1697 during Aurangzeb's regime. The fort is now in ruined condition, but it still reveals the traces of Mughal architecture; a few sections, like the Diwan-e-Aam are fairly in good condition.

7. Gugor Fort

This fort is situated on a hillock at Gugor village nearly eight km far from Chhabra town and was built by Dodiya Rajputs of Khinchi dynasty about eight

hundred years ago. The River Parwati, flowing nearby, gives it a scenic beauty; the Bhadka waterfalls have turned this fort into a popular picnic spot during the rainy season.

8. Shahbad Fort

This fort is among the prominent forts of Hadauti region and was governed by various rulers from 11th century onwards. In beginning, it was under control of Parmars, followed by Sultans of Malwa in the 15th century. Mughals occupied this fort in 17th century. Aurangzeb lived here briefly and more additions were made during his regime. Surrounded by water bodies and steep rocks, the fort ranks as one of the strongest in Rajasthan. Shahabad fort has immense historical and strategically significance in Hadoti region. For the point of view of artillery, this fort was well-equipped. It is believed that at one time there were 18 cannons in the fort; each of them was 19 ft long. There are ruins of some old temples in the fort. The 17th century Shahi Jama Masjid which was built by Aurangzeb is another attraction of Shahbad. The mosque took five years to complete and it is modelled on the pattern of Delhi's Jama Masjid. The architectural beauty of the mosque is worth to mention

9. Kakuni

Kakuni is situated about 85 km far from Baran. It is surrounded by hills and is located on the banks of River Parwan. There are ruins of an old township and remnants of a group of fine temples that were built in 8th century. Some remains of the Vaishnav, Shiva and Jain temples can be seen here. Some statues from Kakoni temples have been shifted to the Government Museums of Kota and Jhalawar.

10. Dol Fair

To celebrate the Dol festival, a fair is held at Baran. A large procession of Dol (a basket or pram that carries the infant look of lord Krishna) is carried out through the city that is finally immersed in a tank with lot of fanfare. The villagers and the local people of Baran enjoy the cultural programmes held during the Dol Festival.

11. Shergarh Wildlife Sanctuary

It is situated at a distance about 45 km from Baran on the banks of the River Parwan and covers an area around 99 sq. km. The sanctuary is famous for its crocodiles, panthers and Mahseer fish. Besides, the other wild animals such as leopard, hyena, wild boar, chital, sambhar and sloth bear etc. are also reside here. Basic facilities are being developed at Shergarh Fort to attract tourists. It has been decided to convert some portion of the fort into a rest house. Basic facilities are being developed at Shergarh Fort to attract tourists.

4.4 Existing Infrastructure for Tourism Promotion in Hadoti

Transport

Railways, roads, water and power are the basic factors of infrastructure and essential for development. Tourism industry largely depends upon good transport system - roads, railways and air connectivity.

Hadoti region is well connected in terms of rail and roads, although it has very poor connectivity by air, only Kota has air connectivity. The nearest International airport is at Jaipur that is 215 km far from Bundi and 250 km from Kota. Three important cities of Hadoti circuit are well connected with NH 12 and from state capital Jaipur too. There are regular bus links and private taxis connecting the region to the main tourist locations in the state and neighbouring states. Kota also located on the main broad gauge railway line (fully electrified) running from Delhi to Mumbai and is also connected by rail with four main cities of the state - Jaipur, Jodhpur, Udaipur and Bikaner and throughout the nation. The network system of transportation has been discussed as follows:

Kota is situated on National Highway no.11. This highway connects the State capital Jaipur to Madhya Pradesh and South- India. Kota is also well connected with Madhya Pradesh and major cities of the State. Delhi – Mumbai broad gauge line passes through Kota. Besides, an airport also exists.

Bundi headquarters is well connected by National Highway number 12 and 76. The main broad-gauge line of western railway joining Mumbai to Delhi runs through small and remote villages namely- Lakheri, Kapern, Arnetha and Laban, lying in the eastern part of the district. Bundi town is not connected by this main track. Kota – Chhitor- Neemuch railway line passes near by Bundi.

Jhalawar district's four places - Jhalawar Road, Chaumahla, Bhawani Mandi and Pachpahar are connected with Delhi-Mumbai track of western railway. The Jaipur- Jabalpur National Highway passes through Jhalawar. Now a day's new roads are being constructed.

Baran is situated on Kota –Shivpuri State highway number 17and Kota-Bina broad gauge line adjoins Anta, Baran, Atru and Chhabra; the main towns of the district. All important places of the district are well connected by road transport. National Highway no.76 between Pindwara and Shivpuri, and State Highway no.19- Indragarh-Mangrol-Baran-Jahalawar-Dug are major roads of the district. High level bridges have been constructed over the Kalisindh and Parvati rivers for better roadway up to Baran. This has facilitated normal transport between Baran to Shivpuri and Baran to Kota. The district is connected to the major towns of Madhya Pradesh and Rajasthan by road transport facilities, but the means of transportation are limited.

Hotel Accommodation

Kota has the largest number of hotels and hotel rooms / bed capacity in the Hadoti circuit. Out of 900 hotel rooms in Kota, 20% are accounted by heritage rooms, whereas the rest are accounted by budgetary and other class of hotels.. In addition, paying guest facilities are also available which provide nearly 60 rooms having about 120 beds capacity. Besides, as the tourist arrivals are seasonal, so average occupancy is 46%. However, it is estimated that peak-time occupancy of hotels in Kota would be close to 75%. Thus at present, there is no apparent shortfall in the hotel room availability in Kota but, considering the budget class foreign as well as domestic tourists there is a need for mid- range good hotel facilities in Kota.

Bundi has fewer hotels as well as paying guest facilities as compared to Kota. There are around 200 hotel rooms (with 400 bed capacity, assuming 2beds per room) and around 40 paying guest rooms. Most of the accommodation is in the economy segment. There are a few heritage hotels but no star category hotel in the city.

Jhalawar as well as Baran have very limited hotel facilities. Most of the domestic (apart from the religious tourists) as well as foreign tourists cover Jhalawar as a day trip from Kota whereas Baran does not have any marked tourist intake.

RTDC Hotel Accommodation

Kota, Bundi and Jhalawar are having RTDC hotel accommodation. All are on prime locations where tourist can stay at moderate tariff. Chambal Tourist Bungalow at Kota, Chadrawati at Jhalawar and Vridawati at Bundi are RTDC owned hotel accommodations, but now a day the RTDC hotels of Bundi and Jhalawar are discontinued by the RTDC.

Paying Guest Accommodation

For experiencing local life at a particular place, Rajasthan Government has pioneered a paying guest scheme wherein the tourists can stay as paying guest in a family atmosphere. This scheme is in operation in entire cities of Rajasthan. The estimated number of facilities across the Hadoti region is approximately 100 rooms' with a total capacity of approx. 200 beds.

Dharamshalas/ Dormitories

Several religious trusts across the Hadoti region run dharamshalas/ dormitories which provide basic accommodation largely to the pilgrim tourists. Such accommodations supplement regular accommodation at pilgrim places like Keshoraipatan, Indergarh Jhalarapatan and all the four districts of Hadoti region. The estimated bed capacity of these Dharamshalas is fairly good and the capacity is however flexible and can be stretched to accommodate a large mass of pilgrims arriving during various fairs and festivals.

4.5 Tourism Related Current Projects: Centre and State Plans

A number of ongoing/ proposed direct tourism related infrastructure projects in Hadoti region are sponsored by Ministry of Tourism Government of India and Government of Rajasthan for the development of tourist destinations. The infrastructural development works are being executed and financed either by Ministry of Tourism, Government of India under the Central Sponsored Schemes (CSS) or Government of Rajasthan under the State Plan Schemes.

The works under CSS schemes are being executed by Archaeology and Museumology department at Gagron Fort, Garh Palace (Jhalawar), composite development works at Bundi. Conversion/ up-gradation works of FCI Jhalawar and Baran into SIHM are being executed by RTDC. Similarly, works under State plan at Kolvi Caves and Vinayka are being undertaken by ASI, renovation of Chadrawat ji Open Well at Jhalawar by PWD, beautification work of Gavdi Talab by RSRDC, development work for rural tourism at Doongerja (Kota), Shiv temple at Chandrasel (Kota) by RTDC, development work at Jaitsagar Bundi by RTDC, development work for rural tourism at Bheemlat (Bundi) by Forest department, Shiv temple at Kavalji (Bundi) and TRC repairing works at Bundi are being executed by RTDC. Some other notable works at Soarsan, Shergarh, Kakuni and Bhanddevra (Baran) are being executed by RTDC, Forest department and ASI respectively.

The Department of Tourism Government of Rajasthan plans to develop the region so that the potentials of tourism can be fully utilized. The central government and state government have sanctioned budget for the development of tourism related projects in Hadoti region. The construction work is going on.

Though, the amount which has been sanctioned either by central government or state government may not be said sufficient, but it is worth to praise that both the governments have taken Hadoti region under their plans and this is a good sign for development of tourism sector in Hadoti region.

Some of the major completed / ongoing tourism related infrastructural projects in Hadoti are as follows:

Central Government Oriented Tourism Developmental Work

TABLE 4.5: DETAILS OF TOURISM DEVELOPMENTAL WORK IN HADOTI REGION

(Rs. in lakhs)

Tourist Site	Year	Amount	Details of Work	Remarks
Restoration & development work at Gagroan Fort	2013-14	492.81	Development work, toilet, electric & drinking water facility, stone signage, etc.	Work in progress
Restoration & development work at Garh Palace, Jhalawar	2013-14	492.82	Development work, toilet, electric & drinking water facility, stone signage, etc.	Work in progress
Grand Total		981.63		
Overall development of Bundi	2013-14	493.09	Restoration and renovation of Kalaji Ki Bawri and Naruji Ki Bawri.	Work Completed

(Source DoT Government of Rajasthan)

State Government Oriented Tourism Developmental Work

**TABLE 4.6: DETAILS OF TOURISM DEVELOPMENTAL
WORK IN KOTA**

(Rs. in lakhs)

Tourist Site	Working Agency	Year	Amount	Details of Work	Remarks
Development work for Rural Promotion of Tourism in Dungarjya	RTDC	2011-12	46.04	Installation of civil, sanitary, drainage, drinking water facility, electrification, etc.	Work Completed
Shiv Temple – Chandrasel	RTDC	2012-13	38.10	Restoration/ maintenance work. Beautification and development works, such as; toilet facility, tourists seating sheds, parking, solar lights, signage, etc.	Work Completed
Total Amount			84.14		

(Source DoT Government of Rajasthan)

**TABLE 4.7: DETAILS OF TOURISM DEVELOPMENTAL
WORK IN BARAN**

(Rs. in lakhs)

Tourist Site	Working Agency	Year	Amount	Details of Work	Remarks
Promotion of Rural Tourism & Furniture work at Sorasan		2009-10	63.61	Construction of 6 huts, pathway, horticulture, tube well, dining hall, kitchen, boundary wall, reception cum information centre	Work Completed
Shergarh	Department of Forest	2012-13	24.00	Development of camping site, boating platform, signage, etc.	Work Completed
Development of Tourist Sites for Promotion of Tourism at Kaakuni	ASI	2015-16	100.10	All development works for tourism promotion	Joint organization of meeting with concerned parties
Development of Tourist Sites for Promotion of Tourism at Bhanddevra	ASI	2015-16	100.00	All development works for tourism promotion	Same as above
Total Amount			287.61		

(Source DoT Government of Rajasthan)

**TABLE 4.8: DETAILS OF TOURISM DEVELOPMENTAL
WORK IN BUNDI**

(Rs. in lakhs)

Tourist Site	Working Agency	Year	Amount	Details of Work	Remarks
Development & Beautification of Jaitsagar	RTDC	2010- 11	100.00	Fortification of walls around pond, installation of Bansipaharpur stones at railing, stone benches & steps. Development of jetty points for boats, heritage polls, lighting works, stoning work, etc.	Work Completed
Promotion of Rural Tourism at Bheemlat	Department of Forest	2011-12	50.00	Restoration/ maintenance work at Shiv temple. Development of parking, stone flooring, pathway, steps, stone benches, signage, etc.	Work in progress
Shiv Temple at Kawalji or Kavarji	RTDC	2012-13	46.10	Development & beautification of temple. Construction of toilets, tourists seating sheds, parking, solar lights, signage, etc.	Work Completed
Maintenance of Tourist Information Centre at Bundi	RTDC	2014-15	5.13	Maintenance of water supply lines, toilets, painting, distemper of walls, white wash, plastic paints, etc.	Work Completed
Total Amount			201.23		

(Source DoT Government of Rajasthan)

**TABLE 4.9: DETAILS OF TOURISM DEVELOPMENTAL
WORK IN JHALAWAR**

(Rs. in lakhs)

Tourist Site	Working Agency	Year	Amount	Details of Work	Remarks
Kolvi Caves	ASI	2011-12	67.00	Installation of signs, stone benches, tube-well, drinking water facility, GI pipe railing, solar lights, etc.	Work Completed
Kolvi & Vinayaka	ASI	2015-16	100.00	Restoration and maintenance work	Work Completed
Chandrawat Bawri	CPWD	2015-16	19.90	Restoration work	Work in progress
Gaawri Talav	RSRDC	2015-16	794.73	Beautification work	Work in progress
Total Amount			981.63		

(Source DoT Government of Rajasthan)

Hadoti region offers good tourism potential and many tour operators are looking forward, but the overall tourism related infrastructure in the region is poor and inadequate. The growth of tourism is presently restricted due to absence of required and sufficient tourism infrastructure. The most important problems are lack of proper accommodation facilities, tourism related infrastructure, advertisement and marketing. Thus, there is a strong need for comfortable accommodation facilities at moderate tariffs, particularly in Bundi where foreign tourists mark their presence, development of tourists' destinations and effective marketing.

Though, the central government and state government has sanctioned some budget for Hadoti region, but it is not sufficient. There is a vast scope for tourism development so more funds are required.

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Chapter 5

**Role of Government
&
Other Institutions in
Development of Tourism**



Role of Government and Other Institutions in Development of Tourism

5.0 Constitutional Provisions

Tourism is not listed in any of the three lists (Union List, State List, Concurrent List), although domestic pilgrimage is listed in the state list and pilgrimage to places outside of India is listed in union list. There is no mention of Tourism in any of lists. In the past, there was a proposal to include tourism in the concurrent list, but it was declined by some states, considering this proposal as unwanted erosion of the states' power. Henceforth generally, tourism is looked after by the state government. Tourism plays an important role in creating jobs, improving the economy of the state as well as the country. Developing tourist friendly infrastructure, preservation of tourist places and their heritage, improving to and around tourist places, maintaining law and order, promoting tourism of their respective state are some of the tasks done by the state government. The central government also has its role in promoting tourism at national as well as international level through campaigns such as Incredible India and tourist friendly visa policies like Electronic Tourist Visa for more than 150 countries. The role of central government and state government of Rajasthan has been discussed as follows:

5.1 Ministry of Tourism Government of India

The Ministry of Tourism, Government of India is the pioneer authority at central level that formulates laws, polices and regulations regarding the development of tourism in the entire nation. The Ministry of Tourism also prepare Tourism policy of Government of India and plays a key role in co-ordinating the activities of various central government agencies, State Governments/ UTs and the private sector for the development and promotion of tourism in the country. The Union Minister of State for Tourism who bears independent charge is the head of this ministry. The Secretary of Tourism is the administrative head of this ministry; also acts as the

Director General (DG) Tourism provides executive directions for the implementation of various policies and programmes.

The DG of Tourism has 20 field offices within the country and 14 offices abroad and one sub-ordinate office/ project i.e. Indian Institute of Skiing and Mountaineering (IISM) or the Gulmarg Winter Sports Project (GWSP). These field offices in India are responsible for providing information service to tourists and to monitor the progress of field projects. The overseas offices are primarily responsible for tourism promotion and marketing in their respective areas.

5.1.1 Role and Functions of Ministry of Tourism

Being the nodal agency for the development and to uplift tourism in the country; the Ministry of Tourism, Government of India plays a crucial role in coordinating and supplementing the efforts of the States / UTs. It catalyses private investments, strengths promotional and marketing efforts and provides trained manpower resources. The functions which are executed by the ministry in this regard are as follows:

(1) It deals with the all policy matters including the following:

- Developmental Policies
- Incentives & Other forms of Encouragement
- External Assistance
- Manpower Development & Training
- Promotion and Marketing
- Investment Facilitation & Advice

(2) Planning and co-ordinating with the other Ministries, Departments, States / UTs and regulation of:

- Policy
- Strategies
- Co-ordination, Communication & Co-operation
- Standards & Manuals

- Guidelines & Parameters
- Guidelines & Byelaws

(3) Human Resource Development of:

- Institutions & Departments
- Setting Standards and Guidelines

(4) Publicity and marketing of:

- Infrastructure and product development

(5) Research, analysis, monitoring and evaluation/ international co-operation and external assistance in the field of:

- International Bodies
- Bilateral Agreements
- External Assistance
- Foreign Technical Collaboration & Assistance

(6) Other role and functions are:

- Legislation, parliamentary work & other statutory works
- Establishment matters
- Vigilance matters & scrutiny
- Implementation of official language policy
- Budget co-ordination and related matters
- Plan co-ordination, monitoring & control

5.1.2 The functions of DGOT are as follows:

(1) Administrative:

- Assistance in the formulation of the policies by providing feedback from the field offices.
- Monitoring of the planned projects and assisting in the plan formulation.
- Coordinating the activities of field offices and their supervision.

(2) **Regulation:**

- Approval and classification of hotels and restaurants
- Approval of travel agents, inbound tour operators and tourist transport operators, etc.

(3) **Inspection and Quality Control of:**

- Guide Service, Tour Operators & Agents
- Complaints and Redress of Grievance

(4) **Infrastructure Development:**

- Release of Incentives, Grants & Other reasons
- Tourist Facilitation and Information
- Field Publicity, Promotion and Marketing
- Hospitality Programmes & Training Courses
- Conventions, Conferences & Workshops

(5) **Others:**

- Assistance for the Parliamentary works.
- Establishment matters of Directorate General of Tourism.

The steps taken by Indian Government to boost tourism in the nation are as follows:

1. Plans for the regional development with the help of tourism where other industries are not in their best.
2. Started *One Window Policy* scheme to boost the direct and as well as indirect investment in the tourism industry.
3. Plans preservation of cultural, heritage and environment at tourist destinations to attract more tourists, domestic as well as foreign.
4. Development of vivid types of safe, secure and rapid means of infrastructure to meet the present and future needs of the tourists.
5. Started different types of luxurious trains and saloons like Palace on Wheels, Royal Orient or Deccan Queens, etc.
6. Started developing the very basic infrastructural requirement.

7. Started overseas offices at different countries to promote India as a safe tourism destination hub.
8. Proper coordination between the States and the Central Tourism Departments and been ordered to develop the destinations both new as well as existing.
9. Started different packages to attract for those destinations attracting more tourists.
10. Developed different tourism circuits like Golden Triangle or Buddhist Circuit to attract more tourists.
11. ITDC is now taking part in different tourism fairs all over the world.
12. Trying to provide best of the services in Air India and in Indian Railways.
13. Building accommodation in the Government level and encouraging the private companies to invest in accommodation sector by giving them different tax benefits.

5.2 Department of Tourism, Government of India

The DoT Government of India is the main office at central level that bears the responsibility of promoting tourist destinations, development of tourism infrastructure and facilities in the country and performing regulatory functions in the field of tourism. For supervising the working of the other tourist offices situated at different places throughout the country the DoT has established 4 regional offices at Delhi, Mumbai, Kolkata and Chennai and a sub-regional office at Guhawti.

The department independently formulates the policies and keeps liaison with the central and the states governments, other departments and local bodies in discharging their duties.

The area of operations of the department are classified into various headings which include planning and promotions; publicity and conference; travel, trade and hospitality; accommodation; wildlife and additional accommodation; market research and administration. During the course of the discharge of its duties the department of tourism interacts with the various advisory committees / council, boards, governing bodies and institutions working in the sphere of tourism

5.2.1 Role and Functions of Tourist Offices in India

The regional tourist offices (as per the standards laid by the Department of Tourism) situated in the different parts of the country has to perform a myriad of roles and functions, such as:

1. Attending to the various personal and postal inquiries generated from the Indian or the foreign tourists/ organizations.
2. Collecting, compiling and scrutiny of the detailed up-to-date information for dissemination and proper communication to the tourists.
3. Preparation of cyclostyled handouts (pamphlets, brochures and leaflets) containing information on attractive places of tourist interest for the distribution among tourist.
4. Assistance in the passport, visa and expedition's clearance of travel formalities of the tourists arriving by airlines, roadways and seaways.
5. Issuing of liquor permits, tourist introduction cards, railways concession forms, special privileges, etc.
6. Making various comfortable and pleasant arrangements for the growth and development of certain category of guests such as travel agents, writers, film makers, tours and tourism specialists, etc., including booking of accommodation, airlines and train seats, arrangements for sightseeing, shopping, transportation, entertainment, etc.
7. Rendering non financial assistance to the significant tourist groups, individual tourists, travel writers, journalists, etc., those are on tour of India.
8. Making public relations, publicity and tourist promotion by contributing articles and images to the press media and travel magazines, organizing film shows and exhibitions, talks on radio, TV, lectures, club meetings, etc.
9. Looking into problems and predicaments faced by the various connections of the travel and tourism trade industry; thereafter to suggest some remedial solutions for the safety and easiness of the tourists. This involves liaison with the various levels of Central and the State Governments departments, subsidiary alliances and sister concerns.

10. To deal with the enquiries into the complaints made by the tourists against hoteliers, restaurateurs, travel agents, shopkeepers, taxi drivers, etc. and appropriately returning them refunds wherever likely necessary and possible.
11. Liaison with the Archaeological Department, Museums, State Government Tourist Departments and other local bodies for the infrastructure construction, maintenance and improvement of the tourist facilities.
12. Arranging regular film shows at the airports for a large number of tourists.
13. Distribution of tourist literature to the travel agencies, hotel counters, airlines, and other places of tourist interest, etc. This is aided by the publicizing tourist centers through the display of posters, mentioning in the tourist brochures, etc. at vivid focal points.
14. Allotting informative and mannered guides on rotation basis for the tourists and travel agencies. Supervision of the quality of services rendered by the guides and conducting periodical guide training courses for their up-gradation.
15. Inspection of hotels and bars from time to time, screening shops and souvenirs, travel agencies and car operators for approval and generally supervising the services of all branches of the travel trade.
16. Organizing special program for tourist cruise ships such as musical nights, cultural shows, fashion shows, etc. Arranging sightseeing tours for tourist from these ships.
17. Arranging meet the people program and Indian home visits for foreign tourists or allowing the stay of foreign tourists at some residence of the Indian citizens.
18. Assisting foreign journalists, T.V. and radio publicists, film producers, etc., in getting facilities so that the department gets maximum publicity abroad through such media.
19. Maintaining a timely detailed statistical section for compiling the tourist statistics.
20. Promotion of sightseeing tours and inducing tour operators and agents to start new tours or upgrade the existing tour package wherever necessary.

21. Supervision of the working of the tourist bungalows, youth hostels, etc. instituted by the Central and State Department of Tourism.
22. Participation in meetings and conferences and display the tourism related to tourism promotion like SAARC, PATA, WTO, national or international sports meet, etc.

5.3 Overseas Tourist Offices for International Tourism

Tourism is a worldwide activity and global in nature. In order to establish India as a preferred destination, 18 overseas offices have been established out of India, particularly in USA, Canada London, Paris, Frankfurt, Brussels and other Gulf countries. These offices are governed by Regional Directors Offices.

Most of the overseas promotional programs are organized with Air India and these are termed as 'operation schemes.' For the first time in 1968 a scheme named 'Operation Europe' was launched to promote Indian tourism in Europe. It was launched in partnership with Air India that has extended financial support to its offices across Europe. In due course of time, several such schemes were launched due to the success achieved in these schemes to give the much needed push to the Indian tourism. From a modest beginning in the year 1949, the tourism has passed through several stages to reach the present stage of national and international presence. Several expert committees, councils and boards were appointed to study and submit their recommendations that have contributed to the development of the sector.

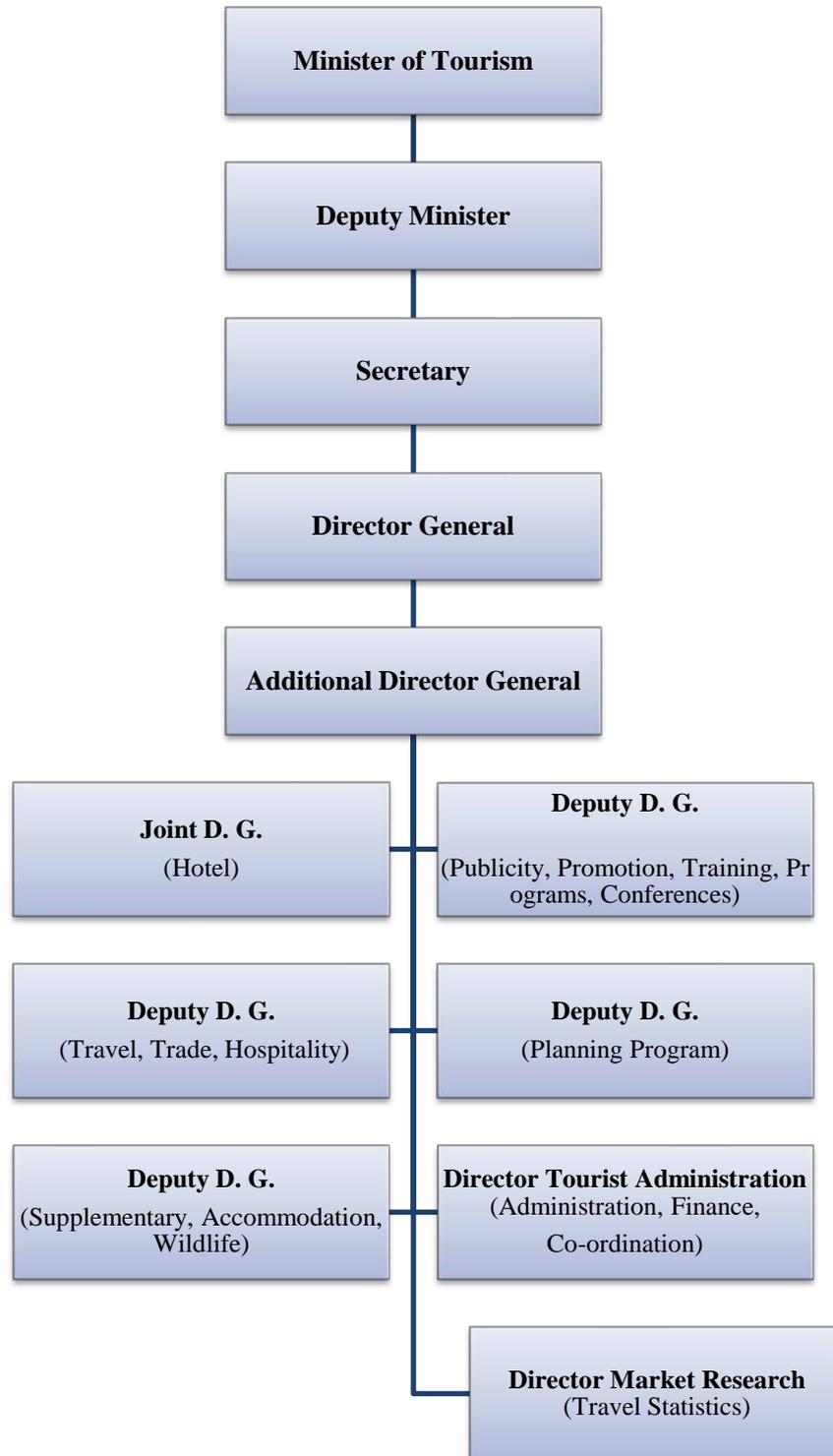
5.3.1 Functions of Overseas Tourist Offices

The functions performed by the tourist offices abroad were more or less similar to those performed by the regional offices in India with the difference that while the regional offices in India mainly assisted the foreign tourist who had arrived in India, the tourist offices abroad furnished preliminary information to the would be tourist who intended visiting India. Their duties included publicity and public relations, sales promotion and reporting to the Central Department of

Tourism about the trends in the tourist travel abroad. The functions and duties generally performed by overseas tourists' offices are:

1. To establish and maintain continuous contacts with the travel agents, airlines, shipping companies, professional clubs and international tourist promotion societies.
2. To establish and maintain continuous contact with Heads of the National Tourist Offices of the other Governments, tour promoters, travel writers, film and T.V. producers, habitual tour advisors, etc.
3. Tourist publicity and promotion by way of sponsoring articles in press, television and radio program, advertorial campaign and through participation in exhibitions, etc.
4. To supply up-to-date information about the prevailing tourist facilities in India or respective State for tourist destination via various channels to the potentials visitors.
5. To supply and obtain information to Central Department of Tourism about the current trends in tourism in the area of their respective jurisdiction.
6. To organize film shows of tourist documentaries and other films of tourist interests for the various groups.
7. To organize and supervise the advertisement programs geared towards promotion of the tourist traffic to India.
8. To attend to various personal and postal enquiries made by the potential tourist and to assist them in preparation of their itineraries.
9. To prepare a monthly newsletter that furnishes all the information of tourist interest.
10. To distribute tourist literature to the travel agents, whole sellers and other agencies responsible for promoting tourist traffic and maintaining a mailing list for distribution of publicity material.
11. To participate in social functions, conferences and meetings with a view to acquainting the potential visitors about India and its tourist attractions.

CHART 5.1: ORGANIZATIONAL STRUCTURE OF CENTRAL GOVERNMENT (MINISTRY OF TOURISM)



5.4 Institutions Working under the Aegis of the Ministry of Tourism

The Ministry of Tourism has under its charge a public sector undertaking, the India Tourism Development Corporation and the following autonomous institutions:

1. India Tourism Development Corporation (ITDC)

The India Tourism Development Corporation Limited is a hospitality, retail and education company owned by the Government of India under the Ministry of Tourism. It was established in October 1966 and owns over 17 properties under the Ashok Group of Hotels brand, across India. ITDC performs the following objectives and functions:

- Construction, management and marketing of hotels, beach resorts, restaurants and travellers lodges at various places in the country.
- To produce, distribute and provision of tourist publicity materials.
- Provision of entertainment facilities in the shape of sound and light shows, music concerts etc.
- To provide transportation facilities through the nation.
- Provision of shopping facilities in the shape of duty free shops.
- Provision of consultancy cum managerial service in India and abroad.
- To carry on the business as Full-Fledged Money Changers (FFMC), restricted money changers etc.
- To provide innovating, dependable and value for money solutions to the needs of tourism development and engineering industry including providing consultancy and project implementation.

2. Indian Institute of Tourism and Travel Management (IITTM)

Keeping in view the requirements of tourism industry the IITTM was established in 1983 at Gwalior (MP) with other campuses at Bhubaneswar, Noida, Nellore and Goa.

As an autonomous organisation, it offers different level academic courses in tourism and travel management and related areas. It has embarked upon a series of alternative educational courses for supervisory and grass root-level workers of the industry.

3. National Council for Hotel Management and Catering Technology (NCHMCT)

It acts as an apex body to coordinate training and research in the hotel and catering management. Its head office is located in New Delhi. It is the main agency for planning and monitoring the activities of 15 institutes of Hotel Management and 15 food craft institutes throughout the nation and ensures uniformity in academic standards and procedures for selection and admission of candidates for various courses conducted by these institutes.

4. National Institute of Water Sports (NIWS)

This institute was established in the year 1990 as a centre under IITTM. NIWS acts as the apex body for training, education, consultancy, development, regulation, framing safety norms, benchmarking, promotion and research regarding water sports. The certification and licensing from NIWS are required for carrying out operations in water-bodies such as handling different watercrafts for the tourists, swimming pools, water theme-parks, organizing water sports awareness, water safety campaigns, etc. Some major disciplines for training and education are life saving, powerboat handling, sailing, wind-surfing, water-skiing, scuba-diving, river-rafting and kayaking. It offers academic and professional management courses also.

5. Tourism Finance Corporation of India Ltd. (TFCI)

TFCI sponsored by IFCI (Industrial Finance Corporation of India) was set up on February 1st 1988 with a view to provide institutional assistance to tourism projects other than those in the accommodation sector.

6. Others

Institutes offering B. Sc in Hospitality and Hotel Administration (General Course):

- National Institute of Hotel Management (Jaipur)
- State Institute of Hotel Management (Jodhpur)

Food Craft Institutes for Hotel Management and Catering Technology Courses:

- Ajmer
- Udaipur
- Sumerpur

5.5 Ministry of Tourism Rajasthan Government

Tourism is the largest and rapidly growing industry in the world and it is fairly established and growing industry in India, especially in Rajasthan; its rich historical, cultural and environmental heritage coupled with various colourful fairs and festivals have made this state a favourite destination for tourists from all over the world. During the last few years both domestic as well as foreign tourists' arrival have been increased to this glorious and enchanting land.

Tourism industry in Rajasthan is a very important economic activity, which has direct and indirect impact on economic, social and cultural life of the people. This industry has many benefits to the state in terms of foreign exchange earnings, employment generation, increase standard of living, regional development, promotion in international understanding, conservation of local arts and crafts etc.

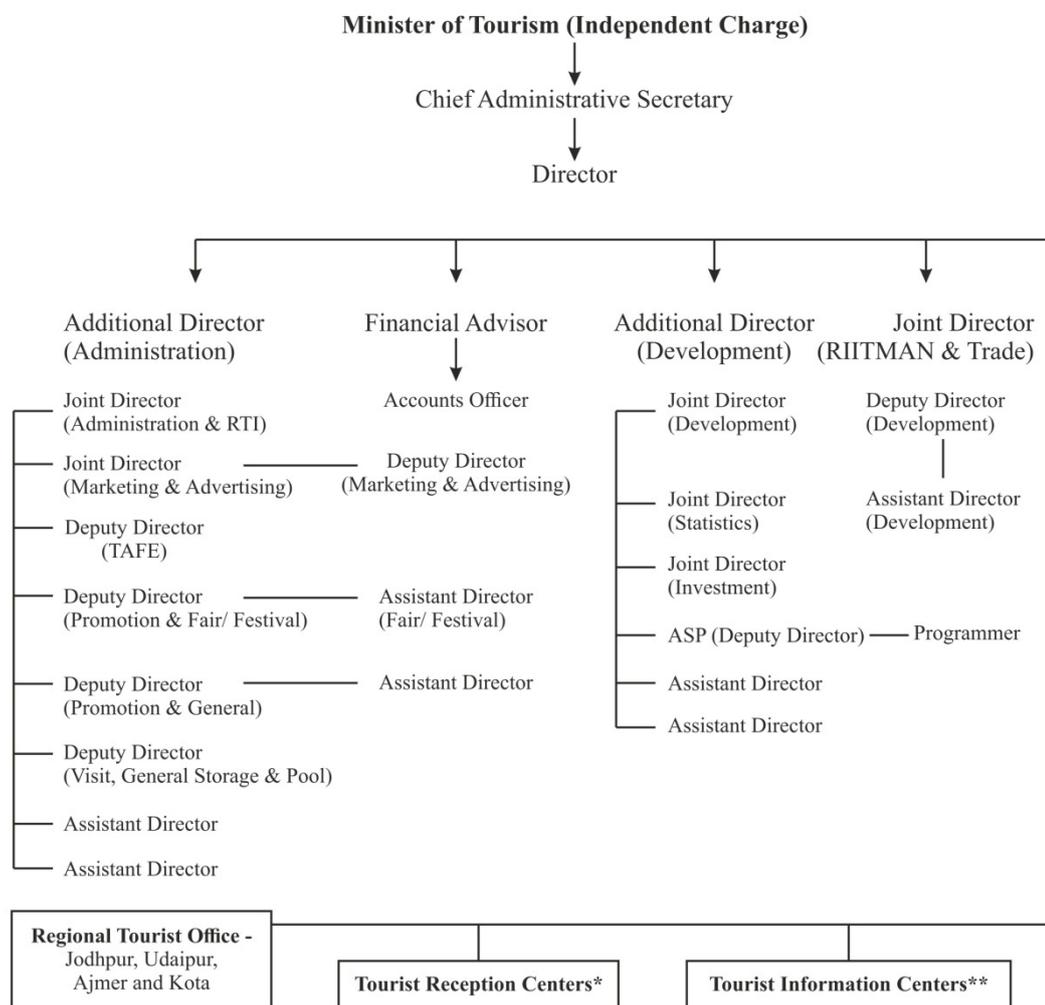
The Government of Rajasthan and private sector both are promoting the tourism in the state and have adopted various measures and efforts to promote tourism in the state.

The Government of Rajasthan has established a separate department- DoT, governed by State Minister (independent Charge) of Tourism. The Department of Tourism (DoT) is working as a separate entity since 1956 for the execution of national and state level policies, programmes and also as a coordinating agency for

the central - state government departments/ offices and private sector activities for the promotion of tourism in the state.

From the point of view of tourism development and co-ordination the DoT has opened regional offices/ TRCs/ TICs at various places where tourists can get information about tourist destinations and facilities available.

Chart 5.2: ORGANIZATIONAL STRUCTURE AT RAJASTHAN STATE GOVERNMENT



5.6 Rajasthan Tourism Development Corporation (RTDC)

RTDC as a corporation came into existence with effect from 1st April 1979 to promote tourism and serves as a basic source of employment generation. It manages many hotels, restaurants, cafeterias, motels and bars. It also organises package tours, fairs, festivals, entertainment and shopping and transport services. Moreover in collaboration with Indian Railways RTDC runs Palace on Wheels. RTDC has hotels and motels in almost all the major tourist destinations in Rajasthan.

5.6.1 The objectives and functions of RTDC

The prime objectives and functions of RTDC is to develop and promote tourism in Rajasthan and provide better facilities, infrastructure and services to both the domestic as well as international tourists. The objectives and functions of RTDC are as:

1. To establish, develop, promote, execute, operate and otherwise carry on projects, schemes, business activities, which in the opinion of the corporation are likely to facilitate or accelerate the development of tourism in the State of Rajasthan both internal as well as international.
2. To construct, run and maintain Tourist Information Bureau and Centres in the State of Rajasthan and outside both within and outside the country.
3. To acquire and take over from the Government of Rajasthan all assets belonging to it and situate at any place within or outside the State of Rajasthan and which were being or are being or can be used in any manner whatsoever in connection with any activity or enterprise relating to tourism together with the liabilities, if any, thereof in particular to take over all tourist homes, tourist bungalows, holiday camps, travellers bungalows, state guest houses, motels, dak bungalows, circuit houses camping and caravanning sites, pavilions and dormitories, together with the catering establishments attached thereto.
4. To acquire by purchase, lease or otherwise howsoever, maintain and develop all places of tourist interest like wild life sanctuaries, parks, beauty and recreational spots in the State of Rajasthan.

5. To establish and manage transport units, travel and transport counters, import, purchase, lease, sell and run or otherwise operate cars, cabs, buses, coaches, trucks, launches, rope-ways, air-crafts, helicopters and other modes of transport.
6. To provide entertainment by way of cultural shows, dances, music concerts, film shows, sports and games and other forms of entertainment.
7. To promote tourism by all ways and means and to adopt such methods and devices desirable and necessary to attract tourists both Indian and foreign in large numbers.
8. To plan and execute schemes for development of tourist complex and tourist resorts and promote and operate anywhere schemes for development of tourism and for the purpose, to operate and get prepared reports, blue prints statistics and other information.
9. To start, operate and promote establishments, undertaking, enterprises and activities of any description whatsoever which in the opinion of the company are likely to facilitate or accelerate the development of tourism.
10. To act as travel and liaison agents for the airlines, railways, shipping companies and road transport operators.
11. To acquire by purchase or lease land for the purpose of development and sell or otherwise dispose of the same to agencies connected with development of tourism.
12. To enter in to agreements and contracts with Indian or foreign individuals, companies or other organizations for technical, financial and other assistance for carrying out all or any of the objects of the RTDC.
13. To establish and administer hotel development fund for the purpose of rendering financial and other assistance to persons establishing hotels, motels, travellers and lodges in the tourist centres.

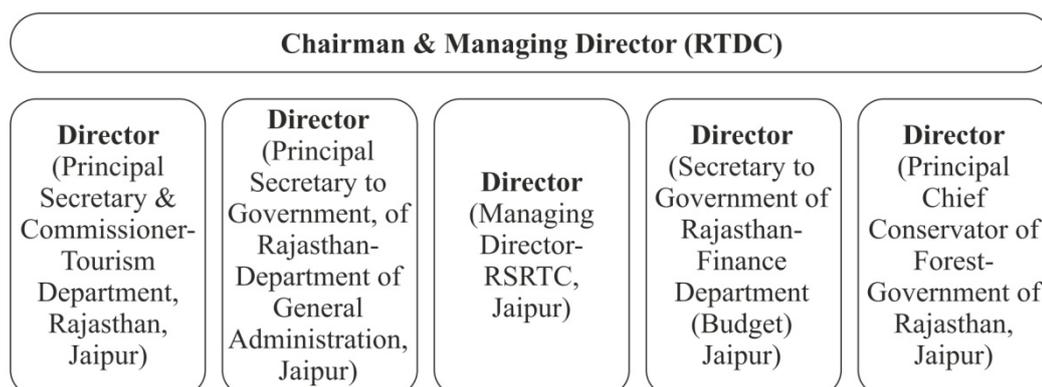
5.6.2 Services Providing by RTDC

In Rajasthan, RTDC provides various types of services to facilitate all domestic and foreign tourists so that corporation can enhance its role in tourism

sector and increase revenue for corporation and government. The major services provided by RTDC are:

- RTDC chains of hotels and motels
- Package Tours - Rajasthan Bhraman
- Pink city by night tour (Jaipur)
- City sight seeing
- Boating
- Luxury Trains - Palace on Wheel and Royal Rajasthan on Wheels
- Fairs and Festivals
- Sound and Light Show
- Camping in Fairs

Chart 5.3: Organizational Structure of RTDC



5.7 Rajasthan Institute of Tourism and Travel Management (RITTMAN)

Rajasthan Institute of Tourism and Travel Management was registered on 29th Oct, 1996 under Rajasthan Society Registration Act 1958. The registered office of this society is located at Paryatan Bhawan, Jaipur.

5.7.1 Objectives and Functions of RITTMAN

1. Human resource development for the activities related to the Tourism Department in the State of Rajasthan.
2. To provide latest updated information related to tourism.
3. Adequate use of Human Resource Development of manpower working in the tourism agencies in the State, Government entities and the private sectors.
4. To ensure better facilities for tourists through effective management keeping in view the various opportunities in tourism in the State.
5. Conducting trainings on foreign languages and culture for the shopkeepers, guides, tourism agents, chauffeurs, hoteliers and tourism personnel.
6. Specialized training programmes for the guides and tour operators.
7. Organization of workshops, seminars, conferences for developing tourism in Rajasthan.
8. Providing consultancy, survey, research for State Government entities and private sectors independently or in joint collaboration with the other agencies.
9. Providing learned graduates and post graduates for the bright future of tourism and travel sector.
10. Regulation of any other activity that is directly or indirectly related to the promotion of tourism in Rajasthan.

5.8 Rajasthan State Hotels Corporation

Rajasthan State Hotels Corporation was incorporated on 7th June 1965. It is classified as State Government Company and it is involved in Hotels; camping sites and other provisions of short stay accommodation.

5.9 Private Organisations

The development of tourism in Rajasthan is largely depends upon the partnership of the government agencies (in core infrastructure) and private sector (in tourism assets and projects). There is a need of private sector to play a more contributory role in the tourism sector of the state.

From owning and managing tourism-related direct infrastructure in the state, the private sector now plays a very active role in defining the overall direction of tourism in the state by:

- Ownership of tourist attractions and creation of various novice tourism products.
- Promoting 'Brand Rajasthan'.
- Consultative and participatory role in policy making.
- Seeking community support for the overall development of tourism in the State.

5.10 Tourism Policy of Government of India

The Government of India as well as Government of Rajasthan are free to formulate policy decisions and other rules and regulations for uplifting the tourism. Tourism is a smokeless industry and having a lot of potentials, considering this fact the Government of India formulated an action plan- National Action Plan for tourism in 1992 and several policies on tourism. The brief analysis delineated below:

5.10.1 National Action Plan, 1992

The main functions of Department of Tourism Government of India are to enhance tourism (domestic as well as foreign both) and to develop basic infrastructural facilities for the tourists in the nation.; to attain the objectives and flow of tourists the National Action Plan was formulated and presented in Parliament in 1992.

Main Features

The main features of this plan were as follows in brief:

A. Items Related to the Ministry of Tourism:

1. Selecting special areas for intensive investment and development as a scheduled area.

2. Implementing plans to assist specific areas and finance facilities for the tourism units in those specific areas.
3. Establishing Heritage hotels/ resorts of various categories and providing facilities like- technological help/ advice, loaning, interest subsidy, marketing and operational facilities.
4. Running tourists trains on the pattern of Palace on Wheels in selected tourists destinations.
5. Starting river transportation in specific areas.
6. Improving and making foreign offices more responsible for attaining the targets.
7. Improvement in Information Technology for better image of India in foreign countries.
8. Specific airlines and hotels at selected places.
9. Establishing tourist information counters at selected places such as main international airports, train routes and hotels.

Items Related to the Other Ministries:

1. Tourists facilities at the main international airports such as – Visa, duty, luggage, foreign currency exchange, air taxies and buses.
2. Liberal charters and automated exits as per declared policy.
3. Open Sky Policy where Air India does not provide aviation facilities or a few flights.

B. Objectives:

The main objectives of this plan were as follows:

1. Development of areas for the point of view of tourism in order to economic uplifting of masses.
2. To increase employment through tourism activities.
3. To develop domestic tourism
4. Conservation of national heritages and environment
5. To develop foreign tourism and foreign exchanges earnings
6. To make diversity in tours
7. To increase the share of receipts in international receipts from tourism

C. Strategy:

The following Strategy was formulated to attain the above mentioned objectives:

1. Improvement in tourism related infrastructure
2. Integrated development in selected areas and adopting marketing techniques for the utilisation of available tourism resources
3. Human development and reorganising and re-strengthening of institutions
4. To adopt suitable policy to increase foreign tourists inflow and income

5.10.2 Implementation and Evaluation of the N.A.P 1992

1. Infrastructural Development

The Ministry of Tourism Government of India has restricted itself up to formulation of policies and schemes. It has played a significant role in the sphere of infrastructure development which has motivated the private sector to take initiatives in tourism sector. The Government also formulated attractive plans to attract domestic as well as foreigners to invest in this sector; rebates in taxes and in other charges have been given to private sector while establishing accommodation units for tourists in the suggested areas. Special assistance has been given to private sector while converting a heritage property into accommodation unit; the Indian Tourism Finance Corporation has provided funds at cheaper interest rates to such heritage properties.

Keeping in mind the domestic tourism and budgeted tourists, *Paying Guest Scheme* has been introduced to develop tourism. Besides, Government of India has sanctioned assistance to State Tourism Development Corporations while financing for Tent accommodation units.

Star Category of hotels have been introduced while rating the hotels. Similarly, it has been decided that marked/ approved tour operators and travel agents shall expend a certain percentage of their earnings for the development of tourism. Some other provisions were also been made in National Action Plan for pilgrimage tourism, shilpgrams, fair and festivals, road transportation, aviation facilities and travel business. It was also decided to organise summit on tourism among countries for discussion on the issues relating to tourism.

2. Integrated Development in Selected Areas

Assuming that the grant which was given by the Government of India to various States and U/Ts had not resulted as was expected, so it was decided to release grant for tourism to the selected areas for integrated and intensive development of tourism. In the first phase the Government of India selected 15 circuits/ destinations for integrated and intensive development. It was also decided that the Government will consider other circuits/ destinations after the development of these 15 selected areas. This was also decided that the Government will discuss from the selected states keeping in mind the potentials available there.

3. Reconstitution of Institutions for Human Development

As there were only 15 Institutions for training in the field of hotel management and 16 food and craft institutes, so the Government of India decided to reconstitute these institutions. The main focus was to make them strong by providing financial assistance. Besides, keeping in mind the gap between demand and supply of trained personnel, it was also decided to establish such institutions at regional basis so that the regional demand of trained personnel may be fulfilled and the youth may avail job opportunities in their own states by availing training facilities in their regions on the priority basis. It was also decided to establish the “National Culinary Institution” at national level. Indian Tourism and Travel Institute is a major institution in the field of tourism- training- assistance was given to this institution. It was also decided to release grant for universities to start courses regarding travel and tourism level.

4. Marketing and Advertisement

The Department of Tourism Government of India with co-ordination of Air India and some other institutions adopted the new marketing strategy and effective advertisement policy for attracting foreign tourists. Policy of wide publicity of a particular region/ circuit/ destination was adopted that brought fruitful results. New tourists’ circuits were also given weighted. South- India was highlighted, thus tourism increased by 35 percent in this region. Considering the role of Tourism-Trade Fairs in up-lifting the tourism in other countries, it was decided to organise

such fairs in the country on regular basis in every three years. The main motto of these fairs was to provide a platform for interaction among the various elements of tourism. The Government of India also introduced a new tourism related service, “*Tournet*” in its domestic offices as well as in some selected countries. A multi language computer service regarding means of travel, food, accommodation facilities, places of interest and service charges was also introduced in the tourism offices of Government of India and some other centres.

5.11 National Tourism Policy of India

Tourism policy of Indian Union was framed time to time in order to suit schemes, need, circumstances and overall development of societal concerns. The first national tourism policy was announced in 1982 as ‘*National Tourism Policy*’, thereafter in year 1992 as ‘*National Action Plan for Tourism*’ and ‘*National Tourism Policy*’ in 2002. A tentative framework for national tourism policy was presented as ‘*Draft National Tourism Policy 2015*’ but this is yet to be finalized so currently ‘*National Tourism Policy 2002*’ is hereby forwarded. The Ministry of Tourism circulated this policy to State Governments, Departments & Ministries of Union Government of India and to all stakeholders of tourism sector, private institutions and tourism industry associations.

The National Tourism Policy 2002 was formulated, controlled and administered by Department of Tourism (Ministry of Tourism & Culture) Government of Indian Union. The following are some salient features:

I. Key Strategic Objectives of Tourism:

1. Positioning & maintaining tourism development as a national priority activity with enhancing & maintaining India’s competitiveness as major tourist destination. This would be achievable by enhancing India’s existing tourism products, exploring & expanding new tourism market requirements, creation of global standard infrastructure and developing sustainable and effective marketing plans, programs and goals.
2. Positioning tourism as a significant engine for promoting economic growth by leveraging ancient civilization linked with modern time.

3. Ranking India as a global brand to take advantage for escalating global travel & trade and tapping untapped potential of India.
4. Try to locate, preserve, restore and advertise UNESCO accredited world heritage sites.

II. Tourism Related Marketing Strategy & Research:

1. Constitute a unique brand position for tourism in India. Enhanced use of digital technology for marketing and solving grievances related with tourism. Increased use of social networking sites and establish internet portal in many Indian and foreign languages. Develop tailor made tourist itinerary & advertisement promotion schemes. Conduct frequent research and developmental activities for tourism in relation with demands, feelings and usages.

III. Linking Tourism with Other Units:

1. A requirement of strong structural & legislative framework backed by government & other private parties to ensure safety, creation of international standard basic infrastructure & health care facilities for tourists.
2. Tourism is considered to be multidimensional industry that aims to bring maximum utilization and productivity of nation's natural resources, human expertise, employment generation for labour intensive, cottage & other small industry, socio-cultural harmony & justice, backward & forward integration, economic gains by means of exports & hard currency earning, means of generating proposal & investment, helps raising central, state & local government revenue, technological income and other means of sustainable development and overall community benefits.
3. Tourism industry should work in close co-ordination with departments of railways, aviation, waterways, roadways, environment, forestry, home, security, police, narcotics, State & local administration, etc.

IV. Improve & Expand Tourism Product:

1. There should be timely restoration and environmental oriented protection of historical monuments, artefacts and areas of great historical importance.

2. Create expansion of regional & cultural tourism in India. Develop beach & coastal tourism resort products especially positioning sea areas of Gujarat, Maharashtra, Goa, Kerala, Tamil Nadu, Andhra Pradesh and Andaman & Nicobar Islands as international cruise & cargo destination.
3. Capitalize India's traditional cuisines & ancient culinary traditions.
4. Actively promote village tourism, plantation regions, wildlife sanctuaries & national parks, adventure, safari, river tourism, etc.
5. Maintenance of existing renowned location and construction of smart cities for global meetings, conventions, trade fairs, other exhibition market for development of international and domestic trade, commerce, education and research.
6. Creating shopper's paradise & retail trade. Promote ethnic village *Haats*. Boost '*Made in India*' brand, '*Festivals of India*' program and positioned New Delhi, Mumbai and Bengaluru, as '*World Cities*'.

V. Tourism Essentials:

1. Constituting effective marketing plans & programs and conducting special training for State police, staff of tourism department, government officials and units in field of courtesy and hospitality.
2. A formulation of an honest and strict code of ethics for tourism industry, travel agents, tour operators and other sister organizations and violations should be firmly dealt.
3. Our national pride such as *Yoga*, *Ayurved*, *Siddha*, spiritual tourism, holistic healing treatment, tradition & custom, art & culture, music, dance & festival, cuisine and other indigenously based lifestyle should be given prime significance.
4. Local & civil administration, village panchayats, community associations and regional bodies should be necessarily linked with tourism.

VI. Creation of International Standard World Class Infrastructure:

1. Tourism needs development of integrated transportation circuits of airways, roadways, railways & waterways to facilitate movement of tourists. Other requirements are accessible facilities of power & electricity, water supply, sewage, sanitation and telecommunications. Construction of globally acclaimed hotel room accommodation, restaurants & other tourist destination and events.
2. Indian Railways are most favourite means of transportation among tourists. Indian Railways attract passengers through Special Tourist Trains with a preset itinerary, railway hotels, heritage railway buildings, hill railways, railway heritage tourism with special tourism trains like Royal Orient Express, Budh Parikrama, Palace on Wheels, Maharaja Express, Fairy Queen, etc. Other trains such as Shatabdi, Rajdhani, Durgam, Sampark Kranti, Humsafar, etc. are quite popular among foreign and domestic tourists.
3. Increased means of waterways via sea, rivers, lakes and other inland water ways.
4. Constructions of toll free super express ways, flyovers, underground paths and tunnels for free movement over roads.
5. Develop fast communication network technology with high speed internet cables, WiFi facility, 4G & 5G technology, installation of mobile towers & CCTV.

VII. Increased Tourism Competitiveness:

1. Suppressing threats and weaknesses such as poor security & health condition, less involvement of communities, failure to adopt sustainable development, meagre management & marketing practices, fierce international competition with smaller countries, regional conflicts, environmental aspects, terrorism, etc.

2. Strong role of Indian tourism at international level such as World Tourism Organization, World Tourism & Travel Council, Earth Council, International Trade Organization, UN and other international and regional blocks.
3. Creation and development of integrated tourism circuit with PPP initiative, construction of world class infrastructure, transportation & communication facilities.
4. Digitalization in tourism by adopting *Tourism Satellite Account System* based on SN3 protocol. Plan & implement professionally managed *Integrated Communication Strategy* titled as '*National Tourism Awareness Campaign*'. Establishing *Tourism Advisory Council* to act as '*thick tank*'.
5. Leasing of railway stations, airports and sea ports for services, terminal maintenance & construction in order have fast and efficient tourism requirements. Approving Visa-on-Arrival. Computerization of system for issuing visas by Embassies or High Commission. Arrangement of additional airline & railway seats & cargo capacity and comfortable physical amenities at airports, railway stations and sea ports.

VIII. Other Facts of Tourism:

1. Tourism should work as sustainable industry enforcing smokeless environment, balancing ecological carbon footprints, safeguarding national heritage, natural resources, culture, language, cuisine and society.
2. A variant parameters of tourism must included; emphasis over eco based tourism, elimination of poverty & crime, creation of new skills, opening of markets, enhancing of women status, encouraging tribal & local handicrafts, creation of utility, facilitating equal growth, justice and establishment of balanced social order.
3. Envision protection and promotion of rural or country based tourism, domestic tourism and pilgrimage tourism.
4. Wildlife based tourism, adventure oriented tourism and distant location tourism should also not to be ignored.

IX. Inculcating Feeling of Indianization:

1. To ensure tourist gets physically invigorated, mentally rejuvenated, culturally enriched and spiritually elevated and '*feel India from within*' and try promoting understanding, peace and contributing towards national integrity and regional stability.
2. Tourism policy emphasis 7 key areas that will promote tourism development: *Swaagat* (Welcome), *Soochana* (Information), *Suvidha* (Facilitation), *Suraksha* (Safety), *Sahyog* (Cooperation), *Samrachana* (Infrastructure Development) and *Safaai* (Cleanliness).

5.12 Tourism Policy of Rajasthan Government

Rajasthan government has accorded tourism industry status in the year 1989. Based on this notion the State government has announced a comprehensive tourism policy in the year 2001. Thereafter every year in the State Budget, tourism has given due significance and it has a separate Unit Policy. The recently announced Rajasthan Tourism Unit Policy in the year 2015 in order to extend more support and incentives for establishment of tourism units in the State. The Rajasthan Tourism Unit Policy 2015 was the prime centre of attraction held during '*Resurgent Rajasthan*' (19-20 Nov. 2015 at Jaipur) The new policy has been framed keeping in view the guidelines under the '*Suraj Sankalp*' policy document, new emerging trends in the tourism sector, representations given by various stakeholders including the tourism and trade organisations and also the suggestions received from other departments. The Rajasthan Tourism Unit Policy 2015 primarily addresses issues relating to time bound conversion of land for tourism units including new hotels and heritage hotels, time bound approval of building plans, grant of patta to heritage hotels, allotment of land for tourism units on DLC (District Level Committee) rates, applicability of Rajasthan Investment Promotion Scheme, 2014 (RIPS-2014) for tourism units and smooth and speedy implementation of the provisions of related departments like Revenue, Urban Development and Housing (UDH) and Local Self Government (LSG), Panchayati Raj, etc. It is expected that this policy will strengthen the existing infrastructure, will foster infrastructure development, income and employment generation and increase the much needed availability of hotel rooms for the tourists.

By allowing heritage hotels in rural Abadi/ Panchayat areas rural tourism is likely to increase manifold. The definition of tourism units has been expanded to cover various types of tourism units and activities including budget hotels, heritage hotels, resorts, golf courses, adventure sports, etc. It is expected that these steps will bring speedy investment in the State. The current Tourist Unit Policy 2015 is applicable throughout the State of Rajasthan.

5.12.1 Rajasthan Tourism Unit Policy 2015

Salient features of Rajasthan State Tourism Policy 2015 are enumerated below:

1. In the new policy every unit of tourism has been minutely delineated such as hotel, motel, heritage hotel, budget hotel, restaurant, camping site, caravan, museum, MICE, convention or conference centre, resort, sport resort, health resort, amusement park, animal safari park, camel safari, ropeway, tourist luxury coach, cruise tourism, etc.
2. All the development authorities (like JDA), UITs, Municipal Bodies, Rajasthan Housing Board, Gram Panchayat, Industry Department and District Collectors would identify suitable land for the establishment of the tourism units.
3. Land so identified shall be set apart and reserved for the tourism units under intimation to the Tourism Department. Information of such Land Bank would be made available on the website of concerned Local Body/ District Collector/ Revenue Department and on Tourism Department website.
4. The maximum and minimum land areas to be reserved for the tourism units shall be as under mentioned:

TABLE 5.1: LAND ALLOCATION FOR THE TOURISM UNITS

S. No.	Category	Minimum Land Area	Maximum Land Area
1	Budget hotels and 1 to 3 Stars hotels	1, 200 sqm.	Up to 4, 000 sqm.
2	4 Stars hotels	6, 000 sqm.	Up to 12, 000 sqm.
3	5 Stars and above hotels	18, 000 sqm.	Up to 40, 000 sqm.
4	Other tourism units	-	As per requirement or availability

5. No conversion charges shall be payable for the land held by the tenant for the establishment of a tourism unit in urban as well as in rural areas.
6. No development charges shall be payable by the tourism units. Necessary notifications/orders in this regard shall be issued by the concerned departments.
7. In addition to the free of cost conversion and development charges for the heritage hotels, UDH and Local Self Government (LSG), Panchayati Raj, Revenue Department, etc. will also issue conversion orders for existing and operating heritage hotels/ buildings. Similar order will also be issued for those who intend to convert heritage buildings in to heritage hotels after issue of this policy.
8. A fixing of time limits for the conversion of land and approval of building plans is constituted, in such cases the competent authority shall dispose off an application for conversion of land for tourism unit within 60 days from the date of filing of application which is complete in all respects. In case orders for conversion of land are not issued within prescribed time limit, the land in question will be regarded as deemed converted.
9. In the approval of building plans the competent authority in the urban area shall dispose of the application within 60 days of receipt of application complete in all respects.
10. Similarly, time limits are also fixed for construction and operation of tourism units by the investor: a tourism unit has less than 200 rooms will be required to be completed within 3 years after conversion of land and a tourism unit having more than 200 rooms will be required to be completed within 4 years after conversion of land. Provided further that an extension of one more year could be given based on merits of the case by the authorities concerned after which all concessions shall stand withdrawn/ lapsed.
11. For the conversion of land in the rural area the competent authority shall dispose off an application for conversion of land within 45 days from the date of filing of application complete in all respects. In case orders for conversion of land are not issued within prescribed time limit, the land in question will be regarded as deemed converted.

12. For the conversion of residential land and heritage properties into hotels and other tourism units no fee for change in land use for conversion of residential land and heritage properties into hotels and other tourism units shall be charged.
13. Heritage hotels situated on narrow roads in urban areas which arrange for a dedicated alternative parking on a 40/ 60 feet wide road and provide for the park and ride system from hotel to parking place shall be permitted to operate. Similarly heritage hotels situated on narrow roads in rural and Panchayat/ rural abadi areas will be permitted to operate. The same shall be applicable for existing heritage buildings proposed to be used as heritage hotels.
14. The minimum road width in the new tourism units in rural and Panchayat areas shall be permitted provided there is availability of a 30 feet wide road.
15. The permissible area for commercial use by heritage properties or hotels can commercially convert maximum of 1, 000 sq meters or 10 % of the plinth area of the existing heritage building, whichever is less.
16. Issue of a legal Patta for heritage properties owners for claiming ownership of those heritage properties would be given lease/ free hold rights by the municipality in accordance with the Rajasthan Municipalities (surrender of non-agricultural land and grant of freehold lease) Rules, 2015 issued vide notification no. F8 (G) Rules/ 2015/ 7960 dated 15.06.2015 by the LSG Department Panchayati Raj Department will formulate rules for issuance of Patta for heritage properties in rural Abadi area
17. After conversion of land, lease amount for tourism units in the urban areas will be charged on the rates prescribed for the institutional purposes.
18. For heritage hotels Urban Development (UD) tax shall be charged on residential rates on the built up area, but there will be no UD tax on open area. For budget and 1 to 3 star hotels, UD tax shall be charged on residential rates on the built up area. For 4 and 5 star hotels, UD tax shall be charged on double of residential rates on the built up area. But for open area of these hotels, UD tax will be charged at the rate of 50 % of residential rates.

19. Basic Services for Urban Poor (BSUP) charges for heritage hotels would be charged only for the covered area. For all other tourism units, BSUP will be applicable as per existing UD and housing and LSG department guidelines.
20. At present, standard Floor Area Ratio (FAR) is 1.33 without betterment levy and maximum FAR is 2.25 with betterment levy is permissible. Tourism units covered under this policy shall be allowed double FAR i.e. 4.50 out of which 2.25 shall be without betterment levy. Rate for betterment levy shall be calculated on the basis of residential reserve price of the area.
21. All fiscal benefits, incentives and projects approved by Ministry of Tourism (Government of India) as provided in Rajasthan Investment Promotion Scheme, 2014 (RIPS-2014) for tourism sector enterprises shall be available to the eligible tourism units.
22. All tourism units registered with the Department of Tourism will be directly eligible to become training partners under the Employment Linked Skill Training Program (ELSTP) subject to availability of infrastructure as per the guidelines of Rajasthan Skill and Livelihoods Development Corporation (RSLDC). If enrolled as a training partner, management of the respective hotels would be required to set up a training centre within the hotel premises using existing/ additional infrastructure for the selected courses from the approved list of RSLDC, mobilise youth for training, organize training as per syllabus, follow RSLDC guidelines while conducting of skill training programmes, participate in third party assessment and certification process, etc. Moreover, they would also have to ensure that at least 50 % of the trained youth is linked to employment in accordance with the norms of ELSTP. Heritage hotels on hiring trained youth (certified under RSLDC) would be eligible to get subsidies/ incentives as per norms, if available.
23. All concerned departments shall issue orders extending duration (time period) of annual licenses required to operate hotels and other tourism units for a period of ten years in the first instance itself.
24. A tourism advisory committee will be constituted to give suggestions regarding measures that can be taken up for growth of tourism in the State.

The Committee will also include representatives from tourism and travel trade.

25. Department of Tourism shall be the nodal department for infrastructural development of tourism units.
26. This policy will remain in force for five years from the date of issue. However, tourism unit projects already approved by the Tourism Department under Tourism Unit Policy, 2007 but are pending for land conversion/approval of building plan/ regularisation before the competent authority will not be required to apply afresh. Such units shall receive all incentives and concessions granted under Rajasthan Tourism Unit Policy 2015 and RIPS-2014.
27. In case concerned departments require amendments in their respective rules/ sub-rules and notifications for implementation of this Policy, the same can be done after obtaining approval of Honourable Chief Minister, Rajasthan, who has been authorized in this regard by the Cabinet Order No. 103/ 2015 dated 18/5/2015.

References

Reports and Publications of:

1. Ministry of Tourism, Government of India
2. DoT. Government of India
3. Ministry of Tourism, Government of Rajasthan
4. DoT. Government of Rajasthan
5. RTDC



Chapter 6

**Data Analysis
&
Interpretation**



Data Analysis and Interpretation

6.0 Data Analysis

The research study is designed to have acquaintance, analyse some of the setbacks and to suggest remedial measures related to topic entitled, “*Problems and Prospects of Tourism in Rajasthan*” (A Case Study of Hadoti Region). To undergo this survey, research scholar has studied concepts, theories, historical background, problems and prospects of tourism in detail with special emphasis of problems and prospects of tourism in Hadoti region (that comprises four districts Kota, Bundi, Jhalawar and Barab Baran). For analysis, the data have been classified and tabulated under suitable headings.

The finding of the study encompasses a detailed questionnaire of two sets that has been administered to a sample of three hundred fifty respondents distributed to tourists (two hundred domestic & one hundred foreign) and hoteliers/ government agencies/ agents (fifty respondents) respectively.

6.1 Analysis and Data Interpretation of Tourists

No discrimination made between genders of tourists. A foreign tourist is a tourist residing outside India even NRI were also treated as foreign tourist.

6.1 (A) Demographic Profile

TABLE 6.1: CATEGORY OF TOURISTS

S. No.	Tourists	Respondents	Percentage
1	Foreign	100	33.33 %
2	Domestic	200	66.67 %
GRAND TOTAL		300	100 %

Interpretation

Out of 300 respondents who were distributed questionnaire, 100 were foreign respondents and 200 were domestic respondents.

TABLE 6.2: AGE GROUP OF TOURISTS

S. No.	Particulars	Respondents			Total Percentage
		Foreign	Domestic	Total	
1	Less than 20	6	23	29	9.66 %
2	21 – 40	13	55	68	22.67 %
3	41 – 60	49	77	126	42.00 %
4	61 & Above	32	45	77	25.67 %
GRAND TOTAL		100	200	300	100 %

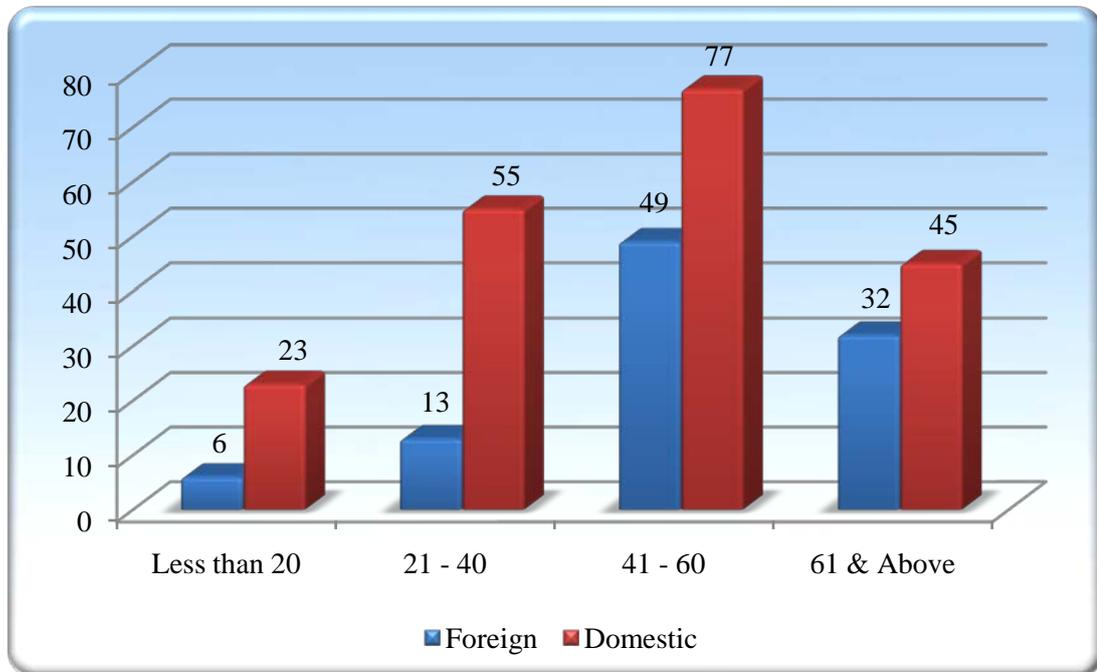


CHART 6.1: AGE GROUP OF TOURISTS

Interpretation

The above mentioned table and chart revealed that majority of tourists both foreign and domestic are in age group between 41 – 60 years and 61 & above years of age enjoying their leisure and relaxation time. However a few respondents also represented between 21 – 40 years who were individual youth or newly married couples and less than 20 years of age who were majorly children.

TABLE 6.3: MARITAL STATUS OF TOURISTS

S. No.	Particulars	Respondents			Total Percentage
		Foreign	Domestic	Total	
1	Unmarried	41	43	84	28.00 %
2	Married	59	157	216	72.00 %
GRAND TOTAL		100	200	300	100 %

Interpretation

The Table No. 6.3 discloses information pertaining with ‘marital status of tourists’. It is observed that 28 % of tourists were unmarried who were young, small children or single individuals and 72 % of them were married who were travelling with their spouse or other family members and friends.

TABLE 6.4: OCCUPATION OF TOURISTS

S. No.	Particulars	Respondents			Total Percentage
		Foreign	Domestic	Total	
1	Students	6	23	29	9.67 %
2	Service	27	75	102	34.00 %
3	Business	39	46	85	28.33 %
4	Others	28	56	84	28.00 %
GRAND TOTAL		100	200	300	100 %

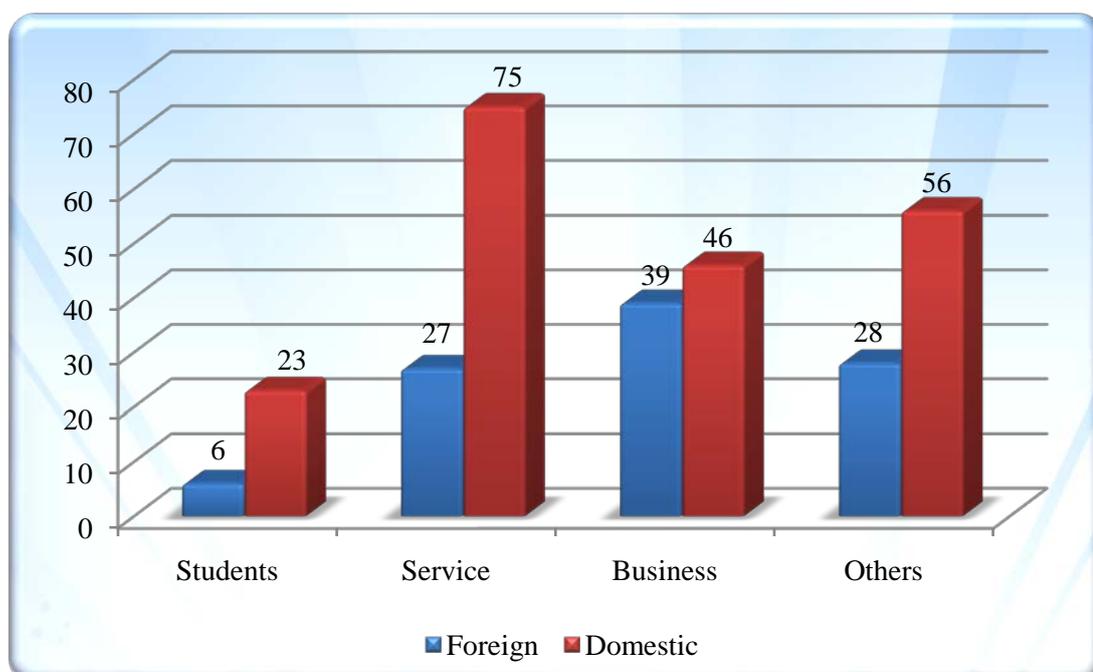


CHART 6.2: OCCUPATION OF TOURISTS

Interpretation

The aforesaid table and chart represents data in relation with ‘occupation of tourists’. From overall 300 respondents, 90% of them were either employed in government or private service & some were independently having their business and under ‘other’ category individuals comprises professionals such as doctors, lawyers, CAs, franchise owners, contractors, retired employees and seasonal workers, etc. Conversely student’s representation was more seen under domestic tourist category in comparison to foreign tourists.

TABLE 6.5: MONTHLY INCOME OF TOURISTS

S. No.	Particulars	Respondents			Total Percentage
		Foreign	Domestic	Total	
1	Below 20, 000	6	31	37	12.33 %
2	21, 000 - 40, 000	Nil	79	79	26.33 %
3	Above 41, 000	94	90	184	61.34 %
GRAND TOTAL		100	200	300	100 %

(Income denominators expressed in Indian Rupees)

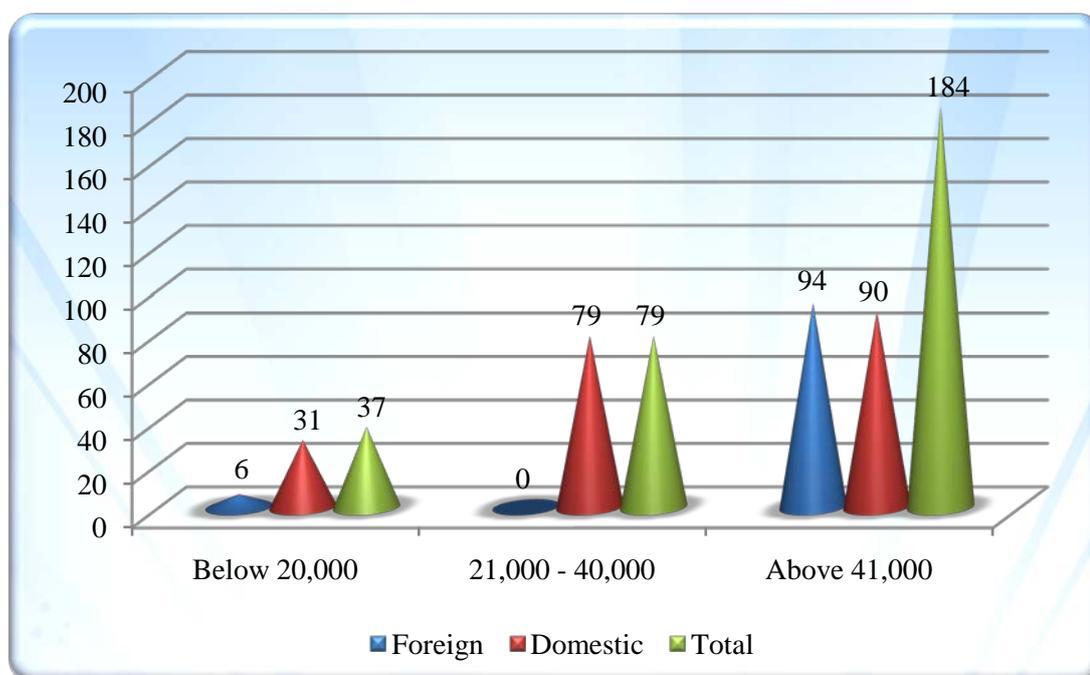


CHART 6.3: MONTHLY INCOME OF TOURISTS

Interpretation

‘Monthly income of tourists’ implied 3 categories; below 20, 000 rupees were children or individuals having small amount of earnings. Due to high standard of earnings there were nil respondents of foreign tourists between 21, 000 – 40, 000 rupees and almost every foreign tourists was having more than 41, 000 monthly income. In contrast with domestic tourists a mix picture of income slab was perceived.

6.1 (B) General Information

TABLE 6.6: PURPOSE OF TOURISM

S. No.	Particulars	Respondents			Total Percentage
		Foreign	Domestic	Total	
1	Rest/ Relaxation	4	29	33	11.00 %
2	Business/ Education	11	37	48	16.00 %
3	Historical/ Religious	75	71	146	48.67 %
4	Health/ Medical	Nil	7	7	2.33 %
5	Others	10	56	66	22.00 %
GRAND TOTAL		100	200	300	100 %

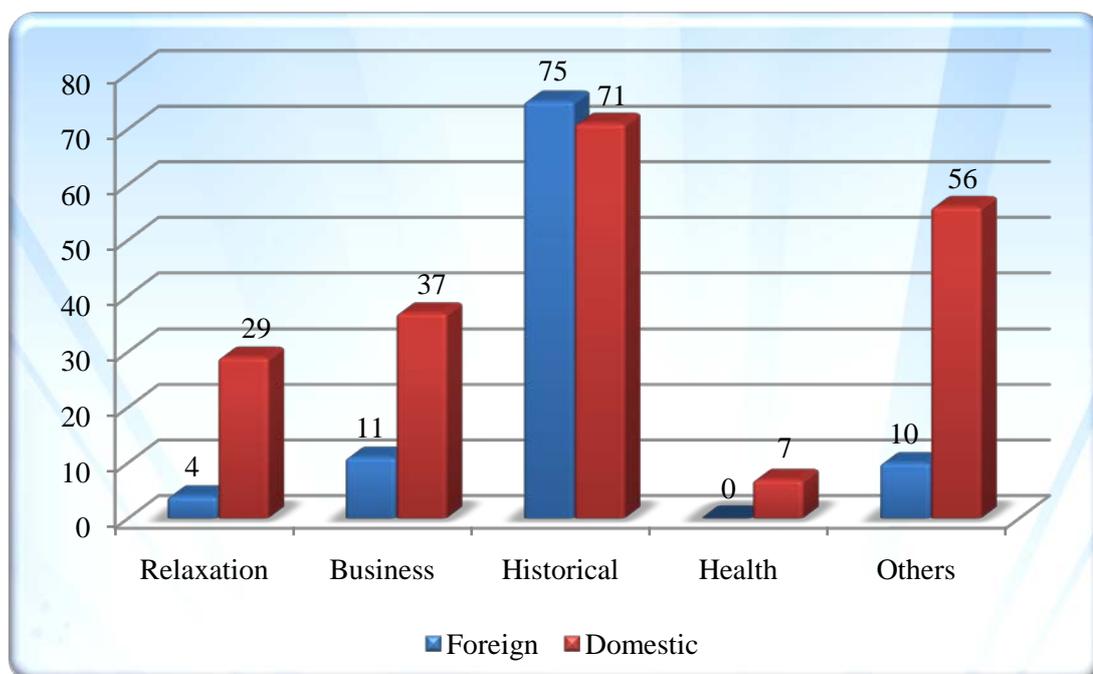


CHART 6.4: PURPOSE OF TOURISM

Interpretation

When questioned for ‘prime reason for tourism’, it was viewed for foreign tourists that they mainly showed their interests towards historical monuments, religious fairs and cultural attraction in Hadoti region and none of them visited this place for medical issue. While domestic tourists displayed myriad of reason for visiting Hadoti such as for attending marriage & other ceremonial rites or event occasion along with Hadoti tour, part of excursion tour, visiting festival or fair or to attend some relative hospitalized, etc.

TABLE 6.7: SOURCE OF TOURISM INFORMATION

S. No.	Particulars	Respondents			Total Percentage
		Foreign	Domestic	Total	
1	Internet/ Media	51	42	93	31.00 %
2	Friends/ Relatives	11	91	102	34.00 %
3	Travel Agency	24	21	45	15.00 %
4	Fairs/ Trade	11	29	40	13.33 %
5	Others	3	17	20	6.67 %
GRAND TOTAL		100	200	300	100 %

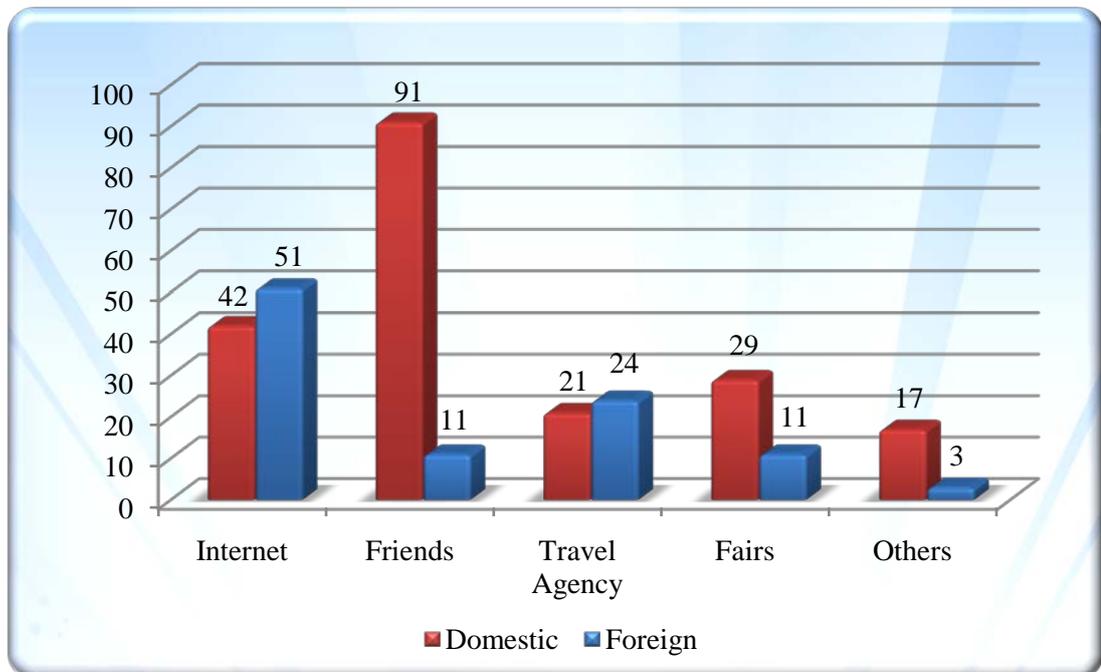


CHART 6.5: SOURCE OF TOURISM INFORMATION

Interpretation

Under ‘source of tourism information’ foreign tourist were very much alert and pro-active in using internet and media understanding still some of them opined that information on Hadoti tourism was conveyed to them through travel agents and during exhibition visit. For domestic tourists source of tourism information was chiefly friends/ relatives mouth of communication, website advertisement, media sources, display of tourism ads in trade fairs, local fairs, etc.

TABLE 6.8: DURATION OF STAY

S. No.	Particulars	Respondents			Total Percentage
		Foreign	Domestic	Total	
1	Less than a week	71	93	164	54.67 %
2	More than a week but less than fortnight	13	69	82	27.33 %
3	More than fortnight but less than a month	11	27	38	12.67 %
4	Any other duration	5	11	16	5.33 %
GRAND TOTAL		100	200	300	100 %

Interpretation

More than 70 % of foreign tourists just stayed ‘less than a week’ in Hadoti while expressing their ‘duration of stay’. Basically foreign tourists’ services are directly operated from Delhi or Jaipur and normally stand for 2 – 3 days with chartered services. This was due to meagre exploration and advertisement for Hadoti tourism, least amount of tourist attraction (except for Bundi & other local fair) and very much confined duration of stay in India, etc. Only few of them stayed over a month who was involved in some sort of mission or embassy work or some project to accomplish whereby tourism is a part of their stay. Contrary domestic tourists stayed both for ‘less than a week’ and even ‘more than a week’.

TABLE 6.9: COMPANION IN TOUR

S. No.	Particulars	Respondents			Total %
		Foreign	Domestic	Total	
1	Single	37	42	79	26.33 %
2	With family/ friends	32	115	147	49.00 %
3	Official/ business delegates	17	28	45	15.00 %
4	Any other	14	15	29	9.67 %
GRAND TOTAL		100	200	300	100 %

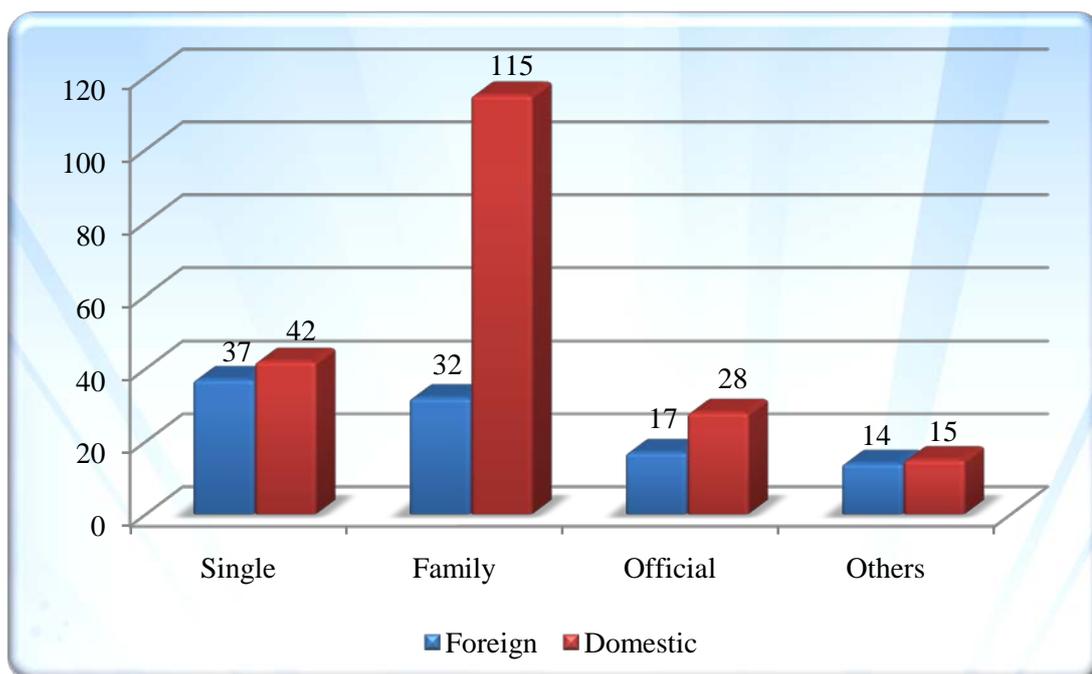


CHART 6.6: COMPANION IN TOUR

Interpretation

Aforementioned table and chart explained information in relation with ‘companion in tour’. Foreign tourists primarily travel ‘single’ or at the most with immediate ‘family members or friend’ companion. In respect to domestic tourists, they largely preferred travelling with ‘family members and friends’, to some extent college going students were also observed who travelled as ‘single’ individuals. In ‘other’ category some companion such as relatives also accompanied tourists.

TABLE 6.10: MODE OF TRANSPORT USED DURING TOUR VISIT

S. No.	Particulars	Respondents			Total %
		Foreign	Domestic	Total	
1	Own conveyance	Nil	55	55	18.33 %
2	Chartered bus/ taxi/ aircraft	49	28	77	25.67 %
3	Public transport/ rail/ road	37	107	144	48.00 %
4	Any other	14	10	24	8.00 %
GRAND TOTAL		100	200	300	100 %

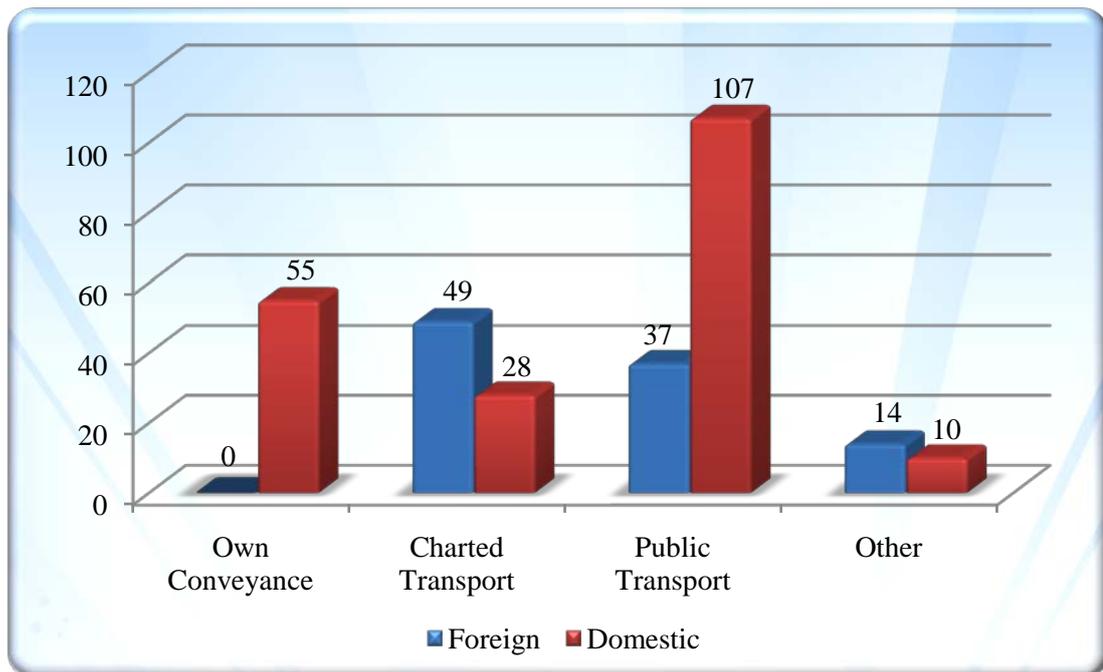


CHART 6.7: MODE OF TRANSPORT USED DURING VISIT

Interpretation

Table No. & Chart No. 6.10 furnishes details for 'mode of transport used during tour visit'. None of foreign tourist preferred 'own conveyance' but most of them travel Hadoti by using 'chartered bus/ taxi or through public transport such as rail, road or airways'. Correspondingly domestic tourists choose their 'own conveyance' or at the most opted public transport services such as railways or State operated roadways. Under 'any other' category medium of transportation for visiting and site-seeing was shared auto, local taxi, cycle rickshaw, etc.

TABLE 6.11: PREFERENCE OF STAY DURING TOUR VISIT

S. No.	Particulars	Respondents			Total %
		Foreign	Domestic	Total	
1	Friends/ relatives	3	60	63	21.00 %
2	Star category hotel	77	48	125	41.66 %
3	Lodge/ hostel	9	41	50	16.67 %
4	Other source	11	51	62	20.67 %
GRAND TOTAL		100	200	300	100 %

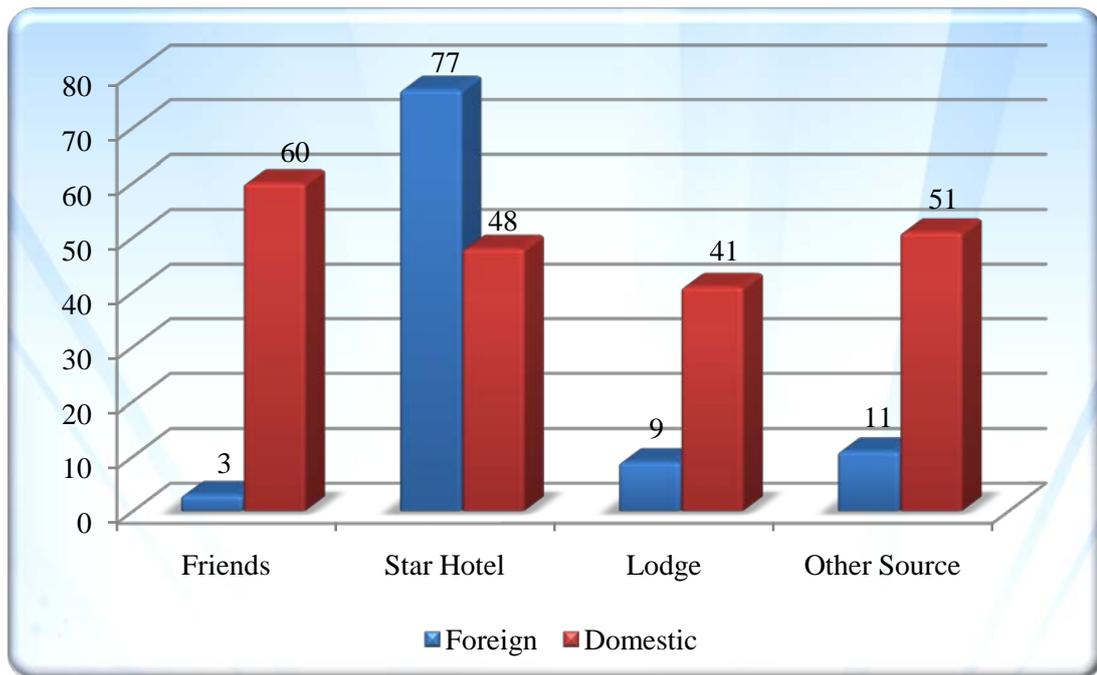


CHART 6.8: PREFERENCE OF STAY DURING VISIT

Interpretation

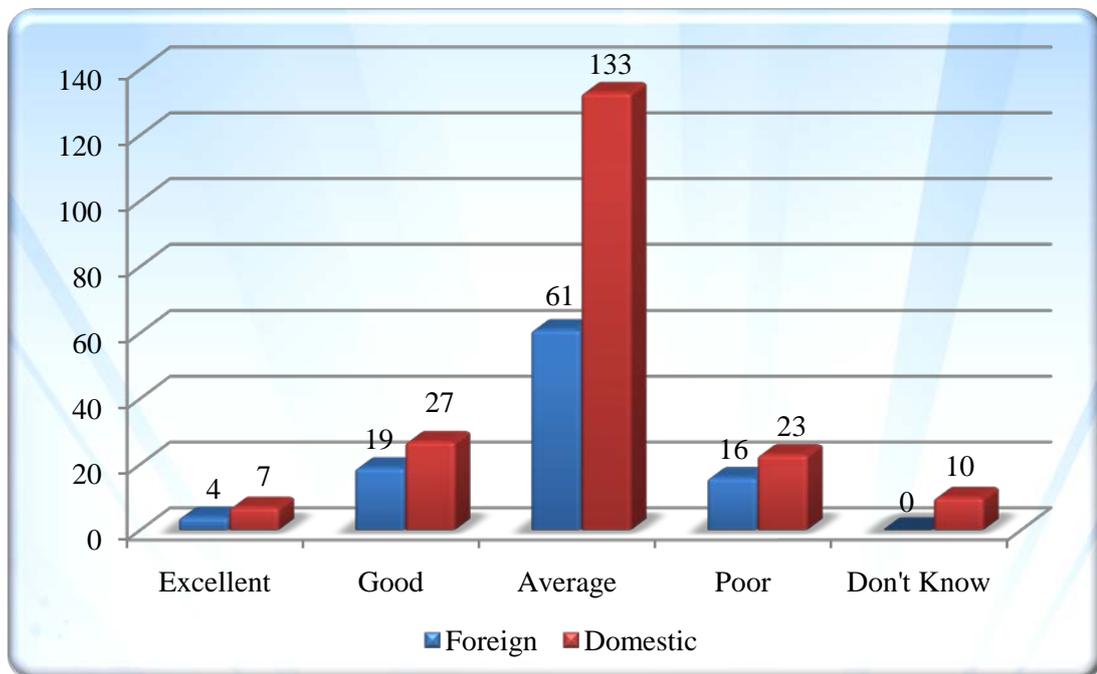
In respect to 'preference of stay during tour visit'; foreign tourists chiefly selected 'star category hotel' that was convenient and within their reach of stay. Alternatively domestic tourists had multiple options to stay such as with relatives & friends, at lodge or hostel and cheaper category of hotels, etc. 'other sources' include staying at dharmshalas, railway retiring rooms, rented accommodations for domestic tourists and living in tents especially for foreign tourists, etc.

6.1 (C) Accommodation / Hotel Services

This section comprises tourist views over numerous sources of accommodation and other types of hotels/ residence facilities such as location, cleanliness, staff services and internal hotel facilities.

**TABLE 6.12 (A): VIEW OF TOURISTS REGARDING
LOCATION OF ACCOMMODATION**

S. No.	Particulars	Respondents			Total Percentage
		Foreign	Domestic	Total	
1	Excellent	4	7	11	3.67 %
2	Good	19	27	46	15.33 %
3	Average	61	133	194	64.67 %
4	Poor	16	23	39	13.00 %
5	Don't Know	Nil	10	10	3.33 %
GRAND TOTAL		100	200	300	100 %



**CHART 6.9 (A): TOURISTS' VIEW ON LOCATION
OF ACCOMMODATION**

Interpretation

In context with Table No. 6.12 (A) on ‘view of tourist regarding location & surrounding’ both foreign and domestic tourists marked ‘average’ ratings and almost equal rating for ‘good’ and ‘poor’ scale. For foreign tourists, it comes to knowledge that heritage hotels, havelis and ancient residence were their prime destination to stay in Hadoti. Domestic tourists preferred their stay close to railway or bus station whereas foreign tourists preferred to stay in quite tranquil and exotic environment. However both tourists category opted for clean, clear and encroached free location.

TABLE 6.12 (B): VIEW OF TOURISTS REGARDING CLEANLINESS OF ACCOMMODATION

S. No.	Particulars	Respondents			Total Percentage
		Foreign	Domestic	Total	
1	Excellent	2	5	7	2.33 %
2	Good	15	31	46	15.33 %
3	Average	58	129	187	62.34 %
4	Poor	25	30	55	18.33 %
5	Don't Know	Nil	5	5	1.67 %
GRAND TOTAL		100	200	300	100 %

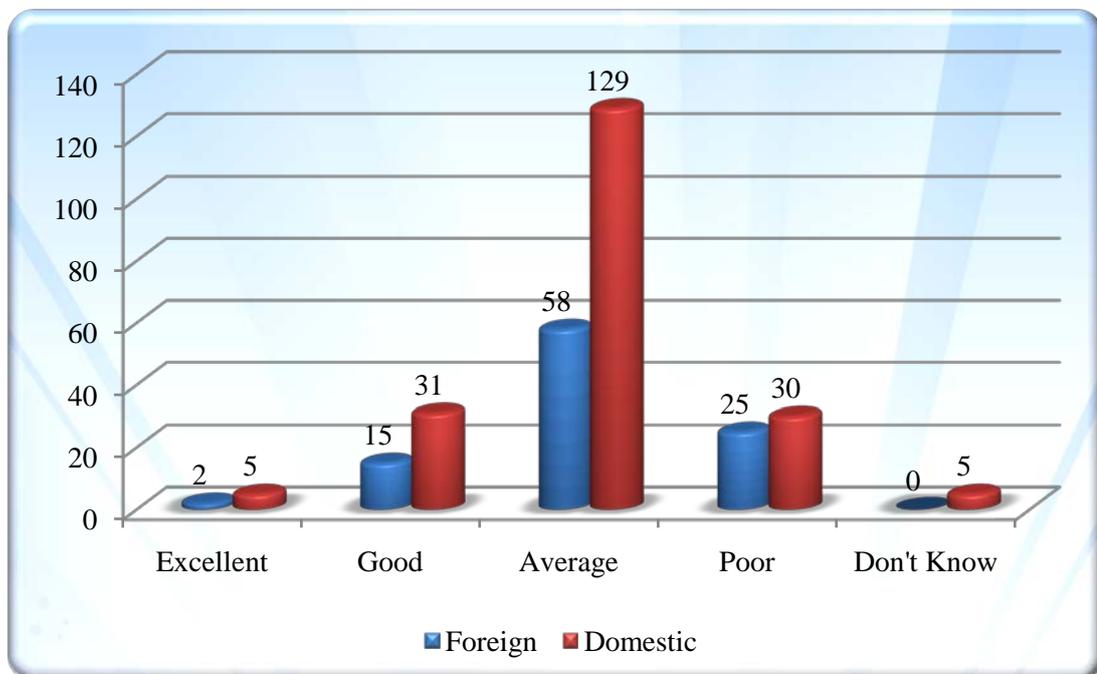


CHART 6.9 (B): TOURISTS' VIEW REGARDING ACCOMMODATION CLEANLINESS

Interpretation

Both foreign and domestic tourists were least satisfied on 'cleanliness & decoration of hotel accommodation and surroundings'. More than 60 % of respondents furnish 'average' scale on cleanliness. Considerable amount of respondents about 18 % provided 'poor' rating also. This shows that hotel accommodation and vicinity need to be more cleaned and decorated as per established manuals and standards and should be made encroachment free.

**TABLE 6.12 (C): VIEW OF TOURISTS REGARDING
HOTEL STAFF SERVICE FACILITIES**

S. No.	Particulars	Respondents			Total Percentage
		Foreign	Domestic	Total	
1	Excellent	9	8	17	5.67 %
2	Good	23	32	55	18.33 %
3	Average	51	125	176	58.67 %
4	Poor	14	29	43	14.33 %
5	Don't Know	3	6	9	3.00 %
GRAND TOTAL		100	200	300	100 %

Interpretation

Some tourists marked 'excellent' and 'good' for 'staff services in hotel accommodation'. This was due to the fact that some tourists liked the indigenous welcome gesture and special attention towards tourists. But overall it appeared to be 'average' rating for staff services. It was noticed in Bundi that some heritage paying guest accommodation provided different Indian food and drinks as supplement to staff services.

**TABLE 6.12 (D): VIEW OF TOURISTS REGARDING
INTERNAL HOTEL FACILITIES**

S. No.	Particulars	Respondents			Total Percentage
		Foreign	Domestic	Total	
1	Excellent	4	6	10	3.33 %
2	Good	20	29	49	16.33 %
3	Average	45	116	161	53.67 %
4	Poor	31	39	70	23.34 %
5	Don't Know	Nil	10	10	3.33 %
GRAND TOTAL		100	200	300	100 %

Interpretation

Internal hotel facility such as swimming pool, health club, discotheque, yoga or relaxation centre, banking services, etc. are prime and necessary for tourism industry. But many accommodations lacked this facility in Hadoti except a few. Though drinks were arranged on demand but swimming pool or gym was not possible for every hotel accommodation. Hence 'average' to 'poor' scale rating was generally marked by both category of tourists.

6.1 (D) Food /Cafeteria or Bar Services

This part provokes tourist's requests and demand for food and bar services such as variety & taste of food, maintenance of hygiene while food serving or price of food and drinks, etc.

**TABLE 6.13 (A): OPINION OF TOURISTS ON
VARIETY & TASTE OF FOOD**

S. No.	Particulars	Respondents			Total Percentage
		Foreign	Domestic	Total	
1	Excellent	1	4	5	1.66 %
2	Good	10	19	29	9.67 %
3	Average	59	131	190	63.33 %
4	Poor	28	34	62	20.67 %
5	Don't Know	2	12	14	4.67 %
GRAND TOTAL		100	200	300	100 %

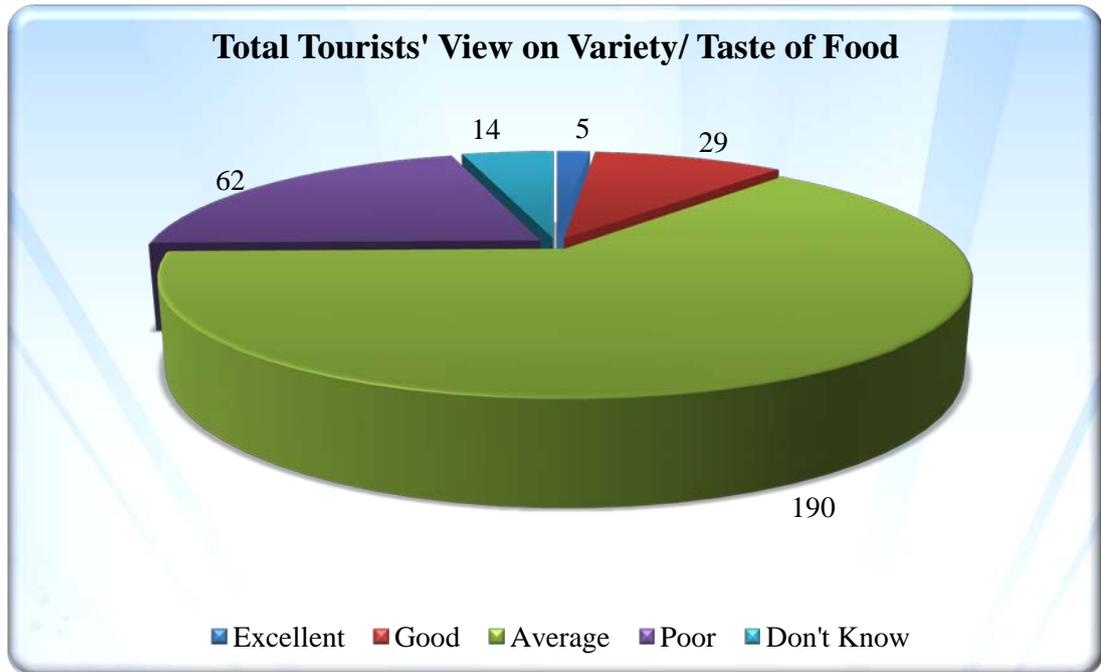


CHART 6.10 (A): TOURISTS' OPINION REGARDING VARIETY & TASTE OF FOOD

Interpretation

Variety and vibrant taste of food is foremost requisite for every tourist. But foreign tourists was not able to have sea food, intercontinental food, Thai delicacies or French cuisine, thus this made them uncomfortable and majorly 'average' to 'poor' range was noticed on rating scale. Domestic tourists were able to adjust themselves accordingly but still there were less varieties of food available and many accommodations did not have restaurant attached with them, thus further increased inconvenience for tourists.

TABLE 6.13 (B): OPINION OF TOURISTS ABOUT FOOD/ CAFE OR BAR HYGIENE

S. No.	Particulars	Respondents			Total Percentage
		Foreign	Domestic	Total	
1	Excellent	3	7	10	3.33 %
2	Good	10	15	25	8.33 %
3	Average	50	141	191	63.67 %
4	Poor	37	30	67	22.34 %
5	Don't Know	Nil	7	7	2.33 %
GRAND TOTAL		100	200	300	100 %

Interpretation

Especially for foreign tourists ‘hygiene’ element is at the top priority. Negligence was observed by tourists at cafeteria and at bar. Small accommodation lacked the necessary requirements for hygiene maintenance. The same sort of explanation was also forwarded by domestic tourists and ‘average’ to ‘poor’ scale rating was observed but some domestic tourists showed ignorance and unnoticeable attitude towards the same.

**TABLE 6.13 (C): OPINION OF TOURISTS ABOUT FOOD/ CAFE
OR BAR STAFF SERVICES**

S. No.	Particulars	Respondents			Total Percentage
		Foreign	Domestic	Total	
1	Excellent	3	9	12	4.00 %
2	Good	14	33	47	15.67 %
3	Average	56	135	191	63.67 %
4	Poor	23	12	35	11.66 %
5	Don't Know	4	11	15	5.00 %
GRAND TOTAL		100	200	300	100 %

Interpretation

Staffs working at food courts and bar counter needs to be properly educated, groomed and trained while attending guests. This statement was primarily given by almost every category of tourists. Some staff lacks appropriate communicating skills and body gestures while attending tourist. However few tourists even liked the innocence and honesty behave of staff.

**TABLE 6.13 (D): OPINION OF TOURISTS ABOUT PRICES
OF FOOD/ DRINKS**

S. No.	Particulars	Respondents			Total Percentage
		Foreign	Domestic	Total	
1	Cheap	37	84	121	40.33%
2	Fair	43	107	150	50.00%
3	Expensive	20	9	29	9.67%
GRAND TOTAL		100	200	300	100 %

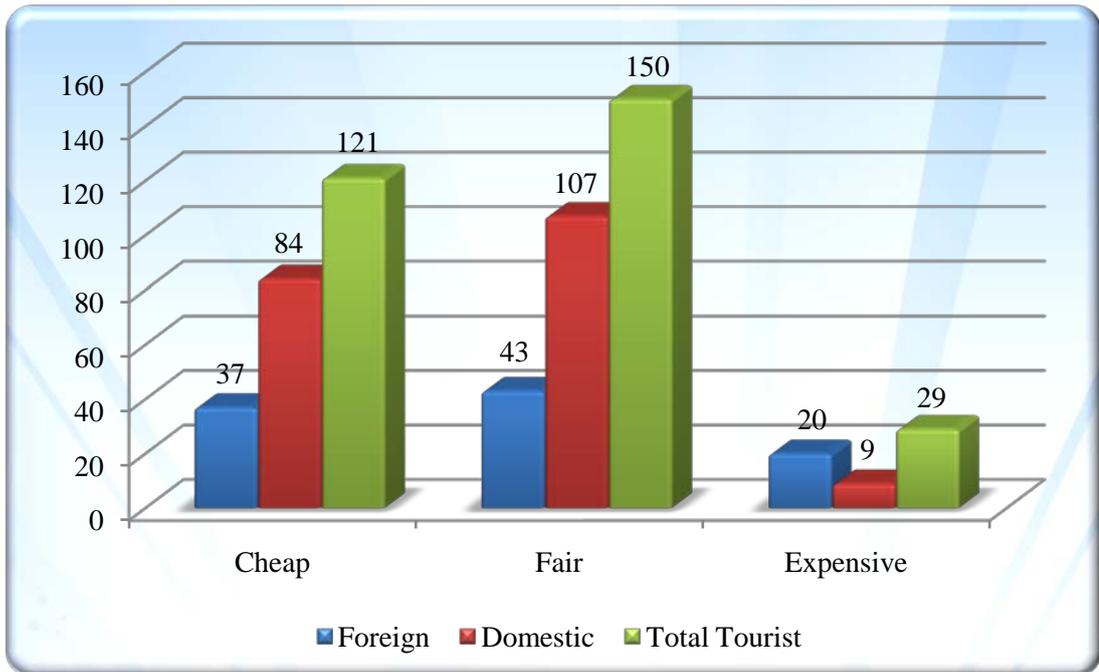


CHART 6.10 (B): TOURISTS' VIEW ABOUT PRICE OF FOOD/ DRINKS

Interpretation

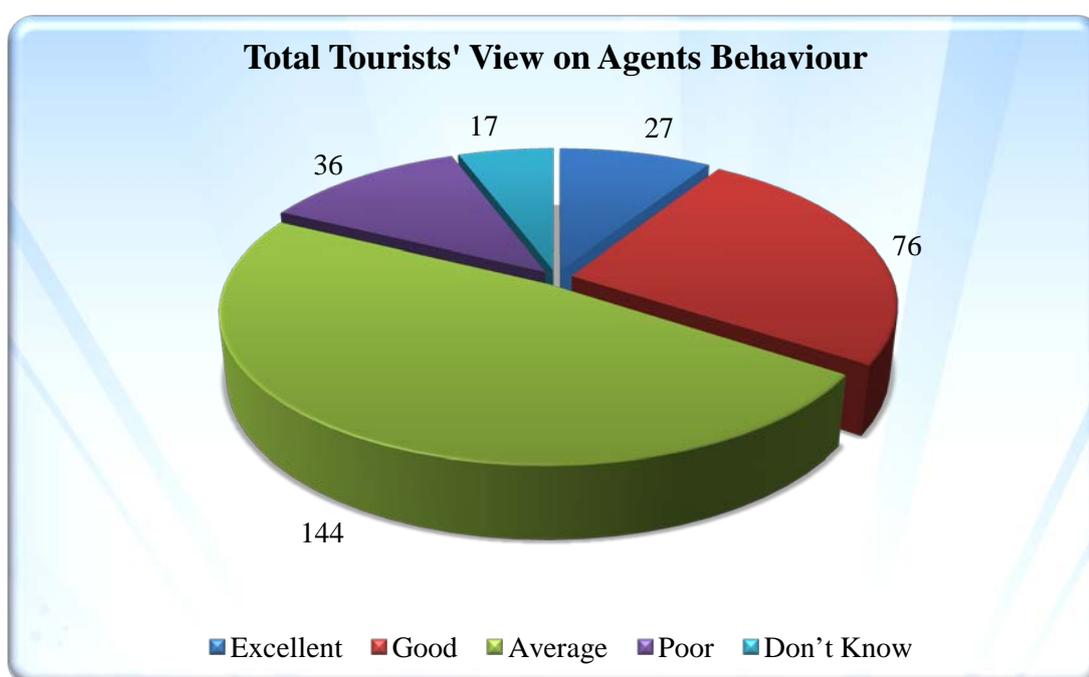
Prices of food and drinks fluctuate very much for foreign tourists due to taxes and other considerations. But still however about 90 % of foreign tourists rated from 'cheap' to 'fair' for 'prices of food and drinks'. Domestic tourists also narrated the similar statement as it was within their purchasing capacity.

6.1 (E) Tour Operator/Travel Agent or Other Sources

In this part of questionnaire, tourists were asked to answer their perception towards tour operators and travel agents in terms of their behaviour with tourists, taxi driver's behaviour, services and knowledge offered by tour guide, etc.

**TABLE 6.14 (A): TOURISTS' PERCEPTION TOWARDS BEHAVIOUR
OF AGENTS & OTHER SOURCES**

S. No.	Particulars	Respondents			Total Percentage
		Foreign	Domestic	Total	
1	Excellent	13	14	27	9.00 %
2	Good	27	49	76	25.33 %
3	Average	47	97	144	48.00 %
4	Poor	13	23	36	12.00 %
5	Don't Know	Nil	17	17	5.67 %
GRAND TOTAL		100	200	300	100 %



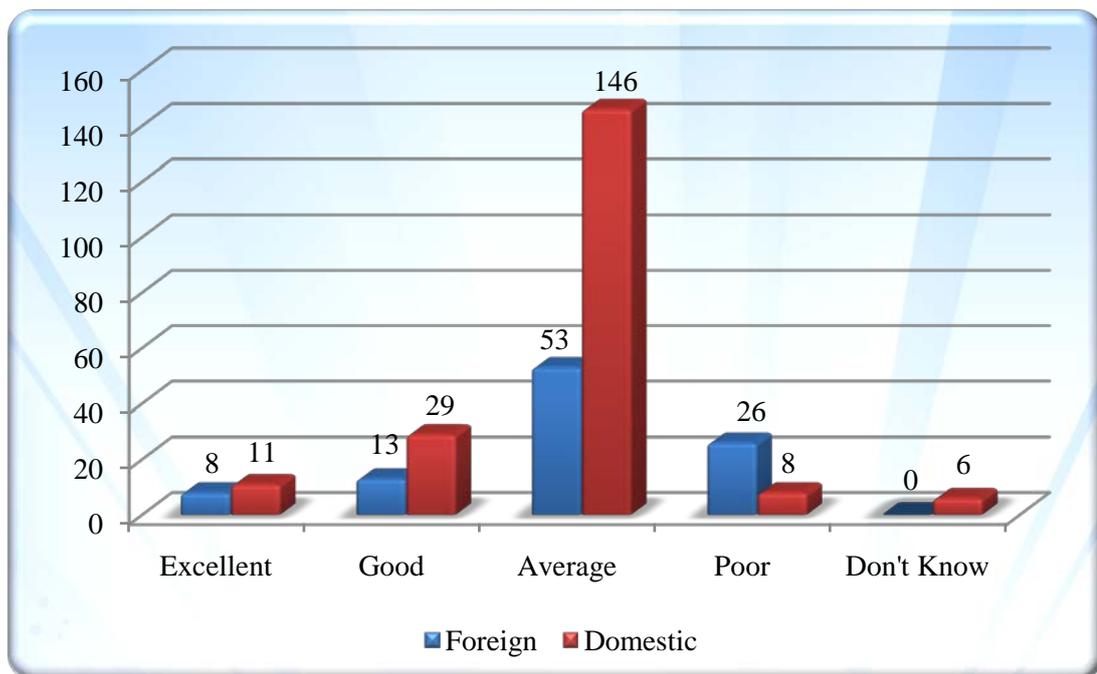
**CHART 6.11 (A): TOURISTS' PERCEPTION TOWARDS
BEHAVIOUR OF AGENTS & OTHER SOURCES**

Interpretation

Table No. 6.14 (A) illustrates information related with 'behaviour of agent & other sources'. Both foreign and domestic showed a favourable response towards this element however some even marked 'poor' or 'don't know' on rating scale as some tour agents performance was not satisfactory and agents were not updated with latest source of information and presentation.

**TABLE 6.14 (B): TOURISTS' PERCEPTION TOWARDS OPERATORS,
TRAVEL AGENTS & GUIDES SERVICES**

S. No.	Particulars	Respondents			Total Percentage
		Foreign	Domestic	Total	
1	Excellent	8	11	19	6.33 %
2	Good	13	29	42	14.00 %
3	Average	53	146	199	66.34 %
4	Poor	26	8	34	11.33 %
5	Don't Know	Nil	6	6	2.00 %
GRAND TOTAL		100	200	300	100 %



**CHART 6.11 (B): TOURISTS' PERCEPTION REGARDING
GUIDES SERVICES**

Interpretation

This is the most significant factor in judging 'tourists perception towards services offered by tour guides'. Tour guides play a very prominent and binding role in attracting and inviting tourists towards country's art and culture. Both categories of tourists showed optimistic attitude for the same. But some foreign tourists were dis-appointed in this concern as some guides were not able to explain them faithfully, showed ignorance and negligence in obeying their duties fully and could not converse well.

6.1 (F) General Events Encountered

This section deals with expression of tourist's opinion in respect with routine practices come across such as site-seeing, cleanliness at tourist spot, online booking of train & airline tickets, local purchasing, dealing with government departments or banks, etc.

**TABLE 6.15 (A): EXPRESSION OF TOURISTS OPINION
ABOUT SITE-SEEING/ EVENTS**

S. No.	Particulars	Respondents			Total Percentage
		Foreign	Domestic	Total	
1	Excellent	11	15	26	8.67 %
2	Good	24	35	59	19.67 %
3	Average	43	132	175	58.33 %
4	Poor	22	14	36	12.00 %
5	Don't Know	Nil	4	4	1.33 %
GRAND TOTAL		100	200	300	100 %

Interpretation

'Site seeing and events conducted in & around tourist spots' are most exciting and catchy for tourists. But Hadoti tourist circuit is in developing phase and sites are widely distributed and poorly managed. Still today tourists' prime attraction is Bundi, Kota Dusshera festival, miniature painting & handicrafts and some beautifully carved temples. While conversation with tourists, it was observed by research scholar that there is ample amount of tourists opportunities trapped in Hadoti but due to political discontentment, meagre budget for promoting tourism and lack of proper transportation to reach destination refrain tourists to extend their journey beyond 2 to 3 days.

**TABLE 6.15 (B): EXPRESSION OF TOURISTS OPINION ABOUT
CLEANLINESS AT TOURIST SPOTS**

S. No.	Particulars	Respondents			Total Percentage
		Foreign	Domestic	Total	
1	Excellent	2	8	10	3.33 %
2	Good	22	33	55	18.34 %
3	Average	57	128	185	61.67 %
4	Poor	19	21	40	13.33 %
5	Don't Know	Nil	10	10	3.33 %
GRAND TOTAL		100	200	300	100 %

Interpretation

Every tourist is nowadays very much attentive and concern for maintenance of 'cleanliness in and around tourist spots'. Most of the respondents gave 'average' ratings for cleanliness. This means that much work is to be done such as construction of road side covered dustbins & toilets and educating citizens towards their duties in keeping the city clean.

**TABLE 6.15 (C): EXPRESSION OF TOURISTS OPINION ABOUT
ONLINE BOOKING OF TRAINS/ AIRLINE TICKET**

S. No.	Particulars	Respondents			Total Percentage
		Foreign	Domestic	Total	
1	Excellent	17	24	41	13.67 %
2	Good	36	51	87	29.00 %
3	Average	39	105	144	48.00 %
4	Poor	7	13	20	6.67 %
5	Don't Know	1	7	8	2.66 %
GRAND TOTAL		100	200	300	100 %

Interpretation

Every tourists want to save their time and dislike standing in queue for ticket booking. 'Online booking of trains and airline tickets' thus becomes necessary and fast requirement. It was examined by research scholar that foreigners were very much alert and active for online booking of tickets as compared to domestic tourist. Domestic tourists still prefer booking tickets from window. But sometimes slow running or hanged website irritated tourists.

TABLE 6.15 (D): EXPRESSION OF TOURISTS OPINION ABOUT SHOPPING/ PURCHASING

S. No.	Particulars	Respondents			Total Percentage
		Foreign	Domestic	Total	
1	Excellent	8	27	35	11.67 %
2	Good	23	39	62	20.67 %
3	Average	59	134	193	64.33 %
4	Poor	7	Nil	7	2.33 %
5	Don't Know	3	Nil	3	1.00 %
GRAND TOTAL		100	200	300	100 %

Interpretation

'Shopping at local markets and purchasing' of souvenirs and other items is yet another exciting event for tourists. Both foreign and domestic enjoyed this activity and altogether 90 - 95 % tourists utilized their leisure time in visiting street markets, local vendors and interacting with hawkers for purchasing regional items, handicrafts and other articles.

TABLE 6.15 (E): EXPRESSION OF TOURISTS OPINION ABOUT HANDLING WITH GOVERNMENT PROCEDURES

S. No.	Particulars	Respondents			Total Percentage
		Foreign	Domestic	Total	
1	Excellent	Nil	Nil	Nil	0.00 %
2	Good	6	15	21	7.00 %
3	Average	58	135	193	64.33 %
4	Poor	19	25	44	14.67 %
5	Don't Know	17	25	42	14.00 %
GRAND TOTAL		100	200	300	100 %

Interpretation

It was observed that there exists circulation of centralized information at government tourist reception centres, government operated institutions and information bureau. Thus if any tourist wish to inquire any related information it result in slow and tedious task to operate and moreover small tourist destination were not at all equipped to provide needy information or data they were totally dependent on head office.

**TABLE 6.15 (F): EXPRESSION OF TOURISTS OPINION
ABOUT BANKS/ FOREIGN EXCHANGE FACILITIES**

S. No.	Particulars	Respondents			Total Percentage
		Foreign	Domestic	Total	
1	Excellent	Nil	13	13	4.33 %
2	Good	19	43	62	20.67 %
3	Average	50	131	181	60.33 %
4	Poor	31	13	44	14.67 %
5	Don't Know	Nil	Nil	Nil	0.00 %
GRAND TOTAL		100	200	300	100 %

Interpretation

Online banks operation to some extent made easy money transaction but still small towns and some hotel accommodation are not equipped with functions of foreign exchange and banking facility. But overall this facet does not much hamper tourism prospects in Hadoti.

6.1 (G) Miscellaneous

The following table seeks to acknowledge tourist's response on some routine events during tourism such as problem arising due to language & communication, overcrowding & traffic, touts & beggars, safety & security and development of infrastructure.

**TABLE 6.16: TOURISTS' RESPONSE ON VARIOUS EVENTS
ENCOUNTERED**

S. No.	Particulars	Respondents	Response			Total
			Yes	No	Some-times	
1	Language & communication problem	Foreign	26	53	21	100
		Domestic	Nil	200	Nil	200
		Grand Total	26	253	21	300
		Total %	8.67%	84.33%	7.00%	100%
2	Overcoming of overcrowding & traffic	Foreign	73	5	22	100
		Domestic	157	13	30	200
		Grant Total	230	18	52	300
		Total %	76.67%	6.00%	17.33%	100%

S. No.	Particulars	Respondents	Response			Total
			Yes	No	Some-times	
3	Touts or beggars faced	Foreign	89	Nil	11	100
		Domestic	177	6	17	200
		Grant Total	266	6	28	300
		Total %	88.67%	2.00%	9.33%	100%
4	Maintenance of safety & security	Foreign	23	35	42	100
		Domestic	21	124	55	200
		Grant Total	44	159	97	300
		Total %	14.67%	53.00%	32.33%	100%
5	Good quality of infrastructure constituted*	Foreign	6	61	33	100
		Domestic	27	149	24	200
		Grant Total	33	210	57	300
		Total %	11.00%	70.00%	19.00%	100%

*Throughout the city, area development and especially in and around tourist destination.

Interpretation

Only few foreign tourists faced the problem of 'language and communication barrier' while interacting with local community while domestic tourists has no problem in dealing with regional. 'Overcrowding and traffic' has become a big menace and almost every tourist faced this predicament while travelling within the city or at respective tourist destination. A similar kind of hurdle was noticed when tourist groups were encircled by 'beggars, touts and snatchers' who demand money and articles from tourists especially foreigners. This tarnish the true philosophy of tourism; 'atithi devo bhava'. These people also cause and create unnecessary obstacles while touring the city or destination. 'Safety and security' was yet another facet that needs to be strictly practiced at every corner such as hotel accommodation, public areas, tourist spots and areas where there are likely possibility of tourist visitors. For promoting tourism enhanced and modern style of 'infrastructural development' is prerequisite. Almost every tourist destination in Hadoti needs good quality of construction projects such as 5 star category hotels, health clubs, excellent roads and highways, fast rail network to commute from one city to another, maintaining popular tourist hubs into refined infrastructure like Kishore Sagar Talab at Kota, Jait Sagar Talab at Bundi, Sitabaori at Baran, Jhalrapatan Lake at Jhalawar city, etc.

**TABLE 6.16 (CONTD.): TOURISTS' RESPONSE ON VARIOUS
EVENTS ENCOUNTERED**

S. No.	Particulars	Respondents	Response			Total
			Yes	No	Some-times	
6	True information generated regarding tourist destination or other source**	Foreign	31	33	36	100
		Domestic	67	65	68	200
		Grant Total	98	98	104	300
		Total %	32.67%	32.67%	34.66%	100%

**Like way to reach destination, point of interest, historical background & artefacts, etc.

Interpretation

It was observed and perceived by research scholar that on 'average factual information is generated by agents and tourist bureau' regarding popular tourist destination.

6.1 (H) Emotions Regarding Stay

In this last section of questionnaire tourist sentiments and experience were generated regarding their Hadoti tour.

**TABLE 6.17 (A): TOURISTS' EMOTIONS REGARDING
OVERALL STAY EXPERIENCE**

S. No.	Particulars	Respondents			Total Percentage
		Foreign	Domestic	Total	
1	Strongly Agree	3	20	23	7.67 %
2	Agree	8	32	40	13.33 %
3	Neutral	34	63	97	32.33 %
4	Disagree	41	68	109	36.34 %
5	Strongly Disagree	14	17	31	10.33 %
GRAND TOTAL		100	200	300	100 %

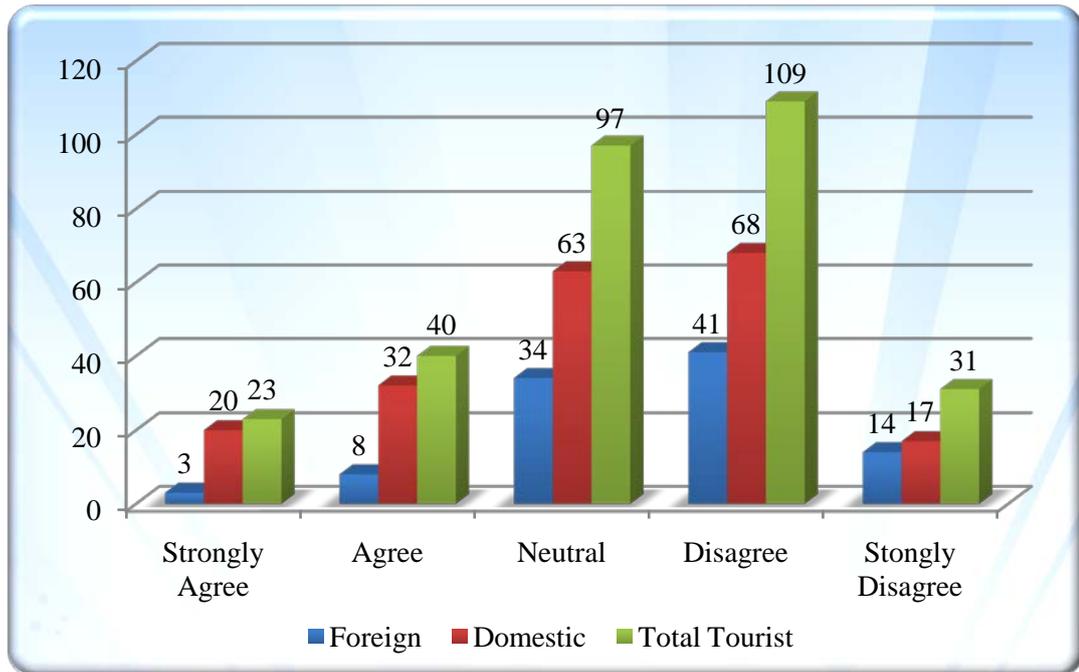


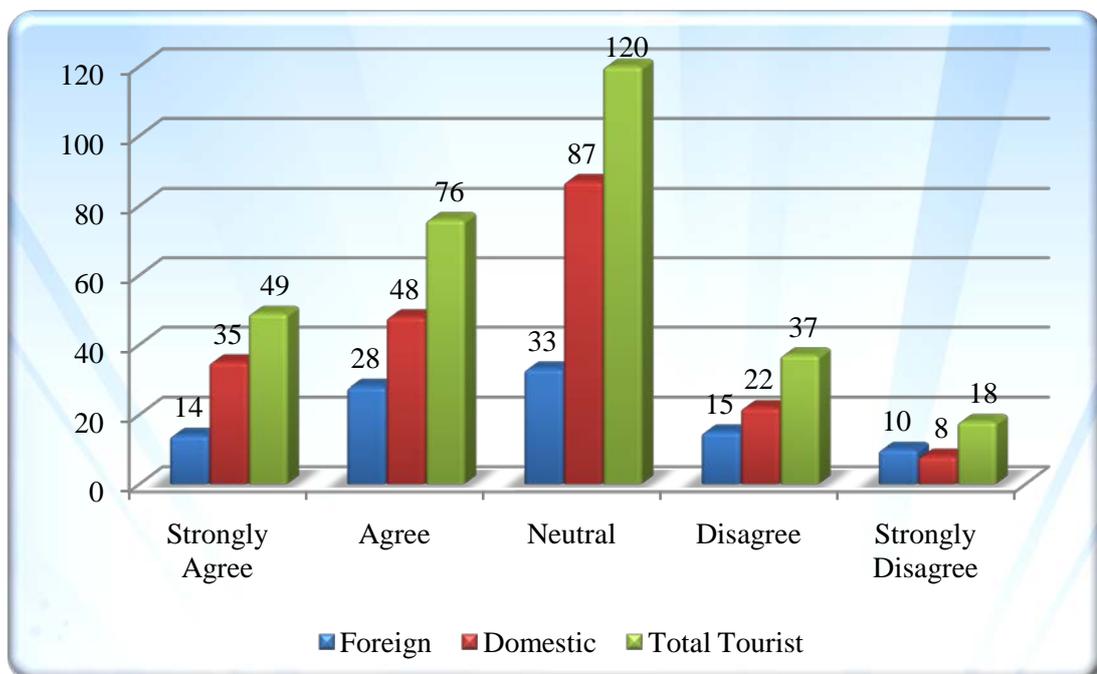
CHART 6.12 (A): TOURISTS' EMOTIONS REGARDING OVERALL STAY EXPERIENCE

Interpretation

A mix reaction was generated by tourist when they were asked whether their 'overall staying has been valuable' to them. In regard with domestic tourists for visiting Hadoti they had primary reason such as coaching and other allied sectors especially for Kota. Though foreign tourists seems to be a little bit disagree as according to them some specific kind of requirements (5 star hotel, gym, swimming pool, non-maintenance of tourist destination, airport, etc.) that was not available in Hadoti, but still it was noticeable that Hadoti has vast amount of tourism potential that need to be accurately trapped and constituted and that is achievable when every community jointly do efforts.

**TABLE 6.17 (B): TOURISTS' EMOTIONS REGARDING
RE-VISIT & RECOMMENDATION**

S. No.	Particulars	Respondents			Total Percentage
		Foreign	Domestic	Total	
1	Strongly Agree	14	35	49	16.33 %
2	Agree	28	48	76	25.34 %
3	Neutral	33	87	120	40.00 %
4	Disagree	15	22	37	12.33 %
5	Strongly Disagree	10	8	18	6.00 %
GRAND TOTAL		100	200	300	100 %



**CHART 6.12 (B): TOURISTS' EMOTIONS REGARDING
RE-VISIT AND RECOMMENDATION**

Interpretation

In spite of all the facts and errors tourists have a fair image of Hadoti in their mind, body and hearts and desire to visit again. Although many respondents remained 'neutral' but still their mind set up was of in favour of visiting Hadoti once again.

6.2 Analysis & Data Interpretation for Hoteliers, Tour Operators, Agents & Govt. Officials

TABLE 6.18: HOTELIERS/ OPERATORS/ GOVT. OFFICIALS DATA

S. No.	Districts	Respondents	Percentage
1	Baran	7	14.00 %
2	Bundi	19	38.00 %
3	Jhalawar	8	16.00 %
4	Kota	16	32.00 %
TOTAL		50	100

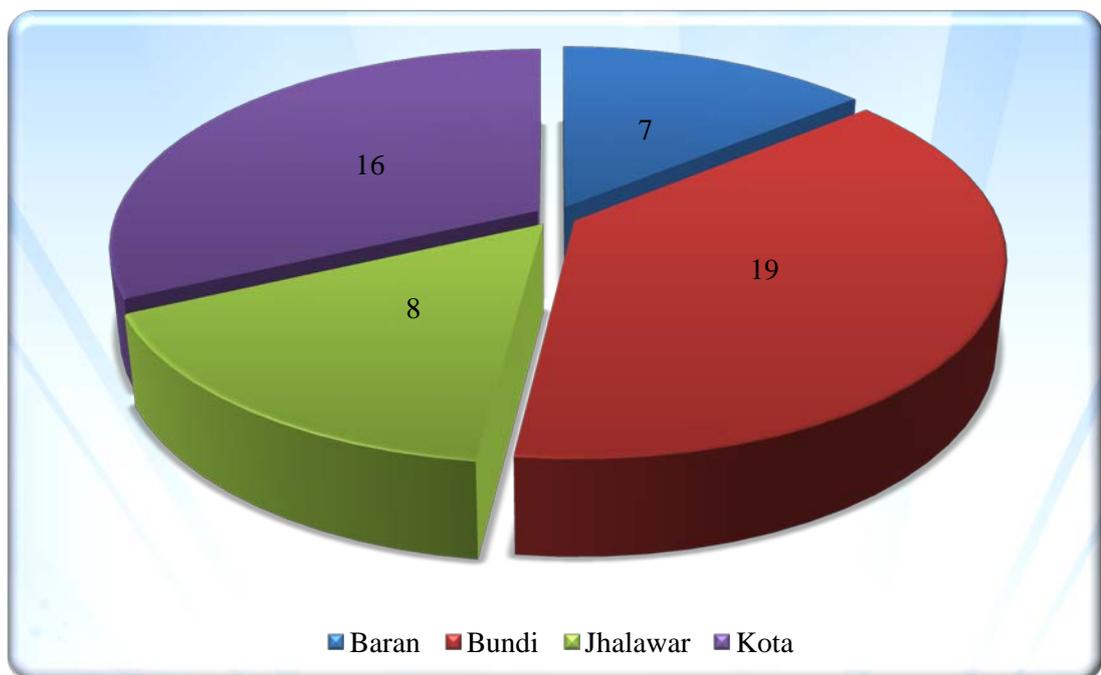


CHART 6.13: RESPONDENTS: HOTELIERS, AGENTS, OPERATORS & OFFICIALS OF GOVT. DEPTT.

TABLE 6.19: FEEDBACK GIVEN BY AGENTS, TOUR OPERATORS & OFFICIALS OF GOVERNMENT DEPARTMENTS

S. No.	FEATURES
1	Basic Infrastructural Requirements
2	Staff Related Problems
3	Financial Related/ Foreign Currency Arrangement
4	Relationship with Official Departments
5	Dependability on Other Media (railway or airline reservation, agency, etc.)
6	Go Green/ Paperless Technology

Interpretation

Normally all the hoteliers, tour operators, agents, guides & government officials have common functions and problems. A minimum degree of basic infrastructural requirements is must for every kind of hotel, paying guest accommodation and government department; the latter may however arrange their duties in absence of any infrastructural unit, but for hotels and other paying accommodation they need to keep them abreast with minimum comforts.

Dealing with human resource is another major function faced by these categories of people. Hotel industry had to deal with numerous categories of personnel for its smooth running. Human resource need to be properly educated, trained and groomed as per hotel standards, but if any staff leave between the tourist season or an untrained staff is recruited it might jeopardize the entire hotel industry business so with utmost care and precaution matter with human resources are dealt with.

Issues related with finance and foreign currency is not a big activity for any established hotel, but small agents and accommodation has to overcome such issues especially areas in absences of ATM and other banking facilities are helpless to assist their tourists.

Any department or tour operator cannot work alone they need to properly coordinated and synchronized their activities with other units and agents for better dissemination of information and communicating effectively.

Online system of train ticket or airline ticket booking has made our lives simpler and faster and any person who is having an average knowledge to work on computers and mobiles can easily operate online mechanism of ticket booking, information gathering and even dealing with agencies, operators, hotels or any other department.

Almost every institution tries to minimize use of paper and other documentation work and try to adopt paperless mechanism and go green technology whereby every communication, query handling and data feedback is done through mobile or computer based technology, hence by this way cutting of trees are saved and environment is safely protected.



Chapter 7

Findings & Conclusion



7.0 Findings

On behalf of the data analysis, observation, interaction from tourists, travel agents, hoteliers, officials of DoT, Government of Rajasthan, RTDC and similar elements during the survey the following findings in totality were viewed:

1. Ineffective Tourism Policy

The Hadoti region is a treasure of cultural heritages, forts, palaces, temples, pre historic sites and splendid nature, but no serious and adequate efforts have been made by the State Government for the preservation and development of tourism industry in this region / circuit. Still there is not a strong and profound base for promoting tourism as a major source of earnings and employment. Moreover, the State Government has sanctioned very few budgets for maintenance, restoration and preservation of government operated sites or construction of any entertainment hub for tourist attraction. There is a need for categorical and chronological maintenance and promotion of inheritance. A distinctive tourism policy, marketing strategy and individual budget for the development of the circuit have not been formulated so far. The absence of any concrete and comprehensive policy for development of tourism in Hadoti leads to a slow growth of tourism industry not only in Hadoti region, but also in the State. This problem is coupled with many small, but significant factors such as- no proper vision & mission for promoting tourism in Hadoti region, domestic tourists are majorly focused as against foreign ones; obsolete and dull tourism itinerary that just superficially covers some tourist destination hence tourists feel bored and non participant in tourism. Additionally DoT, RTDC and ITDC, regardless of being such a massive organizations, have not formulated a comprehensive scheme for the Hadoti region. Simultaneously there are no effective measures for speedy settlement of complaints and suggestions raised by the tourists also.

2. Poor Infrastructure Development and Transportation

Though the area of Hadoti region is having a lot of tourism potentials, but it has been observed that since beginning this region has been knowingly neglected by administration, politicians and government. If we compare this region from the other parts of the state then we come to know that infrastructure development is poor in this area. Those were the days when it was very difficult to reach at Baran and Jhalawar by roads and trains. So far Jhalawar is concerned, the same condition exists till today; roads are still under construction and it will take at least 1 to 2 years to be completed; railway connectivity is also in infancy condition in Jhalawar- a single track to Ashok Nagar (MP) and a local train only. The district head quarters Bundi is not connected by railways. The trains pass through a small railway station- Bundi Road. If tourist wishes to travel via train then train facility is very poor, slow and also not regular on every route there is no train connectivity from Jaipur to Bundi and Jhalawar hence tourists who prefer to travel by train have least option available and moreover, within 4 major cities of Hadoti there is no direct train connectivity. Most of the foreign tourists visit the tourist destinations through luxury coaches and cab, but in Hadoti region most of the country roads are not well maintained. Air connectivity is also a factor for development of tourism. The nearest international airport is more than 200-250 km far from Kota and Bundi. Only Kota has air services, but failure of air connectivity at Kota has adversely effected tourist's arrivals in Hadoti region. During the survey many respondents grudged that this region has no air connectivity so, they have to cut short their journey and many a times tourist declines to visit Hadoti because of air connectivity problem. Thus absence of good roads, fast trains and proper air connectivity are the other major problems in successful development of tourism in Hadoti region.

3. Insufficient Tourism Services

Tourism requires certain prerequisites to flourish. Besides, infrastructural development of the area, the other requirements include – travel agents, tour operators, information and guiding services, accommodation providers, transport operators, trade associations, regulatory bodies and tourism development promotion groups etc. most of these services are either not available in the Hadoti region or in a miserable condition. Only Kota and Bundi may have a few facilities, but the other two districts- Jhalawar and Baran are not having such type of services.

4. Non Availability of Proper Guiding Services

Whenever a tourist comes to visit any area/ destination he wants someone to guide him properly, but in place of proper guidance he is often misguided by the strangers. All these happen because of non availability of proper information services. Knowing this fact the Government of Rajasthan has established TRCs at the important tourist destinations, but Baran district headquarters is not having any TRC. It is astonishing that no separate data regarding tourists arrival are available of Baran district. If we examine the quality of working of these TRCs in Hadoti region we find that sometimes the TRCs personnel are having either incomplete information or inadequate information about the destinations/ attractions of that area. More or less they are just interested in distributing pamphlets instead of briefing tourist on a specific tourism query; there is shortage of staff plus frequent transfer of officials makes them less concentrated over a particular tourist destination and hence they are unable to make their best output.

5. Poor Accessibility to Destinations

The assessment of accessibility regarding Hadoti region is unsatisfactory particularly in Jhalawar and Baran districts. Even some of the tourism destinations in Kota and Bundi districts are facing this problem. There are so many destinations which are important from the point of view of tourism, but they are inaccessible and to reach there is not an easy task. For instance, if we plan to visit Shahbad Fort or Shergarh Fort in Baran district or Taragarh Fort at Bundi or Gagron Fort at Jhalawar we can understand the problem where no safari is available. Similarly, many temples such as Bhand Deora in Baran district, Buddhist Caves at Kolvi in Jhalawar district certainly may be a point of attraction, but the hurdle is poor accessibility; same situation exists with the wildlife sanctuaries of Hadoti region. Tour operators & travel agencies knowingly neglect and avoid to visit such places to tourists and tourists in absence of any knowledge make a most favourable and convenient choice in visiting nearby tourist destinations. In this way some significant and worth seeing tourist destination are left over that is not in favour of tourist as well as that destination.

6. Undeveloped Tourist Destinations and No Proper Maintenance

In Hadoti region, there are so many places of historical importance, ecological importance, pilgrimage importance and pre –historical importance, but most of them are undeveloped or underdeveloped and due to lack of maintenance and security most of them have been converted in ruins. Many notable historical monuments and forts are situated nearby water bodies or hilly regions. Over the years with close contact with water bodies and effects of weathering it has been observed that these forts, palaces, museums and other heritages are greatly affected from leakages of water and negligence. Constant contact with water bodies, heat, mud and other elements of nature have spoiled the fortified walls, ceilings, miniature paintings and doors, windows and carvings made from wood and places of great importance. This particular kind of problem has been observed at Taragarh Fort, Chhitrashala, Government Museum and Sukh Mahal etc. at Bundi; Garh Palace and Government Museum at Kota; and Chandrabhaga Temple, Gagron Fort at Jhalawar and Shergarh Fort and Shahbad Fort at Baran district. Besides, the smugglers have stolen so many things from this region. The Government has shifted many artistic statues and artefacts from this region to other places. Baran and Jhalawar district have suffered maximum losses in this regard.

7. Insufficient Accommodation

Accommodation component of tourism is essential for providing food and also rest. This component may in itself be an important tourist attraction. In fact, a large number of tourists visit a particular tourist region or a town simply because there are fine luxury hotels or resorts which provide excellent services and facilities. In recent years some changes have been reflected in the types of accommodation and there has been a growing demand for more informal type of accommodation such as holiday villages, apartment houses, camping and caravan sites and tourist villages etc. Though, Kota and Bundi districts are having satisfactory accommodation facilities, but Jhalawar and Baran districts are far behind. There is need of star category hotels, comfortable resorts and other types of accommodation. It is an astonishing fact that poor accommodation facilities are the causes and results of poor tourism. The Bundi district of Hadoti region is attracting foreign tourists’,

but the accommodation facilities are not increasing accordingly. Seasonal pressure of tourists also causes to price hike; this situation adversely affects the budget of tourists and they are forced to cut their stay.

8. Lack of Amenities

Amenities are the services and facilities added with attraction, accommodation and accessibility gives life to tourism. Amenities like lavatories, toilets, clean drinking water and appropriate shelter huts in and around public spots, tourist destinations and at the place notably visited by the tourists are essential. Other facilities like dancing, recreation and amusements are important for every tourist centre. If we glimpse at the availability of amenities in Hadoti region we find that the picture is dull, especially toilets and shelter huts seems to be most neglected as they are found disorganized, constructed messy, foul smelled, without proper gates; either not present or broken, non availability of water and soaps, toilet seats broken and no proper shade moreover, the outer area is occupied by hawkers or vendors. The women tourists especially face a very awkward and problematic condition when they wish to utilize them. Even some budget hotels too have an inferior condition of toilets and bathrooms. Simultaneously, proper drainage and sewage system also do not exist at Bundi, Baran and Jhalawar cities. Thus the problems of stagnation of water and water logging arise. All these situations are not in favour of tourism and the fame of that destination.

9. Improper Safety and Security

Now a days the world is facing the problem of terrorists attacks. India is also facing the same. In recent year tourism and tourists are greatly harmed and affected by terrorists and anti-social elements. If any such event happens in any part of the globe, here in Hadoti region every tourist also becomes concern and worried about the safety and security of human lives and belongings. It also simultaneously mounts a pressure over the tours sponsoring agencies and hotels. In addition the unlawful activities of some local lunatics such as beggars, 'lapka' or thieves also create threat on tourism. Besides, many tourists have been injured at road side by vehicles or even wondered animals. Some of them have died, these incidences also have

happened in Rajasthan and not in favour of tourism, contrary these incidences are against the prestige of the State. Along with these issues, crime, especially against women are the other challenges that stained the reputation of Indian tourism industry in recent years. China and Japan have issued travel warning for female travellers not to travel in India, even as a group, unless it is absolutely necessary.

10. Encroachment of Tourist Sites

Tourists come with a great expectation to visit our heritages, monuments and other artefacts. It has been perceived during the survey that almost every historical site have been encroached by some disturbing factors such as hawkers, beggars, lapkas, tout fellows and other local carters. They either forced tourists to make some purchase or demand food, money or other articles as begging. Moreover, thefts, speaking foul language, misbehave and crime against foreign tourists (especially women or elderly) have been noticed at some places.. This makes tourists very uncomfortable and inconvenient while sightseeing and moreover, tourist takes back a very dull and disappointing image about India. It has been also viewed that some of the monuments and historical places of significance are frequently encroached by domestic and other animals. This causes a great panic among tourists as dogs and monkeys due to their nature are attracted towards human beings and there are complaints from tourists being attacked by monkeys and taking away their things or fear from monkeys, primarily at Bundi, Jhalawar and Baran.

11. No Parking System

Though, the famous tourists destinations are having well connectivity, but in urban and semi urban areas the traffic system is not proper or even in miserable condition. Most of the tourist destinations in Hadoti region are situated at crowded and congested places such as Garh Palace of Kota, Government Museum of Jhalawar, Rani Ji Ki Baori of Bundi, etc. So whenever tourists who come to visit here require a suitable place to park their vehicles, but due to congested area and absence of proper parking system they are forced to park their vehicles at a far distance from tourist destination and tourists need to move on foot to visit. This situation creates a hurdle for elderly and diseased tourists and some of them

even deny to visit and they remain in their vehicles. Thus, Absence of parking system from municipality or caretakers of historical monuments is a crucial problem in the development of tourism in Hadoti region

12. Irresponsible Tourists

Tourism is a pleasure activity and no doubt tourists have the right to enjoy, but many times the behaviour of tourists are irresponsible. They act in such a way that their activities are against civic sense. One can see garbage thrown by tourists which is harmful for wild animals and nature. Besides, at heritage sites they mark their presence by scratching on the walls and making diagrams without considering the valuable importance and beauty of that place. During the survey this practice came under the notice at various popular tourist destinations in Hadoti region like Taragarh Fort, 84 pillar cenotaph at Bundi; Garh Palace, Kota; Government Museum, Jhalawar and at various temples where some rubbish statements were marked by common men. This makes surroundings of destinations unhygienic and clumsy. Such kind of situation really annoys tourist; especially the foreign tourists and they feel a very bad image of our culture and history.

13. Negligence Towards Cleanliness and Hygienic Food

To have tourist destination clean and clear is prime requisite, but it came under notice that most of the popular tourist destinations in Hadoti were found messy, laden with garbage, fruits and vegetables extracts, rubbish materials and other nuisance substances moreover, strayed animals often roam freely. Besides, some forts and palaces have large number of empty rooms and idle fields; they are not properly developed and either dumped with garbage or lay barren. Besides, due to extracts and faecal matter of some domestic and other animals some of the monuments have stinking smell and in very bad condition. Hygienic and purity is also associated with the quality of food. Throughout the Hadoti region there are numerous food stalls, restaurants, sweet shops and other categories of street foods. Tourist's major attraction is also to taste the delicacies and food specialities of the region, but except a few places almost every food is either prepared or served in unhygienic and unclean conditions specially, by the shops situated on roadsides. So

there exists negligence in providing safe and clean food. Moreover, during the survey the foreign tourists also complained for non availability of continental cuisine and other food of their choice.

14. Overcrowding

Overcrowding has created a number of problems such as water pollution, air pollution, air-borne diseases, pick pocketing, snatching and feelings of unsafe. Eventually, whosoever may come in close contact under such kind of suffocated environment may also be affected from many types of air-borne and breathing diseases that may affect the health, body and stamina. Simultaneously these overcrowding have direct impact on the conservation, protection and preservation of historical monuments, environment and scenic beauty and tourist viewing becomes difficult. Thus the overcrowding makes the tourist places uncomfortable, uneasy and unsafe not only for the tourists but also for the locals. In Hadoti region, the overcrowding has been observed during the fairs– festival and at the pilgrimage places.

15. Seasonal Business and Specific Category of Tourists

The hot and dry climate of Hadoti do not suit to tourists. They visit the land in winter season. Thus the problem of seasonal business arises. Hoteliers curtail the staff due to down season. The staff and the persons who are directly and indirectly associated with tourism industry face part time unemployment problem. They have to depend on other sources of earnings. The seasonal business cause losses to government as well as other stakeholders of tourism industry. During the survey it has been perceived that there is a specific category of foreign tourists who visit the Hadoti region. They normally comprise the age category between 50 to 70 years of age. So such category of tourist is selective in their choice; normally they prefer to visit fairs, festivals and temples moreover, their stay in Hadoti is just for 1 to 2 days that is part of their packaged tour. It is also observed that most of the foreign tourists visit Bundi. So in Hadoti region there is a class tourism instead of mass tourism for a limited period and area.

16. High Charges of Archaeological & Historical Sites

Tourists come to destinations for knowledge, leisure and relaxation, but it is noticed during the survey that high tariff charges spread great disappointment among them. Moreover, there are many hidden charges such as separate charges for carrying the vehicles, or visiting confined areas or museum or even when a tourist is carrying a movie camera than also extra amount is charged but, frustration grows very much when in spite of paying the amount there is nothing to be viewed or extra services. For instance, the historical monuments under the administration of ASI are not kept well even the security is also sometimes seems to be neglected at places of immense importance. In addition, if a particular tourist destination is having many other linked sites likewise in Bundi Fort (Chittrashala, Government Museum, Sheesh Mahal and other sites) the tourists have to pay the full amount even if they wish to see only a few of them. In such cases tourists are forced to pay unnecessary amount.

7.0.1 Problems of the Officials of RTDC

RTDC is a company registered under Companies Act 1956 with its headquarters at Jaipur on 24th Nov.1978 as a wholly owned Government company to promote tourism in the state of Rajasthan and to cater incoming foreign and domestic tourists by way of providing accommodation, catering, transport, package tour and bar facilities etc.; while conducting survey and interview with RTDC officials and other independent respondents many problems revealed out of them some are as follows:

1. Shortage of Funds

The RTDC is absolutely dependents over State Government for receiving funds to carry out infrastructural, developmental activities and to meet out its routine business but, it revealed that whatever funds which are sanctioned by the government are lesser than the demand and it takes a lot of time to reach RTDC due to procedural lacuna of the government departments that causes unnecessary delay in the ongoing/ new projects. Besides, most of the RTDC units are at prime locations for the point of view of tourism, but they are facing the problem of under budgeting. They are not well maintained, hence underutilised.

2. Instable Tourism Policy

Tourism in Rajasthan is a major activity and for its development the State Government declares *Tourism Policy* in which the road map of tourism is expressed, but it came under notice while discussion that the frequent changes in Tourism Policy are not in the favour of tourism. As the policies are prepared by the bureaucrats, they are novice with tourism industry. The new rules and regulations sometimes confuse the other stakeholders including the officials of RTDC. Besides, the delay in declaration of tourism policy is not also justified.

Another important fact was revealed that there is also absence of coordination between general planning process and policy formation. As the planning is done for the development of entire state, the need of tourism industry doesn't get focused while planning. This leads to incongruency between plan and policies and seriously hampers the growth of tourism.

3. Lack of Professionals and Trained Personnel

There are shortage of staff in RTDC units. Sometimes no cook, no servicemen or front office personnel. Thus the service rendering unit itself requires the service. RTDC does not have any eligible criteria for employment. Most of the employees are appointed without having experience of tourism industry. They do not have professional attitude and work like a government department. This seriously retards the prospects of RTDC as frontline organisation for promoting growth and development of tourism industry in Rajasthan. RTDC is an employee based service industry dealing with domestic as well as foreign tourists, but it was revealed that there is no provision for training / refresher course for its newly and senior personnel. Thus in absence of such basic essential training programmes employees are unable to keep themselves updated with the latest technology and development in the field of tourism industry. Besides, there is shortage of staff at the various units of RTDC.

4. Lack of Co-ordination and Co-operation

Co-ordination and co-operation are essential factors for smooth functioning, but during the survey, RTDC officials expressed with grief that there is lack of co-

ordination particularly with Forest and Public Works Department; while executing projects the RTDC has to take NOC from the Forest Department, but delay in issuing the NOC the implementation of projects affected. Besides, the procedural delay of PWD is also a setback. It was also revealed that RTDC finds some impediments instead of co-operation from local people while executing development works at tourist sites on local issues that delays the projects.

5. Marketing Problems

RTDC is a state government organisation working in the tourism sector. Most of its units are situated at the prime locations, but most of them are in losses; during the interaction with RTDC personnel many new hidden problems were came in front :

- a) The RTDC hotels have to compete with private units. The owner of private units are free to curtail their tariff on their will whereas RTDC personnel have no power in this regard; without prior permission from higher authority they cannot take decisions at their own level.
- b) The RTDC personnel cannot offer any commission to any agents or middlemen or vehicle owners so they are least interested in RTDC hotels, contrary they defame the units.
- c) RTDC is a State Government Corporation, the transfer powers are in the hands of bureaucrats; while transferring the officials from one place to another the bureaucrats do not consider the previous performance of the officials. They just follow the rules or political interventions. This was also revealed that a few officials are working on the same place without any special contribution from a long period.
- d) RTDC officials also expresses that neither they have budget for advertisement of their dwelling units, nor they have marketing links with travel agents. Many times the crooked co-business fellow of private sector advertise wrong information about RTDC dwelling units and misguide tourists.
- e) Government guides are not sincere towards their duties. Despite being authorized and approved by the government they do not bring tourists to government operated tourism spots and museums. Thus a couple of tourism

destinations are left unseen by tourists and at the same time revenue losses are also generated in account of government departments. The reason is either carelessness or the undue commission that is not given by the RTDC personnel.

- f) Many RTDC units are located outside the city limits. The tourists are not well informed about these units. In spite of good facilities on a cheaper tariff such units remain vacant. This fact was also revealed that the tourists are fond of multi cuisines but, at RTDC units a few option are available so they do not prefer to stay there.
- g) It was also noticed that RTDC hotels are normally occupied by high government officials, State guests, RTDC department officials, invited guests, etc. hence less revenue is generated in case of such occupancy.

7.0.2 Other Problems of Tourism in Hadoti

1. Inadequate Advertisement

Generally most of the foreign tourists who visit Hadoti region come from Jaipur, Udaipur or New Delhi. As Hadoti circuit is a least advertised circuit so it is not encircled in their main plan they take it as a supplement tour with their major touring plans. Therefore many times the tour operators or travel agents misguide the foreign tourists to cut short their journey and not to visit Hadoti or at the most to remain in Hadoti for just one night or maximum two. In such a case Hadoti circuit is least visited circuit by tourists. Inadequate advertisement and weak publicity of many important tourist destinations of Hadoti region are the major problems.

2. Higher Tax Rates

The tax rates in Rajasthan are higher as compared to other states. As and when a tourist enters in Rajasthan he has to pay some extra amount as service charges or in some other names. At every stage- whether on airport, in restaurant, hiring cab services or at stay in hotel some taxes are there. This adversely affects to their budget and negative impact on the growth of tourism. Besides higher taxes, the service providers charge service charges for the services they have rendered to

tourists. Sometimes these charges are not justified and create a conflict between tourist and service provider. Now government has passed a rule that service charges are payable at the sweet-will of the customer; service provider cannot force the customer to pay such charges.

3. Non Availability of Continental Food

Cuisine is also an element of attraction to a tourist destination. Whenever a tourist comes to visit a particular region he wants to taste the local cuisine. In Hadoti region the food services, specially at tourists destinations are sometimes not hygienic or below standard. Non availability of continental food at tourist destination is another big problem.

4. Poor Visa Facilities

Whenever a foreign tourist plans to visit India or any state such as Rajasthan he has to apply for tourist visa. To obtain visa is not an easy task. The tourist is supposed to go through a system of clearance and formalities. All the process is time consuming and mind taxing also. Sometimes the time taken is so lengthy that tourists have to give up the idea of visiting India.

5. Insufficient Communication Facility

The present time is known as Information and Communication Technology time, but in Hadoti region ICT facilities are in poor condition. Most of the area is out of this service. The tourists, specially the foreigners find difficulty while calling to their natives or accessing to a site. It has been found that many times they leave their tour without completing it due to poor communication facility.

6. Inadequate Health Care Facilities

For the point of view of medical facilities, Rajasthan can be said backward. Medical facilities are centralized up to a few cities- namely Jaipur, Jodhpur, Udaipur etc. Most of the area of Hadoti region is unattained by medical cares. Even the RTDC does not provide any medical facility. The elderly tourists or chronically ill tourists who visit certain destination in Rajasthan like Hadoti region find themselves in tense situation due to non availability of proper medical facilities.

7. Booking Difficulties of Accommodation

As the internet services are poor and most of the hoteliers are not having internet facilities so it is difficult for tourists to book online accommodation. They have to depend on agents who charge higher tariff than the actual payments to hoteliers. Sometimes the charges are not justified. This difficulty and higher cost of accommodation is a major problem. Now situation is changing; RTDC as well as other private hoteliers are using internet services for bookings.

8. Delay in Action by Government Officials

As the tourists are generally not the native of that destination so Government officials do not pay much attention on the complaints lodged by the tourists. They take seriously only those complaints which have been lodged by the foreign tourists or persons/ institutions of repute.

9. Low Political Will for Development of Tourism

Tourism is a collective activity. It require collective efforts for development but, it has been observed that there is no political will and strong leadership for the development of tourism in Hadoti region. Moreover, mutual tussle is noticed among political leaders. Additionally, top administration and local municipality is also not alert, attentive and aware towards promoting tourism in their confined region.

10. Setback from Demonetisation

The Demonetization of currency was came in force since November 8th, 2016 throughout the Nation. This also affected tourism business as the foreign tourists do not prefer to carry enough loose Indian currency (primarily switch to online money banking or internationally acclaimed credit or debit cards). Hence many cancellations were apprehended both by domestic as well as foreign tourists.

11. Malpractices

As the accommodation facilities are insufficient in Hadoti region so hoteliers charge a very high tariff from the tourists. The agents also misguide tourists and sometimes they become cheaters. The hidden commission of agents also increases the tariff of hotels. All these situations are main causes of repulsion and in result

foreign tourists move to other destinations where they find good accommodation at reasonable tariff. Similarly there are reports from foreign tourists as they were misbehaved and mistreated by the local residents, shop keepers, etc. These people either forcefully tries to sell their products to tourists and on being denied to purchase the shopkeepers and street sellers' abuses with tourists and also with the guide. Hence foreign tourists have a fear of safety for their lives, families and belongings.

7.1 Conclusion

Tourism is the largest and rapidly growing industry in the world and it is fairly established and growing industry in India, especially in Rajasthan; its rich historical, cultural and environmental heritage, coupled with various colourful fairs and festivals have made this state a favourite destination for tourists from all over the world. During the last few years both domestic as well as foreign tourists' arrival have been increased to this glorious and enchanting land. Tourists play an important role in employment generation, increase in State's GDP and the national income of the country.

Tourism is also regarded as an important industry for sustainable human development, including poverty elimination, environment protection, development of interior areas, women fortification, protection of heritages, arts-crafts, culture and to promote social integration and international understanding. Tourism is also a major source of foreign exchange earnings.

In Rajasthan, history and geography both are the key factors that have played an important role in attracting the tourists to the state. Geographical conditions have contributed to the ethnic, religious and cultural solidarity of the people of Rajasthan whereas the glorious history, heritages such as forts, palaces, temples, monuments and other artefacts are the points of major attractions to the tourists. Besides, rich flora-fauna, wildlife are the additional attractions. Tourism industry is also one of the least polluting industries. Keeping in mind all the advantages, tourism sector has been given high priority by the state.

The Hadoti region is located at the south eastern part of Rajasthan. The River Chambal and many its tributaries run through this region. The plenty of water and sunshine have developed lush green forests and bountiful crops in this region. Rivers and valleys have the honour to flourish the great civilizations similarly, in Hadoti region the River Chambal and its many tributaries have cradled an early civilization, which has left its permanent marks in the form of cave shelters and cave paintings, which are considered approximately 25000 to 75000 years old. A rare continuity in the history of the region may be seen in a number of excavated mounds which have yielded copper, iron and terracotta artefacts, stone jewellery, terracotta beads, red earthenware, seal and coins all of these belongs to very early history of the mankind.

In Hadoti region, there are so many places of historical importance, ecological importance, pilgrimage importance and pre-historical importance. The region represents a rare bio-diversity also. Kota, Bundi, Jhalawar and Baran districts have five wildlife sanctuaries and one Great Indian Bustard hunting closed area. A number of excellent bird watching sites are suggested for those who wish to see resident and migratory birds in their natural habitat. Mukundra National Park, Jawahar Sagar Sanctuary, National Chambal Ghariyal Sanctuary, Shergarh, Shahbad Sanctuaries and Soarsan (Great Bustard hunting closed area) are the destinations that are important for the point of view of ecological importance. These sanctuaries are the natural habitats of various wild animals.

The Hadoti region abounds with all those natural features which are essential for development of adventure sports, especially for water sports. The cave shelters and cave paintings of prehistoric-men through stone, copper and iron ages have been discovered in Hadoti. A glimpse of this ochre, green, red and white coloured drawings provide an insight of the social life and the intellect of early men may be visited at Alaniya, Nalhah, Golpur, Garadad and Tiptiya.

Gagron, Taragar, Shergarh and Shahbad forts are reminiscent of the valiant past of Hadoti. The magnificent palaces of Bundi and Kota with their intricate sculpturing, fresco walls and comfortable living quarters provide enough proof of glory and opulence of their occupants.

The Government Museums of Kota and Jhalawar have a good collection of antiquities. The Rao Madho Singh museum is a private collection of items belonging to the erstwhile rulers of Kota. The visit to these museums will surely be an enriching experience.

The rulers and their subjects welcomed and assimilated the migrants of all faiths and beliefs. Some of the most sacred places of Jainism like Chandkheri, Keshorai Patan, Unhel and Buddhism at Kolvi Vinayaka and Hathiagor are situated in this region. Many Sufi Saints came from Persia and made this area as their home to spread the message of love for all humanities. Besides, many other temples and places of pilgrimages are existed in Hadoti region.

National Dussehra Fair, Kota; Kartik Fair, Keshoraipatan; Chandrabhaga Kartik Fair, Jhalarapatan, Bundi Utsav; Teej Fair, Bundi; Dol Fair; Baran; Tribal Fair, Sitabari; Nhan Festival, Sangod; Handicraft and Industrial Fairs of Kota are the other major attractions of this region.

Though, the Hadoti region is having a lot of potential for tourism, but the tourism activities are not so developed in this region. There are various problems in other words, they are the real hurdles in the way of tourism development as stated above.

Tourism is a mass activity, the above cited problems are associated with state government, RTDC and various stakeholders of tourism and the society. Hence, it is the collective responsibility of each segment that they should play their role with full sincerity and honesty in removing these problems and implement suggested measures for development of tourism industry in Hadoti region.

In totality, it is thus perceived that current research topic entitled, **Problems and Prospects of Tourism in Rajasthan (A Case Study of Hadoti Region)** has many facets which are briefly delineated below:

“Tourism potential has not been fully utilized in Hadoti region”.

Hadoti region is situated in south east of Rajasthan has splendid scenic beauty, glorious past, vivid varieties of flora & fauna, rich cultural heritage, pre-historic sites, good scope for adventure; especially water sports, important industries & recently a prominent educational hub of the state. In spite of endless prospects for tourism the tourists are centralised just for Bundi and Kota (Dussehra Fair) and to some extent a few temples.

No doubt, Bundi has attracted foreign tourists and according to a leading company of tourism sector- TRIP Advisor, has 25th rank in India, but due to ignorance, unawareness, ineffective and insufficient advertisement and undeveloped tourist destinations, Hadoti region failed to attract domestic as well as foreign tourists. The absence of political will is another cause of poor development in the tourism sector of this region.

If we glimpse at the initial starting, we come to know that some private entrepreneurs, hoteliers, guides who belong to Hadoti region with support of royal families, personally invited tourists both domestic as well as foreign to attend some specific occasions such as Kota Dusshera fair, visit to Taragarh Fort of Bundi, temples of Baran, museum of Jhalawar and a few other places. The role of Government of Rajasthan was passive and dormant for endorsing tourism in Hadoti as compared with other regions of the state.

It is perceived by the research scholar that a mix variety of tourists visit Hadoti and to be more prudent it is also observed that foreign tourists visit this region as a supplementary tour with their main packaged tour to the other regions. Though, the media and other means of information technology are playing a prominent role in dissemination of various attractions of tourism, but even then the duration of stay of tourists in Hadoti region is just for 1 to 2 days, particularly in case of foreign tourists. The tour operators, travel agents and guides do not take seriously to the Hadoti region because there are less facilities and poor accessibility to the destinations and moreover, they are not developed. Additionally, due to temperature fluctuation throughout the year and less exploration of tourism

destinations, tourist season is not uniformly noticed in Hadoti region except during a few days of winter or visiting any festival or fair; at the most Hadoti is a hopping destination.

Tourist spots in Hadoti are very widely dispersed and a few are located in almost remote areas. It is very difficult for tourists to visit such destinations like Kolvi Caves (Jhalawar), pre-historic rock paintings (Jawahar Sagar Dam adjoining basin region of Chambal River & Garadha near Mangli river basin of Bundi, temples (Bhandeora of Baran), etc.

“State Government and government agencies have not played effective role in exploiting the tourism potential of Hadoti region”.

DoT, Government of Rajasthan and RTDC have the prime responsibility to develop tourism in the state, but this is a bitter fact that the state government has not taken this region seriously. The primary initiatives for the development of tourism had been taken by the private entrepreneurs, hoteliers, guides of this region and royal families of Hadoti region. The role of state government was not so supportive in this regard.

Attraction, accommodation and accessibility are the primary factors for tourism. No doubt, Hadoti region has all those charms which attract tourists, but the study of this region indicates that there is shortage of comfortable accommodation especially for foreign tourists and upper class of tourists. Budget class hotels are also needed. Though, the private sector has invested in dwelling units and they must be appreciated for this, but a lot has to be done.

If we take into consideration the role of state government for the development of accommodation regarding to tourists, then we come to know that state government has established RTDC in 1979 for this particular purpose and to provide some other services for tourists, but RTDC itself is suffering with many problems. RTDC has its tourist accommodations at Kota, Bundi, Jhalawar and no doubt they are at very prime locations, but it is observed by the researcher that they are not well maintained and under-utilised. These service units require staff and

funds for maintenance. Study shows that though the tourist arrivals has been increased in Rajasthan, but the stay of tourists in RTDC units has been decreased during last three years. In 2014-15 3.46 crore tourists visited Rajasthan ; out of them 170878 have stayed in RTDC units, in 2015-16 3.66 crore tourists visited Rajasthan ; out of them 140360 have stayed in RTDC units and in 2016-17, 4.30 crore tourists visited Rajasthan ; out of them 133830 have stayed in RTDC units. The main causes of this deterioration are such as- propaganda type statement from the government side either to close the units or to give them on lease or least roadways buses service of the government and closing of RTDC units. Last year RTDC has closed its 15 units and 27 other units of RTDC are already closed from the last 25 years. In order to overcome the losses of revenue, about 500 personnel of RTDC have been deputed / transferred to other departments within last 2 to 4 years, but the deficit is still at its previous level of 15 to 16 crore; contrary the revenue has been decreased from 88 crore to 50 crore during the last four years.

It is a very astonishing fact that at one side the six districts- Jaipur, Jodhpur, Udaipur, Jaisalmer, Sawai Madhopur and Bundi have marked their presence in 25 top tourism destination of India and on the other side, the state government has closed 4 out of 5 offices which had been working in other states of India, Namely Chennai, Ahmadabad, Kolkata and Mumbai. The state government has decided to handover Delhi office to private sector. These specific booking offices had been working as a liaison office in other states. They were the prime sources of advertising the tourist destinations of Rajasthan in other states and the facilities of RTDC available in Rajasthan. These offices had been providing some other important services like tour package bookings, accommodation bookings at RTDC units and reservations in *Royal Trains*.

No doubt the state government has given many rebates to private sector who invest in hotel industry; it means there are requirements of such units, then why state government is not serious about its own property; notwithstanding at prime locations and available at reasonable charges? Moreover, RTDC has closed its two units, situated at Bundi and Jhalawar.

Now come to the third essential factor- accessibility means to reach at the destination without any hurdle and a smooth transport system.

If we access the tourist destination on this parameter then we come to know that most of the tourist destinations have poor accessibility. It is very difficult to reach there, so they are undeveloped, unutilised and non earning. In fact, the tourism destinations in Hadoti region are very widely dispersed and a few are located in almost remote regions; the state government has not taken fast action earlier and same situation is still prevails, so, it is very difficult for tourists to visits such places which are important from the point of view of tourism.

In fact Hadoti region is far behind in road and railway services. The quality of roads is not refined. Though, the Kota is well connected by railways and roads from all the major parts of the nation, but the rest three districts have poor conveyance system, particularly in interior areas. There is no regular air connectivity operating from Kota. Thus, the tourists who have less time ignore the Hadoti region.

Now, on behalf of the above description is self evident that ***“Tourism potential has not been fully utilized in Hadoti region”*** and ***“State Government and government agencies have not played an effective role in exploiting the tourism potential of Hadoti region”***.



Chapter 8

Suggestions



8.0 Prospects of Tourism in Hadoti Region

Rajasthan is a natural choice for international and domestic tourists. 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.

In 2017-18, 4 crore 75 lac tourists (foreign and domestic) visited Rajasthan. In 2016-17, 4 crore 30 lac tourists (foreign and domestic) visited Rajasthan, whereas in 2015-16 this figure was 3 crore 66 lac. Worldwide, the capital city Jaipur ranked at 52nd by the number of foreign tourist arrivals. At present, the tourism sector is the third largest employment generating sector after agriculture and textile. In the state economy tourism contributes 15% of GDP. Several industry drivers such as government initiatives, diverse product offering, growing economy, increasing disposable income levels and marketing initiatives along with key trends such as increasing number of women and senior citizen tourists, multiple short trips and weekend holidays, innovation of innovative tourism concepts and tour packages are playing a pivotal role in shaping the tourism sector. The number of tourists is increasing day by day in Rajasthan. Key attributable reason to the success of tourism in the state is the increasing investments towards the tourism sector. The Government of Rajasthan allotted Rs. 167 crore for tourism sector for the financial year 2017-18.

In the budget 2018-19, the state government has given relaxation of 50% in stamp duty while purchasing tourism property. At Mahi Project in Banswara district, the government has announced to expend 10 crore rupees for the development of 100 *islands* and Rs.2crore in other districts for the development of historical and cultural places which are important for the point of view of tourism. Besides, Rs.33 crore 25 lac on conservation of the 19 monuments. The state government has allotted Rs 7 crore for the development of Mangarh Dham.

The entertainment and tourism units which were getting benefit of tax rebate under entertainment tax and luxury tax before GST, such units will get GST based benefit.

The Hadoti region abounds with all those natural features which are essential for development of adventure sports. The forests, rivers and white water ruffles offer ideal opportunities to all those who are fond of thrill.

The Department of Tourism organizes adventure-sports festival at Kota with co-operation of professional sportsmen and army personnel. The events include power parasailing, rafting, wind surfing, water skating etc. to attract the tourists. The boating facility in Chambal River between Kota and Jawahar Sagar is available from Chambal Garden at Kota. The tourists may also enjoy boat rides in Jaitsagar in Bundi and Keshoraipatan. The boat ride from Rangpur to Keshoripatan in the back drop of setting sun and the profile of the Keshavrai temple in foreground is an enthralling experience. A ride through crowded lanes of Bundi in a royal Buggy or a city tour of Bundi on horseback can be an attractive proposition. This facility can be availed by the tourists at Bundi. A bullock cart safari in the Sorson Great Indian bustard hunting closed area is available from Amalsara village and the jeep safaris in the sanctuaries are facilitated from Kota by the Tourist Reception Centre. The trekking on the banks of Chambal River or thick forest of Mukundara National Park are not only a healthy way to pass the time, but also an ideal way to watch birds and other wildlife. Rajputana Aviation offers joyrides in a four seated aeroplane over the city of Kota and Chambal River.

The dams, reservoirs, tanks and rivers of Hadoti offer some excellent bird-watching opportunities. The reservoirs of Kota Barrage, Rana Pratap Sagar Dam, etc. are huge wetlands and support a healthy population of residents and migratory birds. The medium sized dams such as Vardha, Alaniya, Sawan Bhado, Abheda, Ranpur, Hindoli, Girdharpura, Sorsan, Kanaksagar, etc. can be easily reached either from Kota or Bundi. The environment of these places is peaceful and over 110 species of water birds have been reported here. Mukundara National Park, Ramgarh, Vishdhari and Shergarh sanctuaries are known to have rich avian diversity of forest loving birds.

The painted stork breeding colony of Udupuria village is worth a visit during winter months when the whole area is abuzz with the calls of hundreds of chicks and juveniles competing with each other for food and parental attention.

The cave shelters and cave paintings of prehistoric man through stone, copper and iron ages to early history have been discovered in Hadoti. A glimpse of these ochre, green, red and white coloured drawings provide an insight of social life and the intellect of early man.

The rulers and their subjects welcomed and assimilated the migrants of all faiths and beliefs. Thus, Hadoti is accumulation of almost all the religions of India. It houses some of the most sacred places, monasteries and worship areas. Many saints came here with their ideologies and made this area as their home to spread the message of love for all humanity.

Tourism is known as the smokeless industry. Rajasthan as well as Hadoti region have been endowed by nature, historical and cultural heritages, young and hardworking generation. In Hadoti region there are so many places of historical importance, ecological importance, pilgrimage importance and pre –historical importance, besides a rare bio-diversity and scope for adventure, specially for water sports also exist here so, there are enough prospects for growth and development of tourism in Hadoti region as there are many potential avenues which are untapped. The state government has taken tourism sector under priority and many new avenues of tourism have been emerged, all these indicate that though there are many problems and hurdles in the development of tourism sector, but the prospects are very high.

8.1 Suggestions

Tourism in Hadoti region must be promoted and protected with well planned strategy, it harmonizes many interrelated aspects such as employment, income, development, environment, national integration, international understanding, relations and brotherhood etc. Tourism can be transformed into a significant industry

for sustainable development. For this following findings based and observation based suggestions must be taken into consideration:-

1. Specific Tourism Policy and Budget Provision

A specific tourism policy, aggressive marketing and separate budget are an immediate requirements for promotion of tourism in Hadoti region; all these are essential for sustainable development of tourism in the region. State government should sanction special budget for the development and publicity campaigns of the destinations located at Hadoti region. Advertisement and other promotional offers should be given in all the leading newspapers, magazines and tourism related journals highlighting tourists destinations of Hadoti region. International airports, important railway stations other popular tourists destinations of the State as well as other states may be a fruitful places for advertisement and publicity campaigns.

2. Infrastructure Development

The absence of good roads, fast trains and proper air connectivity are the other major problems in successful development of tourism in Hadoti region. So there is urgent need for good roads, fast trains and air connectivity. Keeping in mind the role of air transport in tourism the government has encircled Jhalawar for air related services. The National Highway between Jaipur to Jabalpur which passes through Kota and Jhalawar is going to be completed with in 1 to 2 years. The project of *hanging bridge* is completed and it has made journey short between Jaipur and Jhalawar, but there is an urgent need of better approach roads which connect the tourists destinations and some fast trains also requires specially for Jhalawar and Bundi. Besides the above basic infrastructure, the development of direct tourism related infrastructure facilities should be developed. These include- hotels & restaurants of star category and budget standards; communication & networking technology for fast & un-interrupted communication, information sharing through website and correspondingly online bookings, facility for viewing important tourists destinations etc.

3. Proper Maintenance and Amenities

Proper maintenance of historical monuments, temples and other artefacts is necessary for sustainable tourism. Government properties such as museums,

architectural monuments, ASI heritage sites, replicas and other precious paraphernalia etc. which have very valuable significance and immense worth should be properly maintained. Moreover there must be deployment of guarded security men not only during day time, but also during nights. Provision for instalment of CCTVs in all government operated, maintained and regulated properties are an immediate requirement. Amenities like lavatories, toilets, clean drinking water and appropriate shelter huts in and around public spots, tourist destinations and at the places notably visited by the tourists are essential. Other facilities like dancing, recreation and amusements are important for every tourist centre. Archaeological survey of India must maintain and protect their sites properly, the guides must be capable to satisfy the queries raised by any tourist. The foreign tourists as well as domestic tourists do not bear much cash, so banking & foreign exchange facilities need to be made hassle free & consumer friendly.

4. Accessibility to Destinations

Accessibility refers to the ability for tourists to get to the destination. This mostly includes transportation, which needs to be regularly scheduled, economical., safe, comfortable. Accessibility is a very crucial factor as it is a means by which a tourist can reach the area where attractions are located. In Hadoti region there are various tourists destinations, but to reach there is difficult. The government should make plan in this regard.

5. Enhancement of Tourism Services

Tourism requires certain prerequisites to flourish, services like travel agents, tour operators, information and guiding services, accommodation providers, transport operators, trade associations, regulatory bodies and tourism development promotion groups etc. are among them. Such type of services should be provided by the private sector who is associated with tourism. Tourist Reception Centres are essential for proper guiding, so there must be TRCs in every district HQ with recruitment of trained staff, particularly at Baran where no TRC is available. Receptionists and other officers working at RTDC and TRCs must be properly trained, groomed, enthusiastic and have complete knowledge about historical background, means of transportation and communication, boarding and lodging,

food etc. and other essential information about all the tourist destinations that comes within their purview.

6. Ensuring Safety and Security

Presently, in uncertain environment, the safety and security of tourists becomes the prime concern in the components of tourism. Tourists need a safe and secure atmosphere not only for themselves and their family members, but also for their belongings. If something happens wrong against the tourists then certainly it effects the tourism adversely. Though, no serious incidence is noticed in Hadoti region, but it is true that there is no provision of safety and security of tourists in entire region; most of the tourist destinations are far from the districts' headquarters where no security measures exist. Besides, vagabond animals as well as unsocial elements have become a serious threat not only for the tourists but for common people also. A satisfied visitor is an asset to tourism, therefore safety and security must be maintained for this, appointing the policemen specially for the tourists at tourist destinations is must. Besides, quick and effective actions must be taken against the complaints lodged by the tourists.

7. Strict Action Against Encroachment and Absurd Parking

Action must be taken against the persons who encroach tourist sites by display boards, hoardings and other advertisement materials such as posters and stickers in and around tourism sites. Law breakers must be strictly penalized. Tourists must be appealed by any mean such as placards, signboards that they should not spoil the area by throwing food remaining or plastic bags or writing any nuisance etc. They should be warned about the sanctity of the tourist hub. Even then if somebody is found of breaking the rules; he must be penalized. All tourist destinations should be equipped with appropriate parking space located at a very convenient place so that the tourists face minimum difficulty.

8. Priority for Cleanliness and Crowded Control

Every tourist destination, monuments, historical sites, government museums, railway stations, bus stations, tourist information centres and places where persistent movement of tourists exist should be cleaned timely and appropriately. The persons

whosoever spoils tourist area must be penalized. Education and awareness be given to local residents and others businessmen for keeping their vicinity clean. Restaurants and hoteliers must serve food in hygienic manner. 'Swachh Bharat Mission' by Government of India must be compulsive in the entire tourist destinations of Hadoti region. Overcrowding is a big problem which effects safety and security of the tourists. Hadoti is famous for pilgrimage places like Keshorapatan and Jhalrapatan. Dussehra Fair, Dol Fair Sitabari Fair, Teej Festival of Bundi attract the thousands of tourists and pilgrims. The government should take enough precaution to maintain law and order. Tourist spots should be made suffocation free; nuisance elements such as beggars, touts, lunatics and small street cart hawkers should be banned while entering such locations.

9. Highlighting Tourism Attractions

The hot climate of Hadoti region does not suits to foreign tourists so they visit this area in winter season, thus the problem of partly unemployment arises. Simultaneously it curtails revenue generation also. It is all because of not highlighting the other tourism attractions. Hadoti circuit is least visited circuit by tourists, to avoid this situation effective advertisement policy should be adopted. Hadoti region is ideal place for eco, wildlife and water adventure tourism. There are immense potentialities by developing these the region can be unique destination for eco-tourism, wildlife tourism and water adventure tourism The hills and forests of Hadoti region, perennial river Chambal and its tributaries have much to offer to tourists; to attract tourist guides needs to be trained well; safety, security and other facilities should be more updated, modernized and adjustable as per tourist needs (especially for foreigners); information about distinctive wildlife, sanctuaries, flora and fauna should be minutely delineated. The government has declared Sorsan as National Breeding Centre for Great Indian Bustard and Mukundra National Park as *Tiger Reserve*. These decisions will be milestones in the tourism sector of this region.

10. Ensure Reasonable Charges

There must be reasonable prices of tickets for viewing monuments, museums, historical sites or temples or purchasing any commodity. Heritage properties which are privately owned and maintained such as Bundi Fort need to

provide more services to tourists such as jeeps or horses or elephant rides to reach at every destination. There must be option for the tourists to buy single ticket for each and every tourist site or combined ticket to visit entire popular destination within the city. The service charges of approved guides should be fixed by the authority. Simultaneously malpractices, false or overcharging from tourists (especially foreign) should be strictly curbed and penalized. It is also observed that state government charges high tariff from foreign tourists. We can see this price discrimination at many places, for instance while visiting heritages, centuries,, zoo or even using camera foreign tourists are charged with higher rates. Some of the respondents condemned this practice. Discriminating pricing policies of tourism need to be eliminated. We should not forget that they are not only our guests but, ambassador of our region also. The publicity done by them in abroad will be more valuable.

11. Renovation of RTDC

RTDC has the primary responsibility for tourism development but, the RTDC himself is suffering from various problem and many RTDC units are in losses. Their workings and operations are not proper. Now it is duty of the government to fulfil staff, release funds, improve infrastructure, adoption of aggressive advertisement policy, effective marketing strategy, relaxation in taxes, ensuring co-operation and coordination with concerned departments, more autonomy to managers. A special cell must be created in RTDC at central level for marketing and human resources practices. Workforce involved in marketing & selling of tourism & hospitality sector should be trained to develop multiple skills and oriented towards pro-activeness to create interest, attract and retain tourists of every category and age. Similarly human resources employed in RTDC need to properly educated, trained and made genuinely responsible towards their duties. Professional attitude must be inculcate among them. Besides, there is a need of modernization of RTDC in every terms and corners. RTDC hotels and heritage properties should be maintained in close accordance with other leading private hotels. There must be variation, varieties and diversification of accommodation, interior decoration, presentation of staff and services, cafeteria and cuisines, etc. as per the dynamism of time. Then certainly RTDC units will attract foreign as well as domestic tourist in the State and the tourism industry in Rajasthan will be greatly flourished.

12. Establishing Tourism Cartel

Tourism is a collective activity connected with multiple inter-related services such as travelling, tour operators, travel agencies, hotels, restaurants, guides, local shopkeepers, public transportation, municipal and other government bodies, etc. Hence a union must be developed among these service providers in such a way where they may have a platform for communication and information sharing regarding tourism sector.

13. Establishing Tourism Service Related Institutions

Tourism is a multinational activity deals with various types of tourists domestic as well as foreign. They have different interest, needs, language, taste, food habits and requirements such as documentation preparation, process & clearing, dealing with government departments, hotels, financial institutions, passport offices, foreign embassies consulate etc. To deal with them is not an easy task, It requires a different type of approach and skill while dealing with all these, but there is shortage of such manpower who can manage all these affairs. The hotel industry is facing the problem of trained personnel; now it is the duty of the Government to establish such type of institutions where training facilities and courses regarding these affairs are available. In Rajasthan the State government has planned to open Hotel Management Institution at Jhalawar along with other districts. University of Kota is also providing tourism related courses.

14. Use of Alternative Media for Tourism Promotion

Hadoti is a treasure of tourism, but unfortunately unexplored. For the promotion of tourism some other alternative media such as films, documentaries and short stories highlighting famous tourist spots, specific art & culture, prehistoric remains, celebration of some fair and festivals etc. should be televisive. Innovative marketing with use of social media, mobile App and other sources of information & communication technology may be adopted. A cordial invitation to some of foreign dignitaries, ambassadors or representative of repute to visit tourist destination of Hadoti will certainly attract other tourists. Recently, in order to increase domestic tourism, the Government of Rajasthan has decided to organize road shows at various prominent cities of the nation focusing the history, art, culture and trade.

For this purpose the Federation of Hospitality and Tourism of Rajasthan (FHTR) has been constituted. Some other institutions- Hotel and Restaurants Association of Rajasthan, Indian Heritage Hotels Association, Rajasthan Association of Tour Operators and persons associated with tourism will cooperate.

15. Special Attention Towards Foreign Tourists

Foreign tourists must not be overcharged during hotel reservation or visiting any part of city. There must be places in cities where continental food is easily available. Debit or credit card of international origin should be accepted at all leading tourist places, hotels, shopping malls or entertainment sites. Foreign tourists must be equally treated as domestic one and not to be perceived as aliens. Medical and other health care facilities need to be upgraded especially for foreign tourists. Visa rules for foreign tourists should be made liberal. Moreover, a separate cell at every possible location need to be established in order to solve any of the grievance related with tourists.

16. Enact Guidelines and Motivation for Government Guides

Government guides serves as genuine face of tourism in Rajasthan. Authorize list mentioning names of government guides should be displayed over respective TRCs (Tourist Reception Centres), RTDCs units and other government properties. Guides should be motivated in many ways such as participating in competition, sending them and their families to any of their favourite destination once in a year, etc. and evaluating their performance in wake of entertaining number of tourists to government properties. A report cum performance card of government guides should be maintained for stipulated time period for persuading and sending tourists for visiting government owned properties (such as government museums, national parks, sanctuaries, palaces, forts and other architectural monuments, etc.). Hence the problem of some government guides for supporting government properties would be minimized. Licence of government guides is to be reviewed based over their final performance. Government guides must be publicly rewarded and their names should be displayed over government notice boards and portals. This will also generate a positive effect over tourists as associating themselves while touring. At the same time government guides should also co-operate government

institutions such as RTDC for creating a favourable communication among tourists for their stay and accommodation. Association of government guides should also be invited in removing any of problems related with tourism and their active indulgence would be constructive in safe and happy tourism.

17. Innovation in Circuits

The Department of Tourism Government of Rajasthan and RTDC have the primary responsibility for tourism development, TRCs and RTDC, as per requirements, interest and budget of tourists can help in making and implementing tour itinerary for tourists, especially foreign tourist as they have least knowledge about Hadoti tourism. These agencies may also arrange special tour packages especially during famous fairs and festivals of Hadoti. These fairs and festivals bring tourists closer to our heritage and culture and creates favourable environment for tourism. Besides, Hadoti region itself is very vast and vivid. There can be initiatives for creation other sub-circuits such as water adventure circuit; temple circuit; fairs & festivals circuit; forest safari circuit; nature & birds admiration circuit; pre-historic sites circuit, etc.

18. Promote Paying Guest Scheme

Accommodation problem is a measure problem to solve it some other alternatives may be taken into consideration. It would be a novice idea to promote 'tent accommodation' and 'paying guest accommodation', such type of tourist shelter will save environment (as there is least construction of star categories hotels), besides tourists will stay close to nature, can closely observe life style of regional society and this will increase employment and income level of the society and economy of the Hadoti region.

19. Scope for Agri- Farm Tourism

Kota, Bundi, Baran and Jhalawar are also agriculture and farm belts and have some unique food grains with abundance quality production throughout the nation, notable among these are wheat, rice, coriander, garlic, soya-bean, oranges, etc. Both the government and private institutions may go a step further in which 'agri or farm tourism' can be encouraged.

20. Invite PPP for Supporting Tourism

Public Private Participation or PPP (on lease or contract basis) would be beneficial for renovating & restoring of historical monuments, pilgrimage places, temples, heritages, construction of some infrastructure such as highways, approach roads and accommodation etc. for promoting tourism. If some private entrepreneurs and establishments show interests in promoting tourism accompanied with government, they may be welcomed. Some rebate in taxation and other relaxation may be given to such participants.

Moreover, local administration and municipality must have a separate provision for boosting tourism in Hadoti region through its own distinctive planning, budgeting and implementation. It is the right time for both the central and state governments to take appropriate action with the help of local administration to boost tourism in Hadoti region. For this both the governments, ASI, private institutions etc. must follow a prescribed protocol for restoration, maintenance and preservation of famous palaces, forts and tourist destinations. This step is necessary to increase their life, upkeep the beauty of the site and to trace any kind of existing defect. Renovation and renewals of miniatures, wall paintings, distinguished replicas, idols and chemical treatment of buildings and materials, arms and ammunitions and other precious arts and artefacts must be done as per guidelines and procedure laid down by the ministry of tourism and other experts of this field.

There must be immediate recruitment of staff in tourism related government departments. There should be non lapsable budgets for work related with tourism such as preservation and restoration of government operated sites, construction of some necessary edifice, settling of transportation and communication networks, etc.

‘Resurgent Rajasthan Summit’ held in November 2016, committed a strong support for promoting tourism in the state. There has been promotional development in various sectors of tourism particularly giving numerous fiscal benefits for infrastructural growth and improvement of hotels, heritage monuments, restaurants, resorts, spa, museums, safari parks, sanctuaries, etc. Additionally, various grants and benefits were also given to promote tourism related with agriculture, education and

medical and other goods and materials used to boost tourism industry (as stated in sub clause{c} of clause 9.12.1 of Rajasthan Investment Promotion Scheme, 2014). Rajasthan tourism policy has now been affirmatively revised in wake of existing scenario that could be easily seen as facelift of a number of Tourism Information cum Reception Centres spread across the state and branches of RTDC.

In the light of above mentioned decisions, Government of Rajasthan has initiated Rajasthan State Heritage Programme (2016) to promote tourism in the state selecting 40 cities. Under this scheme state government along with local municipalities will jointly work for development, communication and dissemination of tourist's destination and circuits in confined regions (so as to advertise and bring as many as number of tourists to their confined destination). This scheme will also look after historical context and significance of tourist spots, traditional art and culture, promotion of terracotta and handicrafts, availability and safeguarding of basic amenities and means of transportation/ communication, etc. Besides, some other separate provision has been made for RTDC, TRCs and other state controlled tourism related units.

The Government of Rajasthan is going to make such arrangements that tourism of Rajasthan will be available on mobile App. For this *Face Book* and *Twitter Accounts* are being started The latest information and historical importance of heritages will be available on the App. The state government has also decided to launch TRCs in 5 more districts and TICs in 5 other districts. The finance department has given permission in this regard. The government has taken services of a private company and updating DoT with new techniques.

The central government has given much emphasis on skill development; inspiring from this idea the Tourism and Hospitality Skill Council (THSC) and Indian Heritage Hotels Association has signed a MoU for providing training to those employees who are working in heritages industries and have no formal degree such as room boys, waiters and gardeners etc, to make them more efficient. Certificates will also be given after training so that they may get employment anywhere.

Recently, a group of students from Paris came to Bundi for visiting the tourist destinations. They were very inspired, but demanded for beautification of the city as well as destinations. Now doubt, Kota is known for industries and now it is recognised and famous *education hub* of the state. This sector has developed Kota up to a certain extent, but there seems a saturation and stagnation in this sector.

The demographical study of India has revealed that our 67 percent of population is below 35 year of age and we are a *young nation*, we must take advantage of this *demographic dividend*, but the problem is to provide job opportunities to this young population. Tourism is the sector where endless opportunities and job possibilities exists. It is the third sector, after agriculture and textile, which has immense job opportunities. We must utilise our resources, keeping in mind sustainable tourism in Hadoti region. According to WTO, "Sustainable tourism is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled without harming cultural integrity, essential ecological processes, biological diversity and life support systems."

Thus sustainable tourism is that concept of tourism in which a tourist visit a destination and make a positive impact on the environment, society and economy; under this concept there must be a perfect balance between economic activities and nature also. For this, every section of Hadoti region must understand its responsibility towards preservation of nature and maintain a balance between environmental, economical and socio cultural activities. Efforts should be made that there should be no negative impact on environment and local culture while creating economic activities.

Lastly, Hadoti has huge potential for tourism, especially for eco tourism, pre-historic tourism, wildlife tourism, pilgrimage tourism, bird watching tourism, water adventure and sports tourism, agri - tourism and heritage tourism, but tourists are limited and confined to a particular area and for a very limited period just 1 to 2 days. Some recent developments regarding tourism are under progress such as development of eco-tourism in Udaipuria (Kota), tourism in and around River

Chambal (Kota), restoration of forts at Shahbad, Kelwara, Badal Mahal, Shergarh (Baran) and Sukhmahal (Bundi); conservation and upkeep of Shiv Temple complex situated in Bhand Deora at Ramgarh (Baran), Deep Stambh situated in Niyana at Anta (Baran), group of temples at Manas village (Kota), Shiv Temple and Math at Chandresal (Kota) and Chhaneri Paneri Temple at Jhalrapatan (Jhalawar).

Both the Union and State Governments are majorly involved for tourism promotion. For last four years, Ministry of Tourism under Union Government has undertaken several initiatives to promote tourism by launching schemes such as ‘*swadesh darshan*’ for indigenous home visit, ‘*prasad* – National Mission for Pilgrimage Rejuvenation & Spiritual Augmentation Drive’ for promoting religious & spiritual tourism, ‘*hunar se rozgar tak*’ for enhancing skills for creation of self made profession, ‘*e-tourist visas*’ for more countries and handling on the spot visa, ‘*developing mobile Apps for tourists*’ for resolving tourism related queries, ‘*incredible India tourist helpline*’ to plan India visit with multilingual helpline in 10 international languages besides English & Hindi, ‘*swachh paryatan*’ so as to educate citizens on hygiene related issues at various tourist destination, ‘*adarsh smarak*’ whereby Archaeological Survey of India identified some model monuments by providing Wi-Fi service, signage, encroachment free area, interpretation centres by showing short films about significant developments of respective monuments and introduction of other necessary tourist facilities, ‘*establishment of Indian Culinary Institute*’ for promoting Indian & other local food, development of numerous skills initiatives integral for tourism and hospitality sector, etc.

Likewise Rajasthan State Government has also introduced many initiatives for tourism attraction such as ‘*Public Private Partnership*’ (PPP) involvement in developing many projects like 35 forts on lease basis and maintenance of Dak Bungalows, forest Rest House & Circuit House, bringing ‘*water bases activities*’ like cruise & boating in Chambal River & other water bodies, promotion of ‘*agri-tourism*’ (especially for coriander & garlic regions of Hadoti), developing ‘*eco based tourism*’ (river basin & forest regions of Hadoti), ‘*engagement of Rajasthan with Singapore government*’ to have direct flight between two destinations and skill

development centre for boosting hospitality, Rajasthan State Government had launched a new aggressive campaign with tagline '*jaane kya dikh jaaye*' to market numerous tourists destination of State among tourists in a very eye catching moments, introducing '*night tourism or nigh safari*' at renowned places and '*salt tourism*' in and around Sambhar lake for attracting film makers, TV serials, documentaries, ad shooting, etc., retaining tourists by launching '*activity based circuits*' notably '*handicraft circuit*': visitors and tourists to see works of artisans in villages and exposure to rural hinterland, '*birding circuit*': tourists to have close glimpse of Keoladev national park, Sambhar lake, Tal Chhapar, Udaipuria, etc. sites for bird watching & admiring nature and '*spirituality circuit*', etc.

To some extent it appears to be true that now Hadoti is receiving greater attention as compared to the past, but still tourism in Hadoti is under juvenile stage, enhanced development is needed at every phase of tourism to attract and retain tourists, reaching tourist destination should be made safe and easy, Hadoti circuit should have a tie-up with other tourist circuits of the State, government and governmental agencies need to take a pro-active steps in highlighting Hadoti, distinctive budget is to be allocated that must be specifically categorized for every 4 districts of Hadoti, those who are into tourism business they must be motivated and their voice need to be timely heard and resolved.

The time has come that first of all arrangements must be done for appropriate maintenance of historic edifices and construction of centralized infrastructure at Kota having all major information and assistance related with Hadoti tours and tourism. To some extent heavy traffic juncture within city has been drastically minimized by opening of recent hanging bridge over Chambal River on August 29, 2017. This bridge is a part of 'Golden Quadrangle' project connecting north to south and east to west connecting super express National highways. Very recently on April 3, 2018 'Mukundra Tiger Reserve' has been opened at Darra in Kota district that will definitely attract tourists in this region. The climatic and geographical conditions of Hadoti are favourable for wild life and eco tourism.

The RTDC has decided to run its 15 units which were closed last year. For this a core committee of three members has been formulated to give recommendations about these units to the Board of Directors of RTDC. Hotel Wrindavati of Bundi and Chandravati of Jhalawar are among them.

The government has sanctioned Rs. 76 crore for expansion of run-way of Pandit Deendayal International Airport at Kolana (Jhalawar). The boundary wall is under construction and Rs. 8 crore has been already sanctioned for this 7 km. long boundary wall. The work of airport will be completed in 3 phases.

Thus overall it was viewed that positively Hadoti has full potential to attract tourists if above mentioned predicaments are timely resolved and elements for promoting tourism are satisfactorily adjusted. The above cited suggestions are not the last; there may be some other suggestions, but if the Government, RTDC, private sector, other stakeholders and the local residents do the needful at their end then certainly the Hadoti region will be in limelight. Let's hope in near future it will happen.



Summary



Summary

During last decade, tremendous changes have taken place in tourism sector. Rules and regulations have been relaxed to present country as an interesting tourism place. New schemes were launched. Number of tourists increased and tourism sector emerged as an important income generating sector in the economy. Tourism is a source of foreign exchange earnings and employment. The present world is known as '*Global Village*'. The new phenomena have given boost to the development of tourism across the globe.

Tourism is one of the world's largest and fastest growing industries. Unlike other industries, it has to depend largely on a number of allied industries like hotels, restaurants and transportation system etc. It is therefore properly called a combination of inter-related industries. Tourism is an industry depends on a chain of services. It is sizeable and complex service industry.

Tourism industry in Rajasthan is a very important economic activity, which has direct and indirect impact on economic, social and cultural life of the people. This industry has many benefits to the state in terms of foreign exchange earnings, employment generation, increase standard of living, regional development, promotion in international understanding, conservation of local arts and crafts etc.

Rajasthan is a natural choice for international and domestic tourists. The rate of growth of domestic tourism is expected to be 7% while that of foreign tourists, it is likely to be 5% as per the studies conducted by 'TCS Projections' up to year 2020. At present tourism contributes 15% in the state economy.

The state government has already realized potential of this industry for economic development and has adopted various measures to promote tourism in the state. The popular slogan 'Padharo Mhare Desh' means Rajasthan invites and welcomes the tourists. The resent logo of Rajasthan tourism is 'Jane Kya Dikh Jaye'.

Tourism is the largest and rapidly growing industry in the world and it is fairly established and growing industry in India, especially in Rajasthan; its rich historical, cultural and environmental heritage coupled with various colourful fairs and festivals it have made this state a favourite destination for tourists from all over the world. During the last few years both domestic as well as foreign tourists' arrival have been increased to this glorious and enchanting land. Tourists play an important role in employment generation, increase in State's GDP and the national income of the country.

Background to the Problem

The Hadoti region is located in south-east of Rajasthan and has immense potential for tourism; splendid nature, variety of flora & fauna, rich cultural heritage, glorious past, magnificent forts, palaces, temples, colourful fairs and festivals, rare ecological bio-diversity, pre-historic sites, scope for water adventures & sports and many more attractions, but the region is least explored area of Rajasthan where tourism activities are very low.

The DoT has established TRCs at various districts of Hadoti region and RTDC has also its units at unique locations in Hadoti (except Baran) for development of tourism activities and to facilitate tourists. DoT (Government of Rajasthan) and the RTDC with the help and co-operation of other institutions and private sector organise some fairs and festivals to attract tourists in Hadoti region. Various fairs and festivals are being organized by tourism department; some notable are - Kajlee Teej of Bundi; Dol Fair of Baran; Dussehra Fair of Kota; Chandra Bhaga Fair of Jhalawar and Bundi Festival of Bundi. With the focused efforts tourists' inflow have been increased in this area, but tourists' arrival are still low in comparison to the other circuits of the state and the growth is not consistent so far. It has been observed that foreign tourist' arrival in Hadoti region is limited up to Kota and Bundi and that too just for 1 to 2 days. The foreign tourists visit this region as a supplementary tour with their main tour to other circuits of Rajasthan. The foreign tourists arrivals in Jhalawar is not more than 150 in whole year whereas at Baran no significant number is observed. Thus keeping all these in mind the current study has been undertaken.

The various objectives and hypotheses of the study are as follows:

Objectives of the Study

1. To have a close examination of the tourist attractions and history of tourism development in Rajasthan with special reference to Hadoti region,
2. To study the present position of tourism in Rajasthan with special reference to Hadoti region and recent trends in tourism industry,
3. To study the tourism related infrastructure facilities available in Rajasthan with special reference to Hadoti region,
4. To evaluate the role of Government agencies in development of tourism in Rajasthan with special reference to Hadoti region,
5. To identify the problems and shortcomings in development of tourism in Rajasthan with special reference to Hadoti region and
6. To analyse perception of tourist's satisfaction and dissatisfaction.
7. To suggest the measures to overcome the problems and shortcomings in the way of proper development of tourism in Hadoti region and further remedial measures for development of tourism in this region.

Hypotheses of the Study

H1: Tourism potential has not been fully utilized in Hadoti region.

H2: State government and government agencies have not played an effective role in exploiting the tourism potential of Hadoti region.

Chapter Scheme

The present research work has been presented in 8 chapters, brief description is as follows:

Chapter I: **Introduction** is related to the concept, nature, philosophy, history of tourism development, components, elements, types of tourism, importance, marketing of tourism and recent trends in tourism industry.

Chapter 2: **Research Methodology** deals with statement of the research problem, objectives of the study, hypotheses, review of literature, research design-

methodology, expected scope and contribution of the study and limitations of the study.

Chapter 3: **Framework of Tourism in Rajasthan** pertains history of tourism development in Rajasthan, growth, present position, tourism circuits & products, infrastructure facilities for promoting tourism and tourism related present infrastructural activities and projects in Rajasthan.

Chapter 4: **Framework of Tourism in Hadoti Region** covers history of tourism development in Hadoti region, growth, present position, important tourism destinations, excursions places, infrastructure facilities for tourism development and tourism related present infrastructural activities and projects in Hadoti region.

Chapter 5: **Role of Government and other Institutions in the Development of Tourism** covers constitutional provisions, role of Government of India and state government, national and state tourism polices, role of ITDC, RTDC and other institutions in the development of tourism in Rajasthan.

Chapter 6: **Data Analysis and Interpretation** is associated with analysis and interpretation of data.

Chapter 7: **Findings and Conclusion** contains the findings of this research as well as conclusion.

Chapter 8: **Suggestions** highlights the remedial measures to overcome the problems and suggestions for development of tourism in Hadoti region.

In Chapter 1 **Introduction**, it has been mentioned that conceptually tourism is travel for recreation, leisure, religious or business purposes usually of a limited duration. In broad sense tourism as a service industry acts as a social and cultural linkage by providing a number of amenities whose range extends from hotels, motels and best transport network. It is the industry concerned with attracting people to a destination, transporting them there, housing, feeding and entertaining them upon arrival and returning them to their homes. It is therefore, properly called a

combination of inter-related industries. It is international in character both in terms of demand and supply. Further, related terms have been explained also. In this chapter, history of tourism development in world as well as in India, causes of travel in ancient period such as travel for knowledge, travel for trade, travel for religion, travel for exploring the world and travel for pleasure have been explained in brief. Essential components of tourism- accessibility, accommodation, attraction, hospitality, safety & security and amenities have been discussed. Besides, the importance of tourism has been expressed as it is essential for economic growth, infrastructure development, foreign exchange earnings, source of income and employment, social and cultural integration, preservation and promotion of national heritages and creation of markets & industries etc. Some elements of tourism like tour operators, transporters, travel agents, accommodation providers and ancillary services are discussed. Tourism is classified as per the variables that influence the tourists such as destination, requirements and specific purpose to visit etc. In other words we can classify tourism in a broad term-*Adjectival tourism*; it refers to the numerous niche or speciality travel form of tourism that has emerged over the years, each with its own adjective. Nearly 20 popular types of tourism have been mentioned. Lastly marketing of tourism products, recent trends in tourism industry and some data about foreign tourist arrival in India have also been discussed.

In Chapter 2 **Research Methodology**, the background to the problem and selection of the topic has been expressed. It is worth to mention that the Hadoti region is having a lot of potential of tourism. There are so many tourism destinations which are important for the point of view of historical importance, cultural importance, pre-historical importance, pilgrimage importance and ecological importance. The region also has a rare bio-diversity and good scope for adventure and water sports, but the tourism activities are very low. In order to have an in-depth understanding of the research topic, several studies on tourism industry relating to planning, policy, problems, management and future development of tourism have been pursued. These studies also have been reviewed with a view to understand the previous work, objectives, research methodology and research findings etc. The details of the reviewed literature have been mentioned in this chapter.

In Chapter 3 **Framework of Tourism in Rajasthan**, it has been mentioned that previously the tourism in Rajasthan was associated with elite class and another category was of pilgrims. Foreign tourists were centralised to Jaipur, Jodhpur, Udaipur and domestic tourists were confined to Ajmer, Pushkar, Nathdwara and other famous religious places. The contribution of tourism sector was low in the economy of the State and employment opportunities were also limited in this sector. Later on, the DoT, Government of Rajasthan and various agencies established tourism in Rajasthan and now a day it is a prominent sector of the economy. In Rajasthan, for the point of view of tourism, various circuits have been framed by DoT. There are currently 9 tourist circuits. These circuits are based on geographical basis. At the particular time and duration these circuits become vibrant and source of attraction for tourists. The major tourist circuits are – Brij Mewat, Shekhawati, Dhundar, Merwara, Desert, Mewar, Godwar, Vagad and Hadoti. Each circuit has distinctive touristic attractions and places of interest. In this chapter about tourism products have also been mentioned. Tourism products are those attractions which fascinate a tourist to visit a destination. The tourism products are magnificent forts, palaces and heritage monuments, wildlife sanctuaries, parks, lakes, gardens, pilgrimage places, dances, music, fairs and festivals, museums, handicrafts, souvenirs and artefacts and many other kinds of tourism products. These tourism products greatly contribute in the growing economy of the State. Lastly, existing infrastructure facilities for promoting tourism, current projects and present position of tourism in Rajasthan have also been discussed.

In Chapter 4 **Framework of Tourism in Hadoti Region**, it has been mentioned that Hadoti region, particularly Bundi was a point of attraction for foreigners since long back. Rudyard Kipling, the famous English writer visited this place in 19th century. Important tourism destinations and places of excursions in Hadoti region have been mentioned. Lastly, existing infrastructure facilities for promoting tourism such as roads, railways, air connectivity, accommodation facilities, current projects and present position of tourism in Hadoti region have also been mentioned.

The Chapter 5 **Role of Government and Other Institutions in the Development of Tourism** highlights that tourism is not listed in any of the three lists (Union list, State list, Concurrent list), although domestic pilgrimage is listed in the State list and pilgrimage to places outside of India is listed in Union list. There is no mention of tourism in any of the lists. In the past, there was a proposal to include tourism in the Concurrent list, but it was declined by some states, considering this proposal as unwanted erosion of the states' power. But generally, tourism is the affair of state government. Keeping in view to increase revenue of the State and employment potential of tourism sector the Government of Rajasthan has established DoT for execution of the policy decisions and publicity of tourist destinations. The State Government has established Rajasthan State Hotels Corporation Limited on 7th June 1965 to run State owned hotels. Besides, to enhance tourism sector, in 1979, RTDC was also established for infrastructure development and to cater the needs of tourists such as food, accommodation, transportation, sightseeing, package tours, shopping, light and sound show, boating etc. The prestigious 'palace on wheels' started on 26th January, 1982 by RTDC in collaboration with the Indian Railways; similarly 'Royal Rajasthan on wheels' started from January 2009 are drawing foreign tourists as well as elite class domestic tourists to visit in a royal style and experience the grandeur and glory of the State. Rajasthan State Fair Authority was also established to procure rich religious and social culture of the State. The authority organizes fairs in the State securing the aspects of safety, protection and facilities so that the rich cultural heritage of the State may be safeguarded. Due to the focused efforts of Rajasthan Tourism Department, various State Government agencies and private sector, tourism has grown from an elite and pilgrim phenomenon to a mass phenomenon putting Rajasthan firmly on the foreign and domestic tourist map.

The Chapter 6, **Data Analysis and Interpretation** is associated with analysis and interpretation of data. After survey and research, the most significant work is the chronologically and very cautiously studying the data obtained from the questionnaire. This is done meticulously by placing the data under suitable headings. Figures and charts have been cited as per requirement of clear explanation; data

analysis and interpretation are also done to have a clear understanding of the related query. This current research study is designed to have acquaintance, see some of the setbacks and suggest remedial measures related with topic entitled, “ **Problems and Prospects of Tourism in Rajasthan (A Case History of Hadoti Region).**” To undergo this survey, research scholar has studied concepts, theories, historical background, problems and prospects of tourism in detail with special emphasis of problems and prospects of tourism in Hadoti region (that comprises 4 districts Baran, Bundi, Jhalawar and Kota). The finding of the study encompasses a detailed questionnaire of 2 sets that has been administered to a sample of 350 respondents distributed to tourists (200 domestic & 100 foreign) and hoteliers/ government agencies/ agents (50 respondents) respectively.

The Chapter 7 **Findings and Conclusion** contains that though, the Hadoti region is having a lot of potential for tourism, but the tourism activities are not so developed in this region. There are various problems in other words, they are the real hurdles in the way of tourism development; mainly these are- ineffective tourism policy, poor infrastructure development and transportation, insufficient tourism services, non availability of proper guiding services, poor accessibility to destinations, undeveloped tourist destinations and no proper maintenance, insufficient accommodation, lack of amenities, improper safety and security, encroachment of tourist sites, no parking system, irresponsible tourists, negligence towards cleanliness and hygienic food, overcrowding, seasonal business and specific category of tourists, high charges of archaeological & historical sites. The Government of Rajasthan and RTDC have the primary responsibility for tourism development but, the RTDC himself is suffering from many problems such as shortage of funds and facilities, instability of tourism policies, lack of training for human resource development, lack of co-ordination, lack of professionalism in policies formulations, shortage of professional in RTDC, poor innovativeness in marketing, lack of personnel at TRCs and hotel units, impediment from local people, insufficient communication with travel agencies, non cooperation of travel agents and absence of performance evaluation etc. are some of the major problems associated with RTDC. Some other problems include-inadequate advertisement,

higher tariff charges, higher tax rates, non availability of continental food, poor visa facilities, insufficient communications facility, inadequate healthcare facilities, booking difficulties of accommodation, delay in action by government officials, low will power for development of tourism, setback from demonetisation and malpractices etc.

The Chapter 8 **Suggestions** highlights the remedial measures to overcome the problems and suggestions for development of tourism in Hadoti region. These suggestions include- special tourism policy, and budget provision, infrastructure development, proper maintenance and amenities, accessibility to destinations, enhancing tourism services, safety and security, strict action against encroachment and absurd parking, priority for cleanness, highlighting tourist attractions, ensure reasonable charges, renovation of RTDC, establishing tourist cartel services, special attention towards foreign tourists, guidelines for registered and approved guides, innovation of new circuits, promotion of paying guest scheme and inviting private sector for PPP model are the major suggestions in this regard. Recently RTDC has planned to restart its 15 units which have been discontinued last year; for this RTDC has formulated a committee of three members to review the decision of closings its units. The committee will focus to those units which can be restart. This committee will submit its report to the Board of Directors of RTDC; the decision will take place as per recommendations of the core committee. The Government has sanctioned Rs. 76 crore for expansion of run-way of Pandit Deendayal International Airport at Kolana (Jhalawar). The boundary wall is under construction and Rs. 8 crore has been already sanctioned for this 7 km. long boundary wall. The work of airport will be completed in 3 phases. Hence, on behalf of the study the researcher has concluded that the Hadoti region is having immense potentials of tourism, but most of them are not utilized or underutilized. Besides, the State Government and its agencies have not played effective role in exploiting the tourism potentials of Hadoti region.



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**Paper Presentation
in
Seminars**



Published Paper & Paper Presentation in Seminars

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- “Rajasthan Ke Pramukh Mele and Lok Parv” at Government Girls College, Ajmer, held from 30th Nov. to 1st Dec.2017.

Tourism in Rajasthan: Problems and Prospects

Abstract

Rajasthan, an exotic land of splendid beauty and valour, is one of the most important tourist destinations in India and south-east Asia. A land endowed with invincible forts, magnificent palaces, unending hilly ranges and waves of sand dunes and serene lakes. The tourists of different destinations are fascinated to this magnificent land for various attractions. Traditional art, handicraft, historical heritages, forts, palaces, monuments, religious places, natural scenes, flora-fauna, sports, fairs, festivals, culture and cuisines etc. are the major attractions in the State. The potential of tourism in Rajasthan have not been fully harnessed. In order to draw tourists in Rajasthan, there is a need to study the problems and prospects of tourism in Rajasthan. This article covers all the major problems and prospects relating to tourism industry in Rajasthan.

Keywords: Tourism, Rajasthan, Problems, Prospects Etc.

Introduction

Conceptual Diagnosis

During the last decade tremendous changes have taken place in the tourism sector. Rules and regulations have been relaxed to present country as an interesting tourism place. New schemes were launched. Number of tourists increased and tourism sector emerged as an important income generating sector in the economy. Tourism is a source of foreign exchange earnings and employment. Tourism is a fastest growing industry in the entire world, so is the case with India. With the development of information and communication technology (ICT) the distances in the world have been declined tremendously, therefore the present world is known as 'Global Village' The new phenomena have given boost to the development of tourism across the globe

Tourism industry in Rajasthan is a very important economic activity, which has direct and indirect impact on economic, social and cultural life of the people. This industry has many benefits to the state in terms of foreign exchange earnings, employment generation, increase standard of living, regional development, promotion in international understanding, conservation of local arts and crafts etc.

The State Government has already realized the potential of this industry for the economic development in the state and has adopted various measures to promote tourism in the state. The popular slogan "Padharo Mhare Desh", means Rajasthan invites and welcomes the tourists.

The Government of Rajasthan and private sector both are engaged in the development of the tourism industry. The Department of Tourism in Rajasthan mainly relates to exploring new places, planning and development of new areas, advertisement and motivational activities to enhance tourism industry; similarly private sector generates employment by investment in already developed and new potential areas. All these activities increase income level of the society and help in economic growth and development. But it has been observed that potentials of tourism industry in Rajasthan have not been fully utilized as it was expected to be. Before discussing the problems it would be worth to glimpse at the growth of tourism in Rajasthan.

Growth of Tourism in Rajasthan

Over the last two decades, Rajasthan has emerged as one of the leading state in India and the state was the third preference of tourists after Goa and Kerala as travelled destination in India. In 2015, there was an increase of 4.39 percent in foreign tourists arrivals in India; during the period of 2010 to 2015, nearly 18 to 22 percent of the foreign tourists who came to India visited Rajasthan also.

Statistical data regarding tourism in Rajasthan for the period of 2010 to 2016 are as follows:

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Year	No. of Tourists			Percent change over previous Year		
	Domestic	Foreign	Total	Domestic	Foreign	Total
2010	25543877	1278523	26822400	- 0.06	19.11	0.71
2011	27137323	1351974	28489297	6.24	5.74	6.21
2012	28611831	1451370	30063201	5.43	7.35	5.52
2013	30298150	1437162	31735312	5.89	-0.98	5.56
2014	33076491	1525574	34602065	9.17	6.15	9.03
2015	35187573	1475311	36662884	6.38	-3.29	5.96
2016	41495115	1513729	43008844	17.92	2.60	17.30

The analysis of the above table reveals that:

1. There is an increasing trend in the domestic tourists arrivals in Rajasthan whereas a mix trend in the foreign tourists arrivals.
2. In 2015, there was a decrease of 3.29% in foreign tourists arrivals in Rajasthan whereas there was an increase of 6.38% in domestic tourists arrivals as compared to 2014.
3. In 2016, there was an increase of 17.92% in domestic tourists arrivals and 2.60% in foreign tourists arrivals in Rajasthan as compared to 2015.
4. In the year 2010, 12.78 lacs foreign tourists visited Rajasthan, while in 2016 this figure was 15.13 lacs. The cumulative growth rate was 18.38% during this period.
5. In 2010, 2.55 crore domestic tourists visited Rajasthan whereas in 2016 domestic tourists arrivals were 4.14 crore. The cumulative growth rate was 62.35% during this period.

Rajasthan is a natural choice for international and domestic tourists. 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.

At present, in the state economy- industry sector contributes 32.5% agriculture sector 22.5%. Service sector 45% while tourism contributes 15%.

Objectives of the Study

The objectives of the present study are as follows:

1. To identify the hurdles and problem in the development of tourism in Rajasthan.
2. To suggest the measures to overcome the problems and hurdles in the way of proper development of tourism in Rajasthan and to suggest further measures for development.
3. To evaluate the role of government agencies in the development of tourism in Rajasthan.

Review of Literature

Sufficient literature is available on tourism industry of India and Rajasthan. Different Government agencies operating in the field of tourism publish different types of literature including the periodicals and annual reports. Some micro research work has also been done by researchers in Rajasthan. Though the above cited works are very useful and informative and highlighted many burning problems of tourism and suggested appropriate measures to overcome but these works have become very old and did not remain much useful in present context, therefore a study is required to analyze the present problems and suggest policy prescriptions for the future growth of tourism in Rajasthan.

Hypothesis of the Study

The present study is being undertaken to trace the following hypothesis:

1. Tourism potential have not been fully utilized in the state of Rajasthan.
2. State government and government agencies have not played effective role in exploiting the tourism potentials of the State.

Research Methodology and Design

Researcher has used primary as well as secondary data for arriving at some interferences. The primary data have been collected through field survey based on questionnaire technique; moreover observations technique has also been adopted to make a spot study. In addition to these, the researcher has also conducted personal interviews of some of the tourists, hoteliers transport and tour operators, Government officials and others engaged in the sphere of tourism in the State. The research has also visited the important spot of tourism for an in-depth knowledge of various issues pertaining to tourism.

The main sources of secondary data are the published literature of the different government and semi-government agencies and in-depth published research works in the field of tourism.

Problems

After observing, analyzing and interpretation of data with the help of various statistical tools, for the purpose of drawing inferences, it has been concluded that in spite of massive efforts by Governments for the development of tourism in Rajasthan, the results are not so enthusiastic, some of the major problems are as follows:

Poor Conveyance System

Poor conveyance system is a crucial problem in the development of tourism in Rajasthan. Though, the famous tourists destinations are having well connectivity, but there are so many spots of touristic importance where adequate and proper conveyance facilities are not available. Most of them are unidentified due to this reason. Besides, in urban and semi urban areas the traffic system is not proper or even in miserable condition. Most of the roads are not well maintained.

Inadequate Advertisement

Inadequate advertisement and weak publicity of many important tourist destinations are the major problems. Tourists are not well informed about attractions of particular destination, accommodation facilities available and other services of their interest; all these adversely affect the tourism and revenue in Rajasthan. Now State Government is serious in this regard and systematic advertisement system has been adopted.

Insufficient Accommodation

In last few years the domestic as well as foreign tourists are attracting toward Rajasthan, but the accommodation facilities are not increasing accordingly. Seasonal pressure of tourists also cause to price hike; this situation adversely affect the budget of tourists and they are forced to cut their stay in Rajasthan.

Now Government of Rajasthan has taken policy decision to promote hotel industry and many relaxation and incentives have been announced for hotel industry.

Higher Tariff Charges

As the accommodation facilities are insufficient in Rajasthan so hoteliers charge a very high tariff from the tourists. The agents also misguide tourists and sometimes they become cheaters. The hidden commission of agents also increases the tariff of hotels. All these situations are main causes of repulsion and in result, foreign tourists are moved to other countries where they find good accommodation at reasonable tariff.

Higher Tax Rates

The tax rates in Rajasthan are higher as compared to other states. As and when a tourist enters in Rajasthan he has to pay some extra amount as service charges or in some other names. At every stage- whether on airport, in restaurant, hiring cab services or at stay in hotel some taxes are there. This adversely affects to their budget and negative impact on the growth of tourism. Besides higher taxes, the service providers charge service charges for the services they have rendered to tourists. Sometimes these charges are not justified and create a conflict between tourist and service provider. Now government has passed a rule that service charges are payable at the sweet-will of the customer; service provider cannot force the customer to pay such charges.

Non Availability of Tourists Reception Centers

Whenever a tourist comes to visit Rajasthan he wants someone to guide him properly, but in place of proper guidance he is often misguided by the strangers because there is not the facility of Tourists Reception Center. Though, the Government of Rajasthan has established TRCs at the important tourist destinations, but these TRCs are facing the problems of understaffing. Sometimes the TRCs personal does not have proper information about touristic attractions.

Price Discrimination

Keeping in view the higher earnings specially from foreign tourists, the State Government charges high tariff from foreign tourists. We can see this price discrimination at many places, for instance while visiting heritages, national parks, zoo or even using camera foreign tourists are charged with higher rates. This practice should be banned because it hurts them and we should not forget that we have invited them.

Improper Safety and Security

Now a days, the world is facing the problem of terrorists attacks. India is also facing the same. Besides, many tourists have been injured at road side

by vehicles or even wondered animals. Some of them have died, these incidences also have happened in Rajasthan and not in favor of tourism. Contrary, these incidences are against the prestige of the State. Along with these issues, security issues and crime, especially against women are the other challenges that stained the reputation of Indian tourism industry in recent years. China and Japan have issued travel warning for female travelers not to travel in India, even as a group, unless it is absolutely necessary.

Non Availability of Hygienic Food

Cuisine is also an element of attraction to a tourist destination. Whenever a tourist comes to visit a particular state he wants to taste the local cuisine. In Rajasthan, food services, specially at tourists destinations are sometimes not hygienic or below standard. People dealing with tourists at food centers should be educated toward in this regard.

Non availability of continental food at tourist destination is another big problem.

Overcrowding

Tourism has become a global activity during these years. The boom in tourism industry has increased pressure on infrastructure facilities. In Rajasthan, unplanned and insufficient development has created a big problem. We see over crowded at most of the tourism destinations. This has created a number of problems such as water pollution, air pollution, air-borne diseases, pick pocketing, snatching and feelings of unsafe among them. Overcrowding also adversely affects the environment and scenic beauty.

Poor Visa Facilities

Whenever a foreign tourist plans to visit India or any state such as Rajasthan he has to apply for tourist visa.

To obtain visa is not an easy task. The tourist is supposed to go through a system of clearance and formalities. All the process is time consuming and mind taxing also. Sometimes the time taken is so lengthy that tourists have to give up the idea of visiting India. Keeping this problem in mind the Government of India has introduced e-visa policy which has brought positive change.

Irresponsible Tourists

Tourism is a pleasure activity and no doubt tourists have the right to enjoy, but many times the behavior of tourists are irresponsible. They act in such a way that their activities are against civic sense. Even in national parks they are not sincere. One can see garbage thrown by tourists which is harmful for wild animals and nature. Besides, at heritage sites they mark their presence by scratching on the walls and making diagrams without considering the valuable importance and beauty of that place. In Rajasthan, this practice can be seen at Ranthambhore National Park- the world fame park and many other places.

Insufficient Communications Facility

The present time is known as Information and Communication Technology time, but in Rajasthan ICT facilities are in poor condition. Most of the area is out of this service. The tourists, specially the foreigners find difficulty while calling to their

natives or accessing to a site. It has been found that many times they leave their tour without completing it due to poor communication facility.

Inadequate Healthcare Facilities

For the point of view of medical facilities, Rajasthan can be said backward. Medical facilities are centralized up to a few cities- namely Jaipur, Jodhpur, Udaipur etc. Most of the area is unattended by medical cares.

Even the RTDC does not provide any medical facility. The elderly tourists or chronically ill tourists who visit certain destination in Rajasthan find themselves in tense situation due to non availability of proper medical facilities.

Booking Difficulties of Accommodation

As the internet services are poor and most of the hoteliers are not having internet facilities so it is difficult for tourists to book online accommodation. They have to depend on agents who charge higher tariff than the actual payments to hoteliers. Sometimes the charges are not justified. This difficulty and higher cost of accommodation is a major problem. Now situation is changing; RTDC as well as other private hoteliers are using internet services for bookings.

Seasonal Business

Rajasthan is a deserted land, most of the area is under desert. The hot and dry climate does not suit to tourists. They visit the land in winter season. Thus the problem of seasonal business arises. Hoteliers curtail the staff due to down season. The staff and the persons who are directly and indirectly associated with tourism industry face part time unemployment problem. They have to depend on other sources of earnings. The seasonal business cause losses to government as well as others.

Problems of the Officials of RTDC

Shortage of funds and facilities, instability of tourism policies, lack of training for human resource development, lack of co-ordination, lack of professionalism in policies formulations, shortage of professional in RTDC, poor innovativeness in marketing, Lack of personnel at TRCs and hotel units, impediment from local people, insufficient communication with travel agencies, non cooperation of travel agents and absence of performance evaluation etc. are some of the major problems associated with RTDC.

Prospects of Tourism in Rajasthan

Rajasthan is a natural choice for international and domestic tourists. 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.

In 2016-17, 4crore 30 lacs tourists (foreign and domestic) visited Rajasthan, while in 2015-16 this figure was 3 crore 66 lacs and in 2014-15, 3 crore 46 lacs tourists visited Rajasthan. Worldwide, the capital city Jaipur ranked at 52 by the number of foreign tourist arrivals.. At present, in the state economy- industry sector contributes 32.5% agriculture sector 22.5%. Service sector 45% while tourism contributes 15%. Several industry drivers such as government initiatives, diverse product offering, growing economy,

increasing disposable income levels and marketing initiatives along with key trends such as increasing number of women and senior citizen tourists, multiple short trips and weekend holidays, innovation of innovative tourism concepts and tour packages are playing a pivotal role in shaping the Indian tourism sector. The number of tourists is increasing day by day in Rajasthan. Key attributable reason to the success of tourism in the State is the increasing investments towards the tourism sector. The Government of Rajasthan allotted Rs. 167 crore for tourism sector for the financial year 2017-18.

In the budget 2018-19, the State Government has given relaxation of 50% in stamp duty while purchasing tourism property. At Mahi Project in Banswara district, the government has announced to expend 10 crore rupees for the development of 100 islands and Rs.2crore in other districts for the development of historical and cultural places which are important for the point of view of tourism. Besides, Rs.33 crore 25 lacs on conservation of the 19 monuments. The State Government has allotted Rs 7 crore for the development of Mangarh Dham.

The entertainment and tourism units which were getting benefit of tax rebate under entertainment tax and luxury tax before GST, such units will get GST based benefit.

Lastly, tourism is known as the smokeless industry. Rajasthan has been endowed by nature, historical and cultural heritages, young and hardworking generation. The State Government has taken tourism sector under priority all these indicates that though there are many problems and hurdles in the development of tourism sector but the prospects are very high.

The Government of Rajasthan and RTDC have the primary responsibility for tourism development, but the RTDC himself is suffering from the problem of shortage of staff. Many RTDC units are in losses. Their working and operations are not proper. Now it is duty of the government to fulfill staff, improve infrastructure, aggressive advertisement policy, effective marketing strategy, relaxation in taxes, control over malpractices then certainly it will attract foreign as well as domestic tourist in the State and the tourism industry in Rajasthan will be greatly flourished.

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राजकीय कन्या महाविद्यालय अजमेर, राजस्थान
राजस्थान में तीर्थ पर्यटन का विकास:

एक नवीन परिप्रेक्ष्य

राष्ट्रीय संगोष्ठी

30 नवम्बर व 1 दिसम्बर 2017

प्रमाण पत्र

प्रमाणित किया जाता है कि मनीषा शर्मा, व्याख्याता, राजकीय कन्या महाविद्यालय, सवाई माधोपुर के द्वारा
दो दिवसीय राष्ट्रीय संगोष्ठी में प्रतिभागी के रूप में भाग लिया एवं राजस्थान: प्रमुख मेले एवं लोकपर्यटन
विषय पर शोध पत्र वाचन किया गया।

रजि. सं. 130

संगोष्ठी निदेशक

प्राचार्य



स्कूल ऑफ हेरीटेज, वंशावली शोधपीठ, कोटा विश्वविद्यालय, कोटा राष्ट्रीय संगोष्ठी

“भारत में लोक इतिहास परम्परा एवं ऐतिहासिक स्त्रीत - वंशावली लेखन अध्ययन के विशेष संदर्भ में”
वैशाख कृष्ण त्रयोदशी एवं चतुदशी (विक्रम संवत् 2075)
14-15 अप्रैल, 2018, शनिवार एवं रविवार

(सौजन्य : भारतीय इतिहास एवं अनुसंधान परिषद्, नई दिल्ली)

प्रमाण-पत्र

प्रमाणित किया जाता है कि श्री/सुश्री/श्रीमती/डॉ.

मनीषा शर्मा (सह-आचार्य)

राजकीय कन्या स्नातकोत्तर महाविद्यालय, सवाई माधोपुर ने स्कूल

ऑफ हेरीटेज, वंशावली शोधपीठ, कोटा विश्वविद्यालय, कोटा द्वारा आयोजित “भारत में लोक इतिहास परम्परा एवं ऐतिहासिक स्त्रोत-वंशावली लेखन अध्ययन के विशेष संदर्भ में” विषयक दो दिवसीय राष्ट्रीय संगोष्ठी में विषय विशेषज्ञ/ सत्राध्यक्ष / मुख्य अतिथि/आमंत्रित

वक्ता/पत्र-प्रस्तोता के रूप में भाग लिया और

राजस्थान के पर्यटन का उन्नयन एवं

लोक परम्पराएँ

शीर्षक से

शोधपत्र प्रस्तुत किया।

के.आर. चौधरी

आयोजन सचिव, राष्ट्रीय संगोष्ठी - 2018

डॉ. एम. एल. साहू

समन्वयक, राष्ट्रीय संगोष्ठी - 2018



Questionnaire



QUESTIONNAIRE

COVERING LETTER

TO WHOM SO EVER IT MAY CONCERN

I Manisha Sharma is a registered research scholar enrolled under The University of Kota, (Kota). I am pursuing PhD in commerce & management discipline. The following questionnaire is a part of my course curriculum. The topic of research for my PhD is “Problems and Prospects of Tourism in Hadoti Region”.

Research Scholar : **Manisha Sharma**
Designation : **Lecturer (Department of Business Administration)**
Organization : **Government Girls College, Sawai Madhopur (Rajasthan)**

Following questionnaire contains questions and queries on problems and prospects of tourism sector in Hadoti region situated in southeast Rajasthan. Hadoti region comprises 4 districts; Baran, Bundi, Jhalawar and Kota. This survey is to trace out general information on tourism; major hurdles faced by tourists during their stay and suggest some recommendations in order to make tourism safe, healthy and entertaining. Respondents are advised to choose the best close option available from the alternatives.

Manisha Sharma

QUESTIONNAIRE FOR TOURISTS

Demographic Profile:

1. Tourist Gender Female Male
2. Type of Tourist Domestic Foreign
3. Age Group < 20 21-40 41-60 61 & above
4. Marital Status Unmarried Married
5. Occupation Service Business Students Others
6. Monthly Income Below 20, 000 21,000 – 40, 000
 Above 41, 000 (income denominators expressed in Indian Rupees)
7. What is the prime reason of your visit to this tourist destination? (Mark the appropriate answer; multiple answers possible)
 - 1) Rest and Relaxation
 - 2) Business Reasons/ Attending a conference, seminar or education purpose
 - 3) Historical/ Cultural or Religious Reasons
 - 4) Health and Medical
 - 5) If other, then what specify : _____
8. From where did you hear about this tourist destination? (Mark the appropriate answer):
 - 1) Internet Sources/ Media (print or electronic)
 - 2) Friends and Relatives
 - 3) Travel Agency/ It was part of the travel package
 - 4) Tourism Fairs/ Trade Exhibitions
 - 5) If other, then what specify: _____
9. What is the duration of your stay:
 - a) Less than week
 - b) More than week but less than fortnight
 - c) More than fortnight but less than month
 - d) Any other

10. State if is there any companion in your tour:
- Single
 - With family or friends
 - Official or business delegates
 - Any other
11. What is the mode of transport used:
- Own conveyance
 - Chartered bus/ taxi/ aircraft
 - Public transport rail, road or air
 - Any other
12. Preference for your stay during visit:
- With friends/ relatives/ acquaintance
 - Star category hotel
 - Lodge/ Hostel
 - Other source: Dharmshala, retiring rooms or railway accommodation

Accommodation/ Hotel Services:

13. Express your opinion regarding hotel accommodation and other various services

S. No.	FEATURES	Excellent	Good	Average	Poor	Don't Know
1	Location/ Surroundings					
2	Cleanliness/ Decoration					
3	Staff Services					
4	Internal Hotel Facility (banking, bar, pool, health club, etc)					

Food/ Cafeteria or Bar Services:

14. Estimate your opinion on food, cafeteria or bar services provided by hotel

S. No.	FEATURES	RATING				
		Excellent	Good	Average	Poor	Don't Know
1	Variety of Tastes/ Food					
2	Hygiene					
3	Staff Services					
4	Prices of Food/ Drinks	High	Moderate	Cheap	Not Applied	

Tour Operator/ Travel Agent or Other Sources:

15. Communicate your views on numerous operations of tour operators or agents.

S. No.	FEATURES	Excellent	Good	Average	Poor	Don't Know
1	Behaviour of agent or other sources					
2	Charged extra money at frequent tourist spots					
3	Taxi drivers behave					
4	Guide services					

General Events Encountered:

16. Expression of tourist's opinion regarding various events faced during their stay.

S. No.	FEATURES	Excellent	Good	Average	Poor	Don't Know
1	Site-seeing/ events					
2	Cleanliness at tourist spot					
5	Online booking of trains/ airlines ticket					
6	Shopping/ purchasing					
9	Handling with the Govt. procedures					
10	Dealing with Banks/ Foreign Exchange					

17. Answer the following statement if any of the problem is faced by you during your stay:

S. No.	FEATURES	Yes	No	Some Times
1	Language and communication			
2	Overcrowding/ traffic encountered			
3	Touts or beggars			
4	Security and safety of tourist maintained			
5	Good quality of infrastructure			
6	True information generated regarding tourist destination or other source			

18. Express your emotion regarding your stay at tourist destination:

S. No.	FEATURES	RATING PARAMETERS				
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Overall, staying has been very valuable to me					
2	I may visit again and recommend others to visit this destination					

19. In order to have safe and secure tourism, any recommendations would you like to make in this regard are welcome:

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**QUESTIONNAIRE FOR HOTELIERS, TOUR OPERATORS,
 AGENTS & GOVT. OFFICIALS**

S. No.	Districts	Respondents
1	Baran	
2	Bundi	
3	Jhalawar	
4	Kota	
TOTAL		

**Feedback given by Agents, Tour Operators & Officials of Government
 Department on following Aspects of Tourism**

S.No.	FEATURES	RESPONSE
1	Basic Infrastructural Requirements	
2	Staff Related Problems	
3	Financial Related/ Foreign Currency Arrangement	
4	Relationship with Official Departments	
5	Dependability on Other Media (railway or airline reservation, agency, etc.)	
6	Go Green/ Paperless Technology	