

# Rajasthan as Popular Tourist Destination: Case Study on Increasing Job Opportunities in Rajasthan Tourism

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## 1. INTRODUCTION

As we saw in the past decades Tourism in Rajasthan was small industry that was mostly confined for the elite foreign tourists and domestic pilgrim traffic. Tourist arrivals were restricted to a thousand tourists annually and were primarily recorded in select places. But if we see the present scenario of the Rajasthan tourism, they have focuses on the development of the tourism industry in last past couple of decades to increase employment opportunities, especially in the rural areas for unemployed youth. They have also focus on the optimum utilization of rich tourist resources of the state in order to attract the maximum number of domestic and international tourists. As with the increasing employment the manpower is also increasing and another factor of success of tourism in Rajasthan hinges critically upon the adequacy and quality of tourism related infrastructure (and the tourist facility and services ) that are available to the tourist, as it includes transport and connectivity infrastructure ( By rail, Air, ) and another direct Tourism infrastructure are Accommodation (private / government ), tourist offices and information centers, Midway and wayside facilities, and other such as shopping and Restaurants facilities. So to run all these infrastructures Government had took a large number of employee annually. Its contribution to the state economy is estimated to be over 2000 Cr. Presently. Given the increasingly important role that the sector plays in over socio-economic development of the state.

## 2. OBJECTIVE

1. To know the present status of the Rajasthan Tourism.
2. To know the job opportunities in Rajasthan Tourism.
3. What are the present issues and challenges of jobs in Rajasthan Tourism.
4. Future aspect of job opportunities in Rajasthan Tourism.

## 3. RESEARCH METHODOLOGY

Every study is based on the two sources of data collection. This study is also an outcome of the data collected from various secondary sources such as books, websites, various journals, magazines, newspapers, already published art

## 4. LITERATURE REVIEW

1. **Dr. Neel Kamal Purohit**, published a paper on **Development of infrastructure in Rajasthan**, In this article I am attempting to find out that what type of efforts has been made by the state government of Rajasthan in respect of development of infrastructure in state. The article is also showing that at what extent, the state government has achieved their goals during last few years regarding to development of infrastructure of state.
2. This is book by **Mr. Rakesh Hooja, Ms. Rima Hooja and. Mr Rakshat Hooja**, book named **Constructing Rajputana- Rajashtan**, The book will prove to be an extremely informative and interesting compendium to both the layman and the expert – historians, sociologists, researchers, students, visitors to Rajasthan and the general reader fascinated by the romance of Rajasthan and its past.
3. **Mr. M.R Singariya**, published a paper on, **Population growth and economic development in Rajasthan**. The paper examines t the progress of socio-economic development among districts is not uniform.

## 5. ISSUES AND CHALLENGES

The major areas of weaknesses for the Rajasthan tourism include infrastructure, urban growth, conservation, environment, slums, and Institutional capacity.

1. Inadequate regional linkage the form of bad rail ( meter gauge ) and air routes.

2. Pressure on the roads due to encroachment, excessive commercialization and vehicular movements.
3. Lack of infrastructure facilities near the tourist places.
4. Absence of public transport system.
5. Lack of proper Traffic Management in the cities.
6. Violation of rules, byelaw of public and resident leading to loss of heritage look.
7. High rate of population growth and urbanization is leading to slums formation.
8. Lack of database management in each sector especially in heritage and infrastructure development.
9. Lack of awareness among the people towards heritage conservation.

## 6. STATISTICS FOR TOURISM IN RAJASTHAN

1. Arrival of Domestic Tourists in Rajasthan from 2001 to 2010.

YEAR	ARRIVAL OF DOMESTIC TOURIST IN RAJASTHAN	PERCENTAGE CHANGES OVER THE YEAR
2001	7757217	-
2002	8300190	6.99
2003	12545135	51.14
2004	16033896	27.81
2005	18787298	17.17
2006	23483287	25.00
2007	25920529	10.38
2008	28358918	9.41
2009	25558691	-9.87
2010	25543877	-0.06

this statistical data shows that in this year more number of domestic tourists visits the state Rajasthan because of heritage and pilgrimage tourism in the state. But from the year 2004 to 2010 these statistics shows decreasing trends and reaches to negative from 27.81 per cent to -0.06 per cent because of high infrastructure cost, less safety at tourists places, lack of tourists facilities at tourists places and lack of governmental and local people support to enhance domestic tourism. Hence above statistical shows that the state governments needs to take effective measures so that domestic tourists traffic increase which increase revenue for government, increase employability rate for local people and increase standard of living.

2. Arrival of Foreign Tourists in Rajasthan from 2001 to 2010

YEAR	ARRIVAL OF FOREIGN TOURIST IN RAJASTHAN	PERCENTAGE CHANGES OVER THE YEAR
2001	608283	-
2002	428437	-29.57
2003	628560	46.71
2004	971772	54.60
2005	1131164	16.40
2006	1220164	7.87
2007	1401042	14.82
2008	1477646	5.47
2009	1073414	-27.36
2010	1278523	19.11

The Table shows statistics of foreign tourist's arrival in the state which shows fluctuating trends from the year 2001 to 2010. As many years of above statistics shows high rate of foreign tourists arrival in the state because of various types of tourism spiritual tourism, desert tourism and rural tourism. Most of foreign tourists are attracted to the state Rajasthan because of its culture, tradition, fairs and festivals, handicrafts, art and foreign tourists figures shows that due to lack of safety at tourists places, poor infrastructure and lack of publicity gives adverse effects to tourists arrival which result in decreasing employability for local tourists guide and tour operators, decrease in foreign exchange earnings from tourism and less development of local traditional handicrafts and business. Hence it is keen requirement for government and private bodies to take.

## 7. MAIN PARAMETERS OF EMPLOYEMENT IN RAJASTHAN TOURISM

The economic benefit of tourism development projects have been measured in terms of employment generated directly in the tourism sector, as well as in the economy as a whole due to linkages of the tourism sector with the rest of the economy.

The direct employment likely to be generated in the economy due to tourism activities are based on the following factors.

## 8. TOURIST ARRIVALS

As explained in the forecast sections in Chapter 6, the tourist arrivals at each of The nine circuits studied is expected to grow at a higher rate in the first and second phase (short To medium term) and plateau out in the latter years. These growth rates are based on various Factors (outlined earlier) such as basic tourism potential of a region, current and required infrastructure levels and scope for development of new products in the future.

## 9. AVERAGE LENGTH OF STAY

To arrive at the total distinct tourist stay in the state, tourist arrivals in 'main entry points and hubs' and main standalone locations in the state are considered. These arrivals represent

over 90% of the 'distinct' tourist arrivals in the state. It is crucial to identify 'distinct' tourists as multiple counting of a tourist is inevitable as he/ she travels across different locations within the state.

## 10. STATE GOVERNMENT INICIATIVE FOR THE DEVELOPMENT OF TOURISM INDUSTRY IN RAJASTHAN

Recognizing the role of the private sector in the development of the tourism industry, the State Government has announced several initiatives and incentives to encourage and facilitate private sector participation. Some of these are outlined below:

1. Acquisition of land for tourism development: A Land Bank has been set up by DoT through its nodal agency, RTDC, to make available land belonging to various government departments (PWD, Forest and Revenue), local municipalities, corporations, UITs to the private investor for setting up tourism units.
2. Identification of Nazool Properties for establishment of tourism units: These are properties which are not protected by State Department of Archaeology and Museums (A&M) or Archaeological Survey of India (ASI) and which are owned by the State Government. Such properties would be transferred to DoT for developing into heritage hotels / museums / tourist complexes / tourist resorts in collaboration with private entrepreneurs under Disposal of Land and Properties by DoT/RTDC Rules, 1997.
3. Simplification of rules and regulations for allotment and conversion of land for tourism infrastructure: DoT, in consultation with the revenue and local self government departments is in the process of amending the relevant rules for conversion and allotment of land for setting up of tourism units in rural and urban areas
4. Identification of Special tourist areas for preservation of special characters of these areas: DoT is initiating special efforts to preserve the unique identity of tourist destinations that have assumed heritage importance like Jaisalmer, Pushkar, Nathdwara, Mount Abu, etc. Accordingly, local authorities have been asked to pass

special laws to ensure preservation of special character of these tourist towns.

5. Preservation of historical and cultural heritage: DoT is encouraging private initiative in preservation or monuments (forts, palaces, etc.) by offering these monuments for adoption. Efforts are being made to co-ordinate preservation, conservation and upkeep of the old buildings with all departments including ASI, A & M, Devasthan, Waqf Board, UIT's, municipalities, corporations, etc.

## 11. CONCLUSION

As from the above findings and facts we have got the conclusion that in the past decades Rajasthan Tourism was not that much employment garneting Industry due to lots of above mentioned challenges and issues, but in the past two decades we can see a great amount of improvement due the continuous participation of Government as well as Non Government organizations. A huge amount of consideration is given toward the infrastructures like restaurants, hotels, roads, railway, airports, tourist destination etc. due to which Rajasthan becomes a very appropriate tourist destination for Domestic as well as foreign tourists. Present scenario of Rajasthan tourism is completely changed, now Rajasthan tourism is able to attracts lots of tourists toward it vise a versa it is directly proportional to the increased job opportunities in this sector. Even the future aspects of this industry seem very flourishing. So Rajasthan tourism is a perfect example of "Lots of tourists, lots of opportunities".

## REFERANCE

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