

Development of Rajasthan Tourist Destination: Case Study on Developing Infrastructure Strategies for Domestic Tourism

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1. INTRODUCTION

As we all know that Rajasthan is one of the most important tourism destinations in the past decades of Indian tourism history. It is one of the most revenue generating state of India in terms of tourism Industry, even in Rajasthan tourism industry is the industry which provides the most number of employment if we compare it to any other industry. As from the present researches it is prove that for the development of tourism industry in any country, state or any region the Domestic tourism of that country contributes the maximum amount of revenue to that country. If we see towards the past decades of the Rajasthan tourism industry, the Government of Rajasthan has not given that much focus on the infrastructure for tourism, due to which the traffic of domestic or foreign tourist was very limited. Few states of Rajasthan were the main focus point for the pilgrim tourism only in Rajasthan. As due to the lack of infrastructure present at that time tourists feels very uncomfortable with the limited amount of information, transportation facility, road maps, accommodation facility and other types of Hospitality services, which makes a huge difference at that time to attract the Domestic tourists in the past. As with the past studies and research projects the Government has come to know that the developed infrastructure plays a very crucial part in the development or growth of tourism industry at any place. In the past two decades government of Rajasthan has paid maximum focus on the development of the infrastructure of tourism industry in the state, due to which the present scenario of infrastructure for tourism in this state has shown a great progress even the future prospects are very much bright In this sector. The technology has also played a very important role in the increasing growth of domestic tourism in the state e.g. internet facilities, mobile applications and other options has helps a tourist to know the present status of tourism in that state and the facilities available there, which attracts the maximum number of Domestic tourists towards Rajasthan. So the present scenario of Rajasthan tourism infrastructure shows

that the future growth of tourism in Rajasthan is going to be high.

2. OBJECTIVE

- To know the issues and challenges.
- The present tourism road infrastructure and other major important projects in Rajasthan.
- To know the Domestic tourist traffic trend in future.
- Role of government in developing infrastructure of tourism industry in Rajasthan.

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 articles etc.

4. LITERATURE REVIEW

Mr. Anand, M. M., publish a book on “**Tourism and Hotel industry in India**”, 1976. In this book author examines the reason for the poor tourist traffic in India. He says that hotel and other supplementary accommodations is the core of tourism industry and suggests that, the required number of hotels and accommodation facilities should be made available for the proper development of tourism.

Ms. Deepika Gupta made a study for Ph.D. Degree on “**A Study of Evaluating Economic Impact Assessment and Physical Carrying Capacity at Tourist Destination Areas of Rajasthan**”, MDS University, Ajmer, 2008. The study consider status of Tourism in Rajasthan, role of RTDC and various TRC (Tourist Reception Centers & Bureau, The major suggestions made in this research are that to increase tourism facilities at railway stations, bus stand and airports, to encourage role of private sector in tourism, make a

development of historical monuments, wildlife parks, pilgrim centers and historical sites. An attempt was made to find the solution of problems like dirtiness at restaurants, hotels and various pilgrim places like Pushkar.

Mr. Kishor Singh made a study for Ph.D. degree on “**A Study of Tourism Management & Organization in State of Rajasthan**”, MDS University, Ajmer, 2006. The study covers tradition, language, art and culture, literature and folk dance of Rajasthan. It also cover various tourist products like national parks, desert, pilgrims and religious places, which attract major domestic and foreign tourists in Rajasthan.

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. ROAD TRANSPORT INFRASTRUCTURE IN RAJASTHAN

If we see towards the existing road transport infrastructure available in Rajasthan as it is the main mode of transportation used in local transport within the state or from outside the state too, so it is very important to see how it is distributed.

6.1 Road network

The state has a well-developed network of roads that facilitate access to the main tourist hubs from within and outside the state and ease movement within the circuits. Hubs such as Jaipur, Jodhpur and Udaipur are connected to other tourist places in the state through a well-developed network of roads.

6.2 Road travel facilities

Road travel facilities in the state include buses, tourist taxis and rickshaws. These are provided by both, private operators

and the state transport undertakings. A large number of buses, tempos and taxis are owned by private tour operators.

It is estimated that around 12,000 buses, 4,000 tempos, 11,500 taxis and 16,000 rickshaws are presently operational in the state. Tourist taxis are mostly employed for intra-city travel and local excursions to various tourist sites. Buses and passenger tempos are used for frontier-city transport, whereas, rickshaws are used for local travel.

6.3 Rajasthan state road transport corporation (RSRTC)

RSRTC, a state undertaking, is the provider of public transport facilities in the State. It operates close to 4,500 buses (including 200 privately owned buses) and transports over 1 Mn passengers from its 46 depots spread across the state. RSRTC's bus services within the state and to the neighboring states are categorized into five types based on the type of buses;

- Ordinary service
- Express service
- Semi-deluxe service
- Deluxe service (popularly known as Silver Line)
- Air conditioned service

6.4 Road Connectivity in Rajasthan



(Source - Ministry of tourism, art and culture – Government of India)

7. OTHER MAJOR PROJECTS IN RAJASTHAN

Apart from the above project there are many other major projects are implemented in the state. Some of the prestigious tourism related major projects which are under implementation in the state are.

Jaipur International Airport Project: The Jaipur airport is being upgraded to an International airport. It has been

proposed to take up the extension of runway from 7500 ft. to 9000 ft. and construction of new control tower and parking bays. The airport up gradation project is being implemented through the efforts of RTDC supported by AAI.

Jal Mahal Tourism Infrastructure Project (JTIP): The JTIP proposes to refurbish the Jal Mahal Palace and develop infrastructure in the near vicinity. This includes refurbishing Jal Mahal, developing boating, building tourist cottages and clubs, developing heritage village and crafts market, etc. It is estimated to cost approx. Rs.70 Cr. and is being developed with active participation from the private sector.

Mewar Complex Project: Places connected with the life of Maharana Pratap are being developed as tourist locations under the Mewar Complex project. These places include Kumbhalgarh, Chittaurgarh, Haldighati, Gogunda and Chawand. The project envisages creation of basic tourism infrastructure, beautification and creation of interpretation facilities at these places.

Jaipur Film City Project: The state government is planning to develop a film city near Jaipur at Jamdoli for which it has acquired 1,000 acres of land. The government has chalked out incentives to attract Mumbai film industry producers and investors to set up studios and multiplex cinema theatres. This initiative is expected to attract more domestic tourists to the city.

Various Hotel Projects across the State: The private sector on its part is instrumental in creating infrastructure like hotels and resorts in the state. Some of the large hotel projects proposed in the state are Vision Hotels and Resorts (Leela Group), Marwar Hotels (Accor Group), EIH Ltd. (Oberoi Group), Royale Manor Hotels and Industries Ltd., in Udaipur, Suman Motels, Bharat Hotels and Jaypee Hotels (Jai prakash Group) in Jaipur, Suman Motels, Marwar Hotels (Accor Group) in Jaisalmer and Royale Manor Hotels and Industries Ltd. in Jodhpur.

8. TOURIST TRAFFIC IN RAJASTHAN

To know the future trend of tourist traffic in Rajasthan first we have to know about the past tourist traffic trends. Rajasthan received around 0.61 Mn of the 2.62 Mn foreign tourists who visited India in 2001. Additionally, the state also recorded over 7.75 Mn domestic tourists in the same year. Tourist arrivals in Rajasthan have been following a more or less similar growth trend as that of the overall Indian market.

8.1 Summary of tourist traffic trend in Rajasthan

Rajasthan	Category of tourist	1996	1997	1998	1999	2000	2001	CA GR
	domestic	5726 441	6290 115	6403 310	6675 528	7374 391	7757 217	6%
	Foreign	4950 21	6050 60	5913 69	5626 85	6231 00	6082 83	4%

Total	6221	6895	6994	7238	7997	8365	6%
	462	175	679	213	491	500	

So from the above statics we can say that the 2nd half of the 90's decade has seen a marked slowdown in foreign tourists in the state (in line with national trends) whereas domestic tourist continue to grow roughly at the same rate as in the early 90's.

9. FUTURE FORECAST OF TOURIST TRAFFIC IN RAJASTHAN

The estimation of future tourist arrivals is mainly based upon an analysis of the past trends in tourist arrivals (both domestic and foreign) and an evaluation of the circuit and its main tourist locations from the viewpoint of future potential for development.

9.1 Projected tourist traffic

Year	Domestic	Foreign	Total
2001 (actual)	7757217	608283	8365500
2006	8893545	894632	9788177
2011	10973192	1201467	12174658
2021	16172269	1785142	17957411

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

As due to the initiatives took by the government of Rajasthan, following are some findings which show the development in all the sectors below.

- In case of Road infrastructure,** Rajasthan is showing a fast development. Total road length reached to 189034 Km in the year 2011 in comparison of 107436 Km in the year 2000. It is almost 80% increase, which is a good sign in development of a state. Such development is going continuously through different projects such as MLP and CRF. For better development state government is also collaborated with RIDCOR.
- In case of Energy sector,** for becoming self reliant, 14 projects of 11590 MW have been sanctioned in the state, of which 9 projects of 7750 MW have been sanctioned in the state sector and 5 projects of 3840 MW have been sanctioned in private sector.
- In case of Railways,** Rajasthan is well connected with all major cities through railway. Railway is playing a pivoting role in the economy of Rajasthan. Railway is showing a steady growth in its operations and development. During the year 2008 total length was about 5683 Kms., which has been reached to 5911 Kms, in the year 2011.
- In case of state aviation services,** Rajasthan has 7 airports including 1 International airport in Jaipur. case of state aviation services Rajasthan has 7 airports including 1 International airport in Jaipur. The domestic traffic

handled by the Jaipur airport increased from 3, 38,763 in 2004-05 to 12,67,876 in 2009-10, the international traffic handled by Jaipur airport increased from 47,033 in 2004-05 to 2,55,704 in 2009-10. Total traffic increased from 3, 85,796 in 2004-05 to 15, 23,580 in 2009-10.

5. **In case of Housing,** In Rajasthan the total housing shortage projected for 2011, 2012, 2017 and 2021 is 12.42 lakh, 12.82 lakh, 14.94 lakh and 17.06 lakh respectively. Out of which 85% shortage is expected to be in EWS/LIG category. There have been efforts made towards providing affordable houses. Year 2010 was declared as the year of affordable housing. More over general housing schemes and schemes for slums have been initiated from time to time The Rajasthan Housing Board has been working actively in the state ever since it was established. Yet, some more efforts are needed, to strengthen its grounding and working.

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 famous 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 has focused on to the Domestic tourists more because the past data's shown a great amount of increase in the domestic tourist traffic in Rajasthan instead of foreign tourists 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 due to the coming infrastructure development programs which help this industry to increase the overall economy of the country.

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