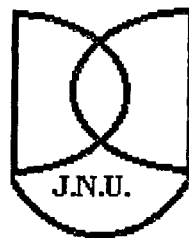


**DEVELOPMENT OF TOURIST INDUSTRY IN  
WESTERN RAJASTHAN: A STUDY IN ITS  
PROSPECTS AND PROBLEMS**

**Dissertation submitted to the Jawaharlal Nehru University  
in partial fulfilment of the requirements for the  
award of the degree of**

**MASTER OF PHILOSOPHY**

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**CERTIFICATE**

I, Shweta Gaur, certify that the dissertation entitled “**DEVELOPMENT OF TOURIST INDUSTRY IN WESTERN RAJASTHAN: A STUDY IN IT'S PROSPECTS AND PROBLEMS**” for the degree of **MASTER OF PHILOSOPHY** is my bonafide work and may be placed before the examiners for evaluation.

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Shweta Gaur

# CHAPTER 1

## INTRODUCTION

‘Tourism’, widens our horizons, promotes understanding, stimulates travel and fosters friendship.’

(Dr. Radhakrishnan)  
(Ex-President. India)

Tourism is the temporary movement of people from their normal places of work or residence to other destinations, and activities undertaken during their stay in those destinations, also the infrastructures facilities developed cater to their needs.<sup>1</sup> This definition cannot be considered complete because it lacks the time factor. There are two main aspects to tourism. The first is the purpose of travel or visit which expresses a particular motivation. Second, it is usually necessary to define the time element. The minimum and maximum period have to be established for a particular purpose.<sup>2</sup>

Tourism is a leisure activity which involves the use of time & money and recreation is often the main purpose for participation in tourism. The temporary short-term character of tourism distinguishes it from migration, which means a long term population movement with a view to taking up permanent residence. In tourism, money earned in one’s normal domicile is spent in the places visited.<sup>3</sup>

A range of definitions have been applied to the term ‘tourism’, so that a single widely-held definition of tourism will ever be developed. According to World Tourism Organisation (1999) tourism is defined as “short term travel for any purpose other than immigration”. Tourism comprises “the activities of persons travelling to and staying in places outside their usual environment for

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<sup>1</sup> Matheison A., Wall G. (1993), *Tourism: Economic, Physical and Social Impacts*, Introduction, Longman, London, p.2.

<sup>2</sup> Kaul, R.N. (1985), *Dynamics of Tourism: A Trilogy*, Vol.I, Phenomenon, Tourism: Introduction, Sterling Publication, p.4.

<sup>3</sup> Ibid.

not more than one consecutive year for leisure, business and other purposes”. According to Department of Arts, Sports, Environment, Tourism and Territories (1988) “Tourism encompasses all short term movement of people away from their normal place of residence including that undertaken for business, holiday/pleasure and visiting friends and relatives”. It can also be defined as the short-term travel for leisure related purposes.<sup>4</sup>

Mobility in various forms has greatly affected the evolution of human culture and helped in the evolution from the nomadic to the present day organised, purposeful and comfortable travel. Ever since the emergence of man on the surface of the earth, he has been a traveller which is sometimes optional and at the other times by the force of circumstances. Records of human civilization reveal this wander lust of the human beings. In the beginning the urge to explore new regions carried the travellers to different regions. This was later taken over by the travellers who were usually the preachers of Christianity or Islam. As during the middle ages it was the religion which became the major factor in encouraging travel. This was followed by business travelling, which was popularly known as the ‘Grand Tour’. But Industrial revolution gave major thrust to tourism, as people had more time and money to spare for recreation. After the end of the Second World War in 1945, holiday making started evolving into a planned and organised activity. At this time, air transport started playing a important role in development of international tourism. Of late, the advent of jet planes and high speed trains reoriented the tourist flow in the whole world. The evolution of independent nations led to the great political, economic and social intercourse on global travel; and tourism became greatest beneficiary of these developments.<sup>5</sup>

Till recent times tourism was considered to be the luxury of the selected few who could afford to have both time and money to travel, but the increased

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<sup>4</sup> Harris, Robert and Howard, J. (2000), Dictionary of Travel, Tourism and Hospitality Terms, Global Books and Subscription Services, p.154.

<sup>5</sup> Abbasi, A.A., (1997), Geographical Basis of Tourism”, Growth of Travel and Tourism”, Pangea Publication, Indore, pp.21-23.

income, holidays, and development of faster and cheaper means of transportation have extended the opportunity to travel for pleasure, and today tourism had become one of the most significant aspect of life. It is a complete activity of human beings in the spatial context. This activity involves the contact between people of one region and another. Spatial interaction is an inherent feature of tourism, and therefore, falls within the scope of geography. The geographical significance of tourism is essentially concerned with the spatial relationship and the phenomena to which short term leisure travel gives rise to. Geographers started the study of tourism only recently.

Geographer's interest in tourism is two fold: Firstly, they study tourism as the movement of the people for recreational purposes and secondly, they study tourism as a resource at regional scale. Another point which needs to be emphasised about tourism is its domestic aspect. Domestic tourism according to WTO accounts for four times as many movements as international tourism does.<sup>6</sup>

Tourism is a multifaceted phenomena which involves travelling and staying at the destinations outside the normal place of residence. A conceptual framework of tourism mainly includes two major components of tourism and also highlights the impact of tourism in a broader context. It mainly consists of three basic elements. (a) A dynamic element, which involves travelling to a particular destination; (b) A static element which involves the stay at that destination (c) the consequential element, resulting from the two preceding elements. It is concerned with the effects on social, physical and economic systems with which the tourist directly or indirectly comes into contact. Thus the composite phenomena of tourism can be understood in this framework. The framework also recognized that impacts result from processes of change.<sup>7</sup>

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<sup>6</sup> Department of Tourism (1997), Annual Tourism Plan, DOT, New Delhi.

<sup>7</sup> Mathieson A. and Wabb G. (1982), op.cit., p.15.



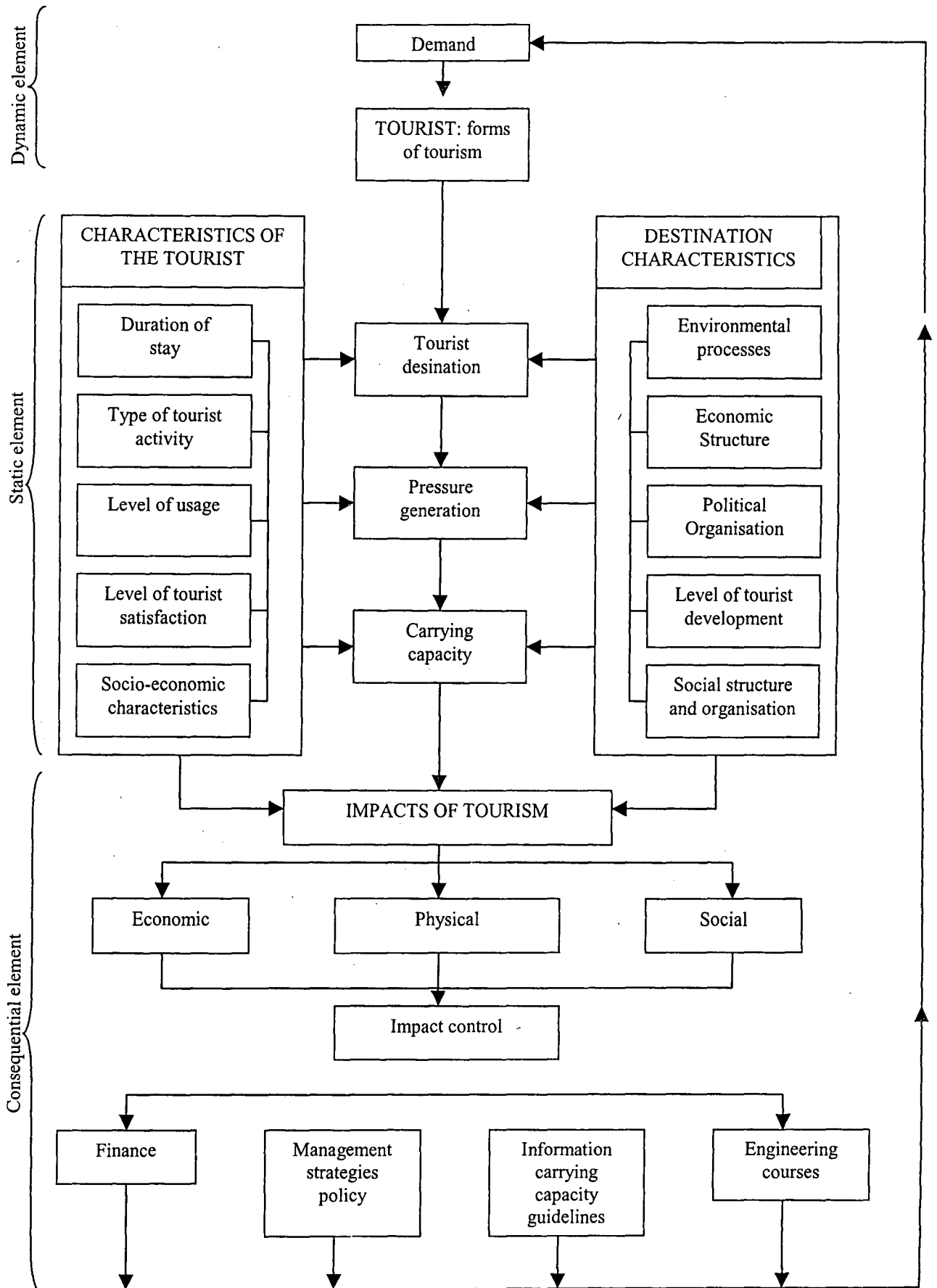


Figure 1.1: A conceptual framework of tourism

## **Tourism As An Industry**

Tourism is often welcomed as an industry bringing foreign exchange, employment and a modern way of life. Sessa (1983) proposed the definition of the tourism industry “Tourism supply is the result of all those productive activities that involve the provision of the goods and services required to meet tourism demand and which are expressed in tourism consumption.”<sup>8</sup>

- (1) Tourism resources
- (2) Natural and human resources
- (3) General and tourism infrastructure
- (4) Means of communication and travel
- (5) Social installations
- (6) Basic installation
- (7) Telecommunications, information offices
- (8) Receptive facilities
- (9) Hotels, guests houses, towns and villages
- (10) Complementary residences
- (11) Residence for reception personnel
- (12) Food and beverage installation
- (13) Entertainment and sports facilities
- (14) Tourism reception services
- (15) Travel agencies
- (16) Hotel and local promotional offices

Leiper (1994) defined it as ‘... business organisations of various types in the private and public sectors which purposely set out to serve tourists and find

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<sup>8</sup> Sessa, A. (1983), *Elements of Tourism Economics*, Catal, Rome; as quoted by William, A.M. and Gareth Shaw in *Critical Issues in Tourism: A Geographical Perspective*; Blackwell Cambridge USA.

it to be in their individual interests to cooperate with one another because of the fact they have common customers, i.e. tourists.’<sup>9</sup> Others have defined it as there “is no such thing as tourism industry” it is the collection of several industries that function separately with various types of links with tourists. These links can be both incidental as well as purposeful, direct or indirect. Its constituents are varied, ranging from small scale businesses operating at local levels to the multinationals. The constituents of tourism industry are divided into primary/major constituents and secondary constituents. (a) Primary constituents include the Transport or travel industry, accommodation which ranges from a cottage to a five star hotel, catering, food and entertainment, intermediaries which constitute the travel agency, tour operator and guide services and lastly the government departments/tourist information centres/Tourism organisations. Apart from these the secondary constituents which include these services that are directly or indirectly related to tourism. For example shops and emporia, hawkers and coolies, advertisement agencies publishing industry etc.<sup>10</sup>

Hollander et al, (1980) have defined it as “... all activities which supply, directly or indirectly, goods or services purchased by tourists”. Report of the Australian Government Inquiry into Tourism (1987) states it as ‘... a collection of inter-industry goods and services which constitute the travel experience.’<sup>11</sup>

Hence one can say that the tourism industry has a very wide range. In many developed countries tourism is now being referred as a service rather than an industry. This is so because these countries have reached a stage of perfection in terms of infrastructural development and the emphasis is on the consumption of services. On the contrary the developing countries like India are still struggling to create infrastructural facilities and a lot needs to be done. It was in the Seventh Five Year Plan (1985-90) that tourism was accorded the status of an industry by the GOI. Hence, as a plan objective its development

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<sup>9</sup> Harris, Robert and Howard Joy (2000), op.cit., p.155.

<sup>10</sup> IGNOU (1996), Foundation Course in Tourism, New Delhi, pp.17-23.

<sup>11</sup> As quoted in “Dictionary of Travel, Tourism and Hospitality Terms, (1993), op.cit., p.155.

was listed for the first time in the planning process. In May 1992 a National Action Plan was drawn for its growth and development.<sup>12</sup>

### Significance of Tourism

The importance of tourism was highlighted when US General Assembly declared 1967 as the International Tourist Year.

With a gross output of US \$ 4 trillion tourism ~~has~~ emerged as world's largest export industry. In 1999 the Global Tax Revenue earned from tourism was US \$ 655 bn.<sup>13</sup> According to the world Travel and Tourism Council (WTTC), there were 664 million world travelers in 2000 A.D. and these travelers spend over US \$ 455 billion. WTTC has estimated that the number of world travelers would go upto 1,600 million by the year 2010 A.D. Globally tourism industry generates direct employment of over 144 million according to the estimates of WTTC 10.6% of world's workforce is engaged in travel and Tourism, while tourism contributes 10.2% to world's GDP.<sup>14</sup> At present the foreign tourist arrival in India constitute about 0.37% of the total foreign tourist in the world.<sup>15</sup>

According to Sitikantha Mishra, administrator IITTM, Bhubaneshwar, tourism sector in India at present provides 18 million jobs or ~~Constitutes~~ 5.9% of the total will force and accounts for 5.6% of the GDP. In 2010 it is expected to rise to 25 million jobs or 6.8% of the total employment.<sup>16</sup> Thus, providing 1 in every 15 jobs. International tourism makes a big contribution to the foreign exchange earnings of India. In year 1999-2000 tourism was the second largest net foreign exchange earner sector for the country, earning Rs. 14475.43 crores (US \$ 3295.54 million) in foreign exchange. Presently India ranks 43<sup>rd</sup> in the

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<sup>12</sup> Foundation Course in Tourism (1996), Tourism as an Industry, Constituents of Tourism Industry and Tourism Organisation, IGNOU, New Delhi, p.18.

<sup>13</sup> Tourism Policy of Rajasthan (2001), Department of Tourism, Art and Culture, Print O Land, Jaipur, p.2.

<sup>14</sup> Ibid.

<sup>15</sup> Singh, T.V. and Singh, S. (2000), Tourism in South and South East Asia, "Tourism in India: Development, Performance and Prospects", Butterworth - Heinemann, p.227.

<sup>16</sup> Express Travel and Tourism (2002) 16<sup>th</sup> to 31<sup>st</sup> March.

top 60 destinations of the world.<sup>17</sup> One of the objectives of the National Action Plan for tourism announced in May, 1992 by Government of India was to increase India's share in world tourism market to 1% by 2000 A.D. which has not been achieved as yet.

There is a huge domestic tourism market with an estimated 240 million tourists per annum, spending more than estimated Rs. 95,000 crores (Tourism Future Data 2001). To organize this industry Government of India announced its first Tourism Policy in November 1982 in which the participation of the private sector was initiated in this field. The policy advocated balance between conservation and development in order to check the disruption in the ecosystems of environmentally sensitive regions and preservations of archeological monuments.

In seventh and the eighth five year plans, tourism was given due importance and basic thrust was laid on encouraging private sector participation. In the new National Tourism Policy 2002, this sector has been given the national priority as a major engine of economic growth. This policy aims at presenting India as a unique destination; to develop a world class infrastructure and to create Tourism Police Force for deployment at major tourism destinations. It also aims at enhancing tourism through increased capacity in airlines and relaxation in visa norms to facilitate foreign tourists inflows to India. To promote tourism, this policy has also identified seven key areas: Welcome (*swagat*), Information (*soochna*), Facilitation (*suvidha*), Safety (*suraksha*), Cooperation (*sahyog*), Infrastructure development (*samrachna*) and cleanliness (*safai*).

It has recommended inclusion of tourism in the concurrent list of the constitution. It aims at harnessing the direct and the multiplier effects of tourism for employment generation, economic development and for providing impetus to rural tourism. It states that such a framework should be developed

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<sup>17</sup> Tourism Policy of Rajasthan 2001, Print O Land, Jaipur, p.2.

which is “government-led”, private sector driven and community welfare oriented. Domestic tourism has been given due importance particularly pilgrimage tourism and a special thrust to the tourism in small settlements and rural tourism. It also recommends to establish a Tourism Advisory Council with key stake holder to function as a “Think Tank” and to launch “National Tourism Awareness” campaign. It aims at preserving national heritage and encouraging local and tribal crafts.<sup>18</sup>

### **Geographical Aspect of Tourism**

Geography and tourism are related to one another. It was only the stimulus provided by geography due to which tourism originated and developed in the world. Moreover, geographical diversity and variety is the basis for the planning of tourist traffic in any country. Tourists generally prefer to visit those parts of the globe which are characterised by wide vistas both in time and space.

A tourist can only plan his tour if all the required information viz economic, geographical, infrastructural and other from the relevant agencies are available. Much of these information can be made available to a tourist by simple and attractive methods supported by maps, and illustrations which need skilled cartographic work. Preparation of map with routes and pictorial representation of places of tourist interest is a precondition for the development of tourist industry.<sup>19</sup>

### **Study Area**

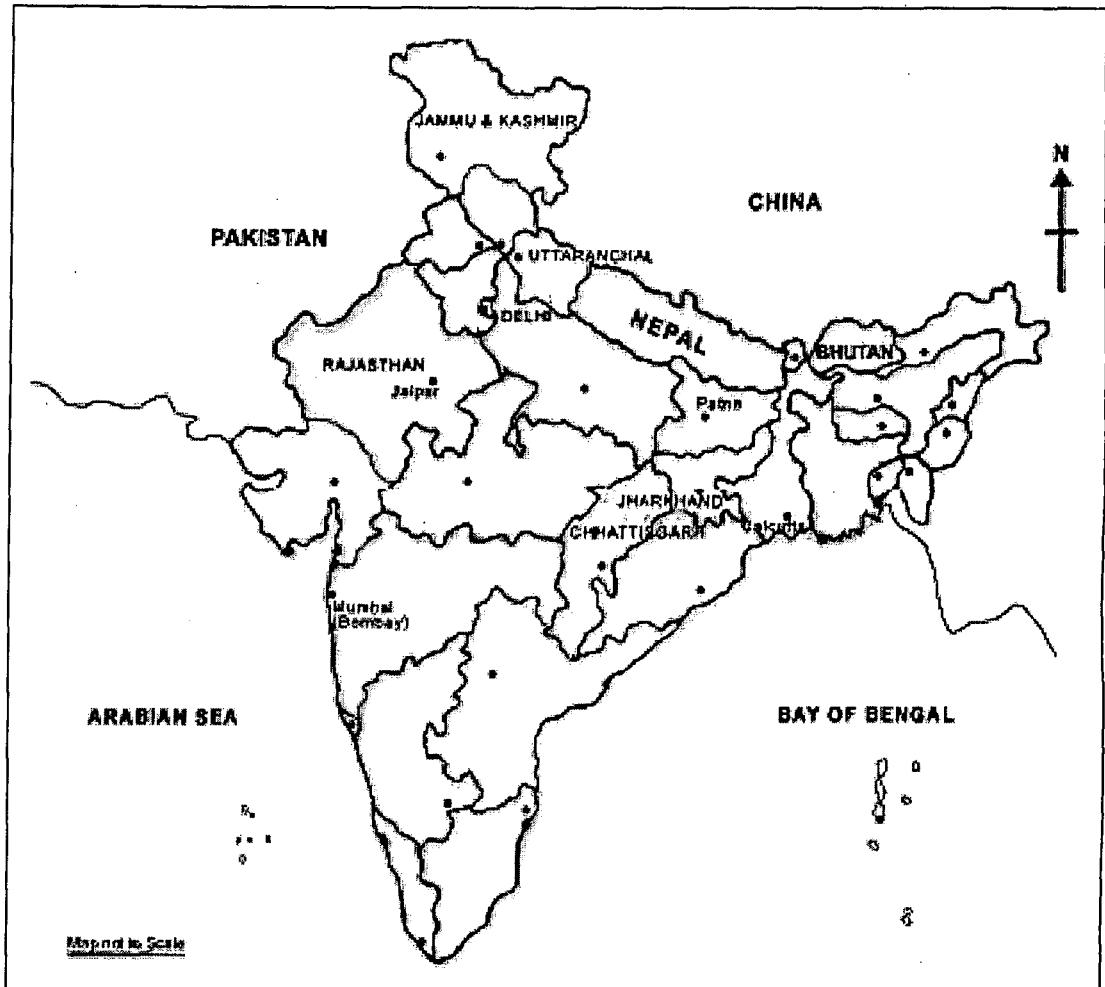
Rajasthan with its rich historical, cultural and environmental heritage, coupled with colourful fairs and festivals and welcoming people has become a favourite destination for tourists from all over the world. Except for the sea beach and snow clad mountains, it offers everything to tourists.

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<sup>18</sup> Competition wizard, (2002, July), News national Affairs, p.27.

<sup>19</sup> Abbasi, AA, (1997), Geographical Basis of Tourism, “Geographical and Tourism”, Pangea, Indore, p.15

**Map 1.1: Location of Rajasthan in India**

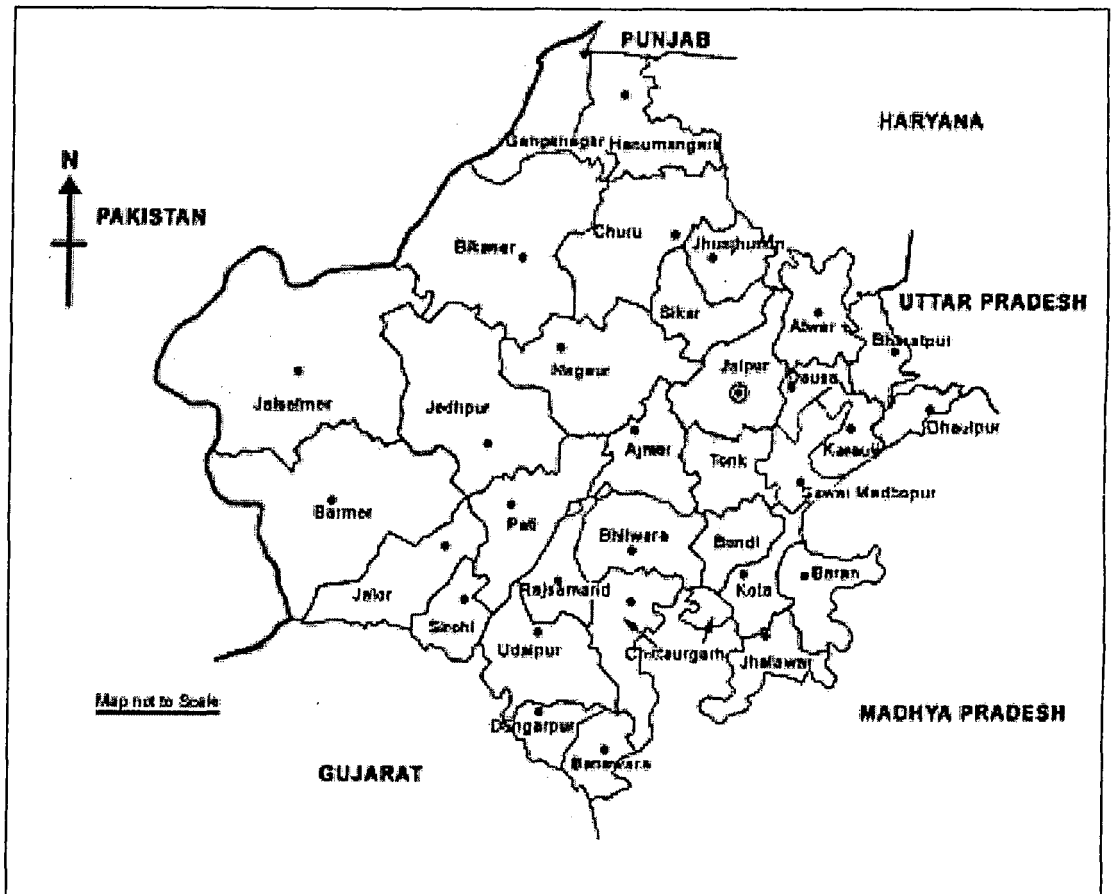


Rajasthan with an area of 3.42 lacs sq.km is the largest state of the country and lies within the tropical zone. The state in its present form came into existence as a conglomeration of 19 princely states and 3 chiefships which varied in size, administrative efficiency and socio-economic development at the time of the formation of the state. At present Rajasthan has 32 districts which are further divided into 241 Tehsils, 183 Municipalities, 327 Panchayat Samities and 9184 Village Panchayats. It occupies 10.43% of the total land area of the country.<sup>20</sup> It has 9<sup>th</sup> place from the point of view of density. About two third of the land area of the state is covered by Thar Desert. 12 districts to the west and North west of Aravallis, comprising about 60% of the total area of Rajasthan come under this desert. However inspite of unfavourable climatic

<sup>20</sup> Bhalla, L.R., (1996), Rajasthan A Unique Style, "Rajasthan: An Introduction", Kuldeep Publication, Ajmer, p.6.

conditions, people of this territory have become accustomed to live in such adversities. However there are very few industries here.<sup>21</sup>

**Map 1.2: District Map of Rajasthan**



Physiographically Rajasthan is divided into four broad regions. The study areas lie in the western most region called the Western Sandy Plain. This plain ( $24^{\circ} 30' N - 30^{\circ} 12' N$  and  $69^{\circ} 15' E - 76^{\circ} 45' E$ ) comprises mainly of Bikaner, Jaisalmer and Jodhpur which is the study area of this work. This region is the true expression of the desert with wide expanse of wind blown sand dunes which is dry. These three regions have been selected as the study area because it is this desert which attracts tourists from various parts of the world. This vast stretch of shimmering sand dunes is traversed by the images of brilliant colours of turbans of men and the colourful *ghaghras* of women. Besides this the region is also marked by rich cultural, architectural and

<sup>21</sup> Economic Survey (1998-99) GOI, Economic Review (1998-99) GOI & Report on Currency and Finance 1997-98, vol. I & II.



architectural heritage including various forts, palaces and other monuments built by different rulers or merchants; each possessing its own history and chronological importance and Religious heritage which includes temples shrines and places of religious importance. Apart from these a new concept emerged in the recent years ~~which~~ is “Rural Tourism”, in which the tourists are attracted towards the village/rural life styles of the natives. Government is trying to cash on this tourist interest and thus trying to boost rural tourism.

Apart from these three destinations two other tourist destination have been selected the study area. Ajmer and Pushkar lying in the Central Rajasthan these two destinations are popular for their religious importance. Both of these attract maximum number of domestic tourists and also the tourists from the Asian countries.

Thus, the study is confined to these five destinations and these regions host the maximum bulk of the tourists coming to Rajasthan.

### **Need for the Promotion of Tourism**

It has generally been observed that one out of every three tourists in India, comes to Rajasthan. The state, thus, can earn foreign currency in a big way through tourism.<sup>22</sup> The state accounts for 2.08 lakh sq.km out of the total 2.40 lakh sq. kms of hot desert area in the country.<sup>23</sup> Thus the scarcity of water, lack of industries and an underdeveloped and backward economy are the characteristic features of these regions. But tourists arrival is source of blessing, and the development of tourist industry in these regions is a major source of income for the native population. Per capita income of people here is lower in comparison to that of India. On an average a foreign tourist spends Rs. 1500 per day and domestic tourists Rs. 750 per day. It is also estimated that the average stay of a foreign tourist in the state is 2.5 days. The total spending by

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<sup>22</sup> Bhalla, L.R., (1996), Rajasthan: A Unique State, “Economic Planning in Rajasthan”, Kuldeep Publication, Ajmer, p.287.

<sup>23</sup> Laxminarayan Nathuramka (1999), Economy of Rajasthan, “Position of Rajasthan in Indian Economy, CBH, Jaipur, p.11.

all the tourists visiting the state exceeds Rs. 2000 crore per annum. Every rupee spent by a tourist generates revenues of 13 rupees and every hotel room generates direct employment to three persons and indirectly to eight persons.<sup>24</sup>

Thus, one can say that it is very essential to develop tourism in the state and these five destinations being major tourist spots should be given special importance in this respect.

### **Significance of the Study**

The importance of tourism in the state has already been highlighted. Due to the development of tourism these regions have experienced major economic and cultural changes. Thus tourism has its own economic and social significance over a geographical area and very few research works have been carried in this field.

### **Economic Significance**

Economic significance of tourism can be studied in relation to its contribution to increase in income, in earning foreign exchange, generating employment, conservation of resources, and return on investment etc.

It is the opportunity to increase the income level of the people that has motivated the state to attract foreign tourists. The income so earned by local people further results into generation of additional streams of income.

Besides these qualities there is fear that the promotion of tourism would cause strain on the backward economy of the state. As most of the tourists come from the developed countries, they expect good infrastructural facilities, which would further add to the demand for imports. However these fears are unfounded, because not all the tourists are from the high income group and they appreciate cleanliness, hygiene and sanitation more than luxury. Thus

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<sup>24</sup> Department of Tourism, (2001), Rajasthan Tourism Policy, print 'o' land, Jaipur, p.3.

these demands for cleanliness and hygiene should be beneficial to the state rather than a strain on its resources.

### **Social aspects of Tourism**

After the industrial revolution there was decline in working hours by atleast 25 to 30 percent and increase in income of the people. Both these factors have their social implications also. Now people have more leisure time and are more mobile. Another important factor is the longevity of people which increases the proportion of old aged in the society i.e. the number of retired persons has increased and tourism is the most appropriate activity for this new "Leisure Society."<sup>25</sup>

Apart from this people also want to relax from the hectic routine. Thus tourism is an opportunity of an individual to satisfy his need of relaxing. In this context, it may be mentioned that tourism is now a product of mass consumption and also for sustaining nobler values of work and life.

### **Cultural Aspect of Tourism**

Any tourist visiting a new place brings along with him his culture, living styles and at the new destination, interacts with the native people and gets influenced by the culture and traditions of the native population. Thus tourism provides the means for the intermingling of cultures.

### **Literature Review**

Tourism is an important aspect of our Economic, Social, Cultural and Administrative life. Tourism as an industry is being promoted by the state and the central Governments. Such steps have been taken all over the world. In fact, tourism as an industry has come to occupy a prime place in the policies of various governments. Tourism is a comprehensive term which included many branches such as history, art, dance, topography, crafts and catering. Each

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<sup>25</sup> Urry, J. (1990), *The Tourist Gaze: Leisure and Travel in Contemporary Societies*, Sage Publications, London, p.55.

branch is having its specialities and several scholars have done research in different branches of all these subjects. But modern tourism is a recent phenomenon and very little research work is done on the development of tourist industry in western Rajasthan. However various published literature which helped to develop the framework of study has been reviewed here.

The articles and the books available broadly dealt in the perspective of these three headings:

- (a) Geography and Tourism
- (b) Economic issues and Tourism
- (c) Need for Eco-tourism

**(A) Geography and Tourism:**

Abbasi's (1997)<sup>26</sup> book is mainly concerned with the geographical aspect of tourism. The author in the beginning has dealt with the emergence of tourism as a phenomena among the masses and then has described the geographical components of tourism, as landscape, location, climate, human life, and culture. He has also briefly discussed the role of transportation in development of tourism. In the end he has dealt with the tourism in India and detailed description of its physiography has been given for the tourists. As it is essential for him to know properly about <sup>the place</sup> he is about to travel. The author has also discussed the major tourists spots and areas of tourists interest in the world.

In India the geography of tourism is the least developed field. In Rajasthan, which is the major tourist attracting spot of the country, this aspect has greatly been neglected. However, an important work of Mishra (1980)<sup>27</sup> has dealt with the development of tourism in a spatial perspective.

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<sup>26</sup> Abbasi, A.A. (1997), 'Geographical Basis of Tourism', Pangea Publication, Indore.  
<sup>27</sup> Mishra, B.N. (1980), 'Tourism in India', Chand & Company, Ltd. New Delhi.

Gareth Shaw and Allan M. Williams (1994)<sup>28</sup> have focussed on the critical issues related to the development of tourism industry. These issues are of vital geographical importance throughout the world. The author have highlighted the inter relationship between the production and consumption of tourism, and the ways in which the tourism affects the human and physical environments. They have analysed the important features of tourism and leisure industries and then placed them in the context of changing social, economic and political structures and behaviour.

The authors have discussed several case studies related to mass, urban and rural tourism, from the different parts of the world. They have also tried to drive attention to the fact that though tourism industry is beneficial in terms of generating employment and as a source of recreation, it has also destroyed and polluted pristine environments, threatened local culture and also destroyed the vary characteristics of the place that had made it a desirable tourist objective.

Alister Mathieson and Geoffrey Wall (1982)<sup>29</sup> have discussed the economic, social and physical impacts of tourism. The book has been divided into three chapters, the economic chapter explains tourism in terms of balance of payments, employment and income; the physical chapter is concerned with the effects of tourism on the natural and the man-made environments; and the social chapter looks at the effects of tourism on traditional life styles and change in the cultural heritage. They have supported their arguments with the help of examples from developed and developing countries.

The relationship between the tourism and the environment requires a proper management. Hall, C.M. (2000)<sup>30</sup> has highlighted the difficulties in creating such management framework. He has also outlined the problem of lack of research done on the impact of tourism on the environment and on the

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<sup>28</sup> Shaw, G. and Williams, A.M. (1994), *Critical Issues In Tourism: A Geographical Perspective*, Blackwell Oxford.

<sup>29</sup> Mathieson, A. and Wall, G. (1982), *op.cit*, pp.32-50.

<sup>30</sup> Hall, C.M. (2000), "Tourism nad the Environment: Problems, Institutional Arrangements", in Michael Hall and Stephan Page (ed.), *Tourism in South and South East Asia: Issues and Cases*, Butterworth Heinman, Oxford, pp.94-104.

specific ecosystems in Asia. He has explained the concept of sustainable tourism, as producing the tourism commodities without degrading socio-cultural and economic values. He has further laid stress on the role of the government in the region to develop appropriate planning strategies.

Literature, dealing with the geographical aspects of Rajasthan is also available. *Modern Rajasthan – A Unique State of India* by Bhalla (1996) mainly deals with the geographical and cultural conditions as prevailed in the state. It provides a panorama view of the life of the people in all its facets.<sup>31</sup>

Rajasthan was in the beginning fragmented into various princely states. The saga of its cultural unity and then its development into an integrated political entity has been described in the unique collection, edited by Sharma (1966)<sup>32</sup> and Sharma (1990)<sup>33</sup>, prepared under the orders of the Government of Rajasthan. The book is in two volumes, the Ist volume deals with the Earliest times to 1316 A.D. and the IInd volume is the description of period from 1300-1761 A.D. along with the geographical and historical aspects of Rajasthan.

Sharma (1999) has also explored various moods of the desert by means of excellent pictures. He has explored the history physiography, climate and culture of the Thar. The author has given a brief description of the history of evolution of the desert and Thar described in detail the physiography of the desert and the resulting settlements and life style of the people. He has also focussed on the evolution of different cultures due to different geographical conditions within the Thar desert.<sup>34</sup>

The tourist industry faces many problems in the state. The major problem with the tourist industry in Rajasthan is the seasonality of the tourist

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<sup>31</sup> Bhalla, L.R. (1996), *Modern Rajasthan – A Unique State of India*, Kuldeep Publication, Ajmer.

<sup>32</sup> Sharma, G.N. (ed. 1990), *Rajasthan Through The Ages*, vol. II, Rajasthan State Archives, Jaipur.

<sup>33</sup> Sharma, D. (ed. 1966), *Rajasthan Through The Ages*, vol. I, Rajasthan State Archives, Jaipur.

<sup>34</sup> Sharma, R.C., (1999), *Thar: The Great Indian Desert*, Poli Books Pvt. Ltd. New Delhi.

arrival. Batra (1990)<sup>35</sup> has focused his study on this geographical aspect of the tourism in the state. Rajasthan experience extreme climatic condition, hence maximum tourist arrival is during the months of October to March, while during the summers the arrival is minimum. This seasonality poses the problems of unemployment in the hotel industry and other related service sector.

Acharya (1980)<sup>36</sup> in his book *Tourist Arrival: regional variation* has dealt with the most important factors of the tourism i.e. the Tourists. He has dealt with the issues as what motivates the tourists to reach a particular destination. According to him regional variation play as important role in attracting the tourists. Giving the example of various tourist spots and explaining its regional importance, the author has briefly explained how and what attracts a tourist to particular areas.

#### **(B) Economic Issues and Tourism:**

Many studies have been done in India dealing with the economic aspect of tourism. Earliest attempts in this field was the cost benefit study of tourism undertaken by the National Council of Applied Economic Research (1975).<sup>37</sup>

This study mainly dealt with four aspects

- (a) Cost-benefit analysis of investment in different classes of accommodation for the tourists.
- (b) Cost-benefit analysis of Kovalam Beach Resort.
- (c) Importance of Tourism on the Jammu and Kashmir economy and
- (d) Estimation of the contribution of tourism to the national economy of the country.

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<sup>35</sup> Batra, K.L., (1990), *Problems and Prospects of Tourism*, Print well Publishers, Jaipur.

<sup>36</sup> Acharya, R., (1980), *Tourist Arrival: regional variation*, RBSA Publishers, Jaipur.

<sup>37</sup> NCAER (1975) "Cost Benefit Analysis of Tourism", New Delhi.

The article written by T.V. Singh and S. Singh (2000)<sup>38</sup> mainly deals with the present scenario of tourism as an industry in India. The main problem emphasized upon is, inspite of being culturally so rich, India is unable to attract many tourists reason asserted for this is the lack of involvement of private sector in tourism and the authors have also focused attention to domestic tourism development. They have suggested a national strategy for sustainable development over a region.

Similarly Rajiv Dube (1996)<sup>39</sup> have studied in detail the relevance of tourism in the regional economy of Madhya Pradesh. He has explained this by means of three developmental models. He has also expressed his concern, regarding the irresponsibility of the residents for the further development of this industry in M.P.

Mary Fish and Chung Chow (1996)<sup>40</sup> have tried to evaluate the real rupee impact on the growth in tourism expenditure in terms of exchange rates and India's price indexes ones the time period (1981-1990). Similar to the above work Tej Vir Singh and Shalini Singh (2000) in their article has said that inspite of economic difficulties in South East Asia, Indian tourism can achieve a better growth rate by means of the quality research of the environment in which tourism industry operates. Although the authors have considered the investment as a major constraint in development of the tourist industry. They've stressed that the planning should be done on the cost-benefit ratio of tourism and policy makers should concentrate in developing the tourism which aims at wider well being and quality of life of the population.<sup>41</sup>

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<sup>38</sup> Singh T.V. and Singh, S., (2000). "Tourism in India: Development, Performance and Prospects" in Hall, M. and Page, S., (eds) Tourism in South and South East Asia, Butterworth Heinmann, Oxford.

<sup>39</sup> Dube, R., (1996), "Development in M.P." in S. Singh (ed) Profiles of Indian Tourism, APH corporation, New Delhi.

<sup>40</sup> Fish, Mary and Chaw Chung (1996) "Tourism in Asia" in Singh, S. (ed), Profiles of Indian Tourism, APH corporation, New Delhi.

<sup>41</sup> Singh, T.V. and Singh, S. (2000), "India: Development performance and Prospects", in Hall, M. and Pages (eds.), Tourism in South and South East Asia, Butterworth Heineman, Oxford, pp.225-232.



There is no clear cut method for the study of tourism. Therefore, various theories and techniques of economics are applied to the tourists and their activities to understand the concept. Mary Fish (1992)<sup>42</sup> discusses the economics of tourism. To understand the complex interaction of tourism with other sectors of economy, the author has taken up some of the problems by assembling research experience of the tourism scholars from advanced societies and the ones undergoing transformation. Along with the economic aspect the non economic aspects of tourism have also been discussed for the balanced development.

Laxminarayan (1995) in his book 'Economy of Rajasthan' provides detailed knowledge about the economic structure of the state. It has separately dealt with the various aspects of economy like power, industries, planning etc. The book clearly deals with the tourism industry of Rajasthan, its prospects, problems and status in the economy of the state.<sup>43</sup>

Tourism and Hotel Industry are very important terms in the Indian economy. Sharma (1996)<sup>44</sup> has analysed the tourism and the hotel policy of Rajasthan by the empirical study. The book besides providing a theoretical discussion of the subject also dwells on the administrative organisation, both at the central and the state levels.

### **(C) Need for Eco-Tourism**

Besides having great economic importance the tourism also has its negative impacts. These have led tourism today towards ecotourism. Giving the description of this new concept, David A. Fennell (1999)<sup>45</sup> in his book has tried to explain the concept of ecotourism. He has projected ecotourism as a type of sustainable tourism, which would lead to the future development and

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<sup>42</sup> Fish, Mary (1992), "Focus on Economics of Tourism" in Singh, T.V., Smith, V.L., Fish, M., Ritcher, L.K. (eds.) *Tourism Environment: Nature Culture Economy*, Intermediate Publications, New Delhi, pp.193-196.

<sup>43</sup> Nathuramka, L. (1995), *Economy of Rajasthan*, CBH, Jaipur.

<sup>44</sup> Sharma, K.C. (1996), *Tourism: Policy, Planning, Strategy*, Avishkar Publishers, Jaipur.

<sup>45</sup> Fennel, A. (1999), *Ecotourism: An Introduction*, Routledge Publication.

management of tourism industry. He has also focused upon the role of government in the development of ecotourism products and establishes relation between the sustainable development and tourism.

Himalayas is at present one of the main tourist destinations in South Asia. Thus Erwin Grotzbach (1996)<sup>46</sup> was inclined to study tourism in the Himalayas and problems of further development. He has emphasized on the diversification of the tourism product and formulation of policies related to tourism management. Working on the same aspect Kaur (1996)<sup>47</sup> has selected Badrinath as a study area and highlighted the religious-cum-recreational resources, accommodation facilities and has given an outline for the development of tourism.

Cohen (1993)<sup>48</sup> in his article "Alternative Tourism: A Critique, has outlined the views of various scholars on the concept of alternative tourism. Since mass tourism is considered to be polluting the native people's life and lead to the cultural pollution. Hence alternative tourism comes into existence. However it has also been variously criticized on the basis of the exploitative nature of the modern industrial society on he third world.

All these articles and books have helped in developing a conceptual outlook, to deal with the study. Although not much work has been done in the study area, but still these have helped to develop a framework for the study of the tourism related problems and issues.

#### **Data Base**

The data for this research work has been obtained from the secondary sources. These are the various publications of the Ministry of Tourism, Government of India, brochures and booklets published by the, Department of

<sup>46</sup> Groetzbach, E. (1980), "Tourism in the Indian Himalayas and Problems of Future Development", in Singh, S. (ed.), Profiles of Indian Tourism, APH Corporation, New Delhi.

<sup>47</sup> Kaur, J. (1996), "Himalayan Pilgrimages and New Tourism" in Singh, S. (ed.), Profiles of Indian Tourism, APH Corporation, New Delhi.

<sup>48</sup> Coehn, E. (1993), "Alternative Tourism – A Critique" in Singh, T.V., Smith, V.L., Fish, M., Richter, K.L. (eds.), Tourism Environment: Nature Culture Economy Inter-India Publication, New Delhi.

Tourism, Art and Culture, Government of Rajasthan, few annual reports of WTO published in various journals. Major source of data was the department of Tourism Art and Culture, Jaipur.

Information has also been obtained from various websites of the Indian and Rajasthan governments. Apart from this different magazines, tourist guide books published and unpublished material have also been consulted for this research work.

### **Methodology**

To explain the various concepts of the study clearly, cartographic techniques and statistical techniques have been used.

Raw data of the number of foreign tourists arrived from different countries at the five destinations Jodhpur, Jaisalmer, Bikaner, Ajmer and Pushkar have been compared with the total tourists arriving from particular countries in Rajasthan. Percentage of the tourists arriving at different destinations from various countries has been calculated comparing them with the total arrival at Rajasthan.

Apart from the pie diagrams different charts have been constructed separately for all the five destinations representing the number of tourist arriving over the past five years. Besides, Tourist flow maps of Rajasthan have been prepared. Pie diagrams of tourist arrival at different destinations taking percentages as the base have been constructed.

### **Objectives**

This study focuses on the development of tourism in western Rajasthan and the potential it has for further development. Keeping this in mind, the following objectives have been set forth:

- To analyse the heterogeneity in the concept of tourism; to analyse the different types of tourism offered by the study area.
- To identify the tourism spots and discuss their characteristics.

- Identification of tourist arrival at different destinations.
- To examine the economic, socio-cultural and environmental impact of tourism.
- To analyse the prospects and plans of the government to develop tourism in Rajasthan.

### **Organisation of the Material**

The first chapter includes the identification of the research problem, review of the earlier works done in this field, objectives, data source and the methodology of the study.

The second chapter deals with the concept of tourism, types of tourism, basic structure of tourism as an industry in Rajasthan.

Third chapter describes the major tourist spots and their characteristics in the study area. It also deals with the number of tourist coming to Rajasthan and the study area, along with the places of origin of the tourists.

Fourth chapter outlines the various policies of the Rajasthan Government to develop tourism as an industry, and the various social, economic and environmental impacts of the tourism in the study areas.

Fifth chapter presents the summary and conclusion of the study.

## CHAPTER 2

### TOURISM: CONCEPTS AND DEFINITIONS

The early history of tourism is the story of development of the mobility of man.<sup>1</sup> Both in the pre-historic era and later on man searched for things he wanted and he travelled for food, shelter or just for curiosity. In due course, large-scale movements were also caused by changes of climate, dwindling food supplies or hostile invaders.<sup>2</sup>

Due to absence of roads or other transport facilities, travel had to be the hard way and this led slowly to the development of land routes, as also river and sea navigation. Understandably, travel in the distant past was not a thing of pleasure as is the case now.<sup>3</sup> As civilization developed, conscious travel in order to explore and see the world began. Travellers from distant lands started moving about in large numbers and visited many places for the purpose of commerce.<sup>4</sup> Trade and Commerce was, however, the strongest force in the ancient past; it made people travel to distant lands in order to seek fortunes gradually, opening of the new trade routes gave a big boost to travel.

Today, too, the bulk of the tourist traffic is generated by the trade and commercial links.<sup>5</sup> However the persons who travelled for the love of travel and the wanderlust or for increasing their knowledge by visiting other places and countries, were a category apart. They were the true tourist and that is how tourism, as it is understood today, was born.

In ancient Greece, there is evidence of considerable tourist traffic, particularly for the Olympic games and others festivals. Tourist traffic was

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<sup>1</sup> Srivastava K.K. (1983), "Tourism in India", *Yojana*, vol.27, No.10; 1-15 June, p.7.

<sup>2</sup> Seth P.N. (1978), "Tourism in India", *Lustre Press*, p. 72.

<sup>3</sup> *Tourism in India, Brief Historical Growth of Tourism*, pp.1-29.

<sup>4</sup> Bhatia A.K. (1983), *Tourism Development Principles and Practices*, "Growth of Travel Through the Ages", *Sterling Publication*, Delhi.

<sup>5</sup> Anand M.M. (1976), *Tourism and Hotel Industry in India*, "Tourism in India", *Prentice Hall*, New Delhi, p.51.

greatly encouraged under the Roman Empire, because of excellent surface transportation system.<sup>6</sup> Romans probably were the first pleasure travellers. Travel received a great stimulus from the good communication system and security provided by the Roman Empire. The fall of the Roman Empire in the 5<sup>th</sup> century was a great set back for pleasure travel in Europe. Also with the decay of the Roman Empire came a sharp decline in trade and commerce.

Travel for religious purposes assume a significant importance during the middle ages. The Renaissance marked the next important stage in the history of travel. However the introduction of annual holiday was another important landmark which encouraged many people to undertake travel in large numbers during the 18<sup>th</sup> century. Thus 18<sup>th</sup> century became the great age of travel.<sup>7</sup>

But until the first world war (1914-18), travel was still the privilege of a small segment of society. One of the early sociologists. Thorstein Veble, called it the 'leisure class' in his classic work. "Theory of the leisure class", published in 1999. Probably, this was the 1<sup>st</sup> time that leisure was linked with propensity to travel. The 1<sup>st</sup> world war kept the people cabined and confined for 4 years. As a section, there was an outburst of travel in interwar years. This was the beginning of travel for pleasure and of the transformation of travel into tourism.<sup>8</sup>

The concept of modern tourism came into being in the second half of the 19<sup>th</sup> century hand in hand with the development of industrialized societies of West Europe and North America. Development of industrialized societies was a direct result of industrial revolution in the west.<sup>9</sup>

The most significant development of the 20<sup>th</sup> century tourism has been the growth in air travel since 1930 and the post 1989 era brought in improved,

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<sup>6</sup> Seth P.N. op.cit., p.75.

<sup>7</sup> Bhatia A.K., op.cit., p.5.

<sup>8</sup> Naipaul V.S., "An Area of Darkness", Penguin Books, p. 252.

<sup>9</sup> Bhatia A.K., op.cit, p.48.

larger and faster flying machines covering not only the trans Atlantic routes, but biggest step forward in the growth of the “World Tourism”.

### **Tourism – An Economic Phenomenon**

The subject of tourism are human beings. As traveller, explorer or tourist, individually or collectively, human beings are the center of all activity, no matter how much the curiosity, the desire or motivation for the venture. The pursuit of travel and tourism has, over the years, developed into a grand and mass phenomenon, involving millions of people visiting other countries and many more millions moving within their own. Besides many industries and industrial products.<sup>10</sup>

Before discussing the further details let us look at some of the terms of common usage in this context. The distinction between a traveller, an explorer and a tourist – three interrelated terms – would be necessary. Historically a ‘traveller’ was an adventurer, who visited other people/places to gain knowledge relative to their culture, social and material situation. He planned and arranged the journey independently and generally unsponsored. The journeys turned out to be long, arduous and hazardous. The ‘explorer’ on the other hand, embarked upon travel, sponsored by governments or merchant companies (eg. as from 1420-1620 in the age of exploration), well provided with men and material, with the main aim of collecting precious metals and stones or spices or exploring men lands and eventually colonizing them.

The word ‘tourist’ is comparatively of recent origins. In the 17<sup>th</sup> and early 18<sup>th</sup> centuries, the English, the Germans and others travelling on a grand tour of the continent, came to be known as tourists. The earliest reference appears in the ‘Anecdotes of English language’ by Pegge (cuca 1800) as ‘a traveller is nowadays called a tourist: One of the earliest definitions was offered by F.W. Ogilire in 1933, who reckoned as tourists ‘all persons who satisfy two conditions – I. They are away from home for any period less than a

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<sup>10</sup> Kaul R.N. (1990), The Dynamics of Tourism, Sage Publication, New Delhi, p.4.

year and II – while they are away they spend in the place they visit, without earning there.

The statistical Experts Committee of the League of Nations in 1937 identified classes and categories of travellers who could be designated as tourists and others who could not be. They include travellers for (a) pleasure and (b) business (also family meetings, missions etc) for more than 24 hours stay. This categorization for statistics was accepted by the international union of official travel organisations (IUOTO), in 1947 and then by the United Nations.<sup>11</sup>

However, the International Tourism overviews any person who travels to a country other than that in which she/he has his/her usual residences but outside his/her usual environment for a period of atleast one night but not more than a year and whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited. This terms includes people travelling for: Leisure, recreation and holidays; visiting friends and relatives; business and professional; health treatment, religion/pilgrimage and other purposes.<sup>12</sup>

The word, 'pleasure tourist' is of recent origin. According to the Oxford English Dictionary, a tourist is the one who makes a tour or tours, especially one does this for recreation; one who travels for pleasure or culture, visiting a number of places of interest, scenery or the like.

According to the Webster's 3<sup>rd</sup> New International Dictionary (1961) the term tour means 'a journey at which one returns to the starting point; A circular trip usually for business, pleasure or recreation during which various places are visited and for which an itinerary is usually planned.

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<sup>11</sup> Kaul R.N. (1990), The Dynamics of Tourism, "History of Tourism", Sage Publication, New Delhi, pp.20-25.

<sup>12</sup> Tourism Highlights, WTO (1997), p.24.



According to Dictionnaire Universal 'The tourist is a person who makes a journey for the sake of curiosity, for the fun of travelling or just to tell others that he has travelled. This definition indirectly tells us that people travelled for prestige too.

According to the Dictionary of Travel, Tourism and Hospitality Terms by Robert Harris and Joy Howard Tourists are of two types:

(1) International Tourist.

(2) Domestic Tourist.

(1) *International Tourist*: has been defined in many ways by different countries and organisations thus making the comparisons of statistics between countries is difficult. The WTO, for example, defines an international tourist as [an international] visitor who stays at least one night in a collective or private accommodation in the country visited.

(2) *Domestic Tourist*: WTO defines it as 'internal visitors who stay atleast one night in a collective or private accommodation in the place visited.

After understanding who is a tourist it may now be appropriate to discuss the definition of 'tourism' and look into its background.

The definition of tourism is an important academic exercise to determine the scope of tourism. Tourism is primarily a term of economics referring to an industry. It is an economic activity and like any other economic activity, it creates a demand or provides a market for a number of quite separate and varied industries. Strictly speaking, tourism is not an industry, but in economic terms it creates a demand or provides a market for a number of quite separate and varied industries. All these economic activities which are involved in tourism may be referred to as Tourist Industry. The Tourist-Industry could be defined as sum total of providers of tourist services.

The word "TOURISM" is related to 'TOUR', which may be defined as "a structured visit of a site, or area such as a city, region or a country/countries designed to provide sightseeing, educational or other experiences".<sup>13</sup>

It is derived from a latin word "TORNOS", which means a tool for describing a circle or turners wheel. This is a word of compass or rather a pin at the end of the stretched string, used to describe a circle. It is from this word "Tornos" that the notion of a "round tour" or a "package tour" has come which is very much of the essence of tourism.<sup>14</sup> It was as late as 1643 that the term was first used in the sense of going sound or travelling from places to places around an excursion, a journey embracing the principal places of a country or a region. The word 'tourism' consists of all those trades which together satisfy the varied needs of the travellers. Travel may be considered touristic if it satisfies the following conditions:

- Travel must be temporary and voluntary and it should not have remunerative employment as its aim.

In the Sanskrit literature there are three terms for tourism derived from the root 'atna' which means going or leaving home for some other place. The three terms are:

- *Paryatana* i.e. going out for pleasure and knowledge.
- *Desatana* i.e. going out of the country primarily for economic gains.
- *Tirthatana* i.e. going out to places of religious merits.<sup>15</sup>

In Europe, the first attempt to consider tourism as a phenomenon in its own right was made in 1880. But it was only in 1905 that a definition incorporating its various components was offered by E. Freuler in the

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<sup>13</sup> Harris Robert and Howard Joy, Dictionary of Travel and Tourism and Hospitality Terms, Global Books and Subscription Services.

<sup>14</sup> Kaul R.N., op.cit., p.30.

<sup>15</sup> Dr. Negi Jagmohan, Tourism and Travel Concepts and Principles, Shipra Publication, Delhi.

Handbunch des Scheveizerischen Volkswirtschaft.<sup>16</sup> It defined tourism in a complicated way, which was later simplified by other people working on this topic.

However according to Swiss Prof. Hunziker and Krapft “Tourism is the sum of the phenomenon and relationship arising from travel and stay of non-residents in so far as do not lead to permanent residence and are not connected with any earning activity.”<sup>17</sup>

Australian author Neil Leiper (1979) giving the description of “tourism as a system” has said – the elements of the system are tourists generating regions, transit routes destination regions and a tourist industry.<sup>18</sup> This definition has also been adopted by the International Association of Scientific Experts in Tourism (AIEST).

A very positive aspect of this definition is that it clearly distinguishes Tourism from migration. It mentions that movement shouldn't be followed by permanent settlement which happens in migration.

Since 50's Tourism as an activity, a process and industry has been receiving more and more attention in different parts of the world. Most of the researchers viewed tourism from the economic point of view a spending process, but more as representative of the visitor's culture and way of life which will interact with that of the host country. A pure economic perspective may not be the role consideration as the process has got socio-cultural and political connotations.

However, the definitions proposed by Cohen (1974) and Robinson (1978) cover mostly the conceptual spectrum of tourist experiences. Even though they define tourism within the purview of their field of enquiry, both

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<sup>16</sup> Kaul R.N., op.cit., p.119.

<sup>17</sup> Hunziker, W. Grundsides der Vdageminen Fremden Venkeshreslehra Zurich, Polygraphischer verlag. A.G. 1942) as quoted in Travel and Tourism – Jagmohan Negi.

<sup>18</sup> Leiper (1979), Annals of Tourism Research, The Framework of Tourism: Towards a definition of tourism, Tourist and Tourist Industry, 6(4), pp.390-407.

agree on its main features. Cohen's 'tourist role' incorporates several elements found in other definitions but also adds many other characteristics in order to express the concept more clearly. He defines that a 'tourist' is a voluntary, temporary, traveller, travelling in the expectation of pleasure from novelty and change experienced on a relatively long and non-recurrent round trip.

According to Robinson "tourism include spatial interaction arising out of temporary movement of a people to a destination away from residence, non-economic activities undertaken at the destination and facilities created to cater to the needs of the tourists."<sup>19</sup>

However, WTO describes Tourism as "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 purposes".

Leiper (1995) describe it as "the theories and practices of travelling and visiting places for leisure related purposes".

Jafari (1977) defined it as "tourism is the study of man away from his usual habitat of the industry which responds to his needs and of the impacts that both he and the industry have on the host's socio-cultural, economic and physical environment."<sup>20</sup>

Tourism may also be defined in terms of particular activities selected by choice and undertaken outside the home environment. Tourism may or may not involve overnight stays away from home (international conference on leisure and recreation, 1981, cited in Holloway 1994).<sup>21</sup>

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<sup>19</sup> UN conference on International Travel and Tourism, Rome (1963) as quoted in Bhatia A.K. "Tourism Development: Principles and Practices", p. 98.

<sup>20</sup> Definitions as given in Dictionary of Travel Tourism and Hospitality Terms" by Robert Harris and Joy Howard.

<sup>21</sup> Ibid.

Basically these definitions involve three aspects:

- Travel by non-residents,
- For stay of a temporary nature,
- And without professional or commercial purposes.

And these are basics which govern measurement in planning for tourism. Mobility is an essential element of tourism, the others being the object of travel and the length of stay.<sup>22</sup>

Tourism can easily be distinguished from the Recreation and Travel as “Recreation would relate to the activities not associated with work, profession or occupation and are carried out in leisure or spare time and do not generally involve travel. Travel on the other hand encompasses a journey, a movement from place to place, whether on foot or a vehicle irrespective of purpose. Tourism include travel but not vice-versa. A traveller who stays for less than 24 hours in a place is not a tourist (according to U.N. definition) but an excursionist or a traveller.<sup>23</sup>

Technically, tourism represent various types of short term travel and visits and is variably defined for particular purposes of the journey, its duration and other criteria. These definitions indicate that tourism has expanded in its range and scope. The concept of tourism has broadened to include all forms of the phenomena of leisure activity.

These definitions reflect the orientations of global tourism, which is concentrated in western societies where 60% of international tourist arrivals are received and from where 70% of the tourists originate. Because the control of tourism is centred in the west, the concepts associated with tourism are

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<sup>22</sup> Kaul R.N., op.cit.

<sup>23</sup> *ibid.*

necessarily influenced by the social practices of these societies rather than the travel heritage of the non-western culture and developing societies.

### **Forms and Types of Tourism**

The participation of people in tourism has increased enormously. For an increasing number of people, work is no longer the main purpose of life and this, encourages tourism. Modern tourism is one of the most striking phenomena of our times.

Tourism is an economic product meeting the demand of the human beings and as such its market is created according to fluctuation of supply and demand. The majority of the demand of tourism enumerate the motives which can prompt a person to make a journey for tourist region. Thus the diversity of touristic motivations generate the various types of tourism. Tourism can be classified according to its rangers.

- (1) *Domestic/Internal Tourism:* The Dictionary of Travel, Tourism and Hospitality Terms by Robert Harris and Joy Howard defined it as “Travel which is undertaken outside a person’s normal place of domicile to other areas within his/her country of residence. The purpose of this travel may be defined in narrow terms as being leisure-related or may encompass other purposes such as business or visiting friends and relatives”. 90% of the world worst movement according to WTO are domestic WTO has estimated that 75% to 80% of all tourist expenditure is incurred within the traveller’s own country.<sup>24</sup>

People find it easy to travel domestically because there are no language, currency and documentation barriers.

- (2) *International Tourism:* Tourism involving residents of a country travelling to and within another country for a temporary period frequently defined as less than 12 months. International tourism

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<sup>24</sup> Vivek Sharma – Tourism in India.

encompasses both inbound and outbound travel. There are certain obstacles put by the authorities for crossing the national frontiers with the result, there is a need of documentations, passports, visas and other conditions of entry and movement. All this regulates the flow of the tourists.

The distinction between the domestic and international tourism is of degree rather than of substance. Now a days due to the improvement in the language skills, currency and customs and the growing free movement of people between developing countries, the distinction between domestic and international tourism is diminishing.

3. *Social Tourism*: Social tourism is a type of tourism practiced by low income groups and which is rendered possible and facilitated by entirely separate and easily recognizable service.<sup>25</sup>
4. *Mass Tourism*: When large number of people participate in tourism it is called as mass tourism. It is essentially a quantitative motive and is based on the proportion of population participating in tourism or on the volume of tourist activity.<sup>26</sup>

### **Forms of Tourism**

*Rest and Relaxation Tourism*: This type of tourism includes tourists who wish to combine physical and mental relaxation with the temporary change of their location to get away from a society of tension.<sup>27</sup>

*Cultural Tourism*: The cultural tourism envisages travel for purposes of widening one's knowledge about other places and people, their ways of life their culture and includes journeys to places of art and hereditary treasures, religious shrines and other civilizations.

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<sup>25</sup> Hunziker, (at Vienna and Salisbury in May 1958) as quoted by Seth P.N. in "Successful Tourism Management", Lustre Press, New Delhi, p.14.

<sup>26</sup> Dr. Negi Jagmohan, Tourism and Travel Concepts.

<sup>27</sup> Sharma Vivek, op.cit., p.15.

*Sports Tourism:* Travel for participation in sports activities including local, regional or international events, is an important aspect of tourism. For example Jodhpur organises International Kite Festival every year, which attracts large number of foreign tourists. The great variety of sports activities widen the scope for tourist interest and participation.

*Convention/Business Tourism:* Travel for trade and professional reasons though not strictly a tourist journey does involves use of tourist goods and services and expenditure in other countries. Journeys to fairs, trade exhibitions, technical seminars, conferences and conventions, involve tourist and social events like sightseeing, entertainment shopping and as such result in tourist expenditure which accure to the host countries.

### **Development of Tourism in India**

It was in 1945 that the 1<sup>st</sup> ever step was taken to popularise the concept of tourism in India, by appointing the sergeant committee. In its report submitted in 1946, the committee suggested formation of regional offices at Bombay, Calcutta, Delhi and Madras. An adhoc Tourist Traffic Committee was appointed in 1948 and entrusted with a job of suggesting ways and means for attracting tourist traffic to India. a tourist traffic Branch was set up in the Ministry of Transport in 1949 with two regional offices in Bombay and Delhi.

It was however on 1<sup>st</sup> march 1958 that a separate Tourist Department in the Ministry of Transport and Communication was established in place of Tourist Traffic Branch in the same ministry.

An adhoc committee on tourism was set up in 1963 under the chairmanship of late Shri L.K. Jha which suggested formation of 3 corporations to deal with, Hotel, Transport and Tourism. Once formed separately they were amalgamated to assume the name of Indian Tourism Development Corporation (ITDC) which started its business from 1<sup>st</sup> October 1966. At the same time tourism was merged with te department of Aviation and Tourism. In 1967, it



was separated and elevated to the Ministry of Tourism and Civil Aviation under the charge of a cabinet Minister.<sup>28</sup>

Since then tourism has witnessed continuous development. According to WTO reports, given the size and splendour, mosaic of culture, wondrous mountains, bizarre monuments and men, India attracts less than 0.4% of the world tourists arrivals and earns only 0.1% of world receipts. Tourism is a major factor in economic development in India: it is the 3<sup>rd</sup> largest export industry after readymade garments gems and jewellery. Hosting 2.37 million foreign tourists in 1997, India earned around US \$ 3 billion generating an estimated employment of 20 million people, directly and indirectly. Direct employment in tourism was estimate to be 9.1 million in 96-97. The share of tourism in total employment generation is approximately 2.4%.<sup>29</sup>

### **Organizational Structure in Rajasthan**

The story of tourism in Rajasthan is neither very old nor very different in this regard. It largely coincides with the growth of ITDC. Prior to 1<sup>st</sup> April 1979, the activities relating to the promotion of tourism and development of infrastructural facilities were being handled by the Department of Tourism on the recommendation of the survey team appointed by the Government of India, in 1976, the state corporation (RTDC) with effect from 1<sup>st</sup> April 1979 and transferred to it all the commercial activities of the department of tourism.<sup>30</sup>

Like other modern industries tourism has also established itself as an important tourist activity that is why it is also called as tourism industry. Tourism is the world's 2<sup>nd</sup> largest industry but India's share is mere 2% in it. In India mainly three tourism states are there i.e. Kerala, Rajasthan and Goa.

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<sup>28</sup> Sharma Vivek, op.cit., pp.105-115.

<sup>29</sup> Hall C. Michael and Page Stephen (1999), "Tourism in South and South East Asia: India Development, Performance and Prospects", Penguin Publication.

<sup>30</sup> ibid.

Various studies reveal that 1/3 of the total tourist coming to India visit Rajasthan.<sup>31</sup>

In Rajasthan tourism industry is such an industry which can earn profit in crores without much investment. Rajasthan is the source of attraction for various foreign and Indian tourists because of its glorious past, specific culture, natural beauty, colourful fests and festivals and above all the Golden sand dunes which attract the tourists from other parts of the globe also. On its one end lies the city of lakes i.e. Udaipur while the other end is the playground for the birds migrating from Siberia in Keoladev sanctuary in Bharatpur. Apart from these, this area is also popular for religious tourism, as here lies the world famous religious centres like Pushkar, Ajmer, Nathdwara etc. On one hand the state presents the stories of the brave warriors and on the other hand also presents examples of numerous poets, artisans and historians also. These qualities propelled Mr. C.V.Raman to call Rajasthan an "Island of Glory".<sup>32</sup>

The state has been greatly benefited by the earnings from tourists coming to Rajasthan by renovation of tourist spots. Besides the Government the local population has also been benefited. Various benefits of Tourism Industry are:

- It is the source of earning of foreign exchange,
- Development of art and culture of the state,
- Increases international trade and thus economic development takes place,
- Improvement in the living standard of people,

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<sup>31</sup> Sujas – Published by Government of India.

<sup>32</sup> Bhalla L.R. (1999), Modern Rajasthan: A Unique State, "Tourism in Rajasthan", Kuldeep Publication, Ajmer, pp.160-175.

- It motivates/encourages to produce goods of best quality as a result, increase in production of goods takes place along with the improvement in quality.
- Development of transportation facilities is must for development of tourism. Besides transportation all other means of communication also develop.
- This industry induces employment for indigenous people of a region.

Thus, tourism is very important for the economic development of a region. That is why Government is paying more and more attention for the development of this industry by developing appropriate infrastructure. The tourism department was established in 1955. Tourism was given the status of Industry in the state on March 1989.

### **Functions of Tourism Department**

- Tourism: Every year government publishes "tourism literature" which provides details regarding the various tourist spots, festivals fairs and various arts and crafts of Rajasthan.
- Development of those regions which attract maximum tourists.
- To attract the tourists towards the rich cultural heritage of Rajasthan, tourist department organises various cultural programmes.
- Boarding and lodging is the basic need. But these needs are usually filled by private sector only. Thus it is made sure that hotel owners or builders are given the no objection certificate, in selection of land and also helps in providing loans.

## **Factors to Develop Tourism Activity in the Region**

A three point plan may be considered to realize the full potential of tourism in Rajasthan

- Awareness
- Infrastructure
- Marketing

1. *Awareness:* Within the community there must be basic awareness of the potential of tourism and its role as an instrument for promoting economic development. And the tourists must have the satisfaction of being welcomed and getting satisfactory services at all the tourist spots.
2. *Infrastructure:* The industry's own perceptions and suggestions must be sharply focussed highlighting the special needs of the international and domestic tourists so that action can begin on providing adequate transport, accommodation, information centres and other basic backup facilities.
3. *Marketing:* Like creating awareness at home we also need to create awareness at the state national and international level. Tourism is an extremely complicated product, and needs the combined effort of various agencies to create marketing tools for the industry's special needs.

This chapter presents broad features of tourism. Tourism is by itself a vast and varied subject and its magnitude is multiplied many times, by the complex activities of the enterprises that encompass, what is called the tourist industry. Thus, the chapter deals briefly how tourism has moulded itself in the past, manifested in a wide variety of ways and come to develop into a mass phenomena. It covers only a fraction of the whole story of tourism, a little of the past, some concepts of the present and a brief view of the likely future trends.

## CHAPTER 3

### TOURISM GEOGRAPHY OF THE STUDY AREA

Thar desert in Rajasthan is the most densely populated desert of the world. This desert is marked by the colourful atmospheres, spirited men and women and above all its natural beauty of hills, sand dunes, and historical monuments. Nature has been partial to this state by providing it a thing of beauty which is a joy forever.<sup>1</sup>

There is a popular myth regarding the origin of Rajasthan desert, as the mythology goes, once Shri Ram, drew an arrow to destroy Lanka but when gods pleaded with Ram to desist from his intended purpose, he pointed the arrow to a distant sea and let it escape. The intense heat generated by the arrow dried the sea and sea was replaced by a dry, arid and hot desert. However the myth and the reality coalesce, as the fossils derived from the Thar desert, reveal the remains of marine life. However there are no paleobotanical evidences of the circumstances which led to the formation of the desert. Going through the chronological facts it can be said that it came into existence between the Pliocene and the last glaciations period. The region was completely devoid of any human settlements in the pre-historic period.<sup>2</sup>

The earliest inhabitants were part of an urban civilization that arose 4500 years ago. Recent excavations of the remains of Indus valley civilization have revealed that this valley was in the dried up beds of the Ghaggar in Ganganagar district.

Other civilizations arose in different parts of the world and with them evolved the network of trade which linked different continents. Maritime activity connected Europe to Asia. Sarais were developed on this trade route to

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<sup>1</sup> Sharma, K.C. (1996), *Tourism Policy, Planning, Strategy, Tourism Administration in Rajasthan: Structural and Functional Analysis*, Pointer Publisher, p. 86.

<sup>2</sup> Sharma, R.C. (1999), *Thar: The Great Indian Desert*, Lustre Press Poli Books, New Delhi.

provide commercial services to the caravans and in due course of time these sarais developed into desert settlements. These settlers started levying taxes on the goods carried by the caravans, thus began the transformation of desert.

The kings of Hindustan were Rajputs, part of the Kshatriya clan. But due to sustained foreign invasions, arrival of stronger foes, they lost control over their kingdoms, and looked for the opportunity and land where they could establish their kingdoms. The Thar became their refuge. These kings, and the sons of the kings ruled once more, and today the region where their once mighty kingdoms commanded respect is called Rajasthan, the land of the rulers.<sup>3</sup>

Rajasthan's medieval history witnessed the sensitivity of its rulers along with their valour and chivalry. With strong religious beliefs, they built splendid temples, elaborate wells (Bawri) and memorials to their dead (chhatris), besides their fort and palaces. The rulers offered patronage to the artists and even now Rajasthan is known for its centres for arts and crafts.

Today, little in Rajasthan has changed because the past history is inextricably intertwined with its present. It was here the armies of everyone from invaders to those of the Marathas, The Mughals and the British laid siege. In later years, as peace was established the rulers constructed their Palaces outside the forts which are now open for tourists.

One needs a considerable time span to be able to enjoy the magical charm of Rajasthan as there is not just one thing that Rajasthan is famous for. A perfect paradise for tourists and is the ultimate destination.<sup>4</sup>

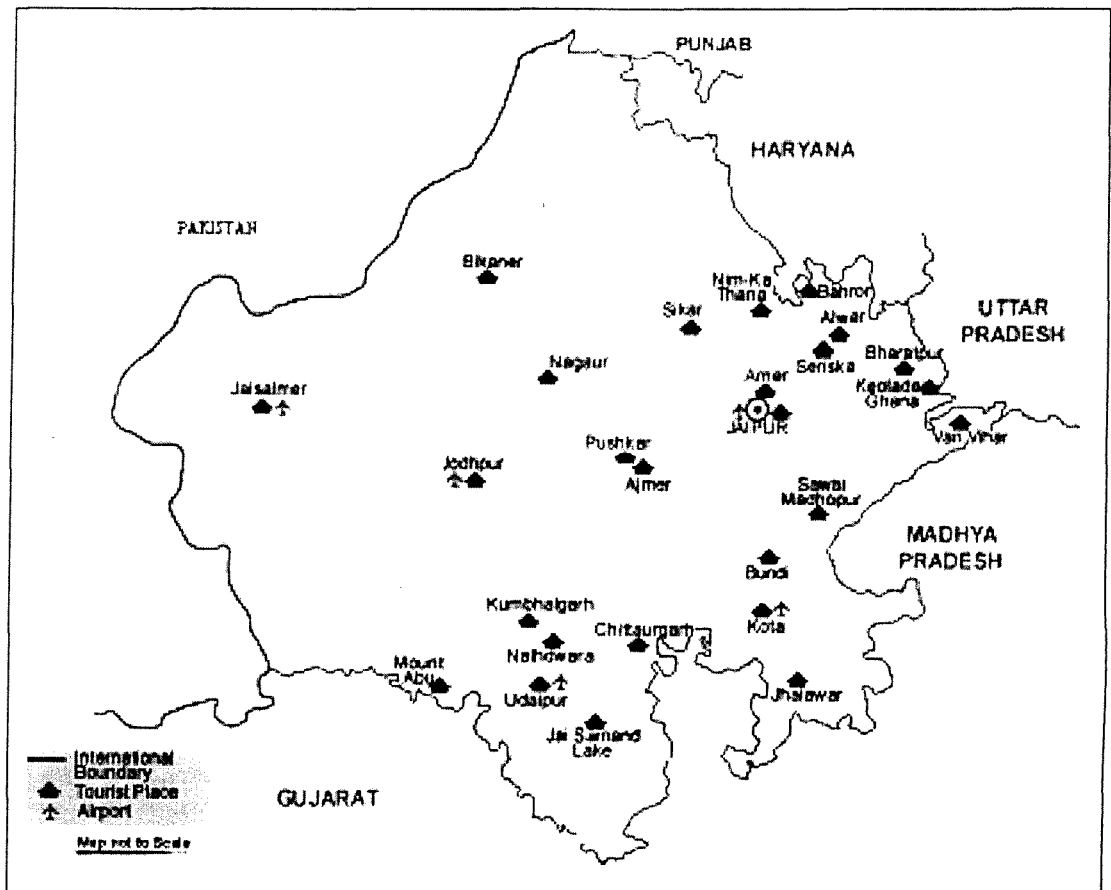
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<sup>3</sup> Rajasthan A La Carte (1999), Production Manual, Rajasthan Tourism Art and Culture, Jaipur, p.4.

<sup>4</sup> Sharma, K.C. (1996), Tourism, Policy, Planning and Strategy, Pointer Publication, Jaipur, p.13.

## Tourist destinations in Rajasthan

Map 3.1: Rajasthan Tourist destinations

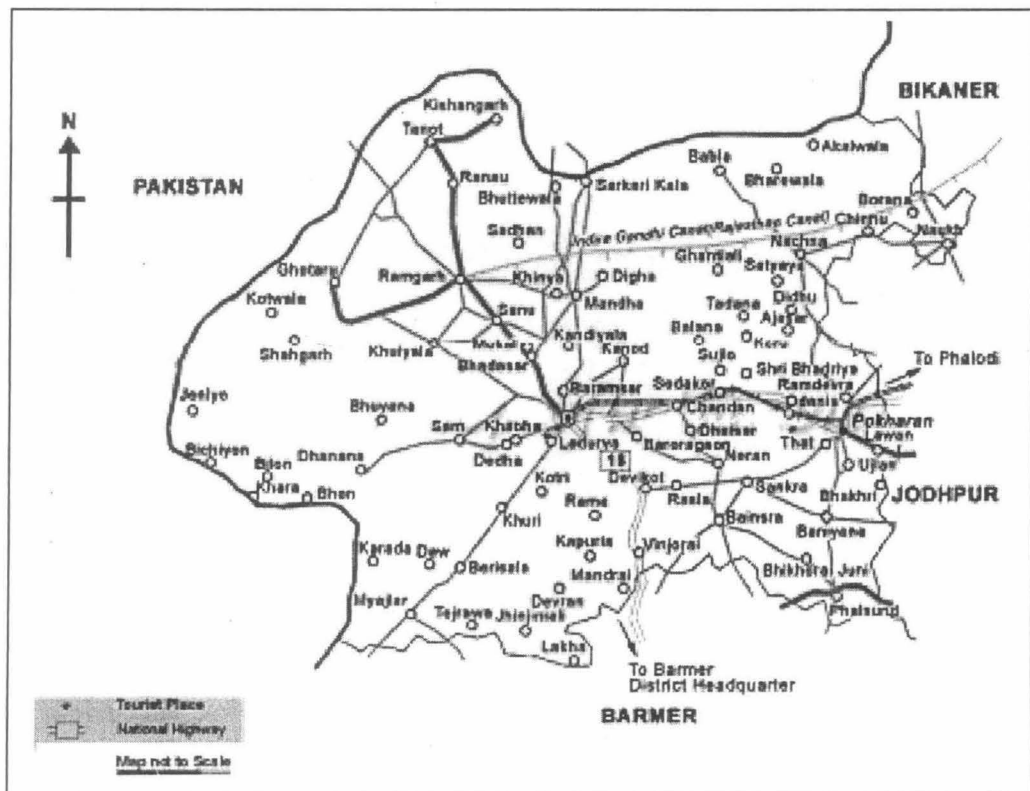


Rajasthan attracts tourists from all over the world. Almost every place in this state acts as a paradise for the tourists, but still certain areas become more famous and some are still to be discovered by the tourists. Five tourist destinations included in this study are Jaisalmer, Bikaner, Jodhpur which form the famous desert triangle and Ajmer and Pushkar being the centre for religious tourism. The study mainly deals with the foreign tourists arrival. As foreign tourists are the ones which bring in foreign currency to the nation. Although domestic tourists greatly outnumber the foreign tourists, a little discussion has also been done on their arrival. Major tourist attraction spots of these destinations have been discussed below:

## I. Jaisalmer

Rising from the heart of the Thar desert like a golden mirage is the city of Jaisalmer. The city has an interesting legend associated with it, according to which, Lord Krishna – the head of the Yadav clan, foretold Arjuna that a remote descendent of the Yadav clan would build his kingdom atop the Trikuta Hill. His prophecy was fulfilled in 1156 A.D. when Rawal Jaisal, a descendent of the Yadav clan and a Bhatti Rajput, abandoned his fort at Lodurva and founded a new capital – Jaisalmer, perched on the Trikuta Hill.<sup>5</sup>

Map 3.2: Tourist Map of Jaisalmer



### Geographical Information

Jaisalmer is the western most city of the state. It covers an area of 51 sq kms and climate is extreme with mean maximum and mean minimum temperatures of summers and winters being 41°C, 25°C and 23.6°C, 7.9°C

<sup>5</sup> Desert Traingle, Jodhpur, Jaisalmer, Bikaner (1999), RajasthanTourism.



respectively. Rainfall over here is very meagre, not exceeding 15 cm hence is very dry over here. Best season to visit is October to February. Jaisalmer is well connected with other cities by Rail and Road transport. However nearest Airport is Jodhpur airport that lies 285 kms from here. The distance by road between Jaisalmer and Jaipur are 350 kms. To roam about in the city unmetered taxi and autorickshaws are available even bicycles are available on rent.

Bhatti Rajputs of Jaisalmer were feudal chiefs who lived on the forced levy on the caravans laden with precious silks and spices that crossed the territory enroute Delhi or Sind. These caravans earned the town great wealth.<sup>6</sup>

Over the years the remote location of Jaisalmer kept it almost untouched by outside influences and even during the days of the Raj, Jaisalmer was the last to sign the Instrument of Agreement with the British.

Ages have gone by and the monuments of Jaisalmer have withstood the buffeting winds of the desert all through. Jaisalmer is the marvel of beautiful culture and harsh climatic conditions, together amounting a memorable experience.

### **(1) Architectural Heritage**

*Sonar Qila:* Sonar Qila, the golden fort, was built using the famous Jurassic sandstone. Is located on a hillock surrounded by an undulating sea of sand. The entire living area is well protected inside the ramparts of the fort. It has an enchanting cow-web of narrow lanes dotted with some lovely havelis, three beautifully sculptured Jain temples of the 12<sup>th</sup> to 15<sup>th</sup> century A.D. and five interconnected palaces. The fort is approached through four gateways – Akhaiya Pol, Ganesh Pol, Suraj Pol and Hawa Pol. Standing on a height of 100

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<sup>6</sup> Discover Rajasthan (March 1997) NU Tech Photo lithographers. New Delhi, Department of Tourism, Art and Culture, Government of Rajasthan.

meters over the city with its 99 bastions, the fort is a splendid sight in the afternoon.

*The Havelis:* The art of silavats (stone carvers) of Jaisalmer is justly famous. It attained its peak of excellence during the 18<sup>th</sup> and 19<sup>th</sup> centuries, similar to the carved marble of the Taj Mahal at Agra. Patwas are merchants trading in rich brocades gold and silver embroidery. In the late 18<sup>th</sup> century Guman Chand. Patwa had a chain of 300 centres extending from Afganistan to China. His five sons started building this mansion in 1800. It consists of five separate suites linked together. It took 50 years to be completed.

For a while, the family turned it into a Sanskrit school for boys. Fortunately it has been rescued from that ink-stained fate and is now a protected monument.

*Salim Singh Ki Haveli:* It was the residence of the powerful Mohta family, the hereditary ministers of the Jaisalmer rulers. The blue cupola roof of this 300 years old haveli is distinctive, a façade which is carved all over and an exquisite projecting balcony adorning the top storey.

*Nathmalji – Ki – Haveli:* Nathmalji – Ki – Haveli was carved by two brothers Nathu and Lallu. One working on the right side and the other on the left. Though the motif used by one is not similar to the other, yet they are in harmony. One has to look closely to spot any dissimilarities.

*Tazia Tower:* Beyond the entrance gate of Trikuta stands the present home of the former rulers of Jaisalmer, Badal Mahal (Cloud Palace), from which rises the delicate pagoda like tower, the Tazia tower. Rising in its five tiered splendour, with each storey graced by a delicately carved balcony, the tower is of historical significance. The *silavats* (stone workers) of Jaisalmer, being shia muslims decided to migrate to Pakistan when it was established in 1947. Before leaving, their desert home, they expressed their love for their homeland and their ruler by building this tower in the shape of a Tazias which are

ornately decorated bamboo, paper and tinsel replicas of a bier carried in procession during Mohurram.

## (2) Natural Heritage: The Natural Splendour of Rajasthan

*The Desert:* Jaisalmer present a vast expanse of sandy desert. Sam is such a tourist spot which is a favourite destination of tourist due to its enchanting beauty. The golden sand dunes beckon the tourist creating an illusion of being smooth and firm sand dunes in this area are called Dard or Dharna. No trip to Jaisalmer is complete without a trip to the most picturesque dunes of Sam located at a distance of 42 Kms from Jaisalmer. Raikas, the camel herdsman travel by the ships of the desert over vast distances and know every pasture and waterhole of the region and are the best guides.

- (a) *Wood Fossil Park:* It lies at a distance of 16 Kms to the South East of Jaisalmer. Akal, the Wood Fossil Park lies on the National Highway to Barmer it is the proof of the climatological changes that have taken place in Thar during geological past.

It was a myth that aeons ago this area was under water, but now scientists have proved that about 25 million years ago this was the case. Fossils unearthed in the Akal area are the evidences of the ferns and forests that existed about 180 million years ago, proving the fact that there existed hot, humid climate.<sup>7</sup>

The state forest department has undertaken the responsibility of preserving this invaluable gift of nature which was discovered by the Indian Geological Survey department.

- (b) *Desert National Park:* It lies 45 kms west of the Jaisalmer district. The landscape of this park is dominated by rolling sand dunes and scrub covered hills. 'Gondawan' the Great Indian Bustard, the sate Bird finds

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<sup>7</sup> Rajasthan A La Carte, op. cit.

refuge in this desert and its conservation efforts have borne fruit. The desert has a unique variety of wild life species in a fragile ecosystem. An extensive variety of desert birdlife ranging from birds of prey to sandgrouse, doves, shrikes, bee-eaters, warblers and desert shrikes, bee-eaters, warblers and desert coursers can be seen. Among the animals found are the desert fox, blue bull, blackbucks and crusted porcupine.

Numerous reptiles species (about 43 in number) and insects form an important part of various life forms here.

- (c) *Gadisar lake*: It is a scenic rain water lake with several temples around it. It is an ideal picnic spot and has boating facility also.
- (d) *Amar Sagar*: It was built by Maharawal Amar Singh along with Shiva temple in 1740 A.D. There is a garden beside the lake with mango and other fruit trees. Beautifully carved Jain temples add to its beauty and best among them is Adeshwar Nath temple.
- (e) *Bada Bagh*: It is located on a rocky eminence on the road that leads to Jaisalmer. There stand the Royal cenotaphs of the Rawals in Bada Bagh where rulers were cremated. Much of the city's fruits and vegetables are grown and supplied from here.
- (f) *Mool Sagar*: It is a pleasant shady grove which provides perfect picnic spot during summers. It was built by Rawal Mool Raj II in 1815 A.D.

### (3) Religious Centres and Pilgrimages

#### Jain Temples (12<sup>th</sup> – 15<sup>th</sup> century)

An extensive group of Jain temples stand within the fort complex. They were built by the collective donations from the rich businessman. The finest among these are Rishabh Dev Ji, Shambhav Nath and Ashtapadi temples.

*Rishabh Dev Ji temple:* Its entrance is through an intricately carved toran (scrolled archway) here leather articles are not allowed inside the temple. A porch, marked by the presence of a large number of pillars carved with entwined creepers and flowers all in yellow stone leads to the main mandap (hall) with columns sporting graceful sculptures facing the central image of Rishabhdev Ji. However, the most striking feature is the group of images of Jain Tirthankars sitting in meditation in a circle, to the right of the hall. Images are in red or black stone and all have jewelled third eye that sparkle.

*Shambhav Nath temple:* located at the west of Rishabhdev Ji and is a subsidiary shrine, smaller and complex in design. In its basement a Gyan Bhandar or library is present which consists of some of the oldest manuscripts of India. It is rumoured that an underground tunnel leads from here to Lodurva, the former capital from where the treasures of the kings were secretly conveyed when migration to Jaisalmer took place.

*Ashtapadi temple:* It is a distinguishing feature of Jain sacred Architecture. Since they were granted freedom of worship under Hindu rules, they reciprocated by incorporating Hindu deities on their temple walls, this represents the remarkable religious tolerance of the age.

*Lodurva:* It was the former capital of the Bhatti rulers, is still an important place of Jain pilgrimage. It is 16 kms North West of Jaisalmer. Temples with 'Toran' or the ornate arches at the main entrance and intricate carvings are noteworthy. A 'Kalpataru' or a divine tree within is the main attraction of the

temples. It was the Lodurva fort that Rawal Jaisal abandoned and shifted to his new capital. Ruins of the ancient township can also be seen here.

*Ramdevra:* Ramdevra lies at a distance of about 13 kms from Pokaran, on Jodhpur-Pokaran route. It mainly attracts the domestic tourist. Ramdev ji was the ruler of Jaisalmer who worked for the upliftment of poor downtrodden and took "samadhi" in 1458 A.D. at Ramdevra where later his wife has built this temple with the help of Maharaja Ganga Singh of Bikaner in 1931. The temple stands on a low hill and is open to all, as Ramdevra is worshiped by persons of all castes and creeds.

*Bhattiani Sati Rani Temple:* This is the shrine of Bhatti queen known as *Mahasati* (The Great Sati), who committed *sati* on the pyre of her brother in law (her lover). Thus, this shrine is the place of pilgrimage for the lovers who come to pray for her blessings for happy endings to their love story. This shrine is looked after by Manganiyars (Muslims).

*Tannot* – Tannot, about 120 kms, North west of Jaisalmer town, is the oldest known capital of the erstwhile Jaisalmer rulers. This place has its religious importance and is believed that goddess Tannot Devi protects this place. She is worshipped as the "Goddess of armymen". Since temple lies at the India Pakistan border there is a myth that the Pakistani forces couldn't enter Jaisalmer in 1971 war because of Tannot Devi.

Hardly at a distance of 9 kms before Tannot there stands a famous temple called Ghantiyali Ji Ka Mandir hailed for its beautiful surroundings and fine idols.

#### (4) Village Tourism

- (a) *Pokaran:* It is 164 kms by train from Jaisalmer in east direction and 106 kms from Jodhpur, this town has an old temple of Charbhiya belonging to the 18<sup>th</sup> century and a mosque. This place has attained significance recently in the last 50 years. It is the site of testing of India's nuclear

bomb. Thus, in the recent years this place has attained the importance as a tourist attracting spot. It is famous for its 14<sup>th</sup> century fort which provided shelter to Emperor Humayun. It is also a home for great Indian bustard.

- (b) *Khuri*: Khuri is situated about 40 kms from Jaisalmer town. It is a village of *Sodha* Rajputs, consists of huts made of dried leaves, trees branches and clay. The beautiful sanddunes are located at about 1 km from Khuri and is the main attraction for visitors. A traditional hotel is run by Bhagan Singh Sodha. Local bus or jeep are also available on rent.
- (c) *Khoba*: It was the main and the largest trade centre of Jaisalmer state. On the hill an old temple of Durga and a small fort, the tourist can see a very beautiful view of the deserted city. It was built by Paliwal Brahmins.
- (d) *Roopsi and Chatrayil*: Roopsi and Chatrayil are the two other villages located at a short distance from Jaisalmer (20-30 kms). Tourists are attracted to these villages mainly to see the nicely carved beautiful yellow stone houses and to meet the local craftsmen of Jaisalmer.
- (e) *Camel Safari*: This is the most interesting means to explore the desert landscape and are conducted on various circuits. This may range from few hours to 2-3 days.

## (5) Fairs and Festivals

- (a) *Desert Fair* – Jaisalmer exercises immense charm, but with the staging of annual desert festival on full moon (Jan/Feb), the place has become more important on the annual calendar of the tourists. It is the exhibition of the rich culture of the region. A number of amusing events take place, at the stadium like the Turban tying competition, tug of war between foreign tourist and local people and Mr. Desert competition further enhance the fun of the occasion. The famous Gair and Fire dances are

the major attractions. However, a trip to the Sam sanddunes marks the grand finale, where one can enjoy camel ride and brilliant performances by the folk artists under the full moon against the backdrop of picturesque dunes.

(b) *Ramdevra Fair* – Ramdevra Fair is held every year between (August – September) and about 2 to 3 lakh pilgrims visit the place each year. At this fair the dances performed by the Tera-Tali performers are the biggest draw. They are the acrobatic dancers, who tie a local instrument called morchang at different places on their body and dance. People come here from all over Rajasthan on foot during the fair. Traditional offerings include horses of clay, cloth, wood or paper, rice, and coconut. The fair has religious overtone and pilgrims are accommodated in about 13 dharmshalas.

(c) *Tannot Fair* – It is usually held in the bright half of the month of Bhadrapada, when people congregate at the temple to pay their homage.

Apart from these fairs the city celebrates all the festivals like Holi, Diwali, Dusshera, Id. including some traditional festivals like Teej, Gangaur, Goga Navimi etc. are also celebrated. Few of which have been encashed by the tourism department to showcase the heritage of the region.

**(6) Shopping Attraction – The arts and crafts of the land**

The local tradition of carving is best seen in little wooden boxes that are intricately pierced in exciting patterns and motifs. The famous leather work in form of jutties, the embroidered footwear the people wear, or the saddles, bags and pouches. Also woollen and cotton rugs and blankets in which camel hair is used for weaving, silver jewellery and trinkets, mirror worked skirts, jackets and other fabrics. All these qualities make Jaisalmer a paradise for the tourists.



## 7. Heritage Hostels and Palace Hostels

The kingdom of Bhattis the descendents of lord Krishna, these Rajputs have built number of forts and havelis. The descendents of the families still reside in their ancestral homes.

- (a) *Mandir Palace* – This was built in 1828 later additions were done to it. The palace has 10 rooms. Constructed with yellow sandstone it presents the remarkable view of the sunset.
- (b) *Pokaran Fort*: Pokaran stands isolated in the heart of the desert. But once it witnessed passing of large carvans, this fort gave shelter to a famous visitor Emperor Humayun. This 14<sup>th</sup> century fort houses within a collection of paintings, weapons and furniture. It is also a host of camel safaris. Built of red condstone the fort has 14 rooms and a delightful ambience.
- (c) Apart from this, there are a few hotels like Hotel-Heritage Inn, Gorbandh Palace, Jaisal Castle, Narain Niwas, Dhola Maru and RTDC Hotel, Moomal, all these provide good accommodation facilities and serve Rajasthani cuisine.

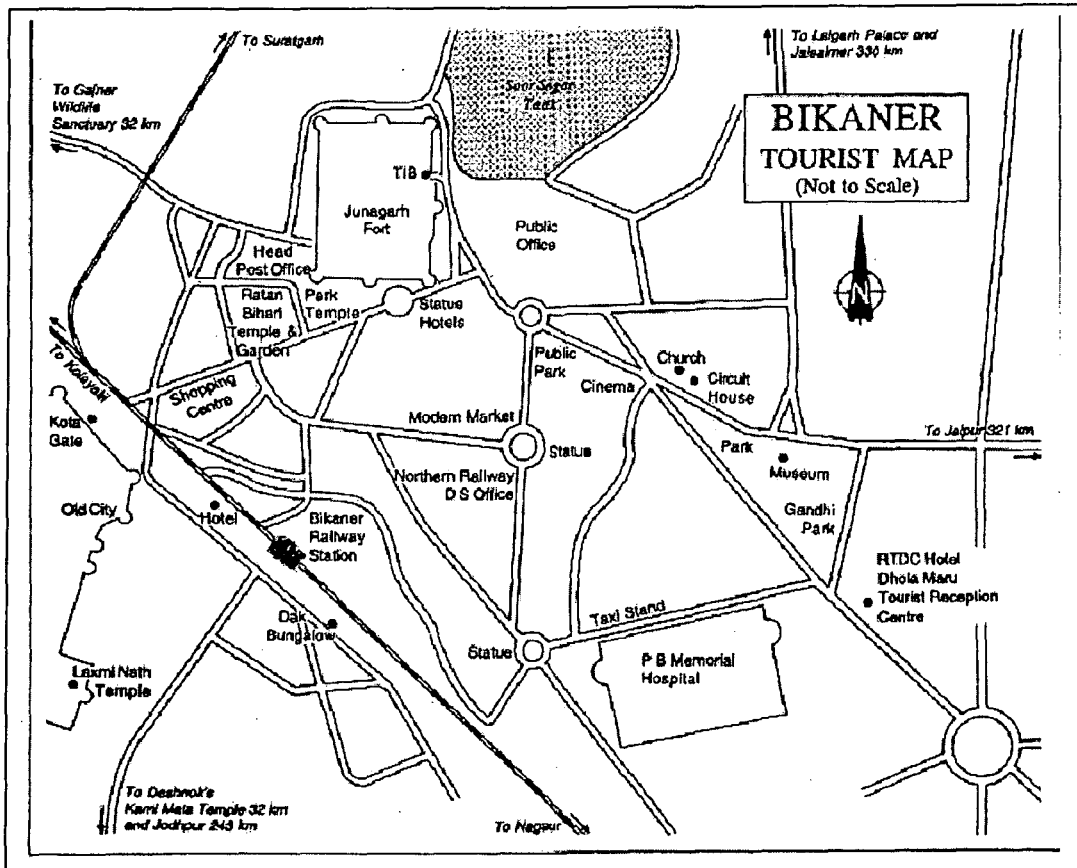
## II. Bikaner

Bikaner is situated in the northwest of Rajasthan and it can legitimately boast of some unique architectural marvels of India. The genesis of Bikaner dates back to 1486 A.D., when Rao Jodha's eldest son Rao Bika set out of his father's kingdom to conquer a separate kingdom for himself. He defeated Godara Jats and started the construction of Junagarh fort. It was a major centre of trade in the 16<sup>th</sup> century on the ancient silk route, Bikaner has retained its medieval aura. Unlike most other cities of Rajasthan, outside influences are minimal here and the traditional life-style endures.<sup>8</sup>

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<sup>8</sup> Desert Triangle: Bikaner, Jodhpur and Jaisalmer (1996) RTDC Publication.

**Map 3.3: Tourist Map of Bikaner**



### **Geographical Information**

Nearest airport is Jodhpur 253 km and it is well connected with all the major areas of the country like Delhi, Calcutta, Mumbai by means of the trains like Howrah, Bandra and Kalka etc. It also possesses dense network and roadways and is well connected by road with the major cities of India. Distances from major cities by road are, Delhi 456 km, Jaipur 334 km and Jaisalmer 333 km. Best season to visit is October to March. Being a part of the desert the climate during summer and winters is extreme. It rises to about 45°C in summers and falls upto 4°C in winters. Rainfall is very less lying below 44 cm. This place provides a good range of hotels and cuisine for the tourists, making their visit a memorable one.

**(1) Architectural Heritage**

- (a) *Junagarh Fort*: The fascinating piece of architecture was built by Raja Rai Singh (1571-1611 AD). The fort has 37 bastions and two entrances. The Suraj Pol (Sun Gate) is main entrance to the fort. There are 37 palaces within the fort and are on the southern side. A major feature of the fort is the superb quality of the stone carving. Among all palaces of interest are the Phool Mahal (Flower Palace) decorated with glass and mirrors. The Karan Mahal was built to commemorate a notable victory over the Mughal Aurangzeb. The Anoop Mahal is famous for its golden leaf painting. Other palaces worth seeing are the Dungar Niwas, Ganga Niwas, Gaj Mandir, Rang Mahal, Bijai Mahal. Gigantic columns, imposing arches and graceful scenes, minarets and pavilions, in fact make it worth repeated visits. The fort is one of its kind, remaining unconquered till date except once, when Kamran is supposed to have captured it but could not retain it over 24 hours.<sup>9</sup>
- (b) *Lalgarh Palace*: The architectural masterpiece in red sandstone was built by Maharaja Ganga Sing (1881AD - 1942AD) in memory of his father Maharaja Lal Singh (1902-1926). This magnificent palace is an example of pure Rajpur martial architecture. Designed by Sir Swinton Jacob, this palace has several grand halls, lounges, cupolas and pavilions. The exotic palace has magnificent pillars, richly carved fire mantles, Italian colonnades and motif of lotus in full bloom, adding to the magic of this jewel of the desert. Walls of the palaces are reminiscent of the past, hunting trophies and old portraits. The palace has it's own museum and library (the fourth largest in the world), clay pigeon trap and skeet shooting traps facilities at adjoining ranges. Bikaner royal family still lives in part of the palace. A portion of palace is now a hotel.

(c) *Gajner Palace*: It is a summer resort of Bikaner Maharajas. It has often been described as 'an incomparable jewel in the Thar desert'. Built by Maharaja Ganga Singh Ji of Bikaner, palace stands on the embankment of a lake. International guests Viceroy and other dignitaries have been entertained at this grand palace. The architecture of Gajner palace is truly outstanding. Built in red sandstone with intricately carved pillars, balcony and screens, the craftsmanship here is amazing. Palace is surrounded by beautiful wooded area.

(d) *Bikaner Havelies*: Havelies are marvels in home architecture, wood and gold carvings find best expression in these havelies. They are situated in narrow lanes in the old city. They are marvellous mansions made of Dhulmera sandstone which is Red in colour. Their balcony (casements), entrances, latticed windows, room for the visitors, Gumaharias or basements are exotic. The havelies were the residence of wealthy merchants who had a fancy for beauty and art, they were religious people, thus every haveli bears a temple which is most beautifully carved. They are generally six feet long and three feet wide. Carving mainly includes, flowers, leaves and jalis or stones with small holes. Main havelies are:

- (i) *Rampuria Group of Havelies*: These havelies were built by Baliya Chawla and are decorated with the golden work of highest quality. These represent the amalgamation and synthesis of arts of the Mughals and the Rajput periods.
- (ii) *Rikhji Bagri Ki Haveli*: It is situated near mohta chowk. It is very small in size but represents very good stone work.
- (iii) *Daga Chowk Havelies*: They exhibit the old contemporary faces of Indian painting and are adorned with carvings of flowers.

(iv) *Haveli of Bhairondan Kothari*: It excels in marble work and the European influence is evident in the carvings. Haveli of Poonam Chand Kothari, Mava Patti havelies and the havelies of Bantia chowk and Dammani chowk deserve special mention. In every haveli the deewankhana (room for the visitors), is the most adorned room and the most prestigious to.

These havelies with marvellous wooden ceiling carvings and use of gold in the carvings, are priceless treasures of heritage.<sup>10</sup>

(e) *Devi kund Sagar*: It is situated 8 kms in the east of the city. The members of ruling family of Bikaner subsequent to Jet Singh, the great grandson of Rao Bikaji have been cremated here. On the sides of reservoir of water lie the Royal cenotaphs of rulers of Bikaner dynasty from Rao Kalyan Singhji to last Maharaji Karni Singhji as well as those of their wives and other important members of families. There are cenotaphs (Chhatris) of 22 SATIES of royal family prior to Maharaja Gaj Singh Ji (1745-1787). There is also one cenotaph of a SATA (male sati) of a ruler. The architecture of the cenotaphs is the prime attraction of this place. Maharaja Surat Singh's Chhatri is built entirely in white marble with spectacular Rajput paintings on its ceiling. Close by is a Dargah of Rustal Ali Shah Peer which is held in high esteem by muslim community and other people.

(f) *Ganga Golden Jublee Museum*: It is the best Rajasthan museum, having one of the richest collections of weapons, miniature paintings and coins of Bikaner. These exhibits belong to the Harappan civilization, Gupta and Kushan era and terracotta ware and sculptures of the late classical period.

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<sup>10</sup> Ibid.

- (g) *Prachina Museum*: The princely state of Bikaner was founded by Rao Bika Ji in the year 1488 A.D. Since the foundation of Bikaner, the rulers of Bikaner had a prominent and glorious role in the history of India. Keeping with the rich and glorious past of Bikaner, daughter of present Maharaja Narendra Singh Ji recently (Oct, 2000) opened a museum "PRACHINA". It is an endeavour to recreate the past and highlight the pace of modernization activated with time.

"PRACHINA" is an effort to highlight the aristocratic patronage which thrived and survived in Bikaner. This museum hopes to build and develop a cultural center to revive the dying craft of Bikaner and amalgamate it to present life.<sup>11</sup>

- (h) *Camel Breeding Farm (8 kms)*: Camel is a vital species of the desert ecosystem. Considering its importance in the development of arid and semi-arid zones, the Indian Council of Agriculture Research (ICAR) has established National Research Centre on Camel (NRCC) at Jorbeer, 8 kms from Bikaner. It extends over 2000 acres of land and is the largest in Asia. The objective of NRCC is directed towards making camel an economically viable proposition for camel-rearers.

## (2) Natural Heritage

- (a) *Gajner wild life sanctuary*: This lies at a distance of 32 Kms from the Bikaner town. The foliage of woods on the Jaisalmer road are a haven to blue bull, Chinkara, blackbucks, wild boar and flocks of imperial sand grouse. Apart from this sanctuary Gajner lake is also a major attraction for the tourists.
- (b) *Kalibanga*: Located on left bank of river Ghaggar at a distance of 5 kms from Pilibanga Railway Station and 205 km from Bikaner. It was

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<sup>11</sup> Ibid.

explored by Shri A. Ghosh, Executive Director General, Archaeological Survey of India.

It is situated near the ancient Saraswati Valley, was the third provincial capital of the Great Harappan Empire. So far known as the earliest civilization of the Indian subcontinent, bearing the excavated evidence of perhaps the earliest ploughed field in the world, the first fortified city of India. However the area lacks any descriptive board to provide any information about the site and its history to the visiting public.<sup>12</sup>

- (c) *Gardens and Parks:* Ganga Public Park with a zoo Ratan Bihari temple Park and Tessitory Park, Gandhi Park are some of the lovely parks in the city. These green areas are a bit relief in this landscape.

#### **(4) Religious Centres and Pilgrimages**

- (a) *Laxmi Nath temple:* It is one of the oldest temples of Bikaner. This temple was erected during the reign of Rao Lunkaran and boasts of superb archaeological skills of the artists and artisians. Statues of deities – Vishnu and Laxmi have all along received the devotion of countless people through the last four and half centuries.
- (b) *Bhandeshwar Jain temple:* This temple was built in 1514 AD, near Laxminath Ji temple by two brothers Bhandeshwr and Sandheshwar and named after them. This architecture is dedicated to III<sup>rd</sup> teerthankar “Parshavanath Ji”. The foundation of this temple is laid by mounds of Ghee (purified butter) and coconuts. It is carved in red sandstone (Dhulmera) and white marble; famous for carvings, wall paintings structural beauty and artistically designed statues.
- (c) *Shivbari temple:* It was built by Dungar Singh Ji in the late 19<sup>th</sup> century. The temple is surrounded by embattlement wall. It has four-faced black

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<sup>12</sup> Rajasthan A La Carte, op. cit., p.31.

marble Shiva Statue and a bronze Nandi facing the Shiva lingam. There are two large reservoirs of water known as *bawaris*. This red sandstone temple attracts thousands of visitors during Shravan (Feb) and especially on Mondays.

- (d) *Sri Kolayat temple*: A famous pilgrimage spot with a temple dedicated to Kapil Muni (saint) is situated 50 kms from Bikaner on highway leading to Jaisalmer. Kapil Muni sat in meditation near lake. Muni was propounder of Sankhya Philosophy. The temple is the venue for an annual fair held in the month of Kartik (Oct-Nov) when thousands of devotees gather in a large number to take a sacred dip in the holy waters of the Kolayat lake (Kapil Sarovar) on the full moon day. Lake is considered to have the effect of washing off the sins of devotees. A cattle fair, especially for the trading of camels is a part of the festivities. The town is connected to Bikaner by road as well as rail.

Lotus is grown here on commercial scale.

- (e) *Karni Mata temple*: It lies at a distance of 30 km to the Southeast of Bikaner in Deshnok. The famous 300 years old temple on the Jodhpur road dedicated to Karnimata, it has most intricately carved silver gates and beautiful carving over the marble. The most important thing about the temple is the large number of rats roaming about freely within the temple and are called 'kaba'. They are regarded as sacred by the priests and devotees.

## **(5) Fairs and Festivals**

- (a) *The Camel Festival*: Takes place at Katariasar village. It is being organised by the tourism department since 1994, to promote city at international arena. A spectacular event of camel performances, camel races, camel acrobatics, camel dances and camel milking competition are a part of the celebrations.



- (b) *Kolayat Fair* (November) is held in the month of Kartik (Jan), where the devotees take holy dip in the Kolayat lake.
- (c) *Gangaur Fair* (April) is dedicated to Goddess Parvati and Shiva. It is an eighteen day long procession, usually practiced by married ladies, after Holi.
- (d) *Kodamdesar Fair*: It lies 40 kms from Bikaner town. A famous cattle fair is held every year here. This place also has a religious importance as here lies the Bhaironji temple. Interestingly devotees offer “Bhang or Alcohol” to the deity in the temple.
- (e) *Karni Mata Fair*: It is celebrated on the 9<sup>th</sup> day of the Navratra. It is held twice a year April-May and October/November. The worship of goddess Durga is performed. It is a sacred place for the *charans* of Rajasthan.

**(6) Heritage Hotels and Palace Hotels**

- (a) *Bhanwar Niwas*: A haveli built by seth Bhanwarlal Kampuria well maintained, Bhanwar Niwas is famous for its Blue drawing room, library, entrance hall and grand staircase. As a hotel it has 14 rooms, multicusine restaurant and a bar.
- (b) *Jaswant Bhawan*: It was built in 1926 by the last Prime Minister of the state and now has been converted into a hotel with 12 rooms and meals according to a fixed menu.
- (c) *Karni Bhawan*: This art-duo place was built in 1940 by last king of Bikaner Dr. Karni Singh. It is a 15 rooms hotel and serves Rajasthani meals on request.
- (d) *Lalgarh Palace*: Provides a perfect example of Rajput palace. It has 3 separate wings one is occupied by the Royal family, part of it is museum and other wing is a hotel. Apart from these are the recently reconstructed motel Vasant Vihar Palace and Raj Vilas Palace which were the

property of the royal family and have now been transformed into hotels (with bars and restaurants).

- (e) *Khichan*: It is a proud host of migratory demoiselle cranes, locally called as Kurjan.

### **(7) Shopping Attraction: The Arts and Crafts of the Land**

Bikaner is the best place for the camel hide products that include leather footwear, and its brilliant gesso work. It is famous for its Jail carpets, light cotton quilts and brilliantly dyed cotton fabrics. Entire shopping can be done at the shops around kot gate and KEM road. The snacks and namkeen produced in Bikaner are very popular.

## **III. Jodhpur**

Jodhpur city at the edge of the Thar desert was once the capital of the Marwar state. It was founded in 1459 A.D. by Rao Jodha-chief of the Rathore clan of Rajputs who claimed to be descendants of Rama – the epic hero of the Ramayana. It was the major trade centre of the 16<sup>th</sup> century A.D. The massive fort on the top of the rocky hill is on the northern side of the town. The old Jodhpur city is surrounded by a 10 Km long wall with eight gates serving as entrances. The new city is settled around this walled area in Jodhpur. The genius of its sculptors comes to life in its exquisite palaces, forts, temples and havelis which stand as a testimony to the imperial grandeurs. The most alluring part of Jodhpur is the traditional lifestyle, festivity and the smiling people. This city was on the silk route of the 16<sup>th</sup> century and hence was host to a number of travellers.<sup>13</sup>

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<sup>13</sup> Discover Rajasthan (1997), New Tech Photo Lithographers, p.58.

Map 3.4: Tourist Map of Jodhpur



### Geographical Information

Jodhpur being part of the desert triangle has a typical desert climate, with rainfall being only 31 cm and temperature rising to about 43°C in summers and falling to about 9.5°C in winters. It extends over an area of 75.50 km<sup>2</sup>. It is well connected by roads rail and air routes. Airport has Indian airlines flights from Udaipur, Jaipur, Delhi and Mumbai. It has important train connections, connecting it to Gujarat, Mumbai, Himachal and other southern states apart from connecting it properly within the state. Dense road network also makes it easily accessible. Some key distances from Jodhpur by road i.e. Delhi is 597 km, Jaipur 336 km and Udaipur is 260 km. There is no problem for the local convenience as local busses, tempos and auto rickshaws have very good service.

**(1) Architectural Heritage**

- (a) *Mehrangarh Fort*: This formidable fort is 5 km long and built on a 125 m high hill. Carved panels and porches, elaborately adorned walls and windows of Phool Mahal, Moti Mahal, Sheesh Mahal, Sileh Khana and Daulat Khana all represent the explicit art of medieval era. These palaces also house a magnificent collection of musical instruments weapons, furniture and miniature paintings.
- (b) *Umaid Bhawan Palace*: It is the only Palace which is built in the 20<sup>th</sup> century under the famine relief project that gave employment to famine struck population. It took 14 years (1929-1943 A.D.) to complete this largest and grandest private residence in the world.
- (c) *Jaswant Thada*: It represents a cluster of royal canotaph, built in white marble in 1899 A.D. in commemoration of Maharaja Jaswant Singh II. Rare portraits of Jodhpur's rulers are also displayed here.
- (d) *Government Museum*: It is situated in the middle of the Umaid public gardens, it has a rich collection of weapons, textiles, miniature portraits, local art and crafts and also images of Jain Tirthankars.
- (e) *Mandore*: It was the former capital of Marwar to the north of Jodhpur and just 8 km from the city has cenotaphs of the Jodhpur ruler's. Main attractions of the place are "Hall of the Heroes", where 16 huge figures which have been carved out of a single rock and a shrine of 330 million gods along with the cenotaphs. Greenery of the place makes Mandore, in true sense, an oasis.
- (f) *Balsamand Lake and Palace*: This artificial lake is 7 kms from the city and was built in 1159 A.D. A splendid summer palace along the embankment surrounded by gardens and a bird sanctuary has made it a picnic spot.

- (g) *Girdi Kot*: In the old city, this clock tower is a prominent land mark. But main attraction is the Sadar Market. This market has kept alive the old Hast Bagar culture.

**(2) Natural Heritage**

- (a) *Dhawa*: It is a wild life sanctuary with largest number of antelopes located at a distance of 45 km from Jodhpur.
- (b) *Kailana Jheel*: It has now been developed as a picnic spot by the tourism department. A famous sunset point has also been created. It is the source of drinking water for the city. The area is full of wild life.

**(3) Religious centres and Pilgrimages**

- (a) *Mahamandir temple*: It was built in 1812 A.D. This is an old walled town comprising of few hundred houses. It is famous for its 84 pillars beautifully carved all over its circumference.
- (b) *Osian*: It is a remarkable example of coexistence of Brahmanical and Jain religions. It lies just 65 kms from Jodhpur town. A cluster of temples represent two periods. 12 of these represent early period and later period is depicted by 6 temples. The Jain Mahavir temple is unique among the Osian temples, with the vaulted design of its hall ceilings. The main Sachiya Mata temple appear to be made in 1178 A.D. and has Shikhar clustered by two rows of turrets and a large assembly hall with a elaborate ceiling.
- (c) *Pal Babaji temple*: It is the temple of Lord Hanumana, which attracts devotees from all over the state. It holds great religious significance.

#### (4) Fairs and Festivals

- (a) *Marwar Festival*: It is held in October on full moon. This annual event attempts to showcase the art and culture of the Jodhpur region. This two day long colourful extravaganza, is devoted exclusively to song and dance and the 'Maand' style of folk music brings out the romantic lifestyles of Rajasthan's rulers.
- (b) *Osian Cattle Fair* (Sept-Oct): This fair is held during the period of Navratra, it is least known among the Rajasthan's various cattle fairs.
- (c) *Nag Panchami Fair* (July-Aug): This fair is held mainly to worship the snakes.
- (d) *Kite Festival*: It is organised on 14<sup>th</sup> January every year on the occasion of *Makar Sakranti*. Three days festival begins at pologround and is divided into two sections one is Fighter Kite Competition and the other is the Display Flying. On the final day, the valedictory function and the farewell dinner is held at Umaid Bhawan.

#### (5) Village Tourism

- (a) *Osian*: About 65 kms from Jodhpur this ancient city, possesses a large stretch of dunes along with the traditional temples. Tourists come here as devotees as well as excursionists. Samrau village and its fort can also be seen from here.
- (b) *Sagar Samand Lake and Palace*: Rajasthani village life and vibrant cultural colours come alive as one drive along 55 kms stretch. This lake resort was build in 1933, as a hunting lodge for royal family. It has 12 rooms and a multicuisine restaurant.
- (c) *Guda Bishnoiyan and Rabari's Village*: A Village safari to these villages about 25 kms from Jodhpur is a marvellous experience. Carpet

weaving looms and blackbucks in the surroundings countryside can be seen. The *safari* terminates at Luni where the dry river bed offers grazing pastures for cattle sheep and camels.

- (d) *Rohet*: It is located at a distance of 40 kms from Jodhpur one can stay at Rohet Garh a 16<sup>th</sup> century Champawat fort located next to a lake. It has 25 rooms.
- (e) *Bhadrajun*: A *safari* 100 km to Bhadrajun from Jodhpur town to stay at the fort palace. The water logged areas around the fort become green fields when the water recedes.
- (f) *Daspan*: Here one can stay at the Durjan Niwas Castle. The area is famous for its makers of mojris, Bhil Bow and arrows, and for its silver smiths.

#### **(6) Heritage Hotels and Palace Hotels**

- (a) *Ajit Bhawan*: It was the palace of Raja Ajit Singh, The younger brother of Umaid Singh. It was built in sandstone in 1940. It has 51 rooms in the main building, and in cottages especially created in the gardens. Each cottage is named after the Indian zodiac sign.
- (b) *Karni Bhawan*: A modern home built by Jagirdars of soda in 1940's. Characterised by Dhani, a group of huts where Rajasthani food is served. Known for its Rajasthan cuisine the hotel has 32 rooms of which 25 are air conditioned.
- (c) *Ummaid Bhawan Palace*: Part of this palace is a museum and part of it is a hotel having 95 rooms.
- (d) *Jhalamand Garh*: It is 10 km away from Jodhpur and the 18<sup>th</sup> century fort provide a glimpse of life style of Rajput families. The fort has 18 rooms and provides Rajasthani and continental cuisine.

- (e) *Welcome Heritage Royal Castle:* This hotel is located in Khimsar, a thikana of Jodhpur. It is located in the middle of Jodhpur – Bikaner highway. It has 50 rooms and a swimming pool. The castle has won a major award in the heritage hotels category.
- (f) *Garh Khejadala:* This fort is located at Khejadala (84 km from Jodhpur) on Jodhpur-Ajmer route. The rooms are simple and the hospitality traditional Rajastani.
- (g) *Fort Chanwa:* It is located at Luni, a small artisan's village about 35 kms from Jodhpur. It was built by Maharaja Ummaid Singh. The fort has 19 rooms, serves Rajasthani food and also arranges excursions to idyllic world of desert.

#### **(7) Shopping Attraction: The Arts and Crafts of the Land**

Jodhpur bazaars i.e. Gridikot and Sadar market are the favourite haunt of shoppers. Tie and dye fabrics, embroidered jutes, camel skin stools, beautiful silks, durries, and a wide range of useful decorative items are the major attraction for the tourists.

#### **IV. Ajmer**

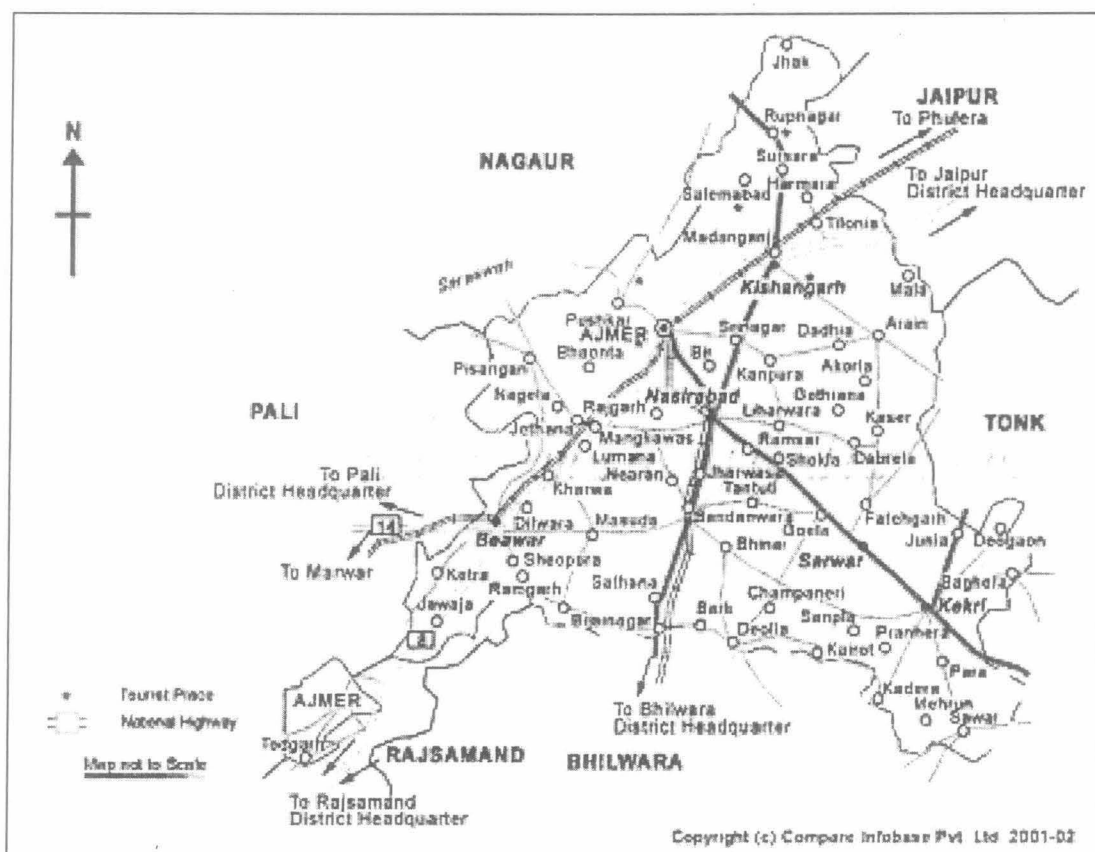
Situated in the central part of Rajasthan State, Ajmer is a fascinating blend of Sufi culture and Hinduism. It was founded by Raja Ajay Pal Chauhan in 7<sup>th</sup> century A.D. and was a major centre of Chauhan power. However in 1193 A.D. Prithviraj Chauhan lost Ajmer to Mohammad Ghori. Since then, Ajmer has witnessed many dynasties, which left behind indelible marks of their culture and ethnicity on the city's landscape. Today, Ajmer remains one of the most important pilgrimage destinations in India, equally important for Hindus as well as Muslims.<sup>14</sup>

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<sup>14</sup> HT City, The Travel Club, Hindustan Times, 1<sup>st</sup> Jan 2002.



Map 3.5: Tourist Map of Ajmer and Pushkar



### Geographical Information

Pushkar lies within the administrative zone of Ajmer. It is located at a distance of 11 kms from the Ajmer town. One can use the same conveyance for Pushkar which has to be used to reach Ajmer. Climatic conditions of both the destinations are similar. Ajmer encloses an area of 55.76 sq. km. Both Ajmer and Pushkar have closest airport i.e. at Jaipur which lies at a distance of 138 km by road. Both these destinations are well connected by a network of roads to all the major cities. So one can easily reach these destinations which lie at a distance of 395 km from Delhi, 360 km from Agra. Climatic conditions here are similar to that of other destinations under study. The mean max and minimum temperatures in summer is 43°C and 37.7°C whereas that of winters is 23.3°C and 5.5°C respectively. The best season to visit Ajmer and Pushkar lies between July to March. However, tourists arriving at Ajmer to attend the urs come according to the date of the festival.

(1) **Architectural Heritage**

- (a) *Taragarh Fort:* It is located on a steeply rising hill. It is also known as the Star Fort or Garh Beetli. It was built in the 7<sup>th</sup> century by Ajay Pal Chauhan, the fort gives a bird's eye view of Ajmer. Although in a bad shape today, it is the first fort to be built on a hill in India. This fort was believed to be invincible. Hence, Ajay Pal Chauhan named the fort "Ajai Meru" meaning an invincible hill.
- (b) *Kishangarh:* It is an art house, located at a distance of 27 km from Ajmer on Jaipur road. It houses 18<sup>th</sup> century miniature paintings. It is also famous for Gundelao lake, Phool Mahal Palace, Temple of Sri Kalyan Raiji and the Majhala Palace.
- (c) *Ana Sagar Lake:* This lovely lake was built by king Anaji, grandfather of Prithviraj Chauhan. It is strategically located between two hillocks, Bajrang Garh and Khobra Bherun (named after Hindu temples built on them). Later Mughal emperor Shah Jahan and Jahangir built the Baradari (a marble pavilion) to reach to the lake. Next to the lake are the Daulat Bagh Gardens set up by emperor Jahangir.
- (d) *The Museum:* This red sandstone structure once used to be Akbar's royal palace. The building now houses a rich collection of Mughal and Rajput exhibits. Delicate sculptures of the region are also on display here.
- (e) *Shahjahan Mosque:* It lies in the inner court of Dargah. It has a magnificent and narrow courtyard having low arcade and delicate carvings with trellis work.
- (f) *Adhai Din Ka Jhonpra:* It is an antique monument. It was built in two and a half days. A seven arched wall was added in front of the pillared hall in just two and a half days. The distinct pillars – and arched 'Screen' with its ruined minarets make it a splendid architectural

masterpiece. This was built by the emperor Akbar as a flood relief operation, to provide employment to the natives.

- (g) Mayo College: 4 Kms from the city this college was founded in 1875 on the proposal of Lord Mayo, the viceroy of India, for the education of the sons of the princes of Rajputana. Constructed in white marble in Indo-Saracenic style, it has a museum displaying historical objects of interest.
- (h) Foy Sagar: Located at a distance of 5 Kms from the city, it was constructed in 1891-1892 A.D. by Ajmer Municipal committee as a famine relief project. Foy was the Engineer in-charge of the project at that time.

## **(2) Religious Heritage and Pilgrimages**

- (a) *The Dargah*: It is the most important pilgrimage centre for people from all faiths. It is a tomb of the Sufi saint Khwaja Moinuddin Chishti, popular as Khwaja Saheb. It is also called Dargah of Garib nawaz. Its entrance has a gigantic gate, which was built by the Nizam of Hyderabad, in 1915 A.D. The Shrine attracts thousands of pilgrims during the URS-commemorating the death anniversary of the Saint, held from the 1<sup>st</sup> to 6<sup>th</sup> day of the month of Rajjab of Arabic calendar.
- (b) *Nasiyan Jain temple*: A beautiful Digamber Jain temple built in 1864-1865 A.D. is also called Lal Mandir due to its red colour. Behind the temple is a Swarna Nagri hall containing charming wooden gilt representing Jain mythology.

## **(3) Village Tourism**

- (a) *Kishangarh*: It was founded in 1611 A.D. by Kishan Singh. It lies at a distance of 27 Km from city on the Jaipur Ajmer route by road. It nurtured finest schools of miniature paintings in the 18<sup>th</sup> century. The

exquisitely beautiful 'Bani Thani' was the inspiration for the miniatures of Radha.

- (b) *Roopnagar*: Located at about 25 Kms from Kishangarh, Roopnagar has a magnificent palace built by the maharaja of Kishangarh.
- (c) *Mangliyawas*: It is 26 Km from Ajmer on National Highway No. 8. People come here to worship two trees – one of the rarest species *Adasonia Digitatalinn* popularly know as '*Kalpa Vraksha*'. Every year on Amavasya of Shravana (July/Aug) people gather to worship the trees.

#### (4) Fairs and Festivals

*Urs Ajmer Sharif*: Held, according to the Lunar Calendar, in the memory of the saint Khwaja moinuddin Chishti, it is one of the biggest Muslim fairs in India. Pilgrims from all over the world gather here to pay homage. During Urs, Ajmer becomes a centre of religious, cultural and commercial activities. It is celebrated on the 6t day of Rajjab and the festival is held at Dargah for six days.

#### V. Pushkar

This picturesque township and the sacred lake of Pushkar are just 11 Kms from Ajmer. It is separated from Ajmer by *Nag Pahar*. A myth follows here that this lake appeared miraculously when a lotus flower fell from the hands of Lord Brahma and dropped in this valley.

##### (1) Architectural Heritage

- (a) *Maan Mahal*: It was built by Raja Man Singh I of Amber along the banks of Pushkar lake.
- (b) *Pushkar Lake*: The lake is situated at a distance of 11 Km from Ajmer on the edge of the desert. It is surrounded by hills on the three sides.

## **(2) Religious Centres**

- (a) *Jagat Pita Shri Brahma Mandir*: This is the only existing temple dedicated to Lord Brahma in India. It stands on a high plinth with marble steps leading up to it.
- (b) *Apteshwar Mahadeo Temple, Warrach Temple*: This 12<sup>th</sup> century temple is dedicated to Lord Shiva. The Warrach temple houses an image of Lord Vishnu in the incarnation of a wild boar.

## **(3) Fairs and Festival**

- (a) *Pushkar Fair*: One of the most colourful fairs of India. Held in November on Kartik Poornima, thousands of pilgrims come to bathe in the holy waters of Pushkar lake. Camels are also bought and sold over here. The visit to all the shrines is completed in 7 days and is called “Chaubis Kosi Parikrama”.
- (b) *Gangaur Festival*: Dedicated to Gauri, a manifestation of Goddess Parvati. A festival of maidens and married women, it begins on the day following Holi.
- (c) *Teej*: This festival is dedicated to Goddess Parvati and marks the advent of the monsoon month of Shravana. Young girls sing songs of love and the rain.

## **(4) Heritage Hotel**

- (a) *Pushkar Palace*: A popular hotel over the residence of royal family has 32 double rooms and four singles as well as a restaurant.
- (b) *Sarovar*: Built by Raja Man Singh, largest royal residence in Pushkar. It has now been converted into a heritage hotel.

## **(5) Shopping Attraction: The Arts and Crafts of the land**

This region abounds in handcrafted wonders that make wonderful takeaways. Tilonia a small hamlet is famous for tilonia furniture. Paintings and marbles of Makara are a rare feature of its markets and artificial jewellery is yet another speciality of this region.

### **Foreign Tourist Arrival at Different Destinations**

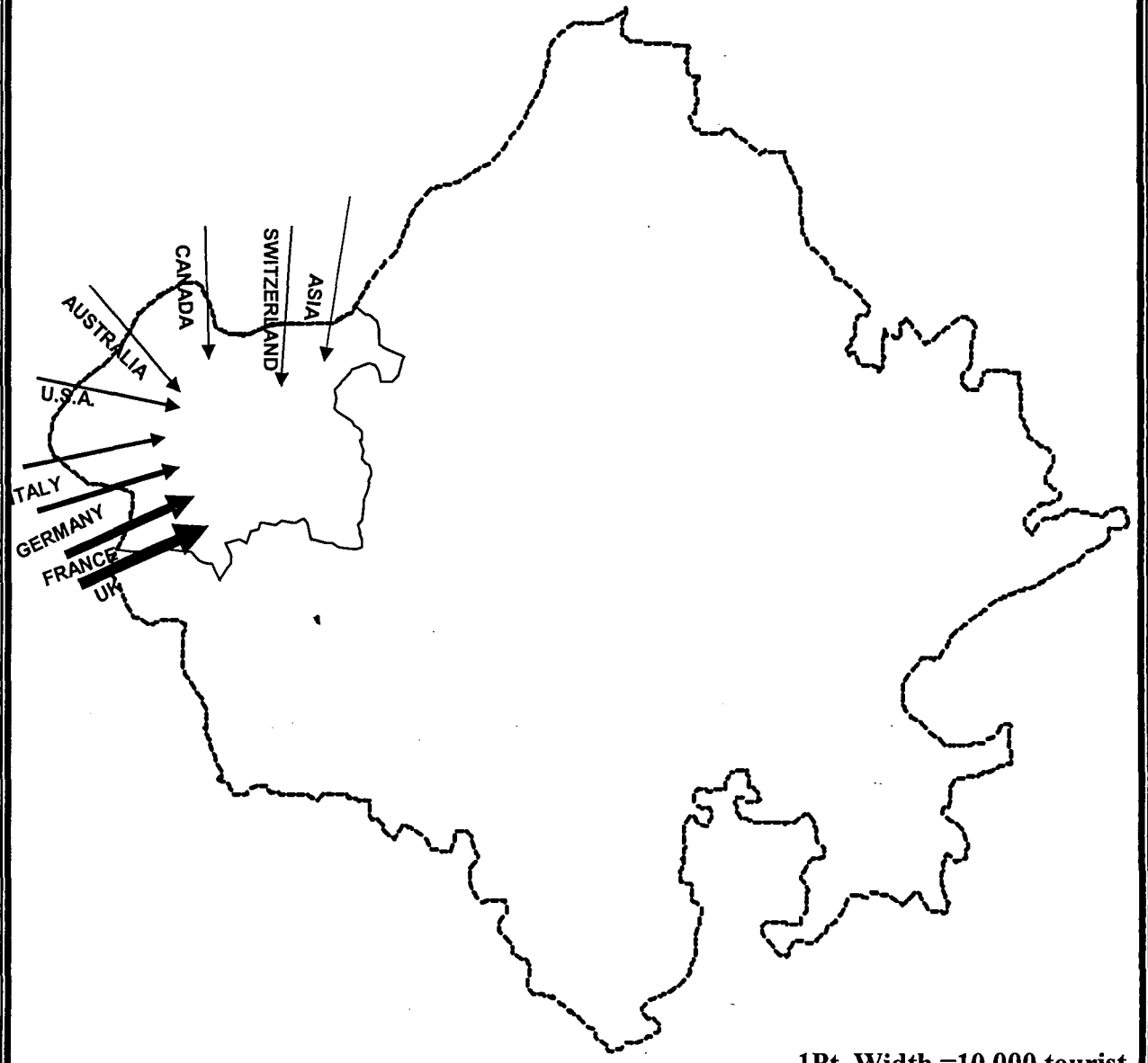
Looking over the statistics of arrival of foreign tourist over the last five years i.e. from 1997 to 2001 in Rajasthan, the trend of the arrival becomes evident. Among the five destinations chosen for study in 1997 Ajmer hosted largest number of tourists arrival, followed by Jaisalmer, Pushkar, Jodhpur and Bikaner. Foreign tourist arrival at Bikaner was very low in comparison to the other four destinations. Bikaner recorded only 25,479 tourists in comparison to about 60,000 in Ajmer.

Years 1998 and 1999 show almost similar trend of the tourist arrival. However, the tourist arrival has greatly reduced in these two years compared to the 1997. This reduction can be attributed to the increasing tension at the India Pakistan border. Rajasthan also shares an 1,070 km of international border with Pakistan.

These declining trends of tourist arrival for two successive years alerted the state and the central governments. They formulated various policies and tour packages etc. This fetched fruitful results and in the year 2000 Jodhpur registered maximum tourist arrival in comparison to the other four destinations. Tourists arrival was 50,000 in 1997 which dropped to about 35,000 in 1998 and 1999. This declining trend of tourists arrival was suddenly changed, when Jodhpur hosted about 67,845 tourist, which further rose to 69,315 tourists in 2001. No other destination included in the study area had recorded such large number of tourists arrival.

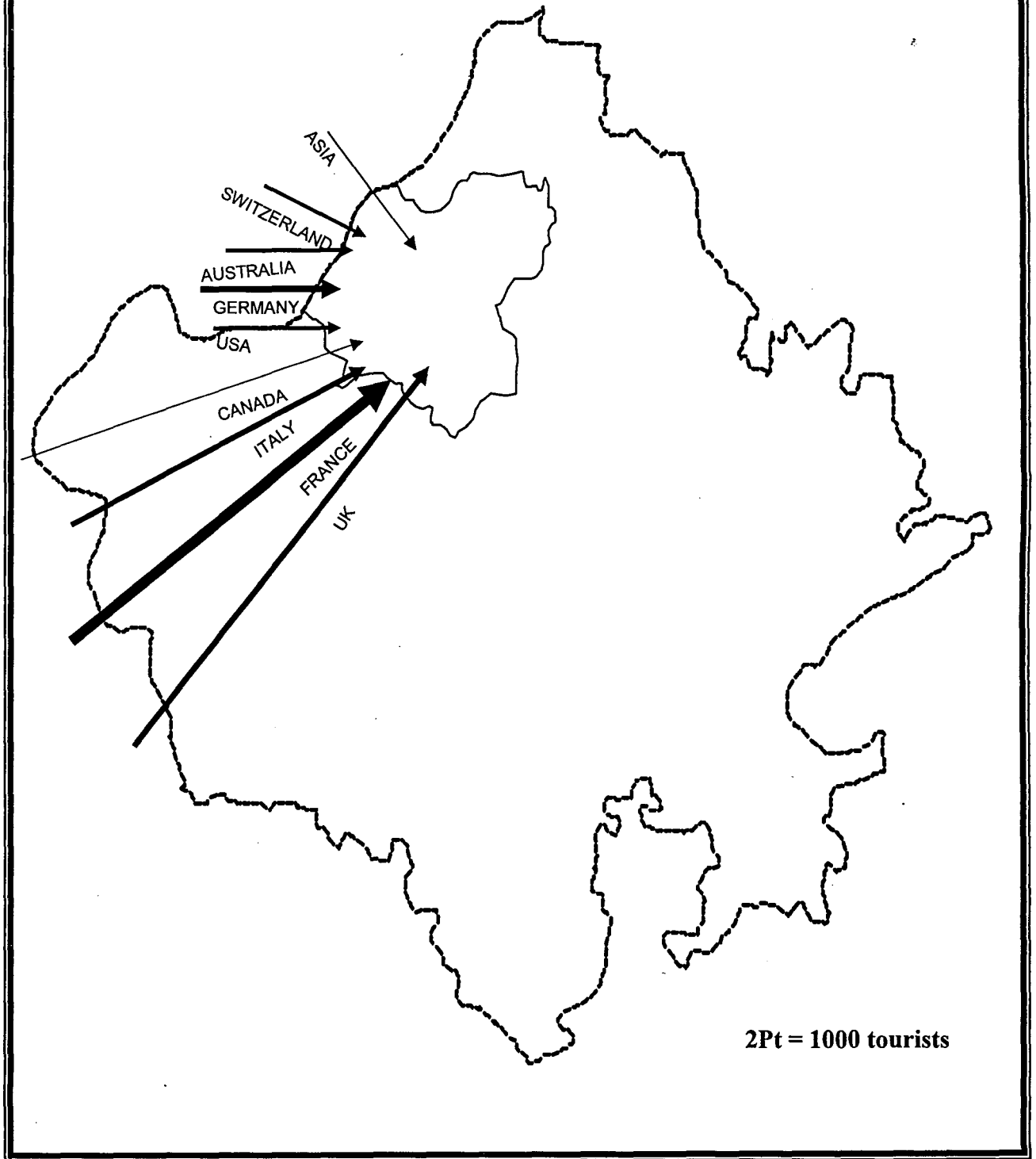
Map. 3.6

### RAJASTHAN FOREIGN TOURIST ARRIVAL AT JAISALMER (1997-2001)



Map 3.7

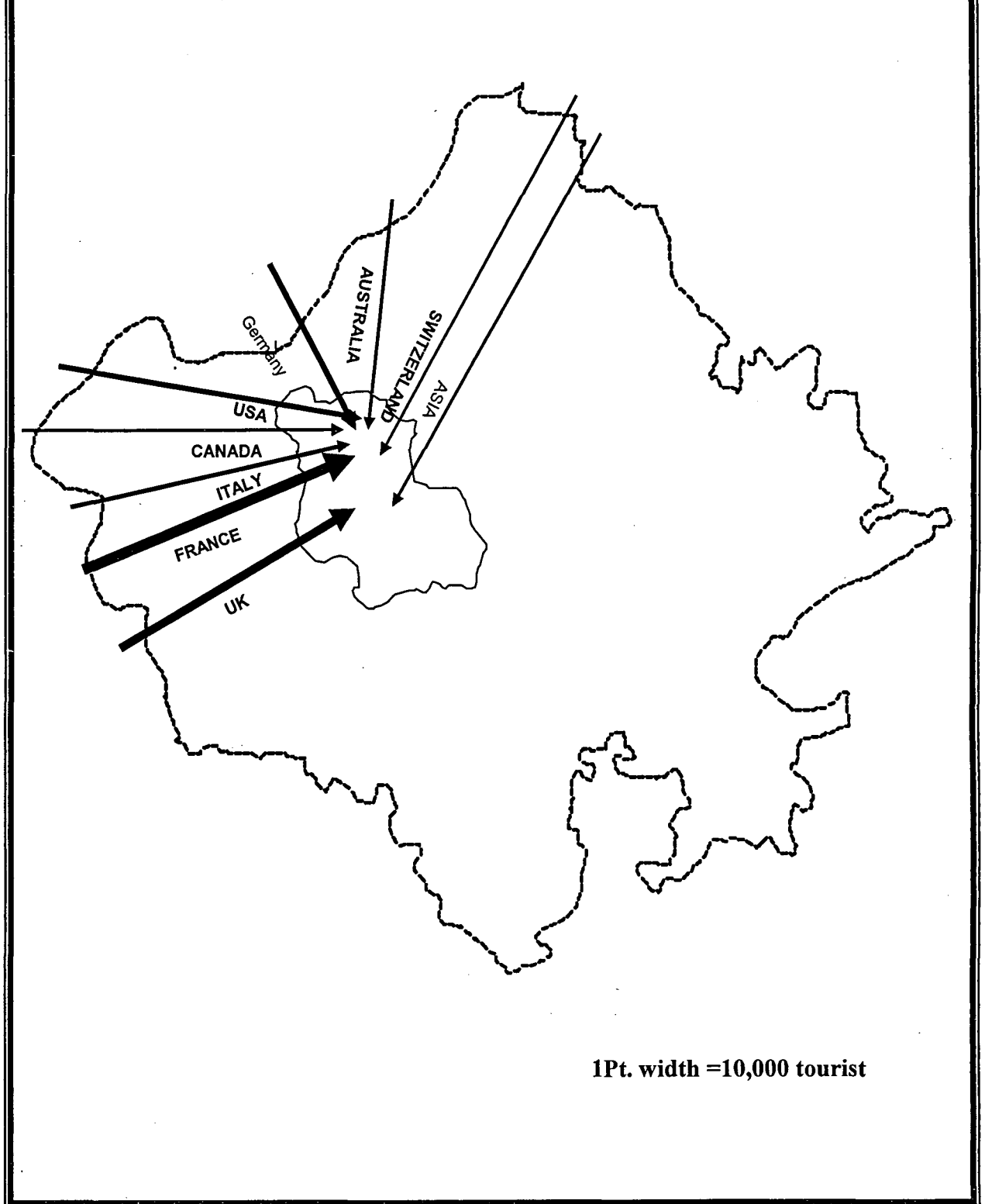
### RAJASTHAN FOREIGN TOURISTS ARRIVAL AT BIKANER (1997-2001)





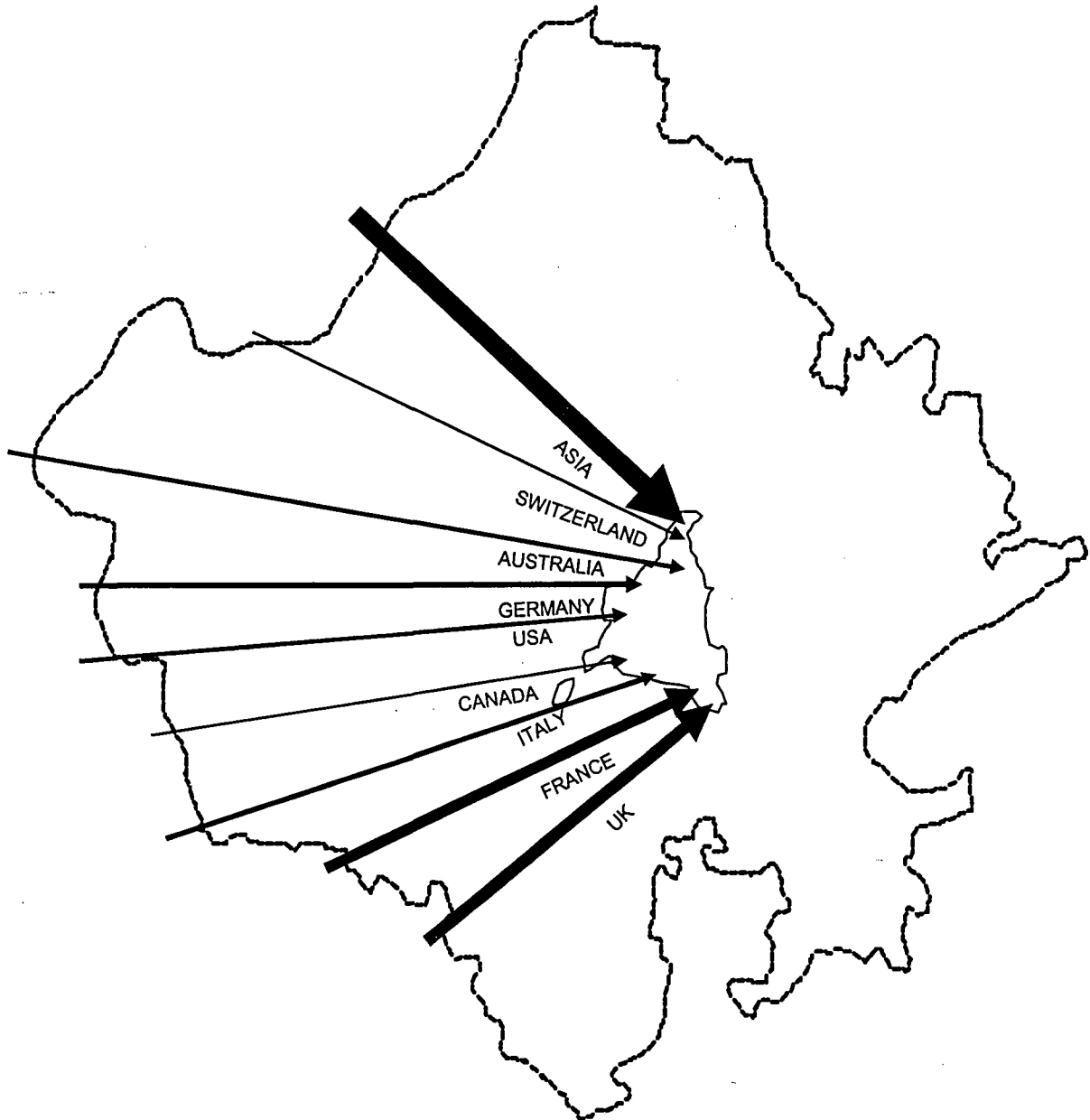
Map. 3.8

**RAJASTHAN  
FOREIGN TOURIST ARRIVAL AT JODHPUR  
(1997-2001)**



Map. 3.9

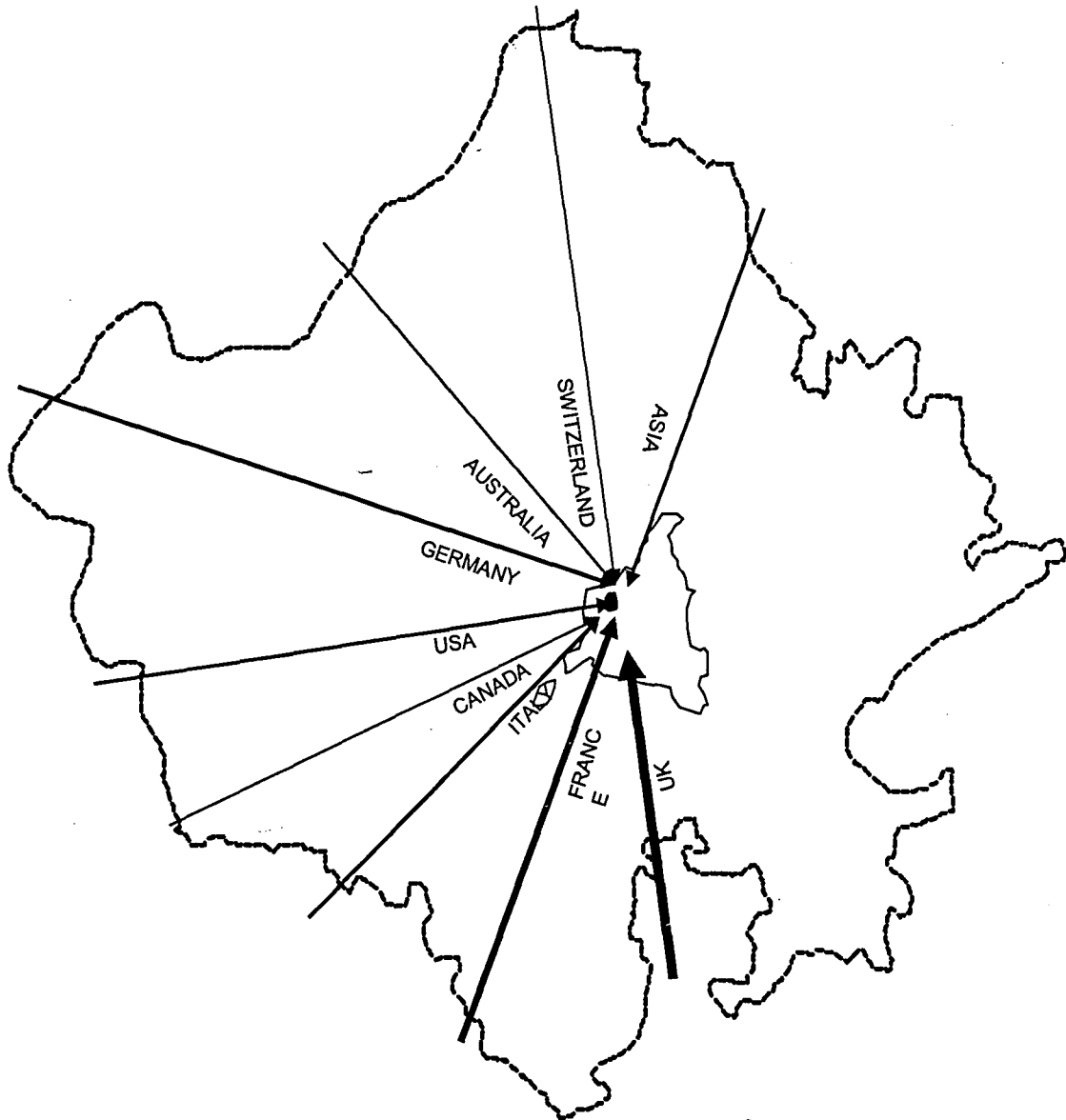
### RAJASTHAN FOREIGN TOURISTS ARRIVAL AT AJMER (1997-2001)



2Pt=10,000 tourist

Map. 3.10

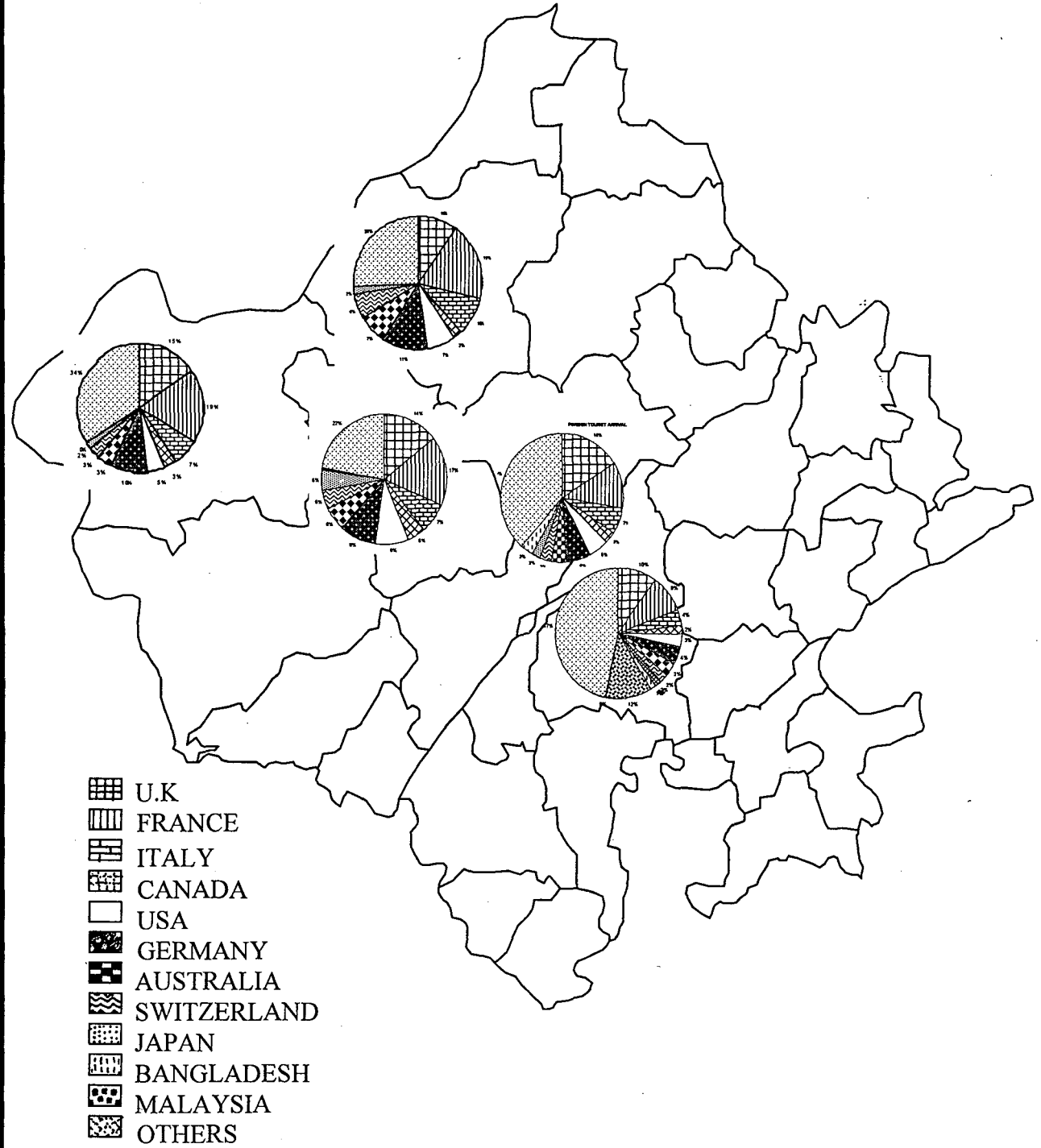
### RAJASTHAN FOREIGN TOURIST ARRIVAL AT PUSHKAR (1997-2001)



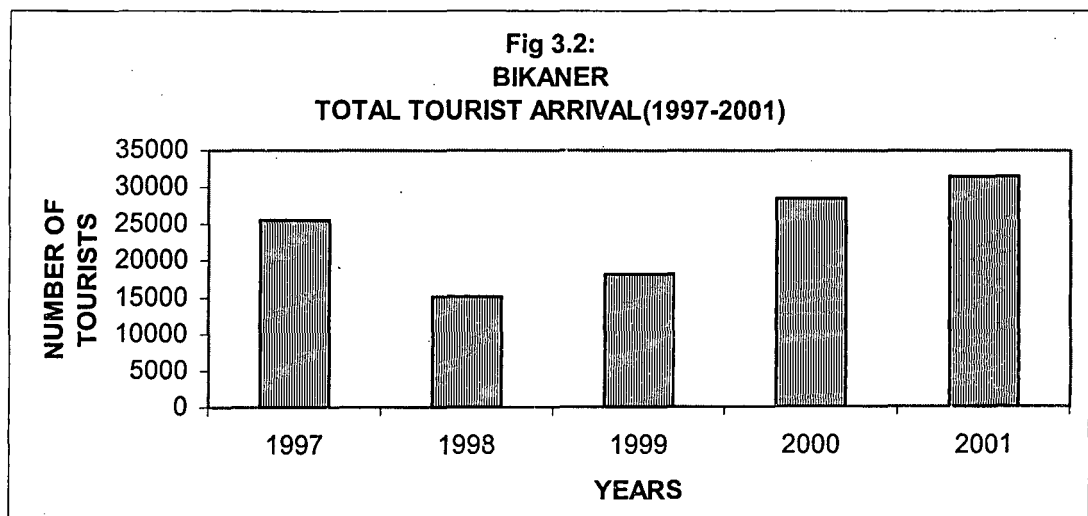
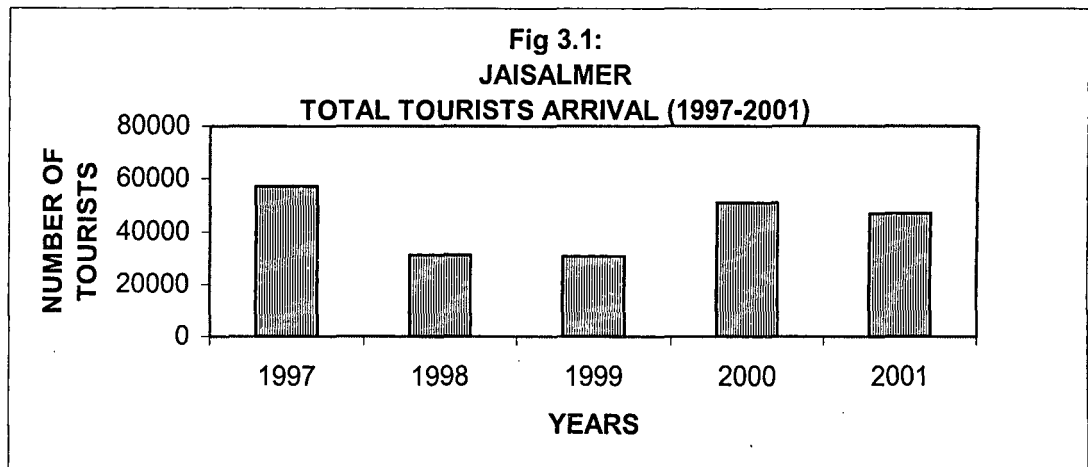
1Pt=10,000Tourists

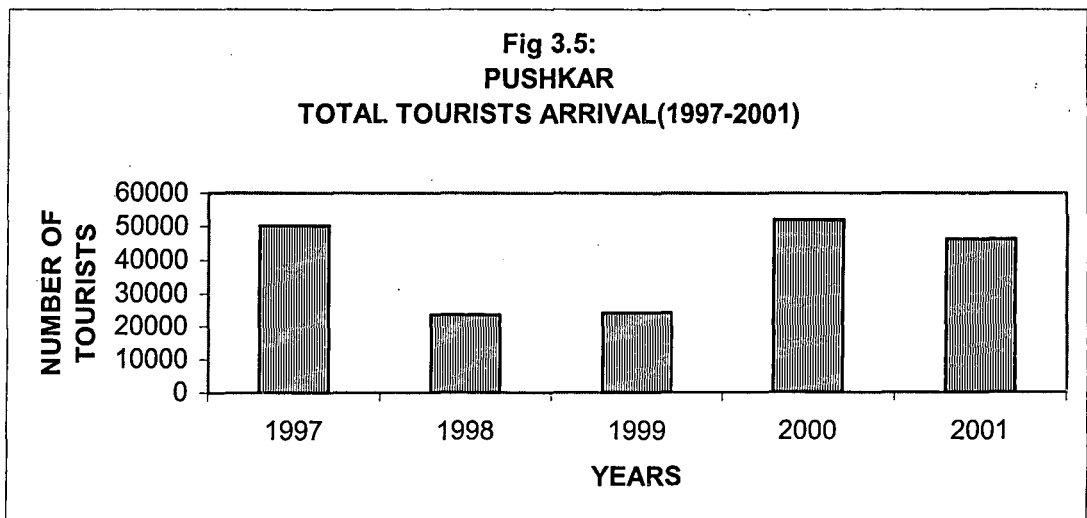
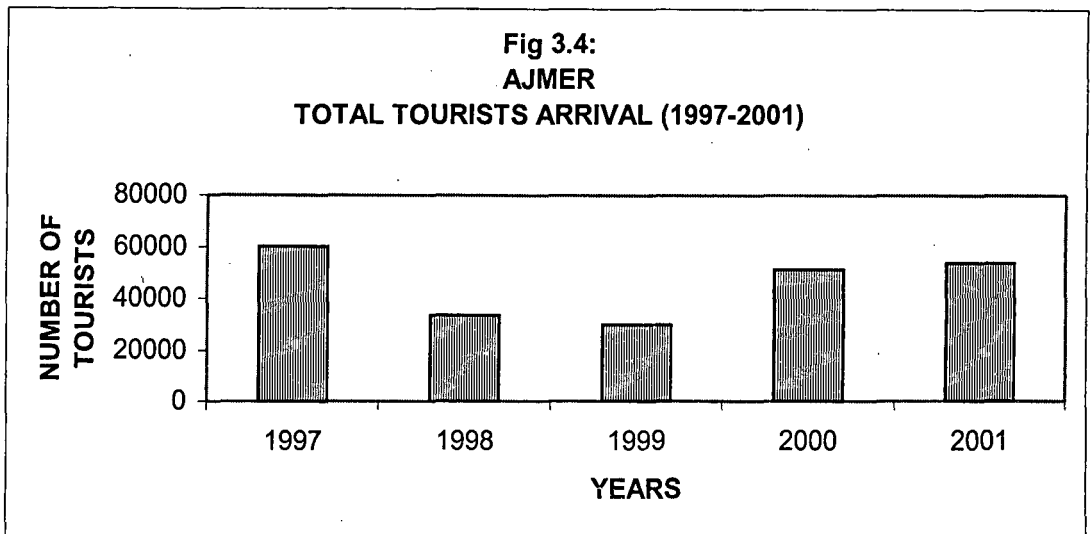
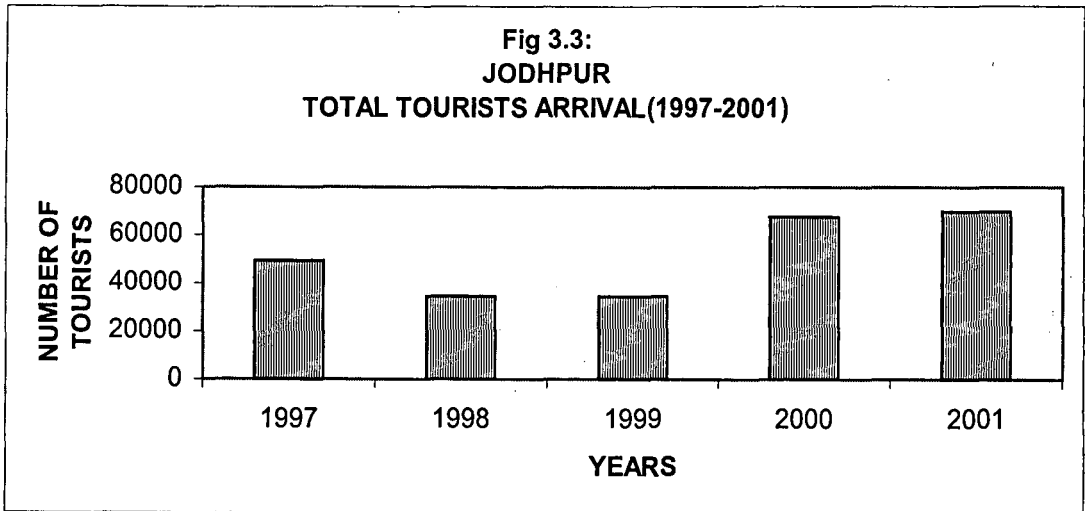
Map. 3.11

### Rajasthan Foreign Tourist Arrival at Different Destinations (1997-2001)

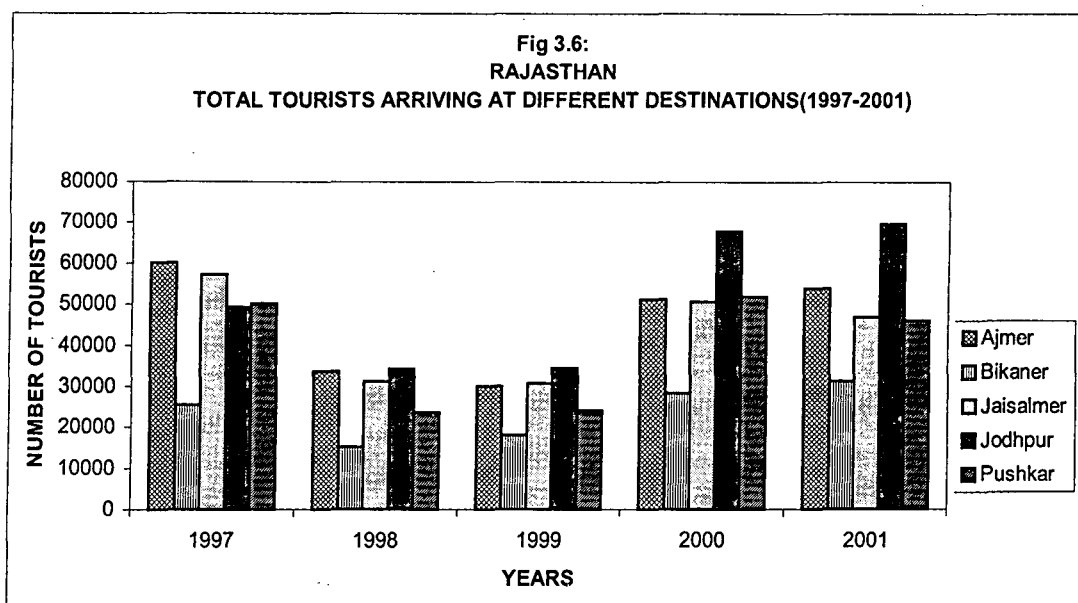


Ajmer, Pushkar and Jaisalmer destinations recorded almost similar number of tourist arrival in the year 2000. Arrival of tourists in Bikaner was still the least among the five destinations but the number has increased a bit from what was recorded in 1999. The year 2001 witnessed the similar trend, with Jodhpur recording the highest number of tourists, followed by Ajmer, showing a little bit of increase in number i.e. 51,344 in 2000 to 54,040 in 2001. Bikaner has also hosted slightly larger number of tourists, then the previous year i.e., the arrival increased from 28,441 in 2000 to about 31,000 in 2001. Thus Bikaner destination is also representing a continuously increasing trend in terms of tourist arrival. In this year there is a slight slump in the number of tourists arriving at Jaisalmer and Pushkar destinations. However, this reduction is marginal (*see, figures 3.1 to 3.5*).





Rajasthan usually hosts the tourists coming from the developed countries. Arrival of tourists from the neighbouring nations is also very less. Discussing the nationality of the tourists one can easily analyse that about 10-15 percent of the tourists coming to Rajasthan, from UK, visit these 5 destinations. Countries like UK, France, Italy, Germany, Canada and USA forms the major bulk of tourists arriving at these destinations (*see, figure 3.6*).



Taking the percentage of the total tourists arriving at different destinations from different nations over the last five years one can easily judge the nations which form the maximum tourist flow. Looking at the data it can easily be said that at Ajmer destination maximum bulk of tourist comes from Pakistan and Bangladesh (Asia). These are mainly the religious tourist, who come to Ajmer to pay homage at the Dargah, as both these countries are Islamic countries. However, the number of tourists coming from countries like UK, Italy, Canada, USA and Germany etc. have declined over the last five years. This can be attributed to the hype created by the media regarding the India-Pakistan relations. In the developed countries from where tourists come, especially to relax from their tense lives, they prefer to go to countries like Singapore and Malaysia, where there are no such tensions prevailing. However,

France is the only country which has shown an increasing trend of the tourist arrival in Ajmer from 1997-2001.

In Bikaner tourists coming from Italy, Canada, Switzerland, Germany and Australia form the major bulk of the foreign tourists. Very little tourists come from the Asian or the neighbouring countries to Bikaner. That means Bikaner has still got to go a long way to establish itself on the International tourist map.

In Pushkar also major bulk of the tourists is from European countries and USA and Canada. Participation from Asian countries is negligible.

The percentage of tourists coming to Jaisalmer from the total tourist coming to Rajasthan is 7.7 percent. France and Germany account for the largest number of tourists coming to Jaisalmer. Tourists of other nationality are Americans, Italians, Australians and the Britishers.

In Jodhpur maximum tourist percentage is formed by France (17 percent) followed by UK, Italy, USA, Germany, Switzerland, Japan and others. Tourist arrival has greatly increased here over the last five years.

### **Domestic Tourist Arrival**

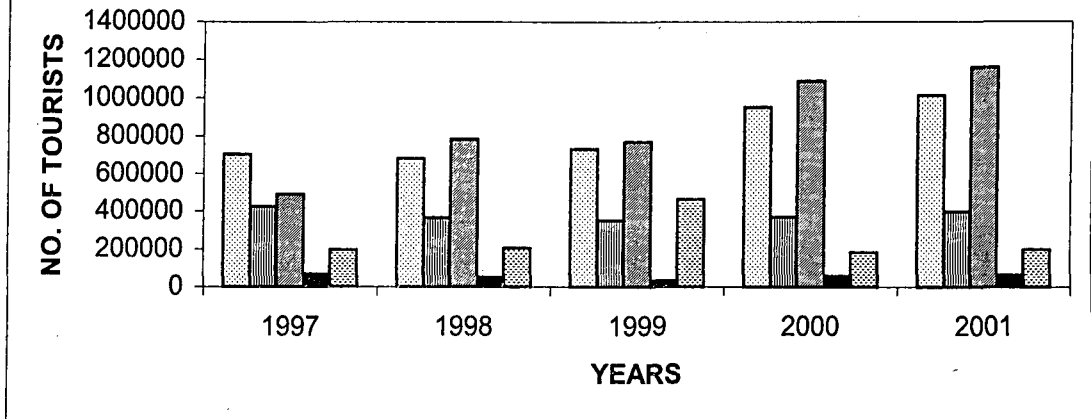
Domestic tourists greatly outnumber the foreign tourists arrival. Looking over the trend of last five years it can be said that the arrival of tourists in all the five destinations have largely increased from 1997-2001.

Pushkar and Ajmer host the maximum number of tourists. The source region of origin of tourists cannot be known as the data is not available. In 1997 Ajmer hosted about 45,000 tourists whereas this number increased to about 12 lacs in 2001. Pushkar also shows the similar trend.

Arrival of tourist at Jodhpur has been more or less constant in the last 5 years. However it has shown a meagre decline in 2001.



**Fig 3.7:  
DOMESTIC TOURISTS ARRIVAL AT DIFFERENT DESTINATIONS  
(1997-2001)**



Arrival of foreign tourists is comparatively more than the domestic tourists in Jaisalmer. Jaisalmer hosts the minimum domestic tourists in comparison to the other four destinations.

Bikaner has registered similar number of tourists over the last five years. It has shown meagre increase from 1997 to 2001 (*see, figure 3.6*).

Thus in the end it can be concluded that all these five destinations show almost similar trend of the tourist arrival. And most of the foreign tourists come from European nations and other developed countries like USA, Canada etc. State government needs to make certain policies which could attract tourists from nearby countries like China, Singapore, Sri Lanka etc.

## CHAPTER 4

### POLICIES AND IMPACTS OF TOURISM IN RAJASTHAN

#### Planning Policies of the Government to Develop Tourism in Rajasthan

Agricultural, industrial and tourism development are three ways to bring money and business into a given region. Tourism development is perhaps the quickest and the cleanest industry of the three. Organised tourism in India began in the 1950's with the launching of the five year plans, but it is a matter of concern that after 53 years, India still has only 0.4 percent of the world tourist trade. There are many reasons for this insignificant growth:

- (a) One of the main reasons for low tourist arrivals is stated to be the poor state of infrastructure.
- (b) International tourism traffic generally flows from developed to developing countries<sup>1</sup> and countries like India account for more outflow of the tourists to the developed countries than the inflow to India.
- (c) India lies far away from the developed countries. Therefore, the airfare is very high. Whereas, the fares between Europe and America is much lower and it attracts more visitors. The organised tours provide attractive packages.
- (d) If a country has rich neighbours, as in Europe and America, regional traffic is high. But people of India's neighbouring countries are poor and do not have enough income to travel to India.
- (e) Last but not the least; tourism develops in a peaceful political environment. Owing to terrorism in Kashmir, Northeast and riots in Gujarat, tourism has suffered a setback.

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<sup>1</sup> Hasan, M.R. (2002, April 22), "But Where Are the Tourists?" The Hindu.

In a state like Rajasthan where there is acute shortage of water and very low concentration of industries, it is essential to develop non-convention means to generate employment. Thus, it becomes very important to develop tourism in here as a major foreign exchange earning industry. In the last three years government has invested Rs.140 crore with the help of 112 tourism units.<sup>2</sup>

### **Tourism in Rajasthan**

With its rich historical, cultural and environmental heritage Rajasthan has emerged during the last decade, as one of the favourite tourist destinations in India for both domestic and foreign tourists. While in the year 1973 the total arrival of tourists to Rajasthan was about 2 million, the number has increased to 7.99 million by the year 2000, of which domestic tourists were 73.74 lacs international tourist were 6.23 lacs. At the present state receives 0.62 million of the 2.62 million foreign tourists who visit India annually. It is estimated that on an average a foreign tourist spends Rs. 1500 per day and domestic tourist Rs. 750 per day. It is also estimated that the average stay of a foreign tourist in the state is 2.5 days. The total expenditure by the tourists visiting the state exceeds Rs. 2000 crore per annum.<sup>3</sup> The rate of growth of tourism in Rajasthan has been phenomenal. The annual rate of growth for domestic tourists has been 7 percent and for international tourists it has been 5 percent.

#### **(a) Organisational Structure of Tourism in Rajasthan**

The organisations dealing with tourism in Rajasthan are working since 1956. Under the tourism department there are two public sector institutions i.e. State Tourism Development Corporation and State Hotel Corporation and one private organisation Rajasthan Institute of Tourism and Travel Management (RITTM – Ritman).

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<sup>2</sup> Mehta, K. (2002), "Rajasthan's Tourism Policy: First of its kind in India", *Yojana*, Vol.2, pp.12-15.

<sup>3</sup> Tourism Policy of Rajasthan 2001, Print O land Publication, p.3.

RTDC was established in 1978 as a private limited company. It was later taken over by the Government as a public sector enterprise. It acquires the land allotted by the Government, and develop it for setting up hotels and other tourism related projects. Collectors of the region select suitable sites around major tourist destinations, which are later developed for by RTDC for tourism related infrastructure.<sup>4</sup>

Tourism sector was given the status of industry in the year 1989 and all the facilities and concession available to industries in the state are provided to the tourism units in the state as per rules in force.

All hotels function according to the rules and regulations of the State Hotel Corporation. Tourism is, to a great extent dependent on the type and quantum of accommodation available. Accommodation is very important part. Hotels are of various types and standards. These are classified on the basis of facilities and services provided by them. Apart from the normal star categories, a new classification called heritage hotels was introduced during 1996. Heritage hotel is that palace or haveli which has been in existence for more than 75 years and which is now being used as a hotel. At present there are 40 recognised heritage hotels in Rajasthan providing 2330 rooms for the tourists.<sup>5</sup>

RITTM was registered on 29<sup>th</sup> October 1996 which mainly aims at developing human resources for the various activities related to tourism department in Rajasthan.<sup>6</sup>

### **Tourism policy and programs**

On 27<sup>th</sup> September, 1994, i.e. World Tourism Day, the government of Rajasthan announced its first state tourism policy which included large incentives for the private sector to frame a basic structure for the development of tourism trade in Rajasthan. This first tourism policy aimed at boosting up the

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<sup>4</sup> Tourism Policy of Rajasthan 2001, Department of Tourism, Art and Culture, Rajasthan, p.12.

<sup>5</sup> Sharma, K.C. (1996), Tourism Policy Planning, Strategy, Pointer Publishers, Chapter 5, p.144.

<sup>6</sup> Progress Report 2000-2001, Tourism Art and Culture Department of Rajasthan, p.16.

rich cultural heritage art, handicrafts, monuments and traditions of Rajasthan. Since then it has been a long way for the policy formulators of the state.

*Eighth Five Year Plan (1992-97)*

During this plan period about Rs. 4411 lakh were spent on the tourism department whereas the plan had an estimate of expenditure of Rs. 5056 lakh.<sup>7</sup>

*Ninth Five Year Plan (1997-02)*

In the first three years of ninth five year plan the programmes started by the tourism department mainly included Pitman, Law and Order and publicity of tourism. It allotted amount especially for the activities promoting tourist arrival in the state, complaints redressed Regulation of Tourism Trade by enactment of Act.<sup>8</sup> The amount sanctioned in this plan period to the tourism department and actual expenditure in these three years was

**Table 4.1: Expenditure on Tourism during Ninth Five Year Plan**

*Rs. in Lacs*

Year	Sanctioned Amount	Actual Expenditure
1997-98	1325.00	1234.93
1998-99	796.00	790.56
1999-2000	198.00	193.98

*Source: Tourism, Art and Culture Department, Rajasthan.*

**Tourism policy of Rajasthan, 2001**

The primary objective of the policy is to promote tourism industry as a means of socio-economic development of the state by making tourism a truly People's Industry in Rajasthan.

<sup>7</sup> Progress Report 2000-2001, pp.5-6.

<sup>8</sup> Progress Report 2000-2001, Tourism Art and Culture Department of Rajasthan, Jaipur, p.6.

## **Objectives of Tourism Policy**

This policy aims at the maximum utilization of rich tourist resources of the state to attract maximum number of domestic and international tourists, developing rural tourism for generating employment opportunities in rural areas by launching Paryatan Rozgar Yojana with active participation of Panchayati Raj Institutions and to make available resources for this purpose. Since computers have become a necessity in the present era, thus, ample emphasis has been laid on the use of electronic, print and cyber media for the marketing of Rajasthan as a premier tourist destination; to facilitate the growth of tourism in the state. One of the objectives of the states tourism department is to associate the various culture institutes of the state with tourism, and develop market for the rich and varied handicrafts and cottage industries which would ensure welfare of artisans. Apart from these the tourism policy has given due importance to opening up of new vistas in tourism like adventure tourism, eco tourism, camel/horse safaris, river and canal cruise, educational tourism, caravan tourism and village tourism.<sup>9</sup>

## **Involvement of the private sector**

The private sector led tourism growth will look after developing the use of electronic, print and cyber media for marketing of Rajasthan as a premiere tourism destination; enhancing, quality and diversifying tourism products of the state. To also establish synergy between tourism and handicrafts and their marketing through organising *Haat* and *Shilpgrams* and to obtain policy direction from the state tourism advisory board constituted under the chairmanship of the chief minister of Rajasthan.

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<sup>9</sup> Tourism Policy of Rajasthan 2001, Department of Tourism, Art and Culture, pp.5-9.

## **Tourism infrastructure**

Rajasthan is the largest state of the country and it also has large potential for tourism development. Therefore, it is essential to develop adequate and suitable infrastructure like accommodation, roads, airport facilities, rail facilities, local transport communication links and other essential amenities. For this, there is a recommendation in the policy that the Government shall develop such a infrastructure jointly with the contribution of private sector.

- (a) *Accommodation:* Rajasthan has estimated tourist accommodation of 1900 rooms in 772 hotels as per assessment of the state tourism department, 20,000 additional rooms are required by the year 2005 A.D. This has been thrown open to the private investment in the hotel industry by the State.
- (b) *Heritage Hotels:* Rajasthan was the pioneer state in launching heritage hotels in the country. State Government, to encourage development of heritage hotels and preserve historical heritage, made the provision of advancing loans to the owners. The DOT would also undertake the preservation work of private historical buildings/monuments, and develop them into heritage hotels.
- (c) *Camp Tourism/Eco-Friendly Nature tourism:* A new scheme for development of camping sites, which is already very popular in places like Pushkar Desert Festival, would be further extended to new tourists places to cater to the needs of budget tourists especially in peak season.<sup>10</sup>

This scheme, although is very good for the budget tourists and to some extent solves the problem of accommodation, but at the same time it causes a great deal of pollution after the festival is over and in winters it is difficult for the tourists to stay in these camps.

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<sup>10</sup> Rajasthan Tourism Policy 2001, Tourism Art and Culture Department.

- (d) *Wayside facilities:* Such facilities like motels and restaurants are being developed by mainly the private sector at intervals of 100 to 125 kms along the important road-routes in the state.
- (e) *Tourist Transport:* Efforts would be made to launch an economy version of luxurious palace-on-wheels for budget tourists, and to arrange special tourists trains. Due to inadequate rail and air links, surface transport becomes very important. Private sector would invest in setting up international airport in Rajasthan.
- (f) *Paying Guest Scheme:* Besides the natural and historical attractions of Rajasthan, one additional quality of Rajasthan is its traditional hospitality. Foreign tourists come here to enjoy the local life from close quarters. Thus, this scheme was launched to provide an opportunity to the tourists to stay with the local family and also to meet the gap between the available accommodation and the requirements during the peak tourist season. But the future of the scheme largely depends on the registration of only the genuine families which is very difficult to determine.

Government of Rajasthan has invited investments from private sector to develop the following seven key tourist circuits in state viz: -

1. Ajmer – Pushkar – Merta – Nagaur
2. Haddoti (Kota – Bundi – Jhalawar – Baran)
3. Jaipur Tonk Sawai Madhopur
4. Desert Triangle (Bikaner – Jaisalmer – Jodhpur – Barmer – Nagpur)
5. Mewar – (Udaipur – Chittorgarh Rajsamand, Bhilwara)
6. Shekhawati (Sikar Jhunjhunu)
7. Mount Abu



The investment requirement is providing efficient support infrastructure for these tourist circuits is estimated at Rs. 18377 million. A further Rs. 1541 million would be required from 2000-005 for developing accommodation facilities.

**Table 4.2: The estimated sector wise investment requirement**

<b>Infrastructure</b>	<b>(Rs million)</b>
Accommodation	6116
Transportation (Airports)	4496
Roads	3779
Power Supply	1668
Sewerage	1305
Water Supply	586
Telecommunication	430
Sites	240
Wildlife Sanctuaries	140
En Route Sanctuaries	43
Training Institute	39
Site Interpretation Facilities	1077
<b>Total</b>	<b>19918</b>

*Source: Express Travel and Tourism, 15<sup>th</sup> Feb 2002.*

### **Key policy initiatives**

A state Tourism Advisory Board has been setup under the chairmanship of the Chief Minister. Tourism being a multi-sectoral activity, divisional coordination committees are set up, which are headed by Divisional Commissioners, would look after coordination amongst the agencies at divisional level. Besides a district tourism promotion committee has also been set up, headed by the collector. Thus, the policy aims at spreading the network of tourism at the grassroot level.

One of the few constraints identified in the development of tourism infrastructure is provision of land free from all encumbrances. The Tourism Department will simplify the rules for allotment and acquisition of land for tourism infrastructure. The tourism department has identified land and buildings having tourist potential, belonging to Government departments and utilise them for tourism by creating supplementary facilities. Private sector is being encouraged to lease such properties for management. Tourism properties owned by the Rajasthan Tourism Development Corporation (RTDC) are also being licensed/leased to private sector for management.

A unique scheme of inviting corporates to maintain historical monuments has generated enthusiastic response.

A Ropeway Act has been passed to facilitate private sector investment in ropeway projects in the state. Rules for operations of ropeways are being finalised. To further add impetus to tourism in the state, the government is looking at enhancing the tourism products in the form of promotion of handicrafts and cottage industries. Rajasthan has a rich and varied heritage of handicrafts, handlooms, and other products, which are appreciated and purchased by tourists visiting the State. Efforts will be made to improve direct access of tourists to artisans who produce these goods to improve their marketing. RTDC will develop shopping arcades in their existing properties and provide space for artisans to display and market their products. Efforts will also be made to set-up *Shilpgrams* at various tourist destinations with the assistance of Development Commissioner (handicrafts), Rajasthan Small Industries Corporation (RAJSICO) etc. A handicraft museum would also to be set-up.<sup>11</sup>

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<sup>11</sup> Express Travel and Tourism, 1-15 Feb 2002.

## **Incentives/Concessions to promote tourism**

State government has provided several concessions for the promotion of hotel industry in Rajasthan. A few are as under:

- (a) Remission in stamp duty: Hotel units in the rural areas are exempted from the stamp duty and the luxury tax and in the urban areas hotel units are given 50 percent exemption.
- (b) Concessions in bar license fees to heritage hotels will be available as per the provisions of the State Excise Policy.
- (c) To promote the film shooting in Rajasthan the films are exempted from entertainment tax to the extent of 100 percent if 75 percent of the film is picturised in Rajasthan. New multiplexes and drive-in-cinema's would be exempted from entertainment taxes to the extent of 75 percent in the first year; 50 percent in the second year and 25 percent in 3<sup>rd</sup> year from the date of operation.<sup>12</sup>

Apart from these government of India has also provided incentives for the development of tourism like the TFCI (Tourism Finance Corporation of India) extends loans of 3 crores and above for establishment of Hotel units. The hotel units are also given some relief in the income tax payment.

While formulating the policy on tourism due importance has been given to the security of the tourists. For this purpose a Tourist Assistance force has been set up where tourists may address their complaints.

All these steps taken by the state government will definitely improve the status of the tourism industry in Rajasthan. Although the policy implementation is in its infancy stage but still, it can be estimated that this will prove to be milestone in the developmental process of tourism in Rajasthan. The

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<sup>12</sup> Tourism Policy of Rajasthan (2001), Department of Tourism Art and Culture, Print O land, Jaipur, pp.29-30.

implementation of policy is possible only by the active participation of the public at the local level i.e. the small retail shopkeepers should also be trained enough to treat a tourist well. He shouldn't charge them more, for the goods they buy. If they come to know that they are cheated, they won't come back to that place. It is the tourist spots that attract the tourists once to the place and it is the hospitality of the natives which attract the tourists to come again and again. Therefore, apart from the infrastructural facilities, the government should also aim to educate the people or the shopkeepers who would interact with the tourists. They must be taught, how to behave so that they could attract more tourists again to their place.

Today government is faced with continuing inflation, there is lack of funds for the industry, Government has to invest in other fields also for the overall development of the state. Financial constraint is the major problem. But it can be said that, in our rapidly changing society, the tourism industry may have its share of problems in the years to come, but with sincere efforts, cooperation and the ability to make use of new technology, it will certainly prosper.

### **Impact of Tourism**

Tourism is generally considered to be a beneficial activity. It is a non-polluting, job generating and foreign exchange earning industry. However years of experiences have led to the realization that mass and uncontrolled movement of people creates certain social, economic and environmental impact at the destinations. This impact varies according to the type of the tourism promoted and it can be both positive and negative. Some times problems arise not because of tourism, but the way tourism is managed. The knowledge of threats and obstacles to tourism is essential for proper planning and development of this sector.

## **Economic Impact**

Tourism as a source of employment is particularly important in Rajasthan because Rajasthan has lack of industries and means to exploit the resources. According to one estimate, an investment of one million rupees creates 89 jobs in the hotel and restaurant sector, a key component of the tourism industry, as against 44.7 jobs in agriculture and 12.6 in manufacturing industries.<sup>13</sup>

Apart from this tourism gives rise to numerous demands for goods and services for eg., accommodation, food and drinks, long distance and local transport, entertainment, shopping, guides for sight-seeing, etc. Not only does the tourist expenditure provides direct income to all these different services but also generates employment in hotels, restaurants, transport operators and workers, travel agents and their employees and many others. The extent to which direct employment and income is generated in each of these services depends on the volume of tourist traffic, amount of tourist expenditure and the pattern of their spending.

It generates an immense volume of indirect employment and income with a multiplier effect. Apart from being the first recipient of the tourist money, there are many others who become beneficiaries. The demand for goods and services is further generated by the ones who receive employment through tourism, that opens up a new dimension. The additional demand arising indirectly out of tourism generates more employment and income and once again generate the further multiplier effect through a chain of transactions.

In Rajasthan tourism has been a major source of income and employment. In regions like Jodhpur, Bikaner, Jaisalmer, Ajmer and Pushkar, where number of industries is very less. Most of the population is engaged in local crafts and sculptures. Due to the arrival of tourists their local handicrafts,

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<sup>13</sup> Williams, A.M. and Shaw, G. (1995), "Tourism: Candy floss industry or jobs generator?" *Town Planning Review*, vol. 59, pp. 81-104.

sculptures and goods have attained recognition in the international market. Due to the demand generated by the domestic as well as the foreign tourists, their local art have attained the status of cottage industries. It is the major source of earnings and requires very little investment. For example, woolen durries, terracotta pots, trinkets, camel saddles at Ajmer and Pushkar, Gesso work<sup>14</sup> embroidery work on foot wears, purses, jewellery, wool and cotton carpets of Bikaner, wooden painted sculptures of Jodhpur, tie and die fabric in all the five region, local traditional carving in little wooden boxes specialty of Jaisalmer. All these works of art provide employment to the nearby villages and hence a market is developed due to tourism. This generates development in the nearby villages and provides them source of earnings.

Besides this tourism is also a major foreign exchange earner for the state. According to the reports of R.B.I. the annual rate of growth in earnings from tourism in 1991-92 was 16.5% as against 12.7% in the world tourism. Due to the, high rate of devaluation of Rupee in the recent past, rise in the proportion of budget tourist and leakage of money into black market due to existence of a premium on foreign currency, the tourism receipts in dollar terms has declined even when there has been an increase in 'tourists arrivals'.

Thus, it can be said that the promotion of tourism is tool in developing the economy as well as a strategy of economic development in the region. Tourism should not only be considered as a luxury. It is an important tool for economic development like exports or industry. However the interests of the host population must be taken care of in this process of development.

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<sup>14</sup> One of the finest crafts, in which golden thread work is done over the camel hide.

## Negative Impact

If not well-planned and controlled, tourism may generate negative impacts. It may reduce the operation of multiplier effect on the local economy.

- (a) **Loss of Potential Economic Benefits:** Tourism is a capital intensive industry and no local involvement is possible at that level. So large resources, required for immediate tourist facilities, airport services, roads, sewage and electricity are brought in either by government or private enterprises. “Unexposed villagers suddenly find themselves in large scale external visitations and change in which they have no say.” If most of tourist facilities are owned and managed by outsiders then loss of potential economic benefits may occur to the local areas.
- (b) **Economic and Employment Distortions:** These may occur if tourism is concentrated in only one area of the region in the state. Employment distortions are created, if tourism attracts employees from other economic sectors like agriculture, because of its higher wages and more desirable working conditions. Further, in the region where tourism is concentrated, people of that area will be prosperous and employed. This will lead to the resentment by residents in the underdeveloped region. Apart from this, considering that the tourism industry is seasonal it inevitably results unemployment and social unrest. The tourism industry world wide also features control by outsiders and the marginalization of the locals. Another problem here is that in many cases, these outsiders are not sensitive to the local, environment and community sentiments.
- (c) **Inflation and Loss of Amenities for Residents:** Inflation is another direct result of tourism development in Rajasthan. Foreign tourists pay for many overvalued goods and services quite gladly since they are cheaper than same goods in their own countries. The high prices radiate citywide and stabilize all over. Prices shoot up during the tourist season, overcrowding of parking place and water shortage is also there. There

are cases when the residents are deprived of all the basic facilities like water and power supply, whereas tourists have all the facilities in their luxurious hotels. It is in this sense that instead of increasing facilities and amenities tourism can also sometimes prevent the growth of facilities to the locals.

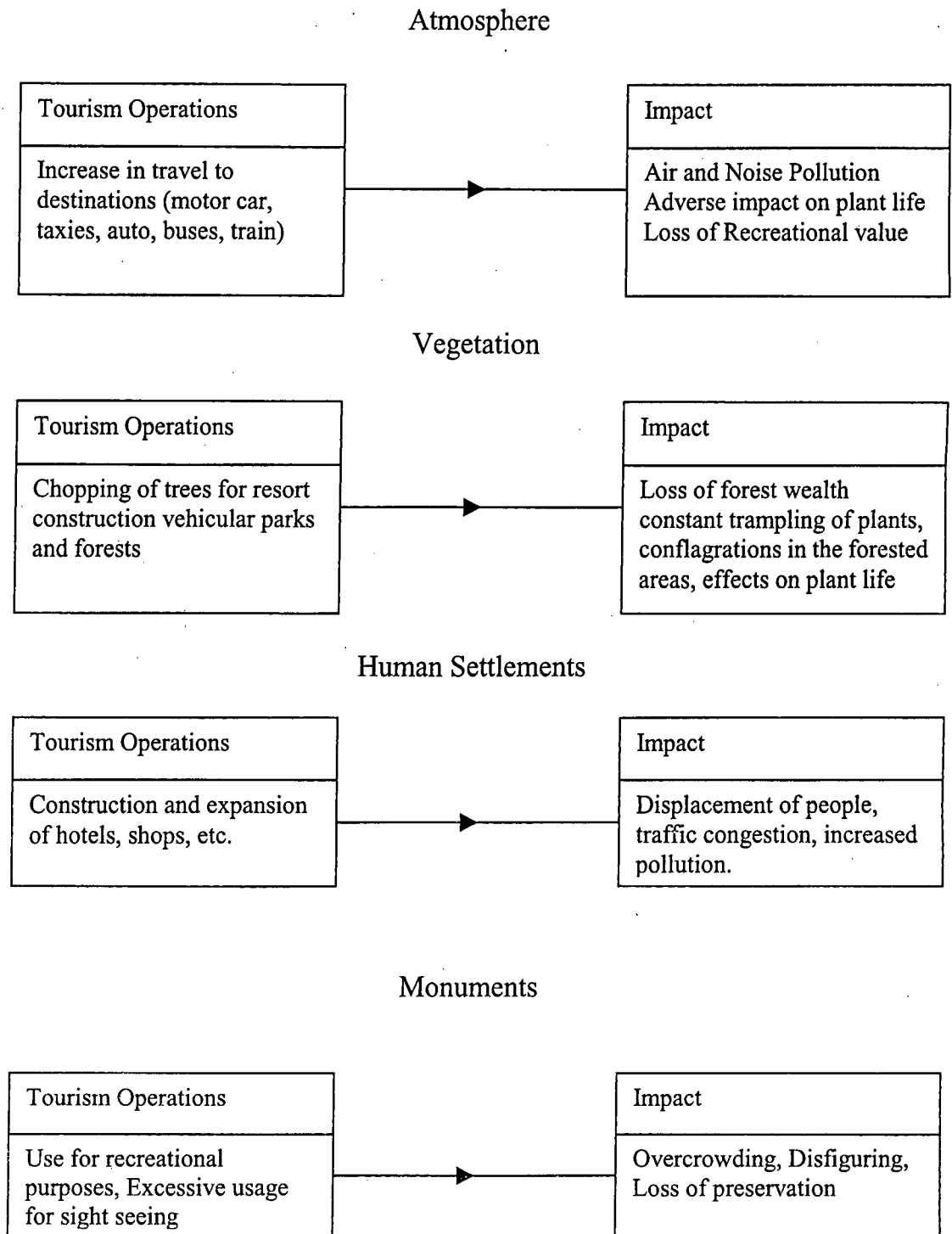
- (d) **Fluctuations in Productivity:** Tourism is seasonal and depends on climatic conditions, international and domestic political situations and general state of the world economy. Therefore, the productivity of the industry as a whole is reduced during the off season particularly to the investors and to the state economy in general.

### **Environmental Impacts of Tourism**

Different kinds of tourism activity affect the natural and built up environment. There is a complex interaction between tourism and the environment. Many studies have shown that tourism has an immense impact on the physical environment and that little has been done to remedy or control assault on environment. Tourism exhibits two contrasting relationships with the environment. A symbiotic relationship exists when the interacting sets of phenomena are mutually supportive. The roles of tourism in the creation of wild life parks and the preservation of historical buildings are examples of this relationship. Tourism may also exist in conflicts with the environment. The destruction of vegetation due to construction and development of infrastructure, the pollution over the sandy tracts, and the irresponsible behaviour of tourists in disrupting the feeding and breeding habits of wild life are examples of this conflict.



Based on Amita Paleumaron's table of *Environmental Impact of Tourism (1989)*, this model can be constructed:



Going through this model it can easily be estimated that though tourism has its positive impact it has negative impact too. Positive impact of tourism on the environment can be seen in form of development of various natural parks

and sanctuaries for the wild life arrival of Kurjan birds (Siberia Games) at the bird sanctuary of Bikaner and Jaisalmer has made these famous tourist spots.

Thus, tourism is an active promoter of protected areas. Due to money generating capacity of tourism, this love for bird watching among the tourists is actively promoted in these areas. However, the speeding vehicles, and night driving contribute to wildlife mortality and alteration of animal habits. Unregulated sewage and garbage disposal around lodges and camp sites attracts animals and disturbs traditional feeding patterns. Wastes including cigarette packets, liqueur bottles, cartons, polythene bags and other garbage are common in these areas.<sup>15</sup>

Sometimes unplanned and unregulated management of tourism programmes lead to structural or visible modifications of the natural and social environment. One main problem is that the benefits of tourism have been measured in economic terms, but the environmental factors cannot be calculated in monetary terms and are often ignored. The tourists spots should be developed according to their carrying capacity. Carrying capacity is the notion, which recognises that both, natural and human attractions have upper limits in their capacities to absorb visitors, a capacity above which a deterioration of the resource itself takes places.<sup>16</sup>

The various types of negative and undesirable environmental impact are generated by tourism. These occur because beneficiaries try to exploit the nature without investing in its conservation. These impacts differ at different areas because, the types of impacts depend on the kind of the tourism developed and the specific characteristics of the environment of the tourism area. In Rajasthan the ecosystem is very fragile. The scale of tourism development, in relation to the carrying capacity of the environment, greatly influences the extent of environmental impacts.

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<sup>15</sup> Matheison, A. and Wall, G. (1982), "Physical Impacts", *Tourism: Economic Physical and Social Impacts*, Longman Scientific and Technical, New York, pp. 93-132.

<sup>16</sup> Davidson, R. (1994), "Leisure and Recreation – Introduction and Overview", Lea and Febiger, Philadelphia.

- (1) **Water Pollution:** Rajasthan being an economically backward state, lacks in infrastructural facilities. Proper sewage disposal system has not been installed for hotels, resorts and other tourist facilities. This leads to the pollution of ground water from the sewage. Sometimes sewage is channelled into a nearby perennial river or lake, which leads to the pollution of the water in nearby areas. Boating facilities in the Gandhisar lake in Jaisalmer, results in pollution. Due to spilling of oil and gas and also due to regular cleaning of motorboat's bilge in water, problem of water pollution has greatly increased.
- (2) **Air Pollution:** Tourism is generally considered a "smokeless industry". But it results in air pollution by high concentration of tourist vehicles in particular areas especially the major attraction sites. For example the Desert National Park or the places of religious importance like Ramdeora or Pushkar, which are accessible only by road. The land being unregulated over here also causes pollution in form of dust and dirt in the air.
- (3) **Noise Pollution:** Noise generated by a concentration of tourists and road traffic and certain types of tourist attractions, such as amusement parks etc. may reach uncomfortable and irritating levels for the residents.
- (4) **Visual Pollution:** This is the major pollution occurring at the tourist spots. Littering of landscape is the main pollution occurring in Rajasthan due to development of tourism. Apart from this the other problem is of waste disposal. This is due to a large number of people using area of picnicking. Especially in Pushkar and Jaisalmer during the festivals held here, this waste disposal poses great problems.

Improper disposal of solid waste from hotel restaurants and reports generate both litter and environmental health problems from diseases and pollution. It may also lead to the degradation of tourist sites.

Thus, many factors contribute to environmental degradation. In the big picture humans may already be exceeding the carrying capacity of the planet, so corrective actions to expand carrying capacity require critical public awareness and broad support.<sup>17</sup>

### **Possible solutions**

To ensure responsible growth of tourism, without causing irreversible damage to the natural environment state, Government and various NGO's should take care of the following:

- (a) Promotion of the tourism should be done in a region on careful assessment of the carrying capacity and infrastructural facilities, such as transport, fuel, water and sanitation.
- (b) Development of the tourism should be in harmony with the environmental conditions and without affecting the lifestyle of the local population.
- (c) Government should pose restrictions on indiscriminate growth of tourism. Strict regulation of the tourist activity should be done in sensitive areas such as National Parks and sanctuaries.
- (d) Public awareness must be generated and a change of behaviour among both the hosts and guests must occur.
- (e) Another possible remedy to these problems is development of responsible/alternative tourism. It is a kind of tourism, which, while safeguarding the experience of travel, would also increase the mutual understanding between people, prevent environmental and cultural degradation and most of all, exploitation of the local population.<sup>18</sup>

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<sup>17</sup> Hall, J. (1974), *The capacity to absorb tourists*, Built Environment, London, pp.392-7.  
<sup>18</sup> Wahab, S.E. (1975), *Tourism Management*. Tourism International Press, London, p. 25.

Environment are often threatened due to increase in the nature-based tourism as this kind of tourism is very close to the environment. Development of tourism is promoted by government to gain economic profits, which will result in the enhancement of the tourism industry. Hence we find an inter-relationship between environment and tourism affecting the parameters of each other. Sometimes, tourists and tourism promoters are potentially destructive to the local environment due to a lack of awareness of local conditions, both social and natural. Also inappropriate amount of resources encourage environmental degradation. Thus, necessary steps must be taken at the state and local level for generating public awareness through environmental education to the tourists and residents through media.

## CHAPTER 5

### SUMMARY AND CONCLUSION

Today tourism is a growing area of research and has attracted large number of researchers. The dynamic element of the tourism system is its potential for development and the resulting benefits, however, this system operates within a global economic environment along with national priorities.

Various studies reveal, that on the one hand tourism comes up as a huge industry, whereas on the other “it also leads to the perception of a highly fragmented industry. It is based on the assumption that tourist expenditures reflect the existence and scale of an industry. As one of the world’s largest foreign exchange earner, tourism is associated with many of the sectors of the world’s economy. Any such phenomenon that is intricately interwoven into the fabric of life-economically, socio-culturally and environmentally and relies on primary, secondary and tertiary levels of production and service is difficult to define in simple terms. This activity is not simple, it involves a lot of economic impact profits, employment generation, foreign exchange earnings etc.

Importance of tourism is being realised in India as well as Rajasthan. It is a major source of foreign exchange and is an invisible export. It offers developing countries considerable potential for economic growth. The degree to which tourism is an agent of development depends upon the characteristics of the country. In the Seventh Five Year Plan, India gave tourism the status of an industry. Since, in Rajasthan, travel and tourism occupies a pivotal position in the economy, the state government also declared it as an industry.

Rajasthan has been regarded as a ‘backward economy’. It belongs to a group of ‘BIMARU’ states, on the basis of their socio-economic backwardness. This can be attributed mainly to the low per capita income, high growth rates of population and problems of unemployment and underemployment. Under such circumstances, tourism industry is a major source of earnings and ushering in

the economic development of the state. However, this belief has been challenged by a lot of scholars and researchers. The tourists who belong to the upper economic class, travel in guided groups isolated from the host environment and people, because they are encapsulated in planes, hotels and air conditioned buses, they remain in an “environmental-bubble”. Such tourists look for western facilities wherever they go. Therefore, they create pressure on the state governments to develop the required infrastructural facilities like the A.C. hotels etc. frequented by people with high standard of living. This expenditure is done by the state at the expense of the local needs of the natives. However, many of the tourists coming to western Rajasthan do not belong to very high-income group and do not demand advanced facilities, but simple hygiene cleanliness and efficiency of work.

The industry, in the study area has great prospects of development. This is an important source of employment generation. Tourists from all over the world come to these places. Ajmer and Pushkar are the centre for the religious tourism, whereas the desert triangle i.e. Jodhpur, Jaisalmer and Bikaner are the reminder of the romance and royalty of the past. Foreign tourist arrival has been increasing these destinations. European nations form the major bulk of tourist traffic at these destinations, followed by Asia and other continents.

To attract more tourists, the state government has presented its tourism policy in 2001, which is first of its kind in India. This policy aims at promoting tourism industry as the “peoples industry” and also as a means of socio-economic development of the state. Its other objective is the maximum utilization of the rich tourist resources, and to attract maximum domestic and foreign tourists to these destinations. Although the policy formulation of the government is good but has certain loopholes also. It has neglected some of the importance aspects associated with tourism. It has not given due importance to problems like immoral trafficking of women, drugs marketing, diseases which foreign tourists bring along with them. There is also a major problem which has not been discussed in the policy i.e. the problem of identification of the tourists

from the countries like Bangladesh and Pakistan and the domestic tourists, visa problems etc.

Many plans and strategies proposed in the policy have been implemented, but still there is a long way to go. There is a lack of infrastructural facilities like, accommodation and transport network of railways, airways and roadways. Although there is a dense network of roads still all the five destinations are not properly connected with each other. However the planning have been primarily oriented towards the needs of tourists and provision of interesting and high-quality tourist experiences. Key questions of the traditional planning approaches have been: how many tourists will desire to visit a destination and what services and facilities will they require? It is high time that planners become less pre occupied with the visitor and devote more attention to the welfare of those places or destinations being visited. Planners should concentrate more towards the questions such as: how many, and what type of tourist does an area want to welcome and how can tourists contribute to the enhancement of the life styles of residents of the destination areas. Special emphasis should be given to alternative tourism, for sustainable development. In this the policy should be implemented with the idea of access to a fair distribution of benefits and costs among tourism promoters and the host people and their region. Rajasthan has huge prospects for this kind of tourism. The local people too have the opportunity to meet these tourists as friends. These are the ones who express the intention to break cultural barrier as well as the traditional structure of tourism. It also helps in retaining the intrinsic cultural values of the communities where such visits are made.

Besides this special emphasis on planning is required. Impact of tourism should be addressed in two ways: Firstly, planning measures can be devised to mitigate the existing impacts of tourism. This approach, has been remedial, as it comes into being after much development has taken place. The main aim of such measure is to increase the carrying capacity of the destination area which



will reduce the current tourist pressures and at the same time maintain or even increase the number of visitors. Some of the more common methods for manipulating the destination area include the closure of vulnerable sites and attractions, the introduction of entry fees and establishment of barriers and paved walkways in areas which are ecologically sensitive.

Secondly, planning measures may manipulate the tourists by encouraging them to make travel decisions in certain directions. The marketing of tourism is a widespread phenomenon but the methods of marketing have received little attention by either tourism planners or researchers. This manipulation of the tourists could be part of both a positive and preventive planning approach. And these two measures are not mutually exclusive. The concentration tourists and the associated facilities and services at the destination gives rise to a variety of impacts. Economic impacts encompass the monetary costs and benefits. physical impacts include alterations to the natural environment including air, water, vegetation and wildlife as well as change in the built environment. The carrying capacities differ between the social, physical and economic subsystem, at the same destination. Therefore tourist activity can be economically desirable while also being socially and economically damaging. The links between each category are so close that the measurement of the planning for tourist impact becomes very complex and difficult. It is also difficult to implement such measures which would reduce the negative impact and at the same time enhance the positive impact of tourism. Thus now the need for managing tourists impact have arisen largely from the existence of negative and crisis situation.

However the biggest limitation in the field is the unavailability of the literature or research work done from this aspect in the study areas. Practically no or very little research has been done in this field.

Problems in the development of this industry in the study area are many, but to name a few, these include problem of availability of land, due to rapid urban development it has become difficult to provide adequate land for hotels

and other tourism related units, investment subsidy is required and also equity capital for constructing new hotels is needed. Apart from these, development of recreational facilities is also essential and development of amusement parks etc. which would attract mainly the domestic tourists. Marketing of handicrafts products require special attention, law and order situation, must be of a high level and there should be regular inspection of tourist spots, to find out the shortcomings of those places so that remedial actions may be taken to improve the situation.

In the end it needs to be pointed out that tourism cannot be seen in isolation from the entire social and political milieu of the country. The political situation significantly determines the arrival of tourists. Though policy maker have stressed on the importance of tourism and have brought out policies to this effect, precious little has been done in the larger context. Violence in Gujarat for instance will have an adverse impact on tourist arrivals. This is an issue which needs to be addressed.

**APPENDIX**

COUNTRY	YEAR	TOURIST ARRIVAL AT DIFFERENT DESTINATIONS IN RAJASTHAN (1997-2001)				
		Jaisalmer	Bikaner	Jodhpur	Ajmer	Pushkar
<b>UK</b>	2001	4758	2362	9813	439	5918
	2000	4519	2724	9064	623	7672
	1999	5253	2059	7175	5272	8045
	1998	5618	2524	6612	7479	6079
	1997	17911	3481	8217	12189	10011
<b>FRANCE</b>	2001	10506	5209	12537	6407	6633
	2000	10028	5584	12041	783	6009
	1999	9157	4602	8464	8510	5451
	1998	9370	4387	7862	1565	4012
	1997	8636	5618	8340	6261	4705
<b>ITALY</b>	2001	2636	4250	4517	159	2529
	2000	3399	3455	4788	241	3379
	1999	3630	115	3894	2565	3139
	1998	3705	1483	3051	3162	2869
	1997	3497	3413	4544	3891	4301
<b>CANADA</b>	2001	999	1456	4029	64	963
	2000	826	1152	3994	125	1526
	1999	858	0	1118	1122	1584
	1998	1158	71	2291	1470	1107
	1997	3933	0	2116	2634	2061
<b>U.S.A.</b>	2001	2006	1663	5297	238	2039
	2000	1967	1130	7693	339	2548
	1999	3076	2483	3569	1651	3099
	1998	2180	1242	4019	2506	1989
	1997	2384	3171	3465	3518	2407
<b>GERMANY</b>	2001	4790	3486	5760	226	3719
	2000	4060	3629	5530	225	3943
	1999	4796	4172	4932	2239	325
	1998	4940	1614	4069	3765	3223
	1997	5631	2353	6506	4950	3999
<b>AUSTRALIA</b>	2001	1847	1967	4106	66	1790
	2000	1463	2150	4394	145	2563
	1999	1631	1807	2302	2743	240
	1998	1675	1542	2548	2214	1941
	1997	2159	2257	3217	3252	2909
<b>SWITZERLAND</b>	2001	1305	1593	3513	59	1116
	2000	1213	1469	3702	118	1326
	1999	1533	1680	1914	1269	1138
	1998	1786	1805	2021	1538	1383
	1997	1729	1425	2213	2517	2097
<b>JAPAN</b>	2001	797	1370	4484	152	813
	2000	777	752	4272	204	976
	1999	760	232	1072	913	1249
	1998	779	491	1846	1157	1075
	1997	1346	0	1779	2161	1305

<b>SRI LANKA</b>	2001	25	0	161	0	0
	2000	8	0	80	78	0
	1999	12	5	23	77	0
	1998	19	0	0	82	2
	1997	29	0	17	122	10
<b>PAKISTAN</b>	2001	3	0	3	736	0
	2000	0	0	0	1199	0
	1999	0	0	0	883	0
	1998	0	0	0	503	0
	1997	0	0	0	0	0
<b>BANGLADESH</b>	2001	82	0	254	82	0
	2000	4	0	73	8183	0
	1999	3	0	0	7469	0
	1998	0	0	50	5281	0
	1997	0	0	153	9162	7361
<b>SINGAPORE</b>	2001	0	0	0	0	0
	2000	0	0	17	8	0
	1999	6	0	0	26	0
	1998	0	0	0	0	0
	1997	0	0	0	0	0
<b>IRAN</b>	2001	0	0	0	0	0
	2000	0	0	60	0	0
	1999	0	0	14	0	0
	1998	0	0	0	0	0
	1997	0	0	0	0	0
<b>U.A.E.</b>	2001	0	0	0	0	0
	2000	0	0	344	0	0
	1999	0	0	0	2	0
	1998	0	0	0	0	0
	1997	0	0	0	0	0
<b>SAUDI ARAB</b>	2001	0	0	0	0	0
	2000	0	0	49	0	0
	1999	0	0	0	0	0
	1998	0	0	0	0	0
	1997	0	0	0	0	0
<b>MALAYSIA</b>	2001	15	0	252	0	0
	2000	22	0	13	53	39
	1999	36	0	53	21	0
	1998	0	0	0	0	0
	1997	6	0	40	500	0
<b>OTHERS</b>	2001	12804	8084	15086	42306	20662
	2000	22446	6396	11731	39020	22030
	1999	19552	4060	13282	15015	25012
	1998	21066	11593	14638	15085	14471
	1997	9856	3761	8614	8909	9032
<b>TOTAL</b>	2001	46914	31441	69812	54040	46182
	2000	50732	28441	67845	51344	52011
	1999	30731	18155	34525	30187	24267
	1998	31233	15159	34369	33723	23679
	1997	57166	25479	49221	60066	50198

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