

EVALUATION OF TOURISM POTENTIALS IN SHEKHAWATI REGION OF RAJASTHAN

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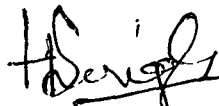
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CERTIFICATE

I, Anamika Poonia, do hereby declare that the dissertation entitled 'Evaluation of Tourism Potentials in Shekhawati Region of Rajasthan' for the degree of Master of Philosophy is my bonafide work and may be placed before the examiners for evaluation.



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***Dedicated to
My Parents &
Sister***

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CONTENTS

CHAPTER 1: INTRODUCTION

1-24	
1.1 Introduction.....	
1.2 Conceptual Description Of ‘Tourism’	
1.3 Literature Review	
1.3.1 Concept Of Tourism	
1.3.2 Geographical Aspect Of Tourism	
1.3.3 Regional Studies On Tourism.....	
1.4 Significance Of The Study.....	
1.5 Study Area	
1.6 Objectives	
1.7 Research Questions.....	
1.8 Database.....	
1.9 Methodology.....	
1.10 Organization Of Material.....	

CHAPTER 2: TOURISM SECTOR IN RAJASTHAN- AN OVERVIEW 25-52

2.1 India as a Tourist Attraction	
2.1.1 Types of Tourism.....	
2.2 Present Tourism Scenario in India-	
2.2.1 Foreign Tourist Arrivals in India.....	
2.2.2 Domestic and Foreign Tourist Visits to States and UTs.....	
2.3 Present Tourism Scenario in Rajasthan-	
2.3.2 Tourist Arrivals in Rajasthan.....	
2.3.3 Tourism infrastructure in Rajasthan	

CHAPTER 3: SCENARIO OF TOURISM IN SHEKHAWATI REGION..... 53-71

3.1 Shekhawati as a Tourist Destination.....	
3.2 Introduction to Shekhawati Region	
3.2.1 Location Aspect	
3.3-Scenario of Tourism in Shekhawati Region-.....	
3.3.1 Tourist Inflow trends in Shekhawati Region	
3.3.2 Foreign Tourist Arrivals in Shekhawati Region-.....	
3.3.3 Seasonality of Tourist Arrivals in Shekhawati-.....	

CHAPTER 4: IDENTIFICATION OF TOURIST ATRACTIONS OF SHEKHAWATI	72-103
4.1 Natural Attractions In Shekhawati Region	
4.1.1 Land Use Land Cover Clsiification Of Shekhawati	
4.1.2 Relief of Shekhawati.....	
4.1.3 Sand-Dune Areas	
4.1.4 Natural Drainage In Shekhawati.....	
4.1.5 Natural Vegetation	
4.1.6 Wildlife Sanctuary	
4.2 Cultural Attracations In Shekhawati Region-	
4.2.1 Distribution Of Havelis.....	
4.2.2 - Historical Centres	
4.2.3 Religious Places	
4.2.4 Fairs And Festivals In Shekhawati Region.....	
 CHAPTER 5: TOURISM INFRASTRUCTURE IN SHEKHAWATI	 104-125
5.1 Tourism infrastructure	
5.2 District level Analysis of Tourism Infrastructure	
5.3 Tourism Infrastructure in Shekhawati- Tehsil level analysis	
5.3.1 Methodology	
5.3.2 Index of Direct Connectivity	
5.3.3 Index of Accommodation	
5.3.4 Index of Medical Facilities	
5.3.5 Index of Social Amenities.....	
5.4 Tourism Infrastructure	
5.6 Evaluation of Tourism Potentials	
5.6.1 Methodology	
5.6.2 Hierarchy of Tourist centers in terms of Tourism Potentials.....	
 CHAPTER 6 SUMMARY AND CONCLUSIONS.....	 126-130
 BIBLIOGRAPHY	 131-136
 APPENDICES	

LIST OF FIGURES

Figure No.	Details	Page No.
2.1	Major Tourist centres of India	26
2.2	Foreign Tourist Arrivals in India-2009	31
2.3	State wise Tourist Arrivals in India-2009	33
2.4	Tourist Arrivals in Rajasthan 1971-2010	34
2.5	Major Tourist centres of Rajasthan	36
2.6	Fairs and their Legends in Rajasthan	37
2.7	Major tourist circuits of Rajasthan	38
2.8	Share in Tourist arrivals of Major circuits	41
2.9	Tourist Arrivals at major Tourist centres of Rajasthan 2005-2008	43
2.10	Total Tourist Arrivals at major Tourist centres of Rajasthan 2005-2008	43
2.11	Foreign Tourist Arrivals in Rajasthan-2009	45
3.1	Location map of Study Area	57
3.2	Administrative Divisions of Shekhawati	59
3.3	Percentage share of Shekhawati in tourist arrivals	63
3.4	Foreign Tourist Arrivals in Shekhawati	64
3.5	Seasonality Index of Domestic tourist arrivals (2009-2010)	67
3.6	Seasonality Index of Foreign tourist arrivals (2009-2010)	67
4.1	Land use-Land cover of Shekhawati	75
4.2	Digital Elevation Model Shekhawati	76
4.3	Sand dune areas of Shekhawati	77
4.4	Natural Drainage of Shekhawati	79
4.5	Location of Mansions in Shekhawati	85
4.6	Historical attractions in Shekhawati	90
4.7	Tourist attractions in Shekhawati	97
4.8	Tourist centres in Shekhawati	99
5.1	Road Network in Shekhawati	111
5.2	Direct Connectivity	111
5.3	Accommodation Infrastructure in Shekhawati	113
5.4	Distribution of health services in Shekhawati	114
5.5	Medical Infrastructure in Shekhawati	115
5.6	Distribution of police services in Shekhawati	116
5.7	Distribution of Social Amenities in Shekhawati	117
5.8	Social amenities index of Shekhawati	118
5.9	Tourism Infrastructure in Shekhawati	120
5.10	Tourism Potentials in Shekhawati	123

LIST OF TABLES

Table

No.	Details	Page No.
2.1	Foreign Tourist Arrivals in India-2009	30
2.2	Ranking of States in terms of Tourist Arrivals-2009	32
2.3	Features of Major Tourist circuits of Rajasthan	39-40
2.4	Tourist Arrivals at Tourist circuits-2001	41
3.1	Administrative Divisions of Shekhawati	58
3.2	Tourist Inflow trends in Shekhawati Region 1991-2009	62
3.3	Seasonality of Tourist Arrivals in Shekhawati 2009-2010	66
3.4	Temperature Variations in Shekhawati	68
4.1	Major Fairs in Shekhawati Region	101-102
5.1	General Information of districts of Shekhawati	106
5.2	Indicators of Tourism Infrastructure	108
5.3	Tourism Infrastructure Indices	119-120
5.4	Weights to Tourism Infrastructure	121

CHAPTER 1

AN INTRODUCTION

1.1 INTRODUCTION

Tourism is a resource industry, one that is dependent on natural endowment and society's heritage (Murphy 1985).¹

Mobility in various forms has greatly affected the evolution of Human civilization and assisted the evolution from the nomadic to the present day organized purposeful and comfortable travel. Records of human civilization reveal this wander lust of human beings. There was urging to explore new regions in the beginning, but later religious purposes acquired more importance for travelling. And after Industrial revolution travelling for recreation became the main purpose.

Phenomenon of tourism has received worldwide recognition and is growing by leaps and bounds. Till recently, it was considered as a pastime and, thus, a trivial activity. It has now developed into a highly complex phenomenon with multifarious and multidimensional economic, social-cultural and environmental dimensions. It has emerged as one of the world's largest industries with enormous growth potential. It had established itself as world's third most important industry after oil and motor cars by 1990. Being an important component of socio-economic development, it has become one of the crucial concerns of not only nations but also of international community as a whole. Most countries use tourism as a vital factor for economic and social development and decide to exploit their historical, social, cultural and environmental resources to accomplish this.

It is equally useful to think of tourism as a system and not only an industry. It demands a range of different inputs such as government policy, entrepreneurial activity, and human and natural resources. And this system is subject to a range of external forces existing in society. More or less, all definitions of tourism have same components but have been expressed differently in different words. Though many interpretations differ in their approach and concentrate on a particular context, but there are certain essential elements those come out from these explanations. In accordance with these elements, the characteristic features of tourism can be summarized as follows:

- a) Tourism arises out of a movement of people and their stay in various destinations.

- b) Tourism involves two essential ingredients; one, the travel to a destination and two, the stay, including activities at the destination.
- c) Travel and stay occur outside the normal place of residence and work.
- d) Movement to destinations is of temporary nature and short term in character and is distinct from migration.
- e) Destinations are visited for purpose other than taking up permanent residence or employment.

According to *World Tourism Organization* (1991) 'Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business or other purposes'. Demand for tourism is not something that takes place suddenly or by chance but is symptomatic of change in the environment of societies from where tourists originate. As *Cohen* (1995) remarks, 'Tourism is essentially a modern western phenomenon'. Economic and social changes associated with the industrial revolution have had a major effect in shaping patterns of contemporary tourism. Tourism is a complicated combination of different constituents. This includes the environment where people come from and where they go. Tourism has increased with technological advancement. There are over 650 million international tourist arrivals in the world and the number is expected to reach over 1600 million by 2020.² Foreign exchange earnings from tourism rose from Rs 5509 crores in 1993-94 to 7365.61 crores in 2003-04 in India. Growth rate of Indian tourism industry at 8.4 percent is twice that of the world average of 4.1 percent. Out of this growth, foreign tourist arrivals account for 13.2 percent per annum against the world average of 5.6 percent. Presently 42 million people are directly or indirectly engaged in the tourism sector in India, with an annual increase of 3.1 million new jobs.³ According to *Batta* (2005)⁴ tourism has not developed much in India yet it is the third largest foreign exchange earner after the industries of Gems and Jewellery and of readymade garments.

India offers different types of tourism. At one hand geography favours in experiencing different types of climate and features in one country and at other hand manifold historical attractions such as Habitat, Heritage, History and Handicrafts presents their own distinctiveness. Its forts, palaces, architectural grandeur, art and artisans, wall paintings, sculptures, melodious folk music and dances have been instilling an irresistible urge among tourists to experience these at least once in lifetime. India being the land of

diversity offers nearly all kinds of tourism. Generally, all tourist centers situated in North and North east parts have nature based tourism. Western part of country offers cultural or Heritage tourism for example; Delhi and Rajasthan. There is prevalence of coastal tourism in South India and some parts of Kerala also offer health tourism. Apart from these, there are some pilgrim centers located at many parts of the country.

Of the beautiful states of India, each one is unique in its ethnicity and traditions. Rajasthan is probably among the most mystically intriguing areas. Dullness of desert, in contrast to rich and colorful heritage proposes enigma to this land of kings and warriors.⁵ Rajasthan has emerged as one of the favourite tourist destinations in India for both domestic and foreign tourists during last few decades. At present, the State receives approximately one fourth of foreign tourists who visit India annually. Additionally, over 6.5 million domestic tourists also come here every year. Rate of tourism growth in Rajasthan has sustained at around 5 to 7 percent per annum in the last few years. Foreign tourist arrivals have declined in last decade but domestic tourist arrivals have risen. Some features related to tourism of Rajasthan have become particularly popular among the tourists such as Palace-on-Wheels Train Journey, Heritage Hotels, Camel Safaris, Pushkar Fair, Desert festival, Palace Hotels and Wild Life Sanctuaries/National Parks etc.

1.2 Conceptual Description Of ‘Tourism’

Tourism being a very complex phenomena, is multidisciplinary in nature as far as the subject matter is concerned. Therefore, it is very difficult to define tourism precisely. Instead, definitions have been evolved to cater to particular needs and situations. It can even be defined purely in technical terms. As against this, there may be definitions related to statistical connotations in terms of demand and supply.

Tourism is closely related to various activities and many terms related to it are often used interchangeably. These terms although form a part of this globally acclaimed phenomenon but differ in content and character and are dealt separately as well. Some of these terms are travel, leisure, pleasure and recreation etc. Travel is often confused with tourism. As per Lexicon Encyclopedia travel differs from tourism as the word labour differs from pleasure. In essence travel is movement from one place to another with no emphasis on reason or motivation. It can be for any purpose like migration and employment etc.

Different elements such as human beings, space and time must come together for tourism to take place. Out of these elements, human element is regarded as the author of the act, which is termed as “tourist”. Word ‘tourist’ in the present sense was promulgated in 1937 when on January 22, *International Union of official Travel Organizations* (IUOTO) recommended the following definition.

“The term tourist shall in principle be interpreted to mean any person travelling for a period of 24 hours or more in country other than in which he usually reside”. As per the interpretation following persons were to be regarded as tourists:

- a) Persons traveling for pleasure, domestic reasons and for health,
- b) Persons traveling for meeting or in representative capacity of any kind,
- c) Persons traveling for business,
- d) Persons arriving in the course of sea cruise, even for less than twenty four hours.

Definition followed in India is as under:

Foreign Tourist- A foreign tourist is a person visiting India on a foreign passport, staying at least twenty four hours in the country, the purpose of whose journey can be classified under one of the following heads;

- a) Leisure, recreation, holidays, health, study, religion and sports,
- b) Business, family, mission and meeting.

Domestic Tourist- A domestic tourist is a person who travels within the country to a place other than his usual place of residence and stays at hotels or other accommodation for a duration of not less than twenty four hours or one night but for not more than twelve months at a time for any of the following purposes-

- a) Pleasure (Holiday, Leisure, Sports etc)
- b) Pilgrimage (Religious and Special)
- c) Business, Conferences and Meetings
- d) Study and Health.⁶

Tourist is a person who travels for pleasure. The word Tourist does not encompass all kinds of persons who are on tour. The meaning of the word tour includes:

- (a) A journey for pleasure in which several different places are covered.
- (b) A short trip to view or inspect something.

The word tourism and tourist relate only to part (a) and not (b). This distinction is important to bear in mind because although some of the needs of the two are apparently common, like stay and travel arrangements, they are qualitatively different. Furthermore, some of the needs of (a) are not common with those of (b) mentioned above. Mixing the two conceptually, leads to creating an infrastructure, which serves some of the need of both, but ignores many of needs of tourist. Gradually the pressure of capacity utilization leads to focus on the latter and in operational terms the very concept of business changes from tourism to hospitality, transport etc.⁷

Therefore there is trivial differences in definitions of 'tourist' but the theme is same. Specific criteria needs to be mentioned which is being followed in India about the term 'tourist' for further study on Tourism. An ample account about the concept of 'tourism' has been given in the Literature.

1.3 LITERATURE REVIEW

Tourism is a multi-faceted field, for this reason multidisciplinary approach is needed to study this activity. There are studies available in almost every discipline which are related to tourism. For example, there are studies about social impact of tourism activity in sociology. These includes cultural aspects affecting tourism activity and being affected by it. Subsequently there are some studies in economics related to economic impact of tourism. There are also some disciplines such as Social Psychology and Landscape Aesthetics etc which study many other aspects of tourism. Main concern of present study is about Geographical aspects of Tourism. According to *Pearce (1989)*⁸ it is the spatial element in the organization and planning of tourism, which forms the main area of interest for geographers. For convenience, the studies on tourism have been divided into following categories;

- Concept of Tourism
- Geographical aspects of Tourism and
- Regional studies on Tourism- Regional studies on Tourism can be further divided into Evaluation of Tourism and Effect of Tourism in a particular Region.

1.3.1 CONCEPT OF TOURISM-

One of the earliest effort to define tourism was made by *Hunriker and Krapf*⁹ in 1942. They defined tourism as “ sum of the phenomena and relationship arising from the travel and stay of non-residents in so far as they do not lead to permanent residence, and are not connected with any earning activity.” According to *L.J. Lickonish*¹⁰ “Tourism embraces all movement of people outside their community for all purposes except migration or regular daily works. The most frequent reason for this movement is for holiday but it will also include, for example attendance at conference and movement on sporadic or infrequent business purpose”.

According to *Burkard and Medhick*¹¹ “Tourism denotes the temporary short term movement, reside, work, and their activities during their stay at these destinations”. *Macintosh*¹² defines tourism as “the sum of phenomenon and relationship arising from the interaction of tourists and business suppliers, host communities in the process of attracting and hosting these tourists and other visitors”. *A. Matheison and G. Wall*¹³ described Tourism as temporary movement of people from their normal places of work or residence to other destinations, and activities undertaken during their stay in those destinations. *R.N. Kaul*¹⁴ states about two main aspects of tourism. First is the purpose of travel or visit which expresses a particular motivation. Second, it is usually necessary to define time element. Minimum and maximum period have to be established for a particular purpose. Tourism is a leisure activity which involves use of time and money and recreation is often the main purpose for participation in tourism. Temporary short-term character of tourism distinguishes it from migration, which means a long-term population movement with a view of taking up permanent residence. In tourism, money earned in one’s normal domicile is spent in the places visited.

A more concise definition has been given by *World Tourism Organization (1999)*. In this tourism is defined as the activity of persons traveling to and staying in places outside their usual environment for not more than one consecutive year but not less than one night stay at that place; for leisure, business and other purposes.

An economic definition has been given in a *Report on the Activities of the Tourism and Culture*¹⁵ (Tourism Department), for the year 2005-2006, it says that tourism basically means movement of people from one place to another which consequently brings in the need to create required infrastructure and to provide necessary services to

the tourists. Tourism related activities not only create direct jobs but also opportunities for indirect jobs. *Cohen*¹⁶ says, 'Tourism is essentially a modern western phenomena.' Economic and social changes associated with the industrial revolution have had a major effect in shaping patterns of contemporary tourism. Tourism is highly complicated combination of different parts. This includes the environments where people come from and where they go.

The term, 'sustainable tourism' emerged in geographical debate in 1990s to describe tourism development without creating negative environmental or social impacts. Ecotourism generally refers specifically to recreation in natural landscapes or threatened ecosystems such as rainforests or coral reefs. However, studies have suggested that ecotourism may actually accelerate land degradation, or not represent local communities in development (*Cater*, 1993; 1995)¹⁷.

World Tourism Organization (1996) define sustainable tourism as "tourism which leads to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes and biological diversity and life support systems." In addition, they describe development of sustainable tourism as a process which meets the needs of present tourists and host communities whilst protecting and enhancing needs in the future. According to *A.K. Bhattacharya*¹⁸; recently a new dimension of tourism called Ecotourism has emerged. It is a sustainable path to tourism development and is being promoted as a mean of giving nature a value and hence of achieving sustainable tourism. Objective of ecotourism is to promote sustainable tourism, which involves overall development of local community and a better understanding and appreciation of natural and cultural features of the host population leading to international, interregional and intercultural understanding for sustainable development.

One more term of tourism that is more important in terms of the study area of this study is Heritage tourism. Social scientists conceive of heritage as a continuously recapitulated and reformulated story that people tell about themselves, others and the past. Tourists flock to sites such as Colonial Williamsburg in Virginia, the Ghanaian slave castle of Elmina and Britain's Sterling Castle to relive what each of these destinations represents as a historic reality, but is in fact at most a partial or contested perspective- if a historic reality at all (*Handler and Linnekin* 1984; *Gable et al.* 1992; *Bruner and*

Kirshenblatt-Gimblett 1994; Bruner 1996; Edensor and Kothari 1994).¹⁹ Some scholars have interpreted this desire on the part of travelers to consume the past as a response to modernity, a search for tradition and authenticity in the musty byways of one's own and others' cultures (MacCannel 1979; Breckenridge 1995)²⁰. Other scholars more recently regard the emphasis by tourists on heritage as a post-modern performative bricolage, which morally situates the tourist, at least momentarily, with respect to the claims and stories told by others (Kirshenblatt-Gimblett 1995; Bruner 2001).²¹

Scholarly definitions diverge from the tourist and conventional popular wisdom that situates heritage as an inherent, stable or relatively unchanging attribute of a society, a people or even an individual. Essentializing claims about history and related forms of identities are common in tourist discourses (Echtner and Prasad 2003)²².

Therefore, this section of literature review makes familiar with the concept of tourism which is almost the same according to different authors, depicts tourism as short-term movement of persons and includes their activities at unknown areas during their stay. With the emerging adverse natural and social-cultural impacts of tourism, new types of tourism come into view, called as Sustainable tourism and Ecotourism, which is a sustainable path to tourism development.

1.3.2 GEOGRAPHICAL ASPECT OF TOURISM

Human activities take place in geographical space. More than any other activity, tourism is determined by spatial relationships. *Leiper*²³ identifies three geographical elements namely;

- a) Traveler Generating Regions,
- b) Tourist Destination Regions and
- c) Transit Route Regions

Traveler Generating Regions (TGR) represent that part in tourism from where people travel to another region of their choice. In essence, it is generating market for tourism and acts as a push force to stimulate and motivate travel. It is from here that the tourist searches for information, makes reservations and ultimately departs.

Tourist Destination Region is the ultimate place where a tourist is headed for. It is in essence the pull force that attracts tourists towards its territory. It is a place where ultimate impact of tourism is felt. All planning and management strategies are

implemented here and it is the place where most noticeable and dramatic consequences of tourism occur.

Transit route Region represents not only the short period of travel to reach destination but also intermediate places, which may be visited en-route. There is always an interval in trip when the traveler feels they have not yet arrived where they choose to visit. Thus, in these three elements of tourism, Leiper explained tourism and its relation with geography. But the term region have been used in a general way.

Jovicic (1989)²⁴ says that it can be spoken “only about tourism in a certain area and about tourists from certain area”. Tourism’s spatial dimension is main cause for geography to be interested in Tourism studies. It is interested in characteristics of physical space i.e. in geographical factors of tourism development. It is also interested in a space as a location factor or a space in which the most of tourist activities are performed. As a Tourist destination, attraction have a spatial location and geography has ability to represent space with the help of some spatial language. According to *G. Jovic, and I. Popovic* if impact of Tourism activity is studied in geography, it can be called as transformation of geographical space.²⁵ *A. Matheison* and *G. Wall* highlighted that spatial interaction is an inherent feature of tourism and the subject lends itself to geographical analysis.²⁶ It was stimulus provided by geographers due to which tourism originated and developed in many parts of the world. Moreover, geographical diversity and variety is the basis for planning of tourist traffic in any country. *A.A. Abbasi*²⁷ talks about link between geography and tourism on the basis of representation of geographical maps through cartographic techniques. A tourist can only plan his tour if all the required information viz economic, geographical, infrastructural and other from relevant agencies is available. Much of this 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 maps with routes and pictorial representation of places of tourist interest is a precondition for development of tourist industry. Geography and tourism are mainly connected with the planning and organizational thread. According to *Pearce*²⁸ ‘it is the spatial element in the organization and planning of tourism, which forms main area of interest for geographers. How do places change or might change as tourism gets established or expanded?’ Not only the phenomena of tourism but also impacts of

tourism such as environmental impacts, economic, social and cultural impacts have geographical dimensions.

Hence, it is known that Tourism involves travel to a place where tourist normally does not work or live. A traveler, therefore, has limited spatial knowledge of the visiting environment, and maps perform an essential function in the acquisition of spatial information about the travel destination.²⁹ Similar views have been given by *Van Arragon and Wessels*³⁰ as there has always been a direct relationship between tourism and cartography. Tourism is concerned with travelling between close and distant places and maps form an important aid for location of these places. No other social activity involves use of maps and thematic information for communication as much as the tourism sector. Maps of travel routes and general information about areas to be visited are used in selecting destination and for planning travel and stay. Geographical Information System (GIS) has been found to be powerful tool for this map making and as well as for data analysis, particularly when the data is attributed with spatial information.³¹ Tourism destinations are usually characterized by three different landscape features: points, lines, and polygons. Point features are individual tourist attractions, for example, a camping ground in a park, or a historic site along the highway. Streams and coastal beaches often follow a linear pattern, while habitat location or natural parks are characteristics of a polygon feature. These locational attributes are essential to a Geographic Information System as highlighted by *S. Allen Jeffery, Lu Shou Kang and Potts D. Thomas*.³²

Consequently, it can be said that there is robust relation between geography and tourism. Different studies have put the same fact differently. As the activity and its impacts occurs at geographical space and the representation of this geographical space in a lucid and attractive manner is the main focus of geographical aspects of tourism.

1.3.3 REGIONAL STUDIES ON TOURISM

There are some studies at regional level, some of these examine the impact of tourism while some evaluate tourism potentials of certain regions. Some also discuss problems and prospects of tourism in a particular area.

Studies on evaluation of tourism potentials in a certain area need to be look at before understanding studies on implications, policy and planning perspective of tourism. According to *Deng, King and Bauer*³³ ‘an evaluation and rating system may help tourists

to select sites, enhance their satisfaction, and encourage them to act responsibly.’ The rating is based on the tourist perspective on nature based destinations. The paper proposes a hierarchical structure for the assessment of protected areas by the assignment of priorities to the various elements of the structure. By applying Standard Deviation Method, the research categorized Victorian parks in Australia into four levels, which were found to correlate closely with prevailing visitation levels and with park popularity. So they have emphasized on the availability of tourism resources for greater satisfaction of tourists. But *Crick-Furman and Prentice*³⁴ emphasized that the emotional dominant values of tourists are satisfied through services and amenities available in a particular destination in order to encourage repeat visit with one key issue in managing tourism for resource conservation. They arrived at this conclusion after doing an empirical study in St. Andrews and Pitlochry, two small towns in Scotland, United Kingdom. *Colin Arrowsmith*³⁵ in his study based on Grampians National Park presented a spatial distribution of tourism potential with the help of GIS that will facilitate in identifying new opportunities for tourism growth in the region.

Although, potential of tourism activity to degrade natural, built and cultural environments of destination areas has been recognized by *Hunter and Green*.³⁶ It has been argued by *Butler*³⁷ that tourism researchers and policy-makers were relatively slow to respond to the concept of sustainable development and have remained somewhat detached from the continuing debate on the interpretation and implications of sustainability. It perhaps reflects an introspective tendency on the part of many tourism academics. A study by *Lucy Kaplan*³⁸ says that skills development in tourism is important for developing countries for a number of reasons. The study is based on South Africa. *L. Xuling, Y. Zhaoping, D. and Feng, C. Xuegang* in their article Evaluated Tourism Ecological Security in Nature Heritage Sites mainly related to Kanas Nature Reserve of Xinjiang, China, have given the opinion that tourism ecological security depends, if resources those tourism depends on are used on a sustainable, healthy and balanced basis. These also include natural resources, environment, tourism landscape aesthetic quality and traditional folk culture etc. Similarly, *Klemm*³⁹ in a review of the sustainability of the tourism products offered by French region of Languedoc– Roussillon emphasized on the importance of public sector planning for infrastructure and environmental improvement. He also stresses the need to develop a viable partnership between public and private sectors; and the importance of building a sustainable tourism products. *Greg Halseth &*

*Cathy Meiklejohn*⁴⁰ described their opinion on the basis of their study of Fouriesburg, South Africa. They say that small town such as Fouriesburg experiences economic and social restructuring. Many such small towns are pursuing tourism opportunities as one component of their more diversified local economic strategy. They described the main factors which can help in the tourism development of these small towns.

*D. Reidel*⁴¹ based on a study in Arabian Gulf Region, highlights that due to physical limitations and partially lacking scenic or cultural attractions, it is unlikely that Gulf Countries shall be flooded with mass-tourism. Therefore, restrictive attitude of some governments is not really justified. However, proper management and a cautious opening have been advocated. It might help for a better understanding of this part of the world. *Krzysztof R. Mazurski*⁴² has presented Geographical perspective on Polish tourism. *Włodzimierz Kurek*⁴³ in their study based on rural areas of Polish Carpathians found that the situation in agriculture is complicated due to unfavorable natural conditions of the mountainous terrain, fragmentation of land holdings and low level of efficiency. But, tourism is a positive factor in socio-economic transformation of Carpathian countryside. Tourism was a significant activity even before the Second World War when lodgings were sought in private houses in many villages of Sub-Tatra, Podhale Basin and Silesian and Sacz Beskides. The villages currently active as tourist centers show dynamic development and highest level of socio-economic infrastructure. Tourism and agriculture integrate very well. *Beau B. Beza's*⁴⁴ study identified aesthetic value of landscape found along Mt. Everest Trek. However, this structure is not limited only to bio-physical features such as mountains and trees but also includes concepts like wilderness and emotion of excitement etc. All these have been discussed in terms of four aesthetic dimensions. Another study by *Herbert G. Kariel and Patricia E. Kariel*⁴⁵ depicts Socio-Cultural Impacts of Tourism with example from Austrian Alps. The study shows that, as income from tourism increases, dependence on and concern for agriculture decreases. Cultural landscape gradually gets altered with building and lifts occupying former pastures and hayfields.

Looking at the studies on tourism in India, some aspects of this activity come into focus in literature. India offers manifold historical as well as natural attractions. Some of these have been instilling an irresistible urge among tourists to experience these at least

once in a lifetime.⁴⁶ India's tourism potential has been acknowledged by many writers and travelers.

*Mark Twain*⁴⁷ says; So far as I am able to judge, nothing has been left undone, whether by man or nature, to make India the most extraordinary country that sun visits on its rounds. Nothing seems to have been forgotten nothing overlooked. He further says;

“India is one country under the sun that endowed with an imperishable interest for alien prince and alien peasant, for lettered and ignorant, wise and fool, rich and poor, bonded or free and no land that all men desire to have seen and having seen once by even a glimpse would not give that glimpse for shows of all the globe combined.”

*German philologist Friedrich Max Muller*⁴⁸ has adored India in the following words;

“if we were to look over the whole world to find out the countries mostly richly endowed with all the wealth, power and beauty which nature can bestow in some parts a veritable paradise on earth, I should point to India, if I were asked under what sky the human mind has almost fully developed some of its choicest gifts, I should point to India”

*British historian Arnold Toynbee*⁴⁹ referred to India “as a society of the same magnitude as western Europe - a world in herself.”

According to *Bill Bramwell*⁵⁰ India attracts tourists from the entire globe with its tempting tourist attractions and fabulous tourist facilities. But still there is need to improve the quality as well as quantity of tourist services to meet the increasing demand of tourists in Rajasthan and to make it a sustainable industry. Country is simply too large to undertake necessary tourism evaluation of locations in a systematic way. In large countries, concentration has been at national level on tourism policies which then guide the implementation of sub-national tourism planning. As *Ascher* noted, tourism tends to be driven by level of economic development in a country. Some negative results have already been discovered by some researchers. There is a study by *A.G. Krishna Menon*⁵¹ on Jaisalmer, Khajuraho and Goa which discusses about the effects of tourism in these areas. Uneconomic land use like in Jaisalmer, cultivation on the sand dunes and marginal land affects adjacent fertile lands causing soil erosion. It has affected adversely the fragile ecosystem. Tourism has had a visible impact on architecture and urban morphology of

Jaisalmer. Local community sees positive impacts in economic terms while negative impacts in social terms. *Laxminarayan Nathuramka*⁵² has discussed that State Government of Rajasthan is keen to develop tourism so that its economy may get a face-lift and employment, income and export-earnings may get a big boost.

A study by *Neha Kala*⁵³ focuses on the community perceptions of economic and socio-cultural impacts of heritage tourism in particular and examine the extent to which these coincide with the tourism impact literature. The paper uses Jaipur as an example to illustrate the multifarious impact of tourism. Qualitative data obtained through questionnaire and interviews are the main sources of input for analysis. The residents perceived tourism development from both positive as well as negative perspectives. However, dominant view reaffirms that Jaipur represent an optimistic side of tourism. *Carole E. Henderson and Maxine Weisgrau*⁵⁴ in their book *Raj Rhapsodies: Tourism, Heritage and the Seduction of History*, have discussed about painted havelis¹ of Marwaris which are distributed in Shekhawati region. These certainly represent Rajasthan's romantic heritage though smaller, less splendid residences compared to Rajput palaces, yet perceived by locals as emblems of over-ambitious, status conscious group that has become too self-important. They have discussed all the major attractions for tourists and issues which hinder growth of tourism industry in the region.

To sum up, the concept of tourism, after looking at relevant literature shows tourism to be a wide phenomenon, an industry, a system with many linkages. Some contemporary trends in the concept of tourism have emerged with the evolution of concepts as Ecotourism and Sustainable Tourism. Geographical aspect of Tourism describes it as spatial phenomena with the blend of natural and cultural attractions. Most regional studies in India tell about negative or positive impact of tourism. But there is need to study tourism potential of regions before analyzing the impact of tourism activity so that future negative impacts could be checked. Thus, the literature justifies the need of present study and also provided background for it which is crucial. There is a lack of studies which can give a spatial picture of tourism potential in India.

Geographical picture of tourism potential can enhance quality of tourist experience and at the same time can make tourists to be ecologically, economically and

¹ Haveli is the term used for a private mansion in India. The word haveli is derived from Persian meaning of "an enclosed place".

ethically responsible towards the destination area. Rajasthan is a state where a considerable number of tourists are coming every year. This phenomena is needed to be studied in terms of spatiality of tourism potentials. There are variations in terms of tourism development within the state as Western Rajasthan has performed well in terms of tourist arrivals. There are studies on Jaipur, which is a popular destination for tourists. But North-west districts of Shekhawati Region despite having considerable number of attractions are far behind in the tourist arrivals and at the same time in terms of studies, which can give a picture of tourism prospective of the region. So this study is focused on the evaluation of tourism potentials of Shekhawati Region of Rajasthan.

1.4 SIGNIFICANCE OF THE STUDY

As stated earlier travel and tourism have acquired a great importance in recent times. Tourism is important to the world because of the amount of income it brings into countries and promotes interconnectedness throughout the world. The travel and tourism sector creates more jobs per million rupees of investment than any other sector of the economy and is capable of providing employment to a wide spectrum of job seekers from the unskilled to the specialized, even in the remote parts of the country. Realizing the importance of Tourism both Union Government of India and Government of Rajasthan have started taking various steps to expand this activity. Tourism has been recognized as smokeless industry pertaining to people, transporting them to a designated destination, putting them comfortably within their budget, entertaining them and sending them back with sweet memories. Rajasthan is the state having both natural as well as cultural attractions to attract a large number of tourists. Its proximity to Delhi, which is a favoured arrival point in India increases potentiality of this state in tourism development. However, some centres are facing problems due to increase in tourist arrivals in Rajasthan. Along with semi arid hot climate, serious environmental constraints are limiting agricultural development. Small towns of this zone called Shekhawati comprising of the districts of Jhunjhunun, Sikar and Churu have some very less discovered and known tourist attractions encompassing both natural and cultural attractions. This makes present study important to evaluate tourism potentials of Shekhawati area of Rajasthan. Activity of tourism is not only dependent on availability of tourist attractions but also on available tourism infrastructure. Therefore, the study has focused on assessment of tourist attractions both natural and cultural and availability of tourism infrastructure.

1.5 STUDY AREA

Tourism is an important source of employment in Rajasthan, as the state lacks industries and some other means to sustenance. Unfavorable climatic conditions also slow down development of the state. Rajasthan is the eighth largest economy among Indian states with a Net State Domestic Product (NSDP) of over Rs. 48940.47 crore.⁵⁵ Tourism is an important revenue generator for the state and accounts for about 15 per cent of the total earning in the economy. Rajasthan contributes about 11.2 per cent and 3.3 per cent share in India's foreign and domestic tourist arrivals respectively.⁵⁶

There are tourist circuits in Rajasthan having their own potential and level of tourism development. One of these circuits is Shekhawati region popularly referred as "the open air-art-gallery." This semi-arid region is famous for its 18th and 19th century painted havelis (mansions) and houses, magnificent forts, and beautifully painted temples, wells and cenotaphs. In fact, it is unique in terms of profusion of wall paintings intricately and finely executed in hundreds of havelis, forts, temples, and cenotaphs. There are many towns known for their enchanting painted havelis, which form major tourist attractions in the area. The region has many tourist centers such as Mandawa, Nawalgarh, Jhunjhunun, Fatehpur, Dundlod, Churu, Mukandgarh and many more like these. Shekhawati situated in north eastern Rajasthan falls within the triangle of Delhi-Jaipur-Bikaner. It is also home of Marwaris, India's mercantile community that now commands vast business empire in different parts of the country. Marwaris built numerous havelies those depict a rich artistic tradition of the region for which Shekhawati is famous. Though climate in the region is harsh and extreme, temperature ranges from sub-zero Celsius in winter to more than 50 °C in summer. Summer brings hot wind called "Loo". Annual rainfall is very low between 450 mm to 600 mm. Ground Water table is deep at the depth of above 200 feet and at many places it is brackish. People in the region depend on rainwater harvesting. Rainwater is stored in pucca tanks during months of July and August and is used for drinking purposes throughout the year.

Shekhawati has potential for further tourism development but lacks proper tourism planning and it is resulting in degradation of Cultural Heritage and low tourist inflows. A lesser amount of natural resources needed to sustain agriculture, on one hand, and richness of this area in cultural heritage on the other, makes tourism as an effective economic activity for development. Thus, proper evaluation of tourism potential is needed to properly develop this sector.

1.6 OBJECTIVES

Above discussion highlights the need of micro level studies to evaluate tourism potentials. This is the main focus of this study. Keeping this in mind, the study proposes to achieve following objectives:-

1. Examining the main features of Tourism in Rajasthan in terms of distribution of tourist centers, tourist inflow and available tourism infrastructure.
2. Understanding the present scenario of Tourism in Shekhawati.
3. Identifying and examining tourist attractions both natural and cultural in Shekhawati.
4. Analyzing the availability of Tourism Infrastructure in Shekhawati.
5. Evaluating potentials and problems in development of tourism in Shekhawati.

1.7 RESEARCH QUESTIONS

An attempt have been made to answer following research questions in this study:-

- I. What is the scenario of Tourism sector in Rajasthan in terms of its main features?
- II. What kind of scenario does emerge in Shekhawati region of Rajasthan in terms of Tourist arrivals and distribution of Tourist centers?
- III. What are the available Tourist attractions both natural as well as cultural in Shekhawati Region?
- IV. What is the status of available tourism infrastructure in Shekhawati?
- V. Which are the areas of Shekhawati, having higher Tourism Potentials and those which need further planning for better use of their tourism resources?

1.8 DATABASE

In order to achieve above mentioned objectives and to answer the research questions, lot of information and statistics are required. Required data for this study have been taken from following sources-

1. Data have been taken to understand the tourism sector in India from India Tourism Statistics-2009, Ministry of Tourism, Government of India.
2. To understand the tourism sector at state level in Rajasthan information for district wise Tourist inflows have been collected from Annual Report-2009, Tourism Department, Rajasthan,.
3. The information about natural attractions has been acquired from different sources. The satellite images from Global Land cover Facility (GLCF) – Earth Science Data Interface (ESDI) have been used to get the landcover-landuse pattern of Shekhawati.
4. Advanced Spaceborne Thermal Emission and Reflection Radiometer - Global Digital Elevation Model (ASTER-GDEM) which is a product of Ministry of Economy, Trade and Industry of Japan (METI) and National Aeronautics and Space Administration (NASA), provides data of Shuttle Radar Topographic Mission (SRTM). These have been used to get information about Terrain of Shekhawati Region.
5. Topographical sheets No. 44O, 44P, 45I, 45M by Survey of India, which covers the parts of Shekhawati region have been used to assess the natural and cultural attractions.
6. Data from Department of Tourism Rajasthan, Department of Culture and Archeology (ASI) Government of India and some local sources have been used to get information about cultural attractions of Shekhawati.
7. Tourist Reception Centers of Department of Tourism (DOT) across the state, Regional offices of Department of Tourism Rajasthan and Hotel Federation of Rajasthan, Rajasthan State Hotels Corporation Ltd. provides detailed information about the accommodation facility, which have been collected for the year 2009.
8. Information about tourism infrastructure have been taken from various sources such as Basic Statistics Rajasthan-2007, Socio Economic Statistics Rajasthan 2008-09, which are publication of Directorate of Economics and statistics Rajasthan.

9. Descriptive information about the Shekhawati have been taken from District Statistical Outlines of the districts of Sikar-1988, Churu-1970 and Jhunjhununn-1984.

1.9 METHODOLOGY

Data and Information collected needs to be analyzed according to the objectives and research questions by using some techniques. Certain methods have been applied for this. After studying the broad picture of tourism in Rajasthan, an analysis has been done to evaluate the potentials and hindrances for the development of tourism in Shekhawati. To understand the tourism sector certain cartographic and statistical techniques have been used. Maps have been prepared to visualize the major tourist attractions of Rajasthan with the help of Arc-GIS.

Present scenario of Tourism has been examined in terms of tourist arrivals to major tourist centers. Spatial distribution of Tourist attractions both natural and cultural have been analyzed with the help of Erdas-Imagin and visualized in the Arc-GIS environment. According to *Van Arragon and Wessels (1994)*, there is a direct relationship between tourism and cartography. Thus spatial or geographic dimensions of tourism have been shown with the help of maps. Spatial picture of tourism potential in Shekhawati Region has been prepared in GIS environment with the help of Arc GIS Software for visualization of spatial data as well as its attribute.

Composite index have been framed out for the Shekhawati region to find out the level of available tourism infrastructure. This has been done by selecting indicators and index was calculated for all major tourist centres of Shekhawati. Selection of indicators is the most crucial task for making a composite index. Here, twenty indicators have been chosen for this purpose. Details of methods used have been provided in the relevant chapters.

1.10 ORGANIZATION OF MATERIAL

Theme of the study needs to be familiarized, which has been done in the first chapter entitled; **An Introduction**. Statement of the problem is followed by review of some earlier relevant works on this subject. This literature review provides a theoretical and practical basis for the research in terms of concept of tourism, its geographical aspects and some regional studies. A concise description of the study area in terms of its natural and cultural settings has been specified. The chapter also states the main Objectives and Research Questions set for present study. This is being followed by database along with methods used for analysis. At last the logic for the format of chapters have been given as organization of material.

There is need to have a look at the broader picture of tourism before aiming for the regional study. Second chapter entitled **Tourism sector in Rajasthan- An overview**, therefore, presents picture of tourism activity at the state level. This includes pattern of tourists inflows to major tourist centers, available services and the areas, those need exploitation of their potential in terms of tourism activity in Rajasthan.

After introduction of tourism sector in Rajasthan, the study shows the scenario of tourism in Shekhawati Region. Before evaluating tourism potentials in Shekhawati, it is needed to comprehend current situation of Tourism. Accordingly, an analysis of Tourist inflows and seasonality of the activity have been done in Third Chapter entitled **Scenario of Tourism in Shekhawati Region**. This is followed with discussion on resource potentials for tourism in the area. An attempt has been made to have a look at Tourist Attractions. Tourist attractions are both Natural as well as Cultural in character. Therefore, identification of **Tourist Attractions of Shekhawati Region** and their characteristics form main focus in fourth chapter. Assessment of tourism potentials of an area cannot be assessed without analyzing availability of major tourism related infrastructure. After the identification of major tourist attractions, there is an examination of **Availability of Tourism Infrastructure in Shekhawati region** in fifth chapter. Finally, an effort has been made to identify areas having higher tourism potentials with the help of their classification. It can help in further planning of tourism development in this area. At last, major outcomes have been given in the last chapter in the form of **Conclusions**.

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CHAPTER 2

TOURISM SECTOR IN RAJASTHAN- AN OVERVIEW

Tourism is an important activity of many countries all over the world. It is driven by the natural urge of human beings to have new experiences, and the desire to attain knowledge and get entertained. The Motivations for tourism also include religious and business interests. Spread of education has fostered a desire to know more about different parts of the world. The importance of Tourism as an instrument of economic development and employment generation, particularly in remote and backward areas, has been well recognized the world over.¹ Tourism has been pivotal in social progress as well as an important vehicle of widening socio-economic and cultural contacts throughout human history. A wide array of interests; entertainment, sports, religion, culture, adventure, education, health and business drive tourism. Demand for tourism also increases with advancement of transport, communication and improvement in general economic well-being. Better tourism services help in sustaining tourism over a longer period and also satisfy local community. Expenditure on tourism induces a chain of transactions requiring supply of goods and services from related sectors. Consumption demand emanating from tourist expenditure also induces more employment and generates a multiplier effect in an economy.

Being an important driver of socio-economic development, tourism has become one of the crucial concerns not only of nations but also of international community as a whole. Many countries are using tourism as an agent of economic and social development. They exploit their historical, social, cultural and environmental resources to achieve this. Today, tourism forms an important part of all developmental strategies and is often found on the top of priority list in the “hierarchy of priorities”. Its potentials to generate employment and earn foreign exchange for host country has made this industry the concern of most governments, planners, entrepreneurs and people in general. Tourism is one of the important sectors in India for foreign exchange earnings (FEE). As per monthly estimates prepared by Ministry of Tourism, foreign exchange earnings from tourism in India were Rs.54960 crores in 2009 as compared to Rs.50730 crores in 2008 registering a growth of 8.3 percent during 2008-2009. As a result, countries around the world are pumping resources for an effective and planned development of Tourism industry.² Tourism consists of several activities. It is one of the sectors which have potentiality to stimulate growth of employment in related fields like Hotels, Transport, Shopping, Food,

along with medical, business and sports tourism. There are different types of tourism which India offers from the land of diversity. India offers primarily Adventure Tourism, Pilgrimage Tourism, Nature and Wildlife Tourism, Recreation and Leisure Tourism and Cultural Tourism. Different places in India offer different type of experiences to tourists.

Major tourist centers of India can be seen in figure 2.1 The spatial pattern shows that a large number of tourist centers are concentrated in north and western part of India. Many northern parts offer nature and adventure tourism due to the presence of Himalayas. While those interested in travelling to western parts of India include tourists interested in historical places as many historical places are concentrated in north-western India.

2.1.1 Types of Tourism

All types of tourism in India are projecting it as an important tourist spot. Reason of India doing well in different types of tourism is due to its is multilingual, multicultural and multireligious culture with tremendous geographical diversity, hospitality, uniqueness and charm. Types of tourism in India are as follows:

Religious or Pilgrimage Tourism

India is famous for its temples which attract tourists. Some of the temples present a grand architecture with rich history. So tourists visit these for historical and pilgrimage purposes. This type of tourism has increased rapidly in recent times. Narayan Sarovar, Sudamas Porbandar, Kabirvad Shuklatirth, Kayavarohan, Bhadrakali, Haridwar, Badrinath, Kedarnath, Varanasi, Gangotri and Yamunotri, Rishikesh, Shamlaji, Bodh Gaya and Ajmer are important pilgrimage destinations which have kept alive the religious sentiments of the people where lakhs of pilgrims from all over the world make their spiritual trips every year.

Cultural or Heritage Tourism

India is known for its rich cultural heritage which is an element of mysticism, which attract tourists to India. One can see the influence of various cultures in dances, music, festivities, architecture, traditional customs, food, and languages. This richness in culture goes a long way in projecting India as a significant cultural tourism destination. Various fairs and festivals such as the Pushkar fair, Taj Mahotsav and Suraj Kund mela can be visited by tourists.

Archaeological Tourism

There are a number of places of archaeological importance which can be broadly classified as belonging to Stone Age, Indus Valley, Neolithic-Chalcolithic, Megalithic-

Early Historic and Late Historic periods. Famous archaeological sites of Stone Age abound in Peninsular India, more prominently at Pallavaram in Tamil Nadu, Hunsgi in Karnataka, Kuliana in Orissa, Didwana in Rajasthan, and Bhimbetka in Madhya Pradesh. Famous sites of Indus Valley Civilisation are found in Indus and Ghaggar river valleys and also in places such as Kutch and Saurashtra, Dholavira, Kalibangan, Lothal, Surkotda and Rakhigari. Famous sites of Megalithic Phase are Brahmagiri, Maski and Rajan Kalur, Bhagimari and Gadabas etc. Famous of Buddhist sites can be seen at Phase Sanchi, Saranath, Ajanta, Kaneheri, Amravati, Sanati and Lalitgiri. Sites of Jainism Phase are Khandagiri-Udayagiri, Mathura. Some sites related to Islamic culture are at Delhi, Agra, Lucknow, Hyderabad, northern Karnataka, Aurangabad, and Bhopal.

Ayurveda and Meditation Tourism

Ayurveda and Meditation originated in India some 6000 years ago. Ayurveda is a natural way of cure for body, mind and soul. Tourists can visit both North India as well as South India for Meditation and Ayurvedic treatment. North India's prestigious institutes of Ayurveda and Meditation are amidst the natural surroundings, giving its visitors enough space to breath in the natural atmosphere. Kerala in South India has innumerable places for Ayurveda, meditation and natural healing.

Wildlife Tourism

India is endowed with rich forest cover which has some beautiful and exotic species of flora and fauna. Some of these are even endangered and rare. Famous wildlife tourist attractions are Bandhavgarh National Park, Corbett National Park, Pench National Park, Ranthambore National Park, Kanha National Park, Bandipur Wildlife Park, Gir Wildlife Park, Dudhwa Wildlife Park, Sariska Wildlife Sanctuary, Keoladeo Ghana National Park, Panna Wildlife Park, Sunderbans Wildlife Park and Bharatpur Bird Sanctuary etc.

Coastal and Beach Tourism

Beaches in India provide a perfect destination of sun, sand, sea and surf those are too hard to resist for any beach lover and water sport adventurer. Almost in every coastal part of this subcontinent, one can enjoy beach holidays. Some famous beaches of India are Anjuna, Bogmalo, Benaulim, Calangute, Chapora, Colva, Cavelossim, Candolim, Dona Paula, Majorda, Palolem, Vagator, Varca, Velsao beaches all in Goa. Apart from these there are Mahabalipuram Beach in Tamil Nadu; Ganapatipule Beach in Maharashtra; Kovalam Beach in Kerala; Ahmedpur Mandvi Beach, Porbandar Beach in Gujarat; Puri

Beach and Gopalpur-on-Sea Beach in Orissa; Digha Beach in West Bengal; Andaman and Nicobar Beaches, Daman and Diu Beaches and Lakshadweep Beaches.

Adventure Tourism

Adventure Tourism in India has immense opportunities because the country has a rich diversity in terms of climate and topography. Various kinds of adventure tourism in India include, Rock climbing, Skiing, Camel safari, Para gliding, Mountaineering, White water Rafting and Trekking. Various places in India where tourists can go for adventure tourism are Badami, Kanheri Caves, Manori Rocks, Kabbal for rock climbing. The places for skiing are Manali, Shimla, Nainital and Mussoorie. The places for whitewater rafting in India are along Ganga, Alaknanda and Bhagirathi rivers and Indus river. Apart from these, Himalayas offer a variety of activities related to adventure tourism.

Ecotourism

Ecotourism involves sustainable preservation of naturally endowed areas or regions ensuring no damage to ecological balance. Places such as Kerala, Lakshadweep Islands, Himalayan Region, north-east India, and Andaman and Nicobar Islands are some destinations in India where tourists can participate in ecotourism-related activities. The major national parks in India for ecotourism are Corbett National Park in Uttar Pradesh, Bandhavgarh National Park and Kanha National Park in Madhya Pradesh, Gir National Park and Sanctuary in Gujarat, Ranthambore National Park in Rajasthan etc.

Thus, India's size, terrain, history, culture, heritage and diverse cultures make the country offering immense resource potentials for tourism. The resources are so vast that India is often referred to as a country of all seasons and all reasons for tourism. In other words, India being a big country has everything to offer to everybody. Visiting India is an enthralling and memorable experience to one and all.⁴ Beautiful ancient monuments are fascinating and a tourist's delight.

2.2 Present Tourism Scenario in India-

India is a country where the past and present blend in a systematic manner at the threshold of an exciting future and it is an emerging International Market. Tourism industry has many aspects, therefore, understanding this phenomenon require looking at the picture of tourist arrivals.

In terms of World Tourism Traffic, International tourist arrivals worldwide registered a decline of -4.2 percent in 2009 compared to +2.0 percent growth in 2008 over 2007. International tourist arrivals in 2009, 2008 and 2007 were 880 million, 919 million

and 901 million respectively. At world level France occupied top position in terms of arrivals in 2009, followed by USA, Spain, China, Italy, UK, Turkey, Germany, Malaysia and Mexico. These top 10 countries accounted for 45.3 percent share of international tourist arrivals in 2009. India's rank was 47th in international tourist arrivals in 1998 which rose to 41st in 2009. However, there is no change in India's rank during last 3 years. India's share in international tourist arrivals increased from 0.40 percent in 1996 to 0.58 percent in 2009.

2.2.1 Foreign Tourist Arrivals in India

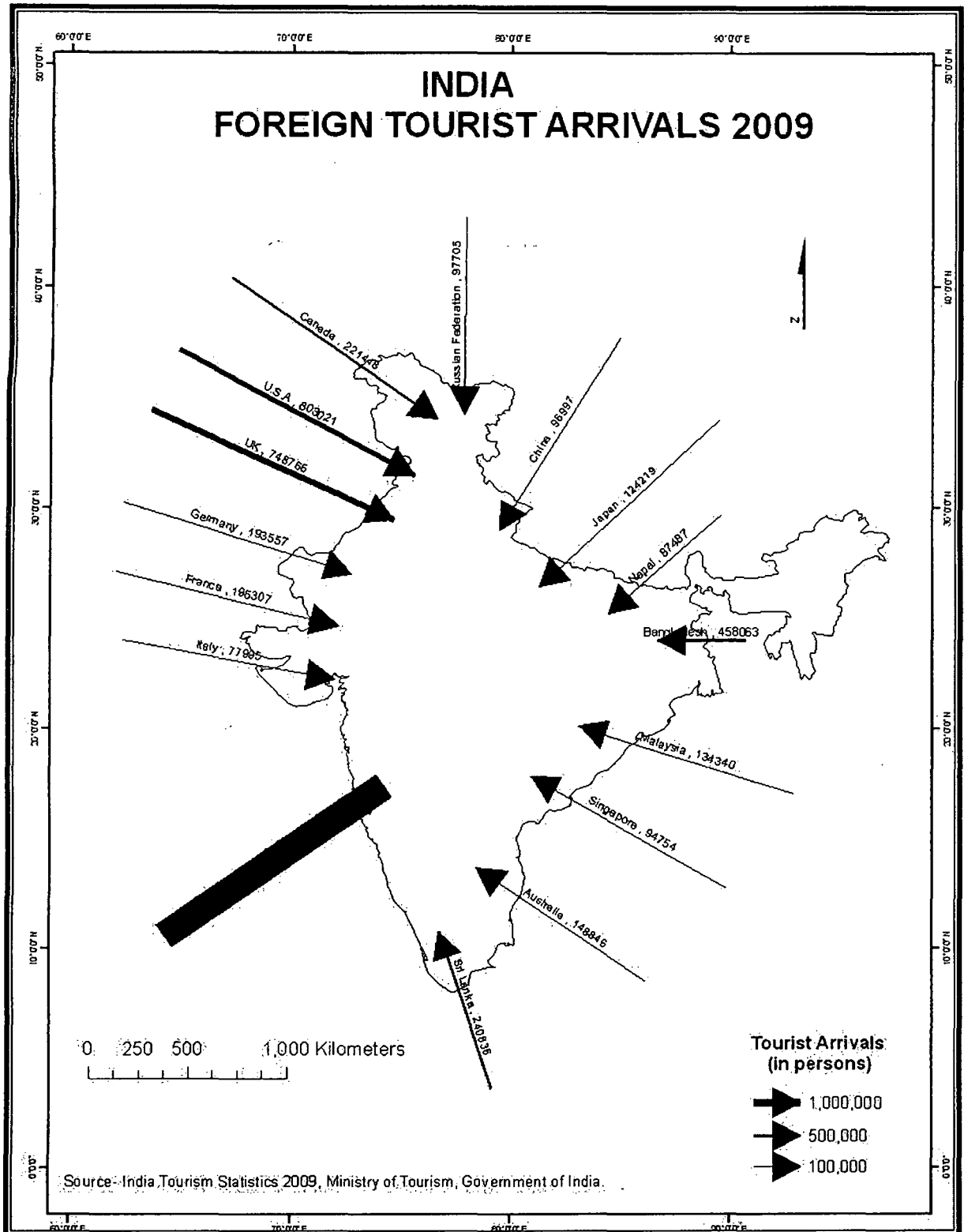
Foreign tourist arrivals are more important these days, particularly in India, because it bring considerable amount of foreign exchange. India witnessed an increase in the Foreign Tourist Arrivals (FTAs) from 2.38 million to 5.11 million during 2002 to 2009. Total international tourist arrivals were 5.11 million in of 2009 with an annual decline of – 3.3 percent.⁵ India accounted for 2.81 percent of tourist arrivals in Asia and the Pacific Region in 2009 occupying 11th rank in Asia. Share of India in terms of total international tourist arrivals is 0.58 percent with a rank of 41st in 2009. But the share is better in terms of International Tourism Receipts of 1.2 percent a ranking of 22nd. Number of domestic tourist visits in India was 650.04 million as compared to 562.98 million in 2009 in 2008, with a growth rate of 15.5 percent.⁶

Table- 2.1 Foreign Tourist Arrivals in India-2009

Country	persons	Percentage
U.S.A	803021	15.72
UK	748765	14.66
Bangladesh	458063	8.97
Sri Lanka	240836	4.71
Canada	221448	4.33
France	195307	3.82
Germany	193557	3.79
Australia	148846	2.91
Malaysia	134340	2.63
Japan	124219	2.43
Russian Federation	97705	1.92
China	96997	1.90
Singapore	94754	1.85
Nepal	87487	1.71
Italy	77995	1.53
Others	3723340	27.12
Total	5108579	100.00

Source- India Tourism Statistics 2009, Ministry of Tourism, Government of India.

Figure 2.2



It is clear from table 2.1 and figure 2.2 that European countries have significant share in foreign tourist arrivals in India. Some of the European countries which have noticeable share are United Kingdom, France and Germany. After these, there are

neighboring countries of India for example Bangladesh, Sri Lanka and Nepal having a significant share in tourist arrivals. India's performance in tourism sector has been quite impressive.

2.2.2 Domestic and Foreign Tourist Visits to States and UTs

Since diversity prevails among the states therefore different places in India experiences different level of tourist arrivals. Table 2.2 stipulates the ranks of States and UTs in domestic and foreign tourist visits during 2009.

Table – 2.2

Ranking of States in terms of Tourist Arrivals-2009

State	Rank_Domestic	State/UT	Rank_Foreign
Andhra Pradesh	1	Tamil Nadu	1
Uttar Pradesh	2	Maharashtra	2
Tamil Nadu	3	Delhi	3
Karnataka	4	Uttar Pradesh	4
Rajasthan	5	West Bengal	5
Maharashtra	6	Rajasthan	6
Madhya Pradesh	7	Andhra Pradesh	7
Uttaranchal	8	Kerala	8
West Bengal	9	Bihar	9

Source - India Tourism Statistics – 2009

The top five States in domestic tourist visits in 2009 were Andhra Pradesh (157.48 million), Uttar Pradesh (134.83 million), Tamil Nadu (115.76 million), Karnataka (32.70) and Rajasthan (25.56 million) with their respective shares being 24.2 percent, 20.7 percent, 17.8 percent, 5 percent and 3.9 percent. These five States accounted for about 71.6 percent of the total domestic tourist visits in the country. In respect of foreign tourist visits in 2009, the top 5 States and UTs included Tamil Nadu (2.37 million), Maharashtra (2.0 million), Delhi (1.96 million), Uttar Pradesh (1.53 million) and West Bengal (1.18 million) with their respective shares being 17.3 percent, 14.6 percent, 14.3 percent, 11.2 percent and 8.6 percent. These five States/UTs accounted for about 66 percent of the total foreign tourist visits. For detailed information appendix 2.1 can be look at. Although every part of India have some unique characteristics to attract tourists, but the phenomenon of

of available infrastructure, information and publicity. That is why some states have higher number of Tourist arrivals and some have negligible numbers.

Domestic tourists generally get attracted towards Andhra Pradesh, Uttar Pradesh, Tamil Nadu, Karnataka and Rajasthan. Foreign tourists come mainly to Tamil Nadu, Maharashtra, Delhi, Uttar Pradesh, West Bengal and Rajasthan. Rajasthan, which ranks 5th in domestic tourist arrivals and 6th in foreign tourist arrivals, is the focus of this study.

Figure 2.3

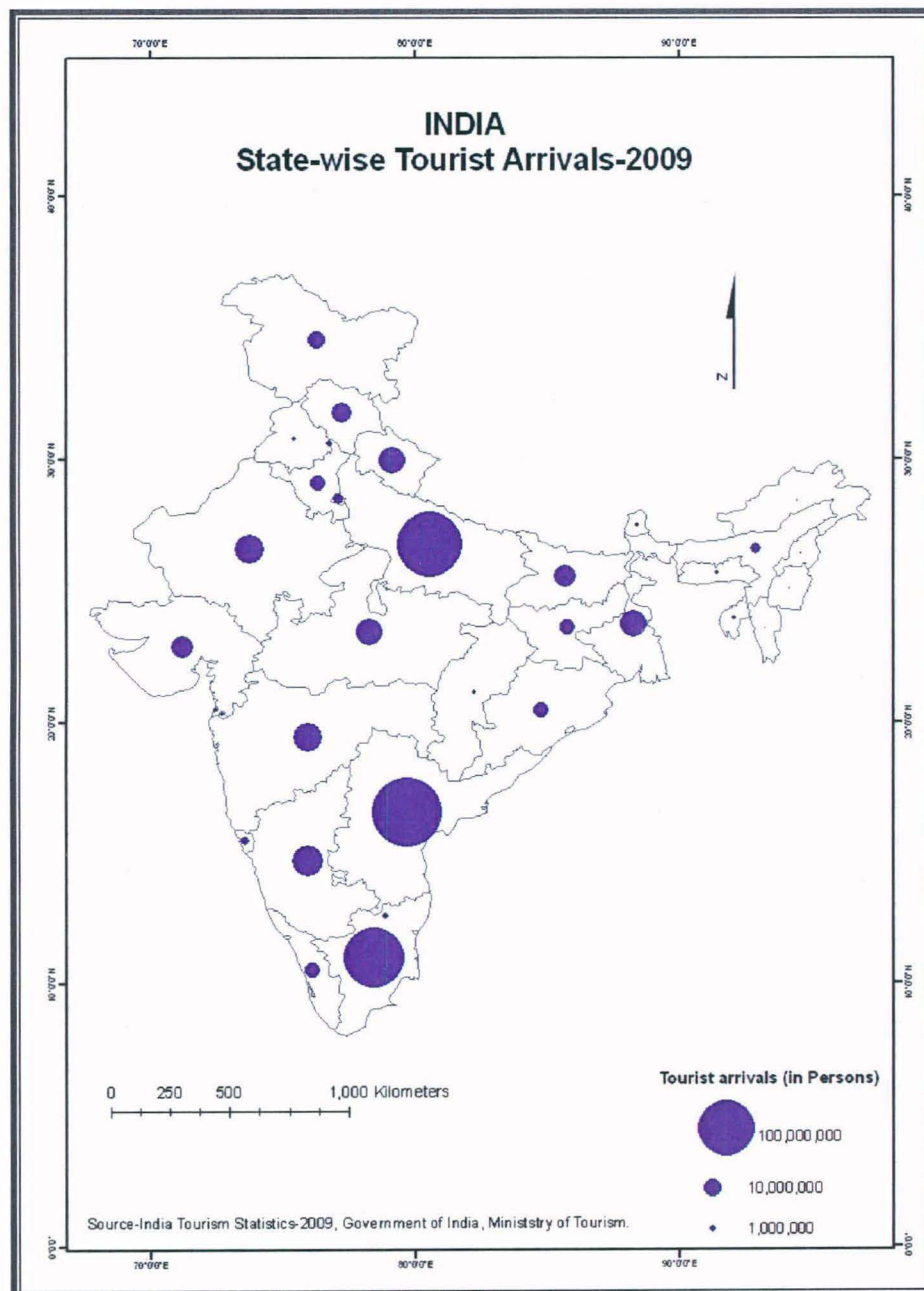


Figure 2.3 depicts this aspect in a more expressive way. There are a significant number of tourist centers in India due to cultural as well as due to physical diversity. Out of these Rajasthan has a considerable share of attractions and attracts a good number of tourists. Therefore, Rajasthan has emerged as one of the favourite tourist destinations in India for both domestic and foreign tourists during the last decade. Some tourism related things of Rajasthan have become popular among the tourists. These include Palace-on-Wheels journey, Heritage Hotels, Camel Safaris, Pushkar Fair, Desert festival, Palace Hotels, Wild Life Sanctuaries and National Parks. Thus, there is a nice blend of natural attractions as well as manmade attractions. In initial years of tourism development in the country, Rajasthan reaped the benefits due to its proximity to Delhi, which is one of the major ports of entry for foreign tourists. The recent years have witnessed an increase in the flow of both domestic as well as foreign tourists.

2.3 Present Tourism Scenario in Rajasthan-

Tourism in Rajasthan was small industry till about four decades ago. It was largely confined to elite foreign tourists and domestic pilgrim traffic. Tourist arrivals were restricted to a few thousand annually and were primarily recorded in a few selected places such as Jaipur-the state capital, Udaipur and Jodhpur mainly for foreign tourists and pilgrim centers of Ajmer, Pushkar and Nathdwara for domestic tourists. Employment in tourism sector and its contribution to the state economy, as well as employment potential were limited. But presently the industry, employs over one lakh people directly and over three lakh people indirectly. Its contribution to the State economy is estimated to be over Rs 2000 Crore.⁷

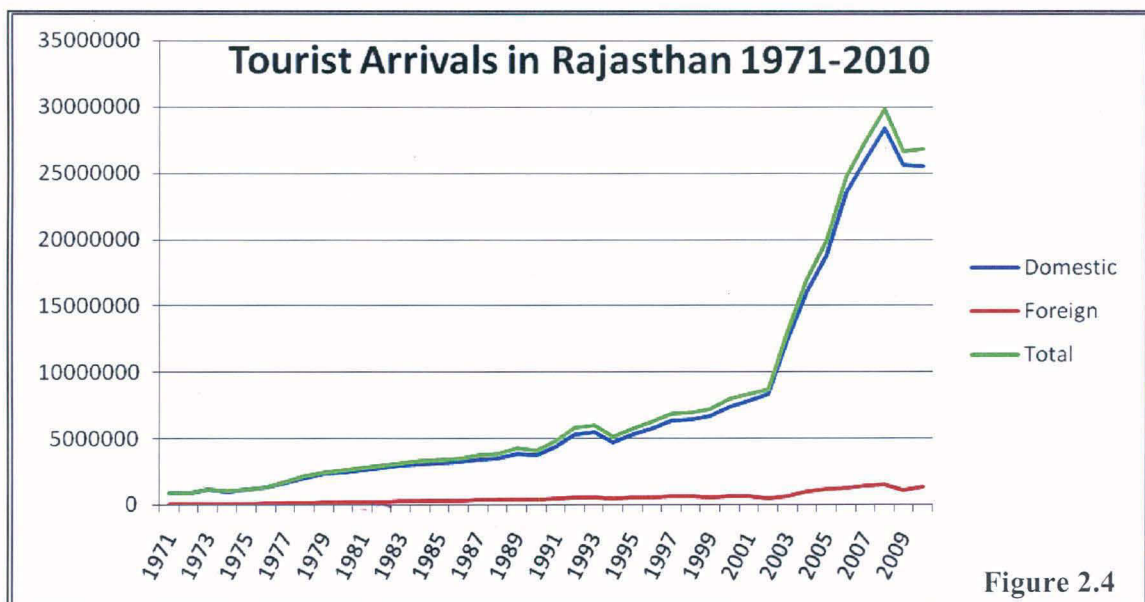


Figure 2.4

Figure 2.4, shows that Domestic tourists inflow is dominant in total arrivals due to their large number. It has shown continuous increase since 1971. However, there was sudden jump in their numbers the last decade till 2007. There has been a decline after 2007. Despite immense potential and various efforts, Rajasthan's Share of Foreign tourist arrivals in India has been declining in the last few years, though overall number of tourists have been increased. Tourist arrivals in persons can be look at in appendix 2.5. The global financial crisis had already taken a toll on foreign tourist traffic and rest of the decline can be blamed on Mumbai tourist attacks. However, there has been rise in domestic tourist arrivals, in spite of the country being hit by various calamities. Following the 9/11 terrorist attack in New York, the tourism industry has been on the look out for new potential markets in South East Asia and other neighbouring countries. Domestic markets are also devising new marketing strategies and attractive tourists packages. Rajasthan is endowed with some natural characteristics as well as some manmade features which can attract a number of tourists. At the same time, the state has major environmental constraints to meet the developmental needs. Accordingly, the state government is focusing on the development of tourism in the state.

Given the increasingly important role of tourism in overall socioeconomic development, the State Government of Rajasthan has accorded the status of industry to tourism in 1989. Department of Tourism (DoT), Rajasthan has played a key role in this growth along with Rajasthan Tourism Development Corporation (RTDC), which was established in November, 1978. Its main role is to act as catalyst by developing tourism infrastructure both for domestic and foreign tourists, particularly by way of basic amenities like accommodation, catering, organized tours and sightseeing facilities.

2.3.1 Major Tourist Destinations in Rajasthan - Circuits and Standalone Destinations

Figure 2.5 shows that tourist centres of Rajasthan are well distributed. Some of these provide physical attractions as Mount Abu and some are known as heritage attractions. Rajasthan has considerable significance in terms of heritage attractions. The state offers good opportunity to enjoy tourism along with a stay at heritage hotels. Sand dunes, national parks, wildlife sanctuaries, Forts, palaces, havelis, temples, monuments, historical sites, etc are key attractions of the state of Rajasthan. Some of famous fort are Jaisalmer Golden Fort, Jodhpur Mehrangarh Fort, Chittorgarh Fort, Kumbhalgarh Fort, Jaipur Amber Fort, Taragarh Fort near Kota, Bikaner Junagarh Fort, Jaipur Nahargarh Fort, Jaipur Jaigarh Fort, Bundi Fort, Neemrana Fort and Bharatpur-Lohargarh Fort etc.

8) Shekhawati Circuit: Sikar-Jhunjhunun-Churu

9) Hadoti Circuit: Kota-Bundi-Jhalawar

These circuits together exhaust all the tourism attractions that Rajasthan has to offer. Among these circuits, the Jaipur (Dhundhar) Circuit, Desert Circuit and Mewar Circuit are well developed, whereas in other circuits, tourism is limited to cover of only 1-2 destinations rather than the circuit as a whole.

Table 2.3

Features of Major Tourist Circuits in Rajasthan

Circuit	Season	Main Tourist Locations	Tourist arrivals in 2001 at Largest Tourist Location	Main Attractions/	Other Places of Tourist Interest
Desert Circuit	Oct-Mar	Jodhpur, Jaisalmer, Bikaner	Jodhpur (4.5 lakh)	Sand dunes and desert experience Two unique forts Palaces and carved Havelis	Osiyan (near Jodhpur) Sam and Khuri dunes, Lodurva Jain temples (near Jaisalmer) Gajner Palace and WLS, Deshnok Karni Mata temple (near Bikaner) Barmer
Mewar Circuit	Sept-Mar	Udaipur Chittaurgarh Nathdwara* Kumbhalgarh	Udaipur (7.2 lakh)	Leisure, history and pilgrim Lakes, few forts and palaces Pilgrim centres	Jaisamand Lake, Jagat and Nagda temple ruins, Rana Pratap memorials (near Udaipur) Wild life sanctuary (near Kumbhalgarh)
Vagad Circuit	Sept-Mar	Dungarpur Banswara	Banswara (1.2 lakh)	Tribal culture, fairs and festivals, forts and palaces and nature	Baneshwar, Galiyakot (near Dungarpur) Mahi Dam, Arthuna (near Banswara)

Godwar Circuit	Feb-June, Sept-Dec	Mount Abu* Ranakpur	Mount Abu (12.9 lakh)	Leisure: Mount Abu, the only hill station in Rajasthan Pilgrim: Ranakpur, one of the five holy Jain places Delwara temples, Nakki lake	Gaumukh temple, Arbuda temple (near Mount Abu)
Dhundhar Circuit	Sept-Mar	Jaipur*	Jaipur (8.3 lakh)	Forts, palaces, havelis, gardens Jantar Mantar Observatory	Samode Palace and gardens, Abhaneri step-well, Sambhar Lake, Ramgarh Lake (near Jaipur)
Brij Mewat Circuit	Oct-Feb	Bharatpur S Madhopur* Alwar Sariska*	Bharatpur (11.1 lakh)	Nature/ Wild life tourism Few forts, palaces and lakes	Siliserh Lake Palace (near Sariska and Alwar) Deeg (near Bharatpur)
Merwara-Marwar Circuit	Domestic- Throughout the year Foreign - Nov	Ajmer* Pushkar	Ajmer (13.2 lakh)	Pilgrimage (Dargah Sharif and Pushkar Lake)	Lakes (in and around Ajmer) Kishangarh (on Ajmer-Jaipur route) Roopangarh (near Kishangarh) Nagaur Fort, Merta City (Nagaur district)
Shekhawati Circuit	Sept-Mar	Sikar Jhunjhunun	Jhunjhunun (11.0 lakh)	Frescos and painted havelis	
Hadoti Circuit	Sept-Mar	Kota Bundi Jhalawar	Kota (6.4 lakh)	Natural beauty Few forts, palaces and temples	

** Also popularly covered as standalone destinations.*

Source-Final Report, Study on 20 Year Perspective Plan for Sustainable Tourism in Rajasthan, Department of Tourism, Ministry of Tourism, Art And Culture government of India.

2.3.2 Tourist Arrivals in Rajasthan

Circuit-wise tourist arrivals-

Importance of tourist circuits can be seen by looking at the picture of tourist arrivals. Some tourist circuits have noticeable share in total tourist arrivals in Rajasthan while some other have low arrivals.

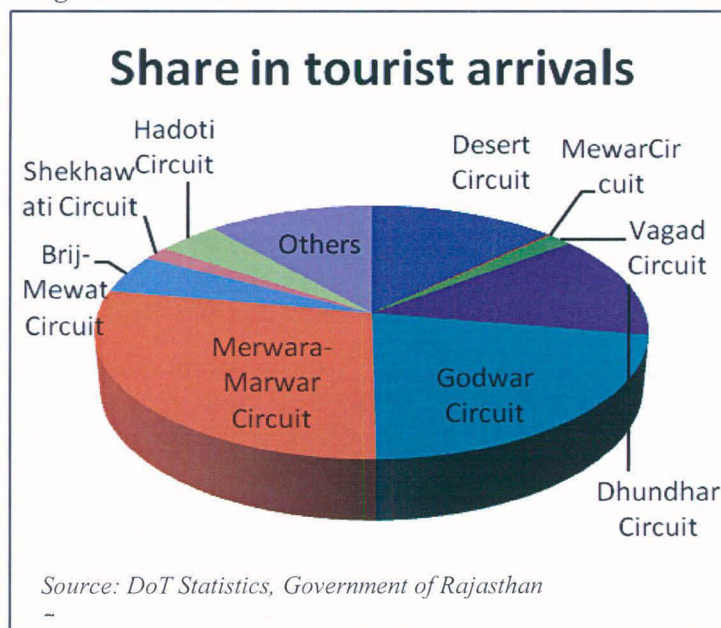
Table – 2.4

Tourist Arrivals at Tourist Circuits

Circuit	Tourist Arrivals in persons (2001)	Share (in percent) (1997-2001)
Desert Circuit	820610	10.43
Mewar Circuit	1175509	0.17
Vagad Circuit	115374	1.36
Dhundhar Circuit	828665	11.05
Godwar Circuit	1382371	18.16
Merwara-Marwar Circuit	2234531	23.31
Brij-Mewat Circuit	305691	4.09
Shekhawati Circuit	116874	1.41
Hadoti Circuit	264008	3.45
Others	1121867	9.28

Source: Department of Tourism Statistics 2009, Government of Rajasthan

Figure- 2.8



It is obvious from table 2.4 and figure 2.8 that Merwara-Marwar , Godwar, Dhundhar and Desert Circuits cover almost 60 percent of total tourist arrivals. Among these three circuits Merwara-Marwar circuit is center for pilgrim activity in Rajasthan and includes places like Ajmer and Pushkar. Godwar circuit is the only hill station in Rajasthan which have Mount Abu as the center of attraction. The desert circuit consists arid districts of Jodhpur, Jaisalmer and Bikaner. Dhundhar circuit comprises the state capital. Absolute numbers of tourist arrivals at these circuits can be look at in appendix 2.2.

According to tourist traffic trends, main tourist cities of Rajasthan such as, Jaipur, Udaipur, Jodhpur, Jaisalmer, Bikaner and Mount Abu have seen marginal growth and occasionally a marginal decline in total tourist traffic. On the other side, the Ajmer-Pushkar circuit is experiencing high growth in domestic tourists, whilst foreign tourist traffic at these locations is more or less static. Alwar-Sariska belt is also experiencing strong growth. Growth in domestic tourism is largely due to its increasing popularity as a weekend gateway from Delhi as well as ‘conference tourism’ venue while growth in foreign tourist traffic is led by growing popularity of Sariska Wildlife Sanctuary amongst foreigners who visits Jaipur and covers the Golden Triangle circuit. Amongst the smaller tourist destinations, Bundi is important and is a part of Hadoti circuit. It has seen a multi-fold increase in both domestic and foreign tourist traffic. Banswara and Dungarpur are slowly emerging on the tourist map. It needs to be noted that Banswara has high tourist flow due to annual religious festivals / fairs. Domestic tourists are gradually becoming more important than foreign tourists. Since in last few years numbers of foreign tourists has been static while that of domestic tourists has grown.

There is need to look at tourist traffic at different tourist centers as all locations in a tourist circuit do not have same picture in terms of tourist arrivals. This analysis will help in knowing the importance of tourist centers. Figure 2.9 shows both domestic as well as international tourist arrivals. Some of these places experienced major share of domestic tourists such as Pushkar- a major Hindu pilgrimage centre, Ajmer - a major Muslim pilgrimage place, Mount Abu – cold place in hot desert, Ranakpur and Nathdwara–temple towns. Apart from these Jaisalmer, Jaipur and Jhunjhunu are tourist hubs having major share of international tourists. Tourist inflows at major tourist centers of Rajasthan can be seen in appendix 2.3.

Figure 2.9

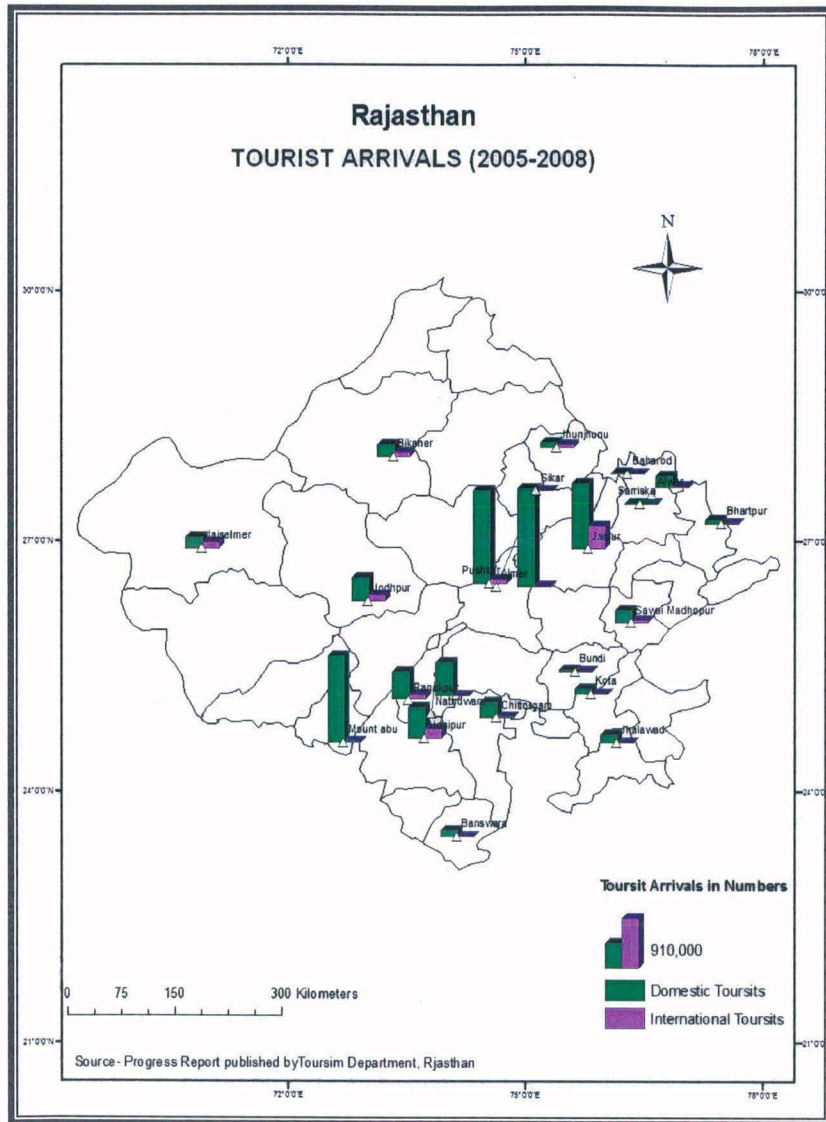
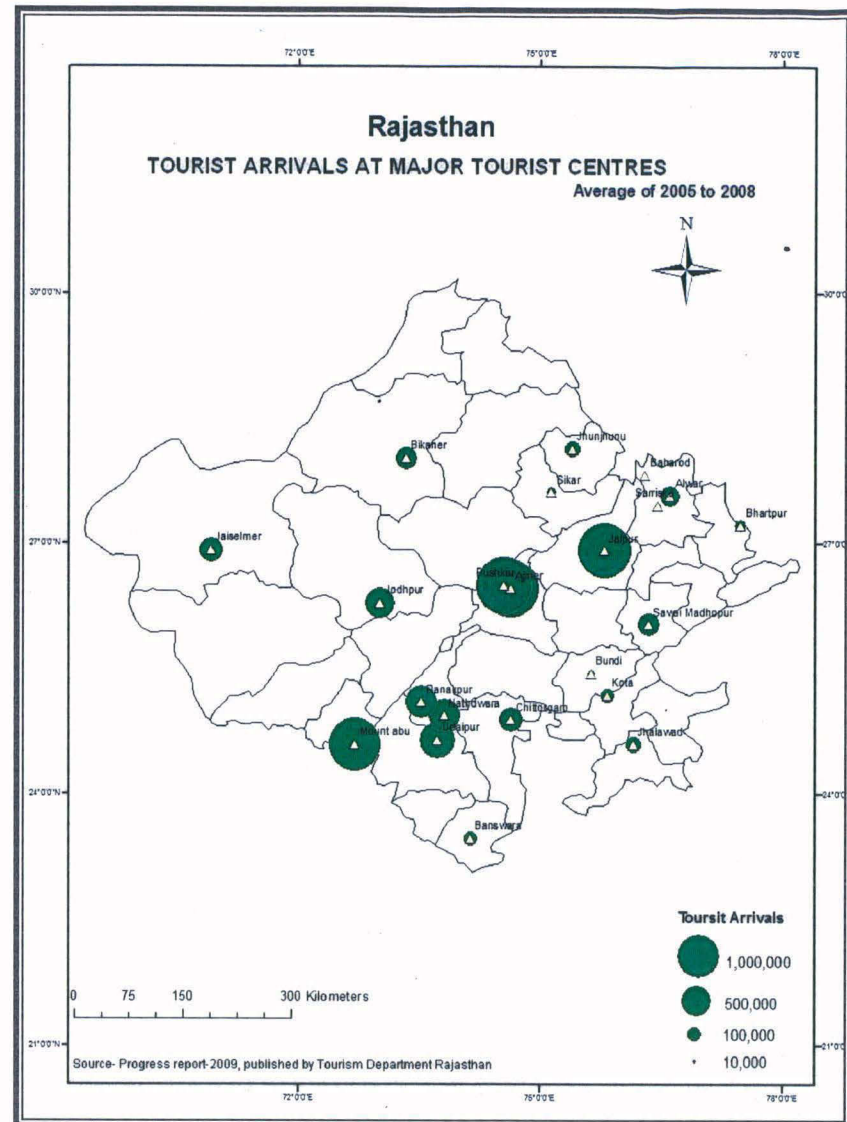


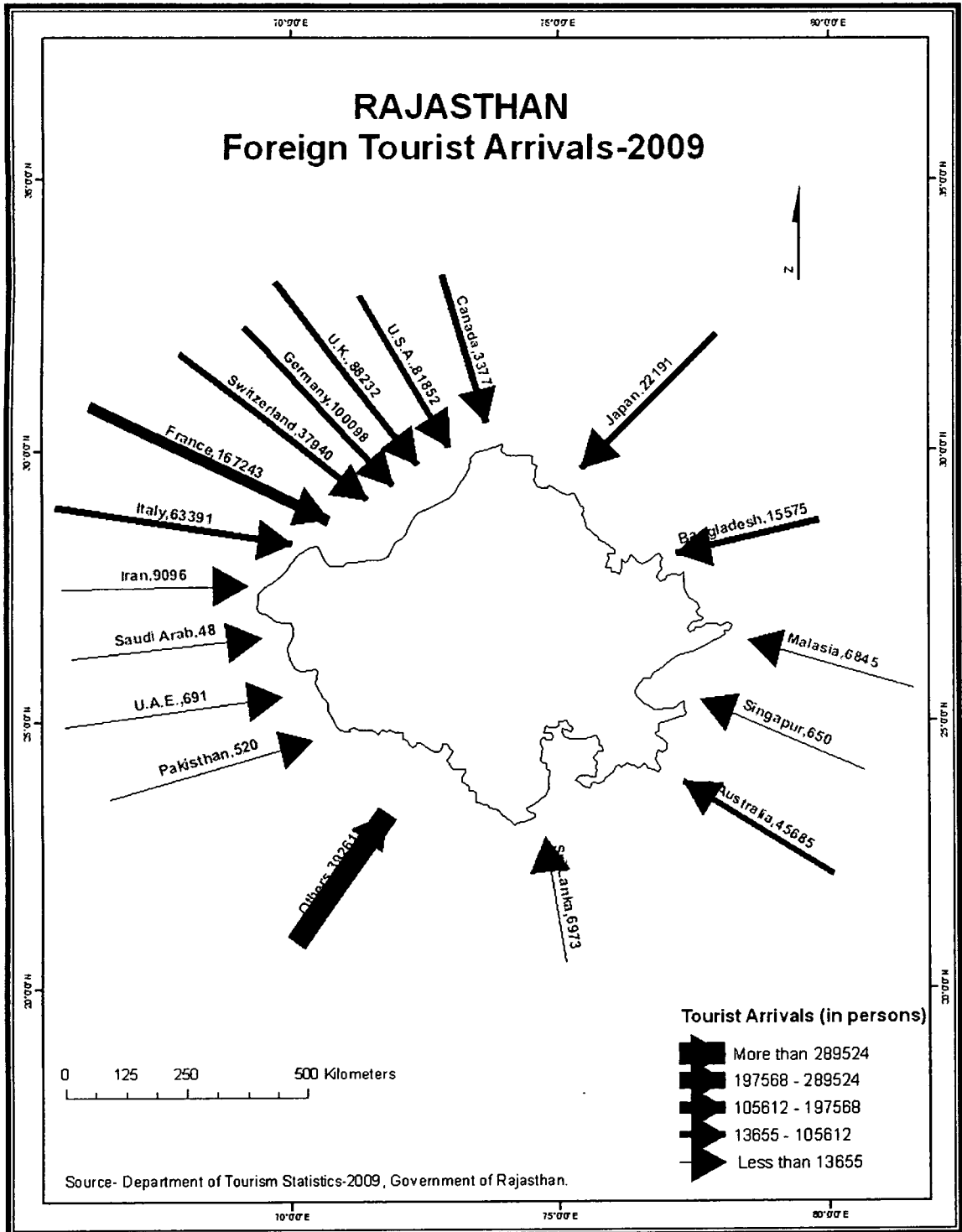
Figure 2.10



A glance at total tourist arrivals at different tourist centers of Rajasthan helps in significant proportion of tourist arrivals is captured by Jaipur, Pushkar, Ajmer and Mount Abu. These get 27 percent of total tourist arrivals. Apart from these, some pilgrimage places as Ranakpur and Nathdwara also get noticeable number of tourists mostly from nearby areas. Most of the tourist centers in north and north west have major share of tourist arrivals compared to southern and eastern parts of Rajasthan. Udaipur has modest share of tourist arrivals. Rajasthan has many things to offer under the umbrella of culture it may include language, dresses, music, traditions and cuisines etc. As Lodrick says, “the desert, the dress of the people, are certainly elements of a specific environmental setting, cultural traditions and social structure have all played a significant role in shaping the character of modern Rajasthan”.⁸

Apart from discussion on total tourist arrivals, it is also needed to look at the scenario of foreign tourist arrivals country wise. Looking at Foreign tourist arrivals in Rajasthan an unambiguous picture emerges (figure 2.11). It shows that European countries along with U.S.A. and Canada have a high share in total tourist arrivals. These European countries are France, Germany, U.K, Italy and Switzerland. Specifically France have a clear share among European countries. Apart from these Australia and Japan also have good share. Numbers of foreign tourist arrivals in Rajasthan can be seen in appendix 2.4. An appraisal of Foreign tourist arrivals shows that the pattern is more or less is similar in India and in Rajasthan in terms of country-specific tourist arrivals. It is in favour of developed countries and not nearby countries to India. It gives an idea that tourism is determined by income level not by proximity.

Figure 2.11



The true potential of tourism lies in adopting responsible and sustainable practices on both the demand and supply sides of the tourism chain, enabling an effective response to climate change. So in tourism sector demand side can be estimated by the number of tourist arrivals at a particular place and the supply side can be estimated by the availability of major tourism services at a particular place.

The earlier discussion on Tourist arrivals is the demand component but for further tourism development in the region tourism infrastructure is needed. Therefore, an attempt has been made to look at the availability of tourism infrastructure in Rajasthan.

2.3.3 Tourism infrastructure in Rajasthan:-

Success of tourism in Rajasthan depends critically upon the adequacy and quality of tourism related infrastructure, tourist facilities and services those are available to tourists. Firstly a tourist must be interested in a particular place but after the arrival certain services are needed, those can let the tourist have comfortable stay. Basic information about the destination is crucial part of tourism services. Apart from it, there are other tourism related services those are essential for sustaining tourism at a particular place. These are;

- Transport and Connectivity by Air/ Rail/ Road both in terms of transport terminals, connectivity and transport services.
- Direct Tourism Infrastructure in terms of :
 - a) Accommodation (Private/ Government)
 - b) Tourist Offices and Information Centers
 - c) Midway and Wayside Facilities
 - d) Others like Shopping and Restaurants etc.

Transport Infrastructure

One of the most important aspect of tourism infrastructure is accessibility because, it enables a person to reach the place. There are primarily three means for accessibility. These are by Air, train and roads.

For road accessibility Rajasthan government and private tour operators have buses and taxies plying throughout the state. 'As of 2000-01, the total length of roads in Rajasthan is 1,51,865 km, of which 87,462 km is maintained by public works department or PWD (including 4635 km of National Highways) and 64,403 km has been constructed and is maintained by other departments. Rajasthan's road density compares poorly to the national average. Against the national average of 66.8 km of roads for every 100 sq km of

area, Rajasthan has only an average of 38 km of roads.’⁹ Some important national highways are NH 3- Agra-Dholpur-Mumbai, NH 8- Delhi-Jaipur-Ajmer-Udaipur-Ahmedabad, NH 11- Agra-Bharatpur-Jaipur-Sikar-Bikaner.

Apart from these, there are other national highways touching the state or crossing it at some point which are; NH 11 Dausa-Manoharpur, NH 12 Jaipur-Tonk-Kota-Bhopal-Jabalpur, NH 14- Beawar-Pali-Sirohi-Kandla, NH 15- Pathankot-Ganganagar-Bikaner-Barmer, NH 65 Ambala-Hissar-Churu-Fatehpur, NH 76 Pindwara-Udaipur-Chittor-Kota-Baran, NH 79 Ajmer-Bhilwara-Chittor-Neemuch, NH 89 Bikaner-Nagaur-Ajmer, NH 90 Baran-Aklara.

Although Rajasthan has 19 airstrips and 128 helipads, but regular commercial air services are operational only at Jaipur, Jodhpur and Udaipur. There are three airports in Rajasthan at Jaipur, Jodhpur and Udaipur. Jaipur airport is the major airport with international and domestic connectivity. Some of the airlines operating to Rajasthan are Air India, Go Air, Indigo Airlines, Jet Airways, Jet Lite, Kingfisher Airlines, Air Arabia, Best Air and Oman Air. Only Jaipur receives international flights, while Jodhpur and Udaipur airports are meant for flights.

Railway network in Rajasthan primarily falls under Western and Northern Railway zones. A small section also comes under Central Railway zone. Total length of railway tracks in the state is around 5,920 km. Out of the total length, 3,028 km is covered under broad gauge, 2,803 km under meter gauge and 89 km under narrow gauge. A small stretch of 491 km of the Western Railway, between Gangdhar and Bharatpur, is electrified. Jodhpur, Jaipur, Ajmer, Bikaner, Kota, Sawai Madhopur, Chittaurgarh, Merta Road and Bharatpur are major railway junctions in Rajasthan with broad gauge connectivity with rest of the country. Udaipur too is an important railway terminal, though at presently has meter gauge network. And if the tourists want to experience Rajasthan in royal style then there is train known as Palace on Wheels and Heritage on Wheels, the former one is included in top ten luxurious trains of world.

Accommodation-

Definition of tourism mentions that tourist is the one who stays at a destination at least for one night. Staying makes availability and quality of accommodation very significant. There are different kinds and different levels of accommodation available

such as; Palace hotels, Heritage hotels, five star and three star hotels, Rajasthan Tourism Development Corporation (RTDC) hotels, Tourist Bungalows and Paying guest houses. Hotels in Rajasthan are largely managed by private sector primarily by local entrepreneurs, and groups. Domestic and international hotel chains are present in the state and offer accommodation mainly in luxury category. Domestic hotel chains like The Taj Group of Indian Hotels Co. Ltd., The Oberoi Group (East India Hotels Ltd.), Welcome Heritage Hotels (ITC Hotels), HRH Group own and manage several star hotels in the state. Similarly, international chains like Holiday Inn, Radisson and Quality Inn also have a presence in the state through franchisee arrangements.

Rajasthan has been a pioneer state in launching heritage hotels in the country by converting old palaces and mansions of erstwhile rulers into tourist accommodations. These heritage hotels have become extremely popular with tourists, especially foreign tourists. At present there are 43 heritage hotels in Rajasthan, recognized by Department of Tourism (DoT). These have a capacity of 2330 rooms. Besides, there are 53 other heritage hotels with an approximate capacity of 1800 rooms, but not recognized by DoT.

Paying Guest Accommodation

An important feature of tourism experience for a tourist is to witness local lifestyle. Realizing this, Rajasthan Government pioneered Paying Guest Scheme, as part of its tourism activities, under this tourist can stay with a local family as paying guest. This scheme presently is in practice in 12 cities of Rajasthan which are Ajmer, Alwar, Bharatpur, Bikaner, Bundi, Chittaurgarh, Jaipur, Jaisalmer, Jodhpur, Kota, Mount Abu and Udaipur.

Tented Accommodation

Temporary tented accommodation is also available particularly during specific events such as fairs and festivals. This is to take care of accommodation when there is a large influx of tourists. Presently such tented accommodation is available in Pushkar, Jaisalmer and Nagaur. Tents are provided by RTDC and by other hotel chains like the Taj, Oberoi and Welcom Heritage.

Dharamshalas* and Dormitories

Several religious trusts across Rajasthan run dharamshalas or dormitories which provide basic accommodation largely to pilgrims . Such accommodations supplement regular accommodation at pilgrimage places like Ranakpur, Nathdwara, Ajmer, Pushkar and also at other cities such as Jaipur, Udaipur, Jodhpur, etc. Estimated capacity of these dharamshalas is close to 8,000 led by and large in a dormitory style. This capacity is however flexible and can be stretched to accommodate a larger mass of pilgrims during the time of fairs and festivals.

Tourist Offices and Information Centers

Another critical tourist infrastructure is the presence of tourist information centers. These centers are designed to help the tourist to get best possible tourism experience at any location. DoT, Rajasthan operates Tourist Reception Centers (TRCs) and Tourist Information Bureaus (TIBs) at various places across the state. Primary aim of these offices is to provide essential information related to accommodation, travel, sightseeing, shopping and events to arriving tourist. Presently, there are 11 TRCs and 29 TIBs at different tourist locations. There are two regional tourist offices in Jodhpur and Udaipur. Along with offering tourist information, TRCs also provide services such as arranging bookings at Rajasthan Tourism Development Corporation hotels and other private hotels in Rajasthan, information on package tours, fairs and festivals, paying guest accommodation, etc.

Midways and Wayside facilities

Rajasthan has large geographical area spanning more than 800 km from East to West and North to South. Due to limited air network and rail connectivity for reaching faraway places, there is greater use of roads for intercity travel and for short excursions. This necessitates creation of suitable midway or wayside infrastructure to provide wayside amenities at appropriate places so that tourists can relax and refresh during travel time. RTDC has provided mid-ways at various places on popular tourist routes to overcome these deficiencies. Midway, here means a complex presenting facilities to tourists. These facilities may include restaurant, fast food, country shops and rest rooms etc. Presently,

* Dharamshalas is the term for a religious rest house . In Hindi, Dharma means religion, and shala means "sanctuary" hence dharamshala is a 'religious sanctuary' or rest-house for pilgrims, that are primarily created for a religious purpose for pilgrims, or as a religious endowment.

there are 21 such RTDC midways/ wayside facilities. Besides these, there are private midway facilities also along various tourist routes.

Sanctuaries or National Parks

Forest cover is limited in Rajasthan covering approximately 9.3 percent of the total geographical area. Rajasthan has 4 National Parks and 25 Wildlife Sanctuaries. Total area under National parks / Sanctuaries is 9,161.21 sq. km, which is roughly 2.8 percent of geographical area of the state or 30.2 percent of the forest area in the state.

Recreational Facilities

Recreational facilities include resorts, amusement parks, boating facilities, camping facilities, health rejuvenation, etc. Although Rajasthan has many natural and cultural attractions but it has relatively fewer recreational facilities to offer to tourists. However, this is changing and a beginning has already been made with recreational facilities such as boating, camping, hiking and horse safaris etc. being started by private entrepreneurs at various tourist places.

Cultural Complexes

Rajasthan is rich in cultural diversity with each region of the state having its own identity in terms of traditions, customs, lifestyle, art, music, dances, attire and cuisine. Tourists can experience this diversity while traveling in the state and also while visiting various museums, fairs and festivals. However, there is a need to showcase this diversity 'at one place' whereby tourists can understand, appreciate and can be part of the culture. Presently, this integrated promotion of the cultural diversity to the tourist is being done through initiatives such as Shilpgram (Udaipur) run by Western Zone Cultural Complex and Bhartiya Lok Kala Museum (Udaipur). Choki Dhani (Jaipur), started by a private entrepreneur is also an example of a cultural complex operating on a commercial format.

Shopping Facilities

Shopping is an important complementary activity that contributes to overall attractiveness of a tourist destination. Rajasthan's cultural heritage translates itself into various art-forms expressed through textiles, wood-carvings, paintings, stone-carvings, gemstones, jewellery and leather products etc. As such, Rajasthan has a lot to offer to the tourist in terms of range of goods available. However, the local industries are scattered

across the state and have a very fragmented and small scale dominated retail base. However, there are some exceptions, in the form of a few organized setups like Rajasthali (Government of Rajasthan undertaking), Cottage Industries Emporium (Private), Central Cottage Industries Emporium (Private) who have a network of retail outlets in major tourist cities in the state. Besides these there are Government approved souvenir shops in all major tourist cities and towns. though they are out-numbered by small, unorganized set-ups.

Thus above discussion presents a general picture of Tourism Scenario in Rajasthan. Above is the ideal part of tourism in Rajasthan but in reality there are some drawbacks, that will create barrier for sustainable tourism development in the region. Problem areas are the areas having higher number of tourist arrivals but very low level of tourism infrastructure. As it is known that desert ecosystem is very fragile so a little bit interruption to system can create vast problems in future. Some ecological and social problem have emerged or are going to emerge in certain areas as Ajmer, Mount Abu, Udaipur and Jaipur.

The assessment of existing tourism scenario in India in general and Rajasthan in particular has thrown some light on the present and future of tourism industry. Being an important factor for socio-economic development, tourism development has become one of the major concerns. India's rank in International tourist arrivals is improving. It's geography, history, culture and people make it a country with large resource potentials for tourism. Almost every part of India offers some types of tourism and has different level of tourism development.

Apart from this general picture, there are problems related to increase in tourist arrivals. With the exception of some cities, many tourist centers especially small towns lack basic tourism related amenities. Pilgrimage places are in worst condition in terms of availability of basic amenities compared to other Historical towns. Rajasthan state has some unique and important tourist attractions both natural as well as cultural in nature. It attracts a significant proportion of total tourist arrivals in India. Due to its proximity to Delhi, Rajasthan has great potentials to attract tourists. The state stands 5th and 6th in terms of domestic and foreign tourist arrivals respectively. If sustained increase in tourist arrivals is not maintained, fragile desert environment can have some serious consequences for the locals and tourists. Assessment of availability of tourism infrastructure has shown the

need to improve it further, if Rajasthan is to sustain increase of Tourist arrivals. Regions like Jaipur, Ajmer, Pushkar and Mount Abu get major share in tourist arrivals. However, there are some environmental and social problems related with tourism. This brings the need to develop some new areas as tourist centres which have potentials to attract tourists. But the available infrastructure, need to be improved in these places.

Nationality wise foreign tourist arrivals in India and in Rajasthan have highlighted the fact that U.S.A. and some European countries have major share in foreign tourist arrivals. Some plans and policies are required to be implemented to raise the arrivals in due course of time. But foreign tourist arrivals is a small portion of total tourist arrivals. Therefore there is need to make plans for domestic tourists. But economic gains from foreign tourist are more important than domestic tourists. Thus, both Domestic and Foreign tourist arrivals are needed to be considered equally important while working out any plan for tourism development in the region. Above all, development of infrastructure is crucial to meet the demand of increasing tourist arrivals.

¹ Annual Report. (2009-10), *Ministry of Tourism*, Government of India, p-6.

² Iqbal, Fazili Asif and Husain, Ashraf S. (2006). *Tourism in India: planning and development*. p-1.

³ Report on the Activities of the Tourism and Culture. (Tourism) Department, for the year 2005-2006.

⁴ Babu, Satish A. (2008). *Tourism development in India: a case study*, APH Publishing corporation, p-31.

⁵ India Tourism Statistics (2009). *Government of India*, Ministry of Tourism, p – 4.

⁶ India Tourism Statistics (2009). *Government of India*, Ministry Of Tourism, Market Research Division, p-5.

⁷ Final Report, Study on 20 Year Perspective Plan for Sustainable Tourism in Rajasthan, Department of Tourism, Ministry of Tourism, Art And Culture government of India.

⁸ Vyas, V. S (2007). *Rajasthan, the quest for sustainable development. Academic foundations*. P- 347.

⁹ Rajasthan Development Report. (2006). *Planning Commission, Government of India*. p 119.

CHAPTER 3

SCENARIO OF TOURISM IN
SHEKHAWATI REGION

As a tourist destination Rajasthan offers everything that a tourist could want ranging from culture to folk art, from palaces and forts of the royalty to adventure trips. 'Far less visited than most other parts of Rajasthan, Shekhawati region is famous for its painted havelis (traditional, ornately decorated mansions), smothered with dazzling, often cartoonlike murals. What makes the region all the more astonishing is that these works of art are largely found in tiny towns, connected to each other by single-track road that run through bleak, arid countryside, where women's colorful clothes seem to flicker like beacons as they move across the barren fields.'¹ Shekhawati presents a semiarid landscape of dazzling fields, fluttering fabric and open-air picture galleries. It was formerly a wealthy but lawless land on the trade route between the ports of Arabian Sea and the fertile Indo-Ganga plains. Shekhawati Thakurs (noblemen), who once were noted for their indulgence in battles among themselves, began to flourish in mid 18th century, when merchants imposed some semblance of order. A century later the British used the skill of local merchants or Marwaris to boost trade. While the Marwaris settled in the new coastal cities, they built havelis for their families back home.

Until 1947 these mansions were symbols of their success and homes in which their families could lead good life. Now a day's these remain among Rajasthan's better-kept secrets. Having looked at the present scenario of tourism in Rajasthan, it is clear that some areas in Rajasthan are facing problems because of higher number of tourist arrivals while some other have potentials but very less tourists to admire their allure. One such area is Shekhawati Region of Rajasthan which is one of the tourist circuits. A trend analysis of the tourist arrivals is required to observe changes in tourism over a period of time. Because of fewer tourists arriving there, record is not kept for Churu district of Shekhawati. Records from Jhunjhunun and Sikar have been looked at to find total tourist arrivals in Shekhawati Region.

Evaluation of tourism potentials involve a complex study, therefore, interdisciplinary approach combining geographical, sociological and historical aspects need to be taken into account. This will enable us to bring out multiplicity of tourism and evaluate different theoretical and disciplinary approaches in comprehending this complex phenomenon. Keeping this in mind, an attempt has been made to look at all aspects of

tourism in Shekhawati Region. First of all, tourism relies on representations of space and culture. Travel agencies, tourist brochures, websites, travel programmes and other promotional devices reproduce an endless stream of images and textual descriptions of destinations which tell about the place that is not mediated by what lies outside the photographic frame and may be apprehended by other senses in situ.² But in the case of Shekhawati very less information is being provided on websites as well as in brochures. Thus, it is essential to evaluate the tourism and its potentials so that it can be helpful in promoting sites.

3.1 Shekhawati as a Tourist Destination

Every place should have some unique qualities to become a tourist destination. Although there are some natural attractions but one thing that is most unique in Shekhawati is the painted havelis* of Marwaris scattered all over this region. These certainly represent Rajasthan's heritage though smaller and less splendid residences than the Rajput palaces, and yet the locals take these as emblems of an over-ambitious, status conscious group that has become too self-important. The word '**heritage**' immortalizes in the back of the minds of tourists when they get to become a part of the royal lifestyle, even for a day, witness the legacy of the regal past, a heritage traditionally accessible only through birth.

In the past twenty-five years, Shekhawati's elaborately painted mansions have become the latest European American discovery in the burgeoning heritage industry of Rajasthan.³ The wall paintings cover both exteriors and interiors, and their subject matter includes an eclectic mix of religious imagery along with such elements as trains, cars and depictions of europeans. These mansions were built by Marwari traders, as members of diverse commercial groups from Rajasthan who are known throughout India. They started building these in the mid-nineteenth century and continued until shortly before World War II. In addition to the painted mansions, known by the term *Haveli* (A word that refers

* According to Stephen Blake (1991: 45) the term havelis derives from Persian and refers to large walled mansions and open courtyard houses. However according Catherine Asher (cited in Henderson, E. and Weisgrau, Maxine 2007), observes that the term does not appear in the vocabulary of Mughal architecture, and probably originated in early modern Rajasthan to designate a new form of architectural synthesis of Rajput and Mughal domestic styles.

to a courtyard style of house popular in northwestern India), the Marwaris constructed other buildings, such as wells and cow-protection shelters etc.

Tourism entrepreneurship relating to Shekhawati's havelis dates back to 1980s and seems to have coincided with interest by art and architectural historians and the appearances of several art books on the havelis. The Indian National Trust for Art and Cultural Heritage (INTACH 1984) produced an ambitious conservation plan for Shekhawati, including a proposal for a 'Shekhawati Wall painting Conservation Centre', and a 'Training School for Wall Paintings Conservation', which is based on a model in Thailand. A team of experts surveyed the town of Mandawa and prepared a detailed door-by-door list of its architectural heritage (INTACH 1984: p-18). This was followed by a second report in 1985-86, entitled 'Rajasthan: Shekhawati' (School of Planning and Architecture, New Delhi).⁴

A small number of lavishly produced texts by popular writers, who praised the art on the havelis walls, popularized Shekhawati in the 1980s. Aman Nath and Francis Wacziarg, for example, produced a book, Rajasthan: The painted Walls of Shekhawati (1982). Ilay Cooper's 'The painted Towns of Shekhawati' (1994) extensively described the heritage of the region. Yet, new attractions, interpretations and tourist desires, continually emerge in the quest for novel and peculiar and economic strategies of marginalized groups to gain a share of tourist pie.

3.2 Introduction to Shekhawati Region

Rajasthan is largest state in India with its geographical area of 3,42,239 square km. Shekhawati Region is one of the cultural regions of Rajasthan which extends over Sikar-Jhunjhunun districts and south western part of Churu district, north-eastern part of Rajasthan state. But there are differences in view on the inclusion of Churu district to be included as a whole or as part, the entire district has been included in Shekhawati. To know about the regional history of Shekhawati, the history of Rajasthan, in the present studies, needs to be discussed. Historically, Rajasthan was the land for refuge and consolidation of tribals as well as independent minded groups such as Rajputs, Jats, Bhils and Ranas who dominated the scene for centuries. Dhundhmar (modern Dundhar), which is in Sikar District in Shekhawati, is regarded as the first evidence of Aryan settlement, founded after killing Daitya Dunchaya. History of this period has recorded Many wars

between various Rajput and other dynasties. Descendants of Kachawahas of Amber founded Shekhawati with the nucleus at Ralawata village in Neem-ka-Thana, in Sikar district. Rajputs and Jats were able to maintain their respective strongholds.

‘Shekhawati literally means the ‘garden of shekha’. It owes its name to Shekha, the son of Rao Mokul, who ruled over the principality of Barmer in Amber from 1430 to 1445. It is believed that he got disheartened because none of his three wives could bear him a son. Mokul sought the blessings of Sheikh Burhan, a muslim fakir who directed him to graze cows to seek blessings of Gopinathji believed to be a manifestation of Lord Krishna. This is a fine example of the great secular traditions of the region, and the seekers always seek the gödhead in whatever guise they find it and so was it with Rao Mokul. His faith was rewarded and a son was born in 1433. In gratitude, Mokul named him Shekha, after the Sheikh.’⁵

Shekhawati is situated at a distance about 225 km from New Delhi and about 145 km from Jaipur. The region gets advantage of recently improved national highway that links these two cities, and that has significantly lessened travel time between Delhi and Jaipur. Railway network has also improved, Meter gauge lines have been Converted into Broad gauge. Shekhawati is, thus, falls within ‘golden triangle’ of tourism consisting of Delhi-Jaipur-Agra. Shekhawati is predominantly rural area, as opposed to urban dominated other destinations of Indian tourism. It appears off the beaten track as, ‘lost in time’.⁶ In fact, Shekhawati is very close to established tourist routes and destinations. Small towns like Nawalgarh, Fatehpur, Jhunjhunun, Mandawa and Sikar have long been connected through telegraph lines, and railways since the 1870s. It is something of a stretch to think of the Shekhawati towns, as isolated from the modern infrastructure of India.

3.2.1 Location Aspect

Shekhawati Region extends from 27°12' to 29° 00' N latitude and 73°30' to 76° 06'E longitude. Location of Shekhawati can be seen in figure 3.1, it is bound by Hanumangarh and Bikaner in the North West, Nagaur in the south, and Jaipur district in the south east. It comprises of three districts namely Churu, Sikar and Jhunjhunun which have 18 tehsils have been shown in figure 3.2. The region is located in the north eastern part of Rajasthan state. These tehsils are;

Figure 3.1

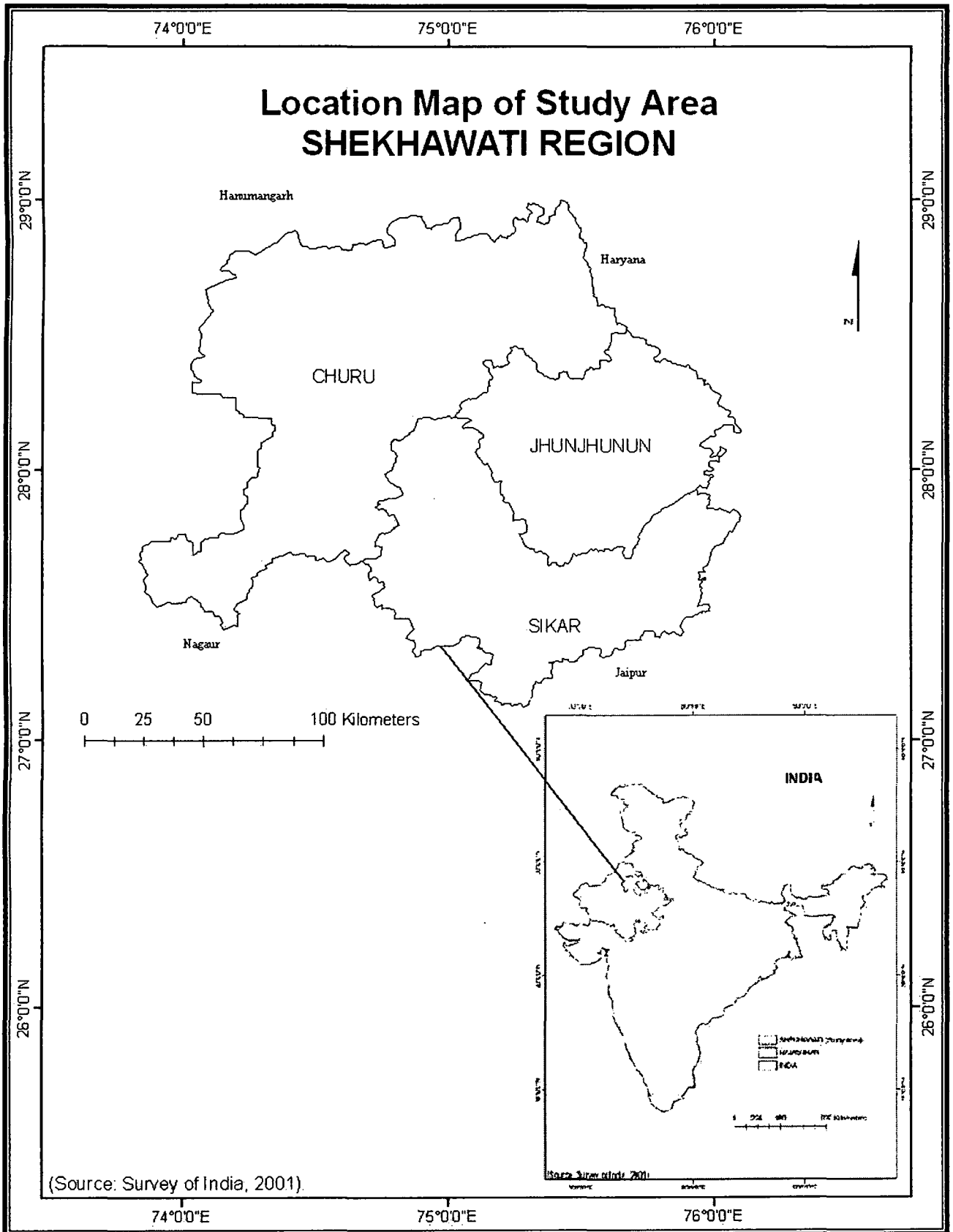


Table 3.1-Shekhawati - Administrative Divisions

District	Tehsil
Churu	Rajgarh, Taranagar, Churu, Sardarshahar, Ratangarh, Sujangarh.
Jhunjhunun	Chirawa, Jhunjhunun, Buhana, Khetri, Udaipurwati, Nawalgarh.
Sikar	Fatehpur, Lachhmangarh, Sikar, Danta Ramgarh, Sri Madhopur, Nimka-Thana

Source-Rajasthan Administrative Atlas, Census of India-2001.

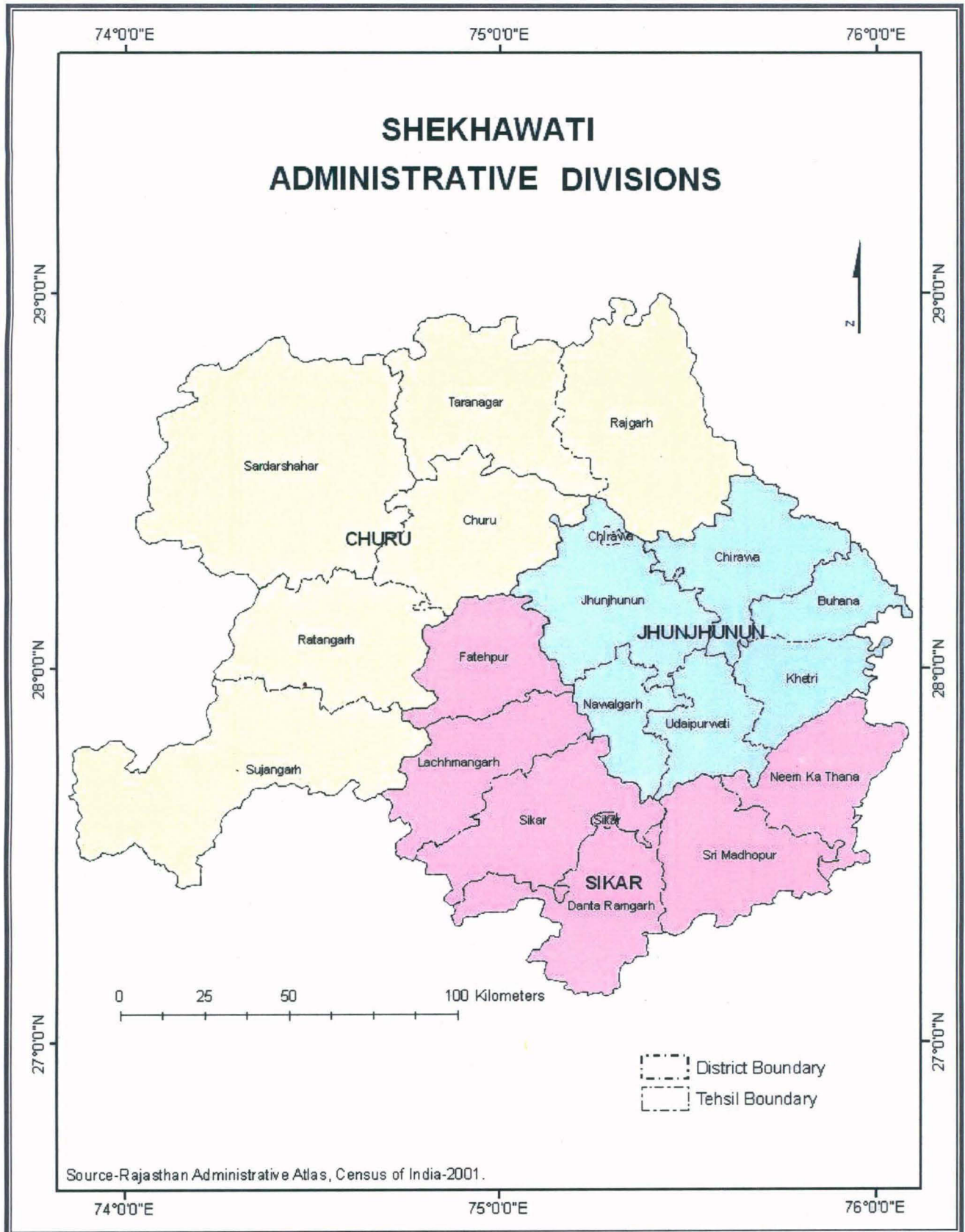
Till recent times Churu district had one more tehsil named Sri Dungargarh, located in west of Ratangarh tehsil. It was merged in Bikaner district. Details of these three districts are as given below;

Churu district- Churu district earlier formed a part of the erstwhile princely State of Bikaner. The district is situated in the middle portion of north-eastern part of Rajasthan, between 27° 24' N to 29° 00' N latitude and 73° 40' E to 75° 41' E longitude. It is covered with a thick mantle of sand, on account of which the structure of the region remains hidden in terms of its geological formations. The sand dunes ranging in height from 6 meters to 30 meters create ribbed appearance like a sea shore. General height of the district is roughly 400 metres above mean-sea-level and terrain in general slopes from south to north. There are only some hillocks.

There is no perennial river or stream in the district. However, there is one river named Katli or Kantli, which rises in the hills near a place called Khandela in Sikar district and after a northerly course of some 96 kilometers through Shekhawati, gets lost in sand just within the district in Rajgarh tehsil. There are no big lakes in the district. However, there are some depressions which get filled with rain water during the monsoon. But these remain dry after the monsoon. Such depressions are called *Tals*. There are two tals of this nature in the district, one near railway station at Parihara and other near Chhapar called Tal Chhapar. Population of this district was 19, 23,878 persons comprising of 9, 87,781 males and 9, 36,097 females.

Jhunjhunun- The district is situated in the north-eastern portion of Rajasthan and lies between 27° 38' N and 28° 31' N and 75° 02' E and 76° 06' E. It is bound by Churu district on the north-west, by Hissar and Mahendragarh districts of Haryana State on the

Figure 3.2



north-east, on the west, south and south-east lie Sikar district. The general shape of the district is roughly circular with a dip in the north. Major portion of the district consists of a mass of rolling sand hills and the remaining part near south-eastern border contains some off-shoots of Aravalli hills, running in a north-easterly direction. There are also a few other scattered hills in the district. Land is generally sandy except south-eastern portion which is covered by hills.

Like Churu, Jhunjhunun too, does not have any perennial river. Main river Kantli passes through the district in its central part and disappears in sand near Nawarangpura village of Churu district. There is no lake in this district, though, there are several ponds which are called *Johads* locally, are mostly used for bathing purposes. Both the districts have scarcity of Groundwater as well as drinking water. Population of this district was approximately same as of Churu district with 19, 13,689 persons having 9, 83,526 males and 9, 30,163 females in 2001.

Sikar- This district lies in the north-eastern region of Rajasthan at an average altitude of 1,418 ft. It stretches between 27° 07'N and 28° 12'N latitudes and 74°41'E and 76°05'E longitudes with an area of 7,732 sq. km. The general slope of the district is of an irregular crescent or a bowl. The district can be broadly divided into three natural divisions namely the desert area in the north western portion, the semi-desert area with hillocks in the central portion and the undulating and hilly area in the north and north-eastern portion.

Aravalli Range run from south to north and dividing district almost into two equal parts. Hills in, east of Sikar are locally known as Malkhet. Similar to other districts of Shekhawati region, there is no perennial river in the district. There are a few streams of some significance in Danta Ramgarh, Sri Madhopur and Neem-ka-Thana tehsils. These streams are named as Mendha, Kantli, Dohan, Krishnawati and Sabi. There is only one lake at Peethampuri in Neem-ka-Thana tehsil: this is insignificant from the irrigation point of view. Among the districts of Shekhawati region, Sikar district had largest population of 22, 87,788 persons with 11, 72,753 males and 11, 15,035 females.

All the three districts more or less have similar characteristics in terms of physiography and cultural aspects. Before examining Tourist attractions, it is important to highlight the Tourism scenario in Shekhawati Region.

3.3-Scenario of Tourism in Shekhawati Region-

Shekhawati region does not have much of Tourism. This is because the region has neither been publicized as tourism hub of Rajasthan by the tourism department nor by other information sources. Moreover, presence of only small towns also makes it remain neglected in terms of popularity. But there are certain specific features of this region which can attract large number of tourists. The painted havelis in their unmodified, undisturbed state, form major attraction which tourists would like to see under Heritage Tourism. Tourists do not like an artificially created environment especially to attract them. Shekhawati frescoes were initially introduced by Shekhawat Rajputs in their Forts and Palaces and the towns of Shekhawati are known for their painted havelis. This region has been recognized as an "open art gallery of Rajasthan" having the largest concentration of frescos* in the world.

Marwaris from Marwar, formed influential business community in Shekhawati and they prospered until the beginning of 19th century. They settled here to take advantage of caravan routes those crossed this area to reach the ports of Gujarat. But from 1820 onwards, many of them left their families behind and migrated to then emerging commercial centres of Calcutta, Bombay and Madras. They experienced great financial success in these places. Descendants of these rich merchants permanently settled down in these places. Shekhawati has produced large number of successful Marwaris who are a dominant factor in the economy of India. Overwhelming large numbers of powerful industrial houses of India are managed by Marwaris. These include India's richest industrialists, such as Birlas and Dalmia. These leading trading and industrial houses of India have their roots back in Shekhawati.

During 1830 and 1930, many Marwaris built large buildings in their homeland Shekhawati as evidence of their success. As the ultimate symbol of their wealth, the Marwaris commissioned artists to draw elaborate painting on these buildings. Most of the buildings of the Shekhawati region were constructed during 18th century to early 20th century. During the British rule, traders adapted this style for their buildings. The havelis are noted for their frescos, depicting mythological and historical themes. The frescos

* Fresco is related with mural painting types, executed on plaster on walls or ceilings. The word fresco comes from the Italian word affresco which derives from the Latin word for "fresh".

include images of gods, goddesses, animals, life history of Lords Rama and Krishna, elaborative painted on the walls and ceilings of the havelis in this region.

3.3.1 Tourist Inflow trends in Shekhawati Region

Table- 3.2 depicts the importance of this region in terms of attracting tourists. It shows trends of tourist arrivals in Shekhawati region separately for domestic and foreign tourists. Absolute figures show that Foreign and domestic tourists coming to Jhunjhunun are increasing. The domestic tourist arrivals in Sikar district is showing a little increase but foreign tourist arrivals are decreasing.

Table 3.2-Tourist Inflow trends in Shekhawati Region

	Jhunjhunun			Sikar			Total		
	Domestic	Foreign	Total	Domestic	Foreign	Total	Domestic	Foreign	Total
1991	13520	15520	29040	0	0	0	13520	15520	29040
1992	16591	16284	32875	7168	245	7413	23759	16529	40288
1993	47344	17306	64650	7205	269	7474	54549	17575	72124
1994	55181	15719	70900	6904	291	7195	62085	16010	78095
1995	54782	22279	77061	6668	489	7157	61450	22768	84218
1996	57997	24237	82234	6140	480	6620	64137	24717	88854
1997	63085	26641	89726	14912	803	15715	77997	27444	105441
1998	66205	30233	96438	7952	574	8526	74157	30807	104964
1999	61027	25346	86373	5952	337	6289	66979	25683	92662
2000	68192	28818	97010	8136	527	8663	76328	29345	105673
2001	76446	33751	110197	6382	295	6677	82828	34046	116874
2002	83874	17401	101275	33717	198	33915	117591	17599	135190
2003	84085	26528	110613	36200	239	36439	120285	26767	147052
2004	90666	42963	133629	40237	221	40458	130903	43184	174087
2005	92680	50604	143284	41991	356	42347	134671	50960	185631
2006	104487	44904	149391	44275	236	44511	148762	45140	193902
2007	102091	44685	146776	44600	202	44802	146691	44887	191578
2008	101139	45943	147082	46870	193	47063	148009	46136	194145
2009	111117	45121	156238	47949	171	48120	159066	45292	204358

Source: DoT Statistics. Government of Rajasthan

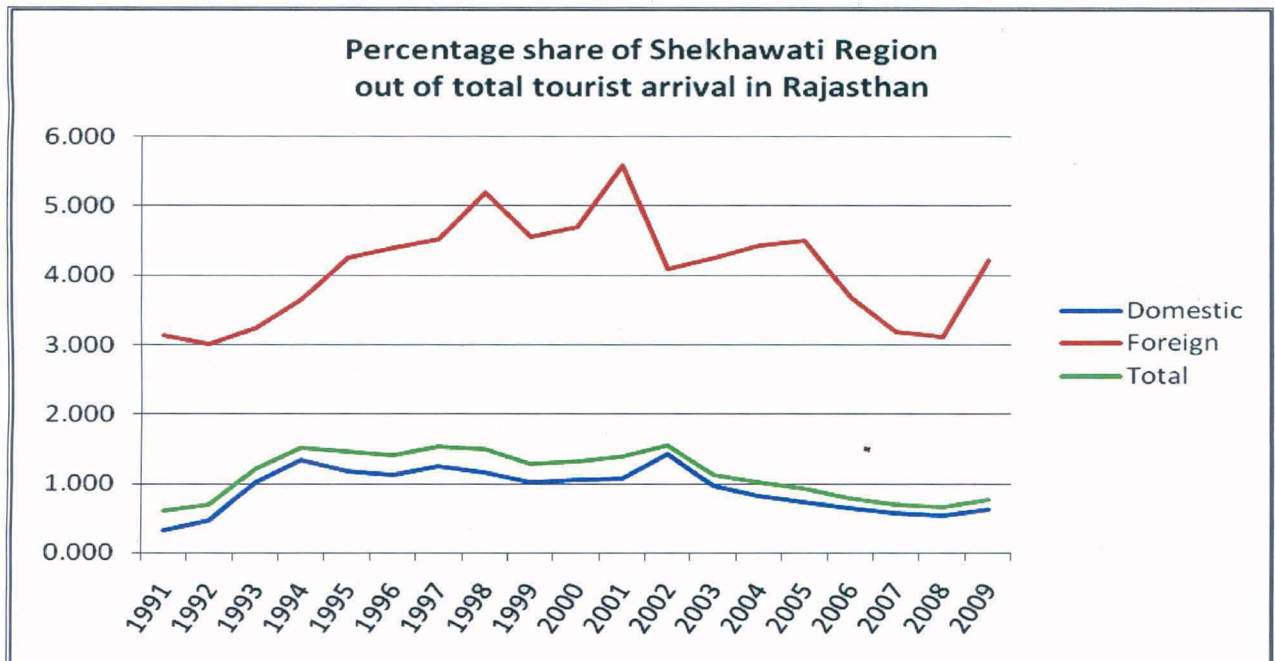


Figure 3.3

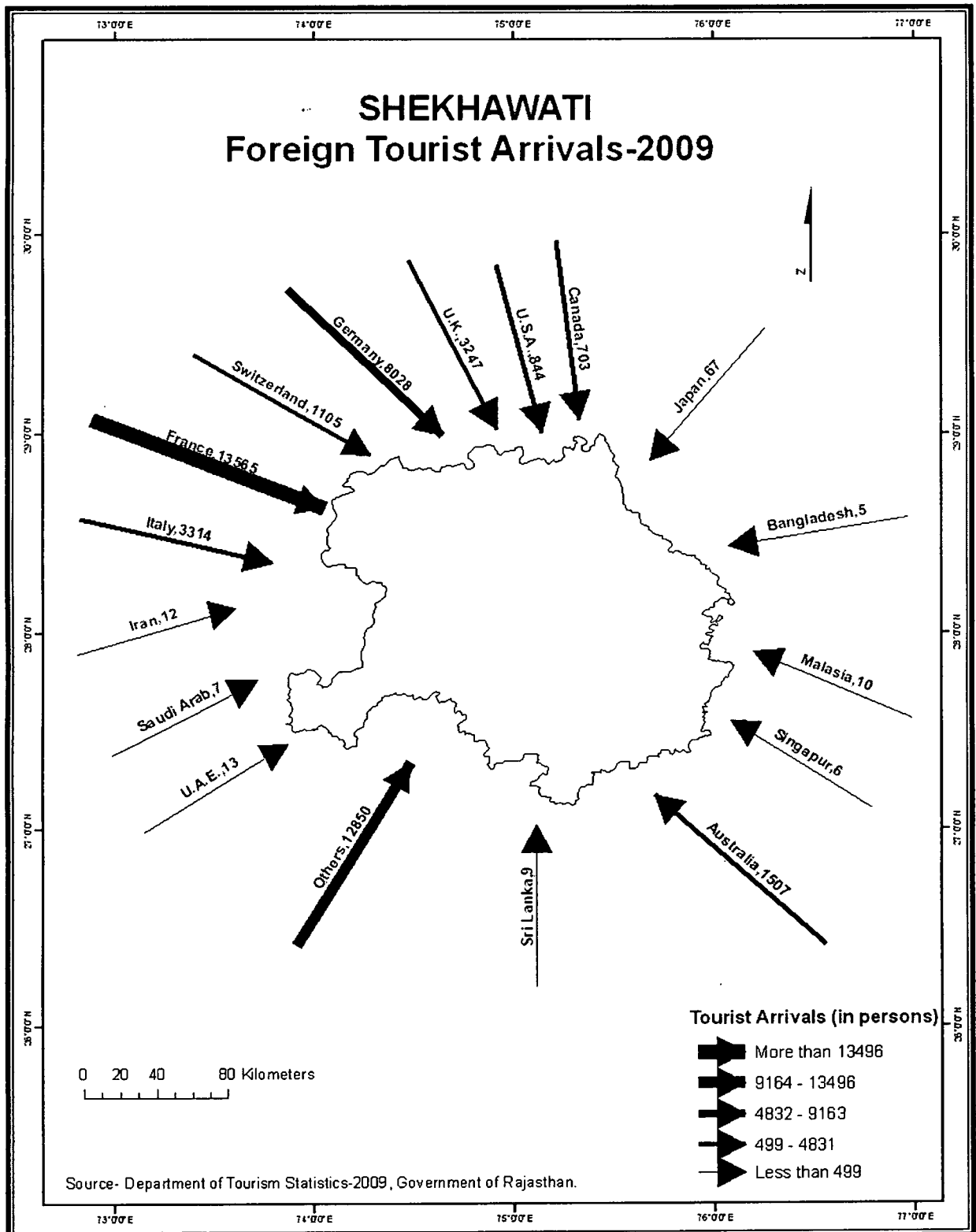
These figures are only for two districts Jhunjhunun and Sikar not for Churu because Churu has negligible number of tourist arrivals that is why there is no official record. But most tourists who come to these two districts, also visit nearby towns of Churu, district and also Tal Chhapar sanctuary. This sanctuary is known for black bucks but it is also home to a variety of birds. As the trend shows lesser arrivals, therefore, there is need to evaluate tourism potentials of the region to make it more popular destination

Absolute number of tourist arrivals do not tell the relative position of Shekhawati region in terms of total Tourist arrivals in Rajasthan. Percentage shares out of the total tourist arrivals in Rajasthan has been calculated as given in figure 3.1 and detailed information in appendix 3.1. Trend lines show that there is a peak from 1997 to 2002 when the share of this region increased, but afterward it declined in respect of all the three segments i.e. Domestic, Foreign and total tourist arrivals. But again an increase is seen from 2008 in foreign tourist arrivals. Trend of tourist arrivals in Shekhawati does not show simultaneity with that of Rajasthan. Thus, it can be said that region have its own problems and potentials which influences the total tourist arrivals.

3.3.2 Foreign Tourist Arrivals in Shekhawati Region-

Foreign tourist arrivals have a notable share in total tourist arrivals in Shekhawati. But it is of smaller magnitude, therefore increase in foreign tourist arrivals is not going to

Figure 3.4



have major impact on tourism industry. But in terms of economic gain, it is more important than domestic tourist arrivals. Thus, both Domestic and Foreign tourist arrivals are needed to be given equal importance, while preparing any plan for further tourism development in the region. Past increase in the tourist arrivals establishes the fact that there are tourism potentials in the region, but its sustained growth may have several reasons.

Figure 3.4 highlights that European countries like France, Germany, U.K, Italy and Switzerland, have a major share of total foreign tourist arrivals in the region. Together, they contribute 29,259 foreign tourist arrivals. Some other countries, like Australia, U.S.A and Canada also have noticeable share. However, foreign tourist arrivals are less in Shekhawati region but there is diversity in terms of the nationality wise tourist arrivals. Apart from all the above discussed countries which have perceptible share, there are some other countries which need to be mentioned while discussing tourist arrivals. These include some middle-east countries as Iran, United Arab Emirat, Saudi Arabia along with some nearby countries like Japan, Malaysia, Singapore, Sri Lanka and Bangladesh. Total Foreign tourist arrivals in the region, was 45,292 tourists in 2009. Absolute numbers have been given in appendix 3.2.

This number also includes some other countries, though number of tourists from these countries may be small but together these, contributed some 12,850 tourists in 2009. Tourist inflow varies in different months in a year. Weather as along with some other factors. Such as festivals and fairs play role in this seasonal variations in tourist arrivals.

3.3.3 Seasonality of Tourist Arrivals in Shekhawati-

Weather affects tourism critically along with other natural factors, such as terrain, landscape and other attractions of the destination. Weather can directly affect tourism in many ways. First, weather conditions impact tourist participation and their personal enjoyment. Pleasant weather increases tourist satisfaction, whereas severe weather conditions such as heat rain, strong winds, fog and dust storms, disrupt outdoor activities.

Weather parameters which affects comfort and safety of tourists, include temperature, humidity, wind velocity, cloud cover, sunshine duration, and precipitation.

De Freitas (2003) classifies climate according to its thermal, physical, and aesthetic aspects. The thermal aspect incorporates air temperature, humidity, wind, and solar radiation. The physical aspect include rain and wind, while the aesthetic aspect relates to sunshine or cloud conditions. Climate is one important component which shapes a destination image (Lohmann and Kaim 1999) and climate is one of many factors that influence tourist decisions on where to go and when to go, although good weather may not be the primary reason for selecting destinations (Giles and Perry 1998).⁷

Seasonality index have been worked out month wise with the help of folowing formula;

$$\text{Seasonlaity index of Xth month} = \frac{\text{Tourist arrivals in Xth month}}{\sum \text{of Tourist arrivals in all the months}}$$

Details of Seasonality index see appendix 3.3 and 3.4.

Table 3.3

Seasonality of Tourist Arrivals in Shekhawati Region				
	Domestic		Foreign	
Months	SI_Domestic 2009	SI_Domestic 2010	SI_Foreign 2009	SI_Foreign 2010
January	3.67	3.31	4.15	4.82
February	3.55	4.54	5.54	7.16
March	4.81	5.20	5.53	7.01
April	4.97	4.32	3.77	3.89
May	4.24	4.14	1.56	1.62
June	4.60	4.22	1.70	0.71
July	4.74	4.47	3.97	2.96
August	5.47	4.53	4.83	4.57
September	4.45	5.61	4.42	3.19
October	4.52	4.81	7.72	6.33
November	4.99	4.85	6.81	7.73
December	50.00	50.00	50.00	50.00
SI=Seasonality Index				



Figure 3.5

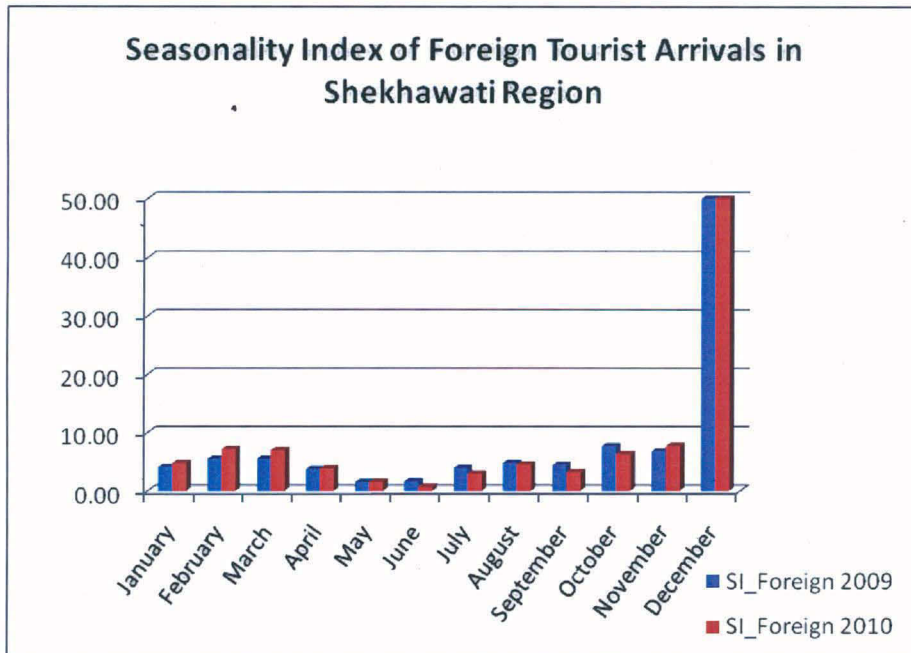


Figure 3.6

Figure 3.5, 3.6 and table 3.3 depicts that April, May and June have less number of tourist arrivals compared to other months both in case of domestic and foreign tourist arrivals as seasonality index of these months is low, means they have less share out of total tourist arrivals in a year. It is due to the fact that summer is at its peak with very high day temperature and hot wind locally called 'Loo'. The seasonality is more sharp in case of foreign tourists, as May and June have negligible value of seasonality index. While domestic tourists have almost same arrivals whole year except the peak in December.

Tourist arrivals start increasing from October onwards. Share of tourists particularly foreign tourists remain high till March. December shows extremely high tourist arrivals both for domestic as well as for foreign tourists. It is because of good cold weather and many fairs and festivals taking place in Shekhawati. Moreover, December month, due to Christmas, is vacation time in most countries and Indian schools also remain closed due to winter break. The numbers of Indian tourist visiting Shekhawati is significant in all months except January when it is little less. It is due to the fact that most schools reopen in this month. There is one time period, when climate is moderate for the tourist arrivals. It is from November to February. The diagram of tourist arrivals clearly shows tourist arrival peak only in December. Though weather conditions are equally favorable in January and February.

Table 3.4

Temperature Variations in Shekhawati (Temp in °C)						
	Churu		Sikar		Pilani	
Month	Daily Max	Daily Min	Daily Max	Daily Min	Daily Max	Daily Min
January	22.4	4.1	22.5	5.1	22.5	4.1
February	25.5	7.4	25.7	7.9	25.4	7.4
March	31.6	13.4	31.2	13.5	31.3	13
April	37.4	19.7	36.5	18.7	37	19.1
May	40.9	24.3	39.6	23.5	40.3	23.7
June	41.1	27.9	39.2	26.7	40.7	27.6
July	37.1	26.8	35.1	25.6	36.2	25.9
August	35.5	25.4	33.2	24.4	34.7	25.1
September	35.4	23.2	33.7	22.4	35	22.8
October	34.7	17.3	33.7	16.6	34.8	17.4
November	29.4	10	29.1	10	29.6	10.7
December	24	5.1	24.1	5.8	24.3	5.5

Source- Climatological Tables (1951-1980), India Meteorological Department, Government of India.

A look at climatic condition of Shekhawati can help in knowing the impact of Climate on the Tourism. There are three meteorological stations in Shekhawati namely Churu, Pilani and Sikar. Climatic conditions in Shekhawati are very harsh and extreme. Temperature ranges from minimum of sub-zero Celsius in winters to maximum of more than 50 °C in summers. Summers also bring hot air called "loo". As seen from table 3.4, Churu district has highest variability, Jhunjhunnun follows it and Sikar situated in eastern side have least among three. Churu being situated in western part of Shekhawati have high diurnal range too. Night temperature falls rapidly in Churu district making nights relatively comfortable. During some years temperature also crossed the freezing point and the summer temperature recorded above 50° C. Thus, station wise temperature distribution shows that Churu have highest discomfort in terms of temperature, which controls tourist arrivals. Seasonality also limits the time period of their arrivals. The diagram of tourist arrivals clearly shows tourist arrival peak only in December. Though weather conditions are equally favorable in January and February. It shows that the tourist arrivals also depend on some cultural factors along with climate. Fairs and festivals and other events result in large concentration of both domestic and foreign tourists in December. That is why phenomena of tourism cannot be understood, by taking only natural conditions, and culture become equally important.

Like nearly Thar desert, Shekhawati Region has extremities in Climatic elements. The region has semi arid climate, with large variations in temperature and scanty rainfall. Cold winter months from November to March are followed by very hot summer from April to June. Period from July to mid-september is the time of the south-west monsoon rains. Mid-September to October is the time of transition from rainy season to cold season. Climate is not uniform in Shekhawati region, it is harsher in western side of the region and is comparatively moderate in south east part.

It can be concluded from above discussion that although Rajasthan is well known for Heritage Tourism but every part of Rajasthan does not show uniform level of tourism development. Shekhawati Region, is one of the less discovered tourist circuits of Rajasthan situated in semi-arid part of the state. It is famous for its painted Havelis. Among different types of tourism, Shekhawati Region offers Heritage tourism, and slowly this less discovered tourist circuit is gaining popularity. The region covers three districts of Rajasthan which are Churu, Sikar and Jhunjhunnun. All the districts have

almost similar topography and cultural characteristics, which makes this region distinct from others parts and similar within. Absence of large cities and the presence of small towns and villages have made this region a less attractive tourism zone. However its heritage is still in the original form, and it has not been glamorized according to the preferences and comforts of tourists.

Jhunjhunun has large concentration of the painted havelis. That is why the district is experiencing large arrival of foreign tourists. Sikar district is famous for some religious and pilgrimage sites, which attract mainly domestic tourists. As nature-based tourism is unknown to this area, the district of Churu does not have much to offer. But the district has one Wildlife Sanctuary which can attract tourists.

Shekhawati region performed relatively better in terms of foreign tourists' arrivals, having a share of 3.5 to 4.5 percent of total foreign tourist arrivals in Rajasthan. Domestic tourists are decreasing as fairs and festivals related to some religious legends were the main attraction for them. But with the changes in society, new generation of domestic tourists are not that much devoted to religious fairs and festivals. The region still hasn't shown major signs of attracting foreign tourists for these fairs. Therefore, attracting foreign tourists is important for development of tourism industry in this region. Out of the total foreign tourist arrivals, the European countries such as France, Germany, U.K., Italy, and Switzerland, along with Australia, U.S.A. and Canada contribute major share.

It experiences extreme type of climate bring in seasonality of tourist arrivals, particularly extremities increases in western part of the region. Apart from climate, seasonality of tourist arrivals is also due to timing of fairs and festivals. December attracts largest member of tourists both domestic as well as foreign.

Foreign tourists need to be attracted for further tourism development in this region. More fairs and festivals, and many other such events need to be held in winter months so that both domestic and foreign both tourists would be attracted and they can experience local culture under comfortable weather. Months of April, May, June and July should be avoided for holding any such activities.

¹ Northern Rajasthan (Shekhawati), Lonely Planet Publication, p 273. [e book] <<http://media.lonelyplanet.com>>.

² Henderson, E. and Weisgrau, Maxine. (2007). *Raj rhapsodies: Tourism, Heritage and the seduction of history*. p-16.

³ Henderson, E. and Weisgrau, Maxine. (2007), *ibid*, p- 7.

⁴ Henderson, E. and Weisgrau, Maxine. (2007). *ibid*. p-19.

⁵ Time out. (2009). Jaipur in Association with Rajasthan Tourism. Spring issue. p 29.

⁶ IncredibleIndia.org, an on-line tourism website by the Government of India-Ministry of Tourism describes Shekhawati as ‘forgotten with the passage of time’.

⁷ Amelung B., Nicholls S., Viner D. (2007). Implications of global climate change for tourism flows and seasonality. *Journal of Travel Research* 45(3):285–296. Available through- Jawaharlal Nehru University <<http://jtr.sagepub.com>>.

CHAPTER 4

IDENTIFICATION OF TOURIST ATTRACTIONS OF SHEKHAWATI

Shekhawati is called the 'open- air art gallery' of Rajasthan. The once forgotten havelis of Shekhawati with their paintings are now on the tourist trail, luring visitors with the promise of seeing something unique. These were built to showcase the status of their masters, and painted to reinforce it. Some paintings honoured the glorious past, others celebrated the new industrial age, giving the mundane train and motorcar pride of place. Shekhawati's painted mansions which are popularly called Havelis, were monuments to modernity. It was a tribute to their owner's success in finance, industry and business such as coal mines, steel mills, ship yards and textile factories. Western authors noticed the fact that these mansions were built by owners, who did not live here. These were built only to exhibit their lifestyle, their fame and fortune, not to lure the present day tourists. Later on, government plans neglected Shekhawati Region. Consequently, havelis are still in the unmodified form. Tourists coming for heritage tourism want to feel the culture in its authentic appearance, the way it was years before, they don't want the culture and heritage to be glamorized or modified according the need of the tourists.

Thus, Havelis of Shekhawati are least changed and are distanced from trendiness and modernity. These painted mansions also held political functions in Shekhawati, as places where their owners assimilated great wealth in a socially and politically meaningful fashion. Unlike India's other major tourist destinations, Shekhawati's small towns and villages lack the usual throngs of eager guides offering their services. Tourists visit these mansions in their owner's absence. They might meet a caretaker or a family of tenants at the havelis, but in most cases, they are likely to find the buildings just standing alone and empty: almost, as a stage set, onto which the tourists can project their imagination.

After looking at present scenario of tourism and the seasonality of tourist arrivals, it is very clear that the phenomenon of tourism is the blend of Natural and Cultural factors. Hence, while evaluating tourism potentials of a region, one should take into account both, natural as well as cultural attraction. Identification of Tourist attractions of Shekhawati has been divided into two sections: Natural Attractions and Cultural Attractions. Section of natural attractions, assesses tourism potentials of Shekhawati in terms of Natural aspects and strategies required for further development of tourism

industry. On the other hand section on Cultural attractions focuses on Heritage of the Region which is the main charm in Shekhawati.

- **Natural Attractions-**

Nature, on one hand, is a charm in itself, that can lure the tourists from all over the world, and on the other, natural aspects, climate and weather of a place can add to the comfort of the tourists. There are some Nature-based tourist attractions such as Mountains, Sand-dunes, Ocean and Forest etc, which signify that tourists tend to attract to places which are well endowed with beautiful natural features. Tourism based on natural environments, requires a land blessed with beautiful scenery, vegetation and wildlife etc.

Nature in Shekhawati plays role of both of an attraction as well as of comforting factor for tourists. The best time to visit, when there is comfortable weather climatically, is winter. As against this, Sand-dunes provide natural attraction for the tourists. Drainage can add both, as a comfort factor by making of water available, as well as an attraction, when it comes up with some picturesque scenery. According to Ritchie and Crouch, there are some elements of Nature-based tourism, after studying them, natural tourism potentials of a region can be find out. These include topography, climate, water bodies, forest, desert, natural scenery, flora and fauna etc.

- **Cultural Attractions-**

Cultural tourism or Heritage tourism is a subset of tourism of a country or region's culture. This referes to the lifestyle of people in those areas, history, art, architecture, religion, trdaitions, customs and other elements those help in shaping way of life. Cultural tourism includes, tourism of urban areas, particularly historic or large cities and their cultural facilities such as museums and theatres. It can also include tourism in rural areas showcasing the traditions of indigenous communities, such as festivals, rituals, their values and lifestyle. It is generally agreed, that cultural tourists spend substantially more money and effort than standard tourists do. Cultural tourism can defined as the movement of persons to cultural attractions away from their normal place of residence with the intention to gather new information and experiences to satisfy their cultural and intellectual needs. Therefore, cultural attractions can be defined as some unique cultural

features to attract tourists. One type of cultural tourism is to live with the cultural community of that region.

4.1 Natural Attractions in Shekhawati Region

Shekhawati is a semi desert region occupying northern Rajasthan. It is situated entirely within the triangle formed by Delhi-Bikaner-Jaipur circuit. It represents a region not just a town and derived its name from its ruler *Rao Shekha*. Shekhawati means the garden of *Shekha*.

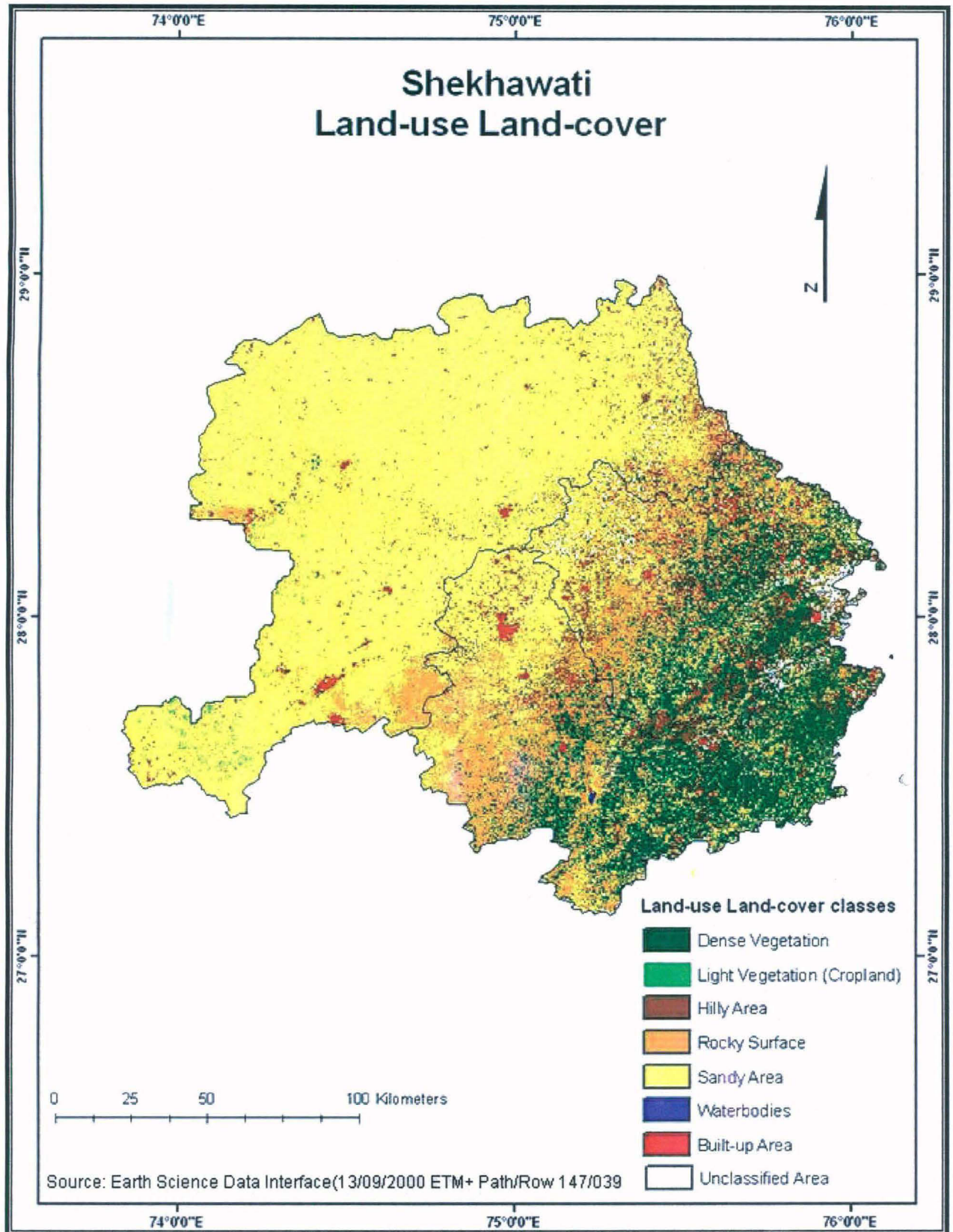
Towns of Shekhawati are known for their painted havelis (mansions). So varied and architecturally rich are the havelis, that this region is dubbed as the "open art gallery of Rajasthan". Plethora of painted Havelis in rich artistic tradition makes these fascinating. Most of the buildings date from 18th century to early 20th century. The region is dotted with so many havelis that tracking these is something akin to a treasure hunt. There are various forms of fine art adorn walls and ceilings of these structures as a contrast to otherwise flat and barren land. Havelis are noted for their frescoes depicting mythological themes and huge animals. Some later day frescoes reflect British influence in the form of steam locomotives and trains depicted on those.

Natural attractions have their own importance. Although the main attraction is the painted havelis in Shekhawati but if an area offers some kind of natural attractions too, it will increase value of its cultural charisma. Therefore, it becomes necessary to make an account of natural attractions which Shekhawati can offer to the tourists who come mainly to experience cultural heritage of the region.

Natural Settings of Shekhawati Region-

Physiography of the destination area impacts the spatial and seasonal distribution of tourist arrivals. Although there are not so many natural tourist attractions in Shekhawati Region but some potential areas which can be converted into tourist attractions with the help of some infrastructure development and publicity. There are no clear-cut criteria, according to which a region can be classified as a tourism potential region. Any region, having some unique feature and after establishing basic tourist services can become a tourist attraction.

Figure 4.1



4.1.1 Land use Land cover classification of Shekhawati

Shekhawati situated in North of the Luni basin up to Rajasthan border within the semi-arid transitional plain is the plain area of inland drainage. The eastern boundary is marked by the 50 cm isohyete line. A range of the Aravalli Hills runs through this region from south to north, cutting it into almost two halves forming a natural boundary between the sandy desert tract of Shekhawati to the north and fertile plains of Jaipur to the south and south-east. Clearly shown in the figure 4.1 there is dense vegetation and hilly area in eastern side of the region. There are almost unnoticeable water bodies in the region. But comparatively Eastern region is rich in terms of the availability of water. Built-up area in red color depicts location of towns and some populated villages. Cropland is covered with the sandy area which can be used for cultivation, during rainy season. Therefore, the natural as well as cultural attractions can be located with the help of this land-use land-cover map. As cultural attractions are in the built up form and red coloured area in this map depicts the location of towns some of them are historical and some of them are pilgrimage places.

4.1.2 RELIEF

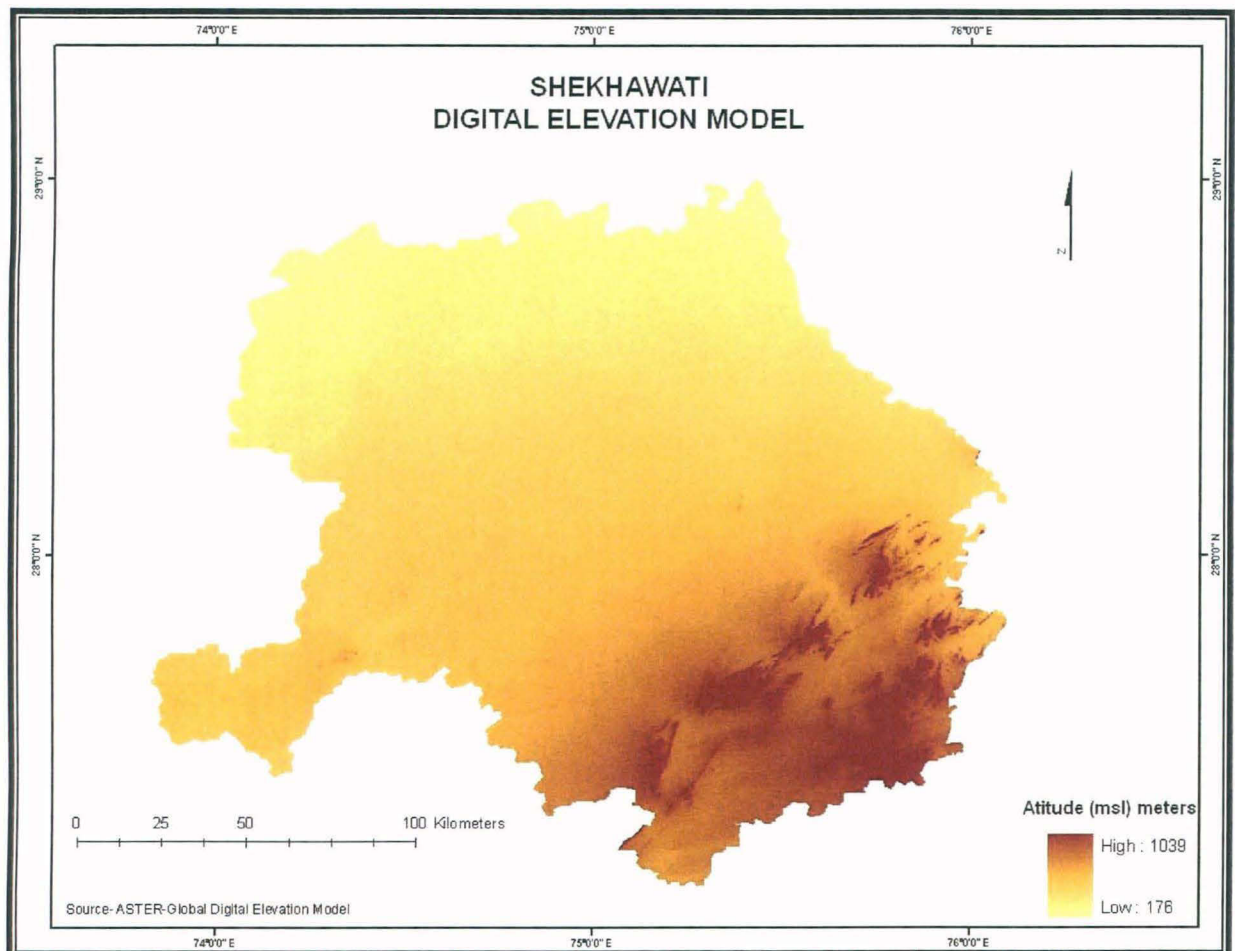


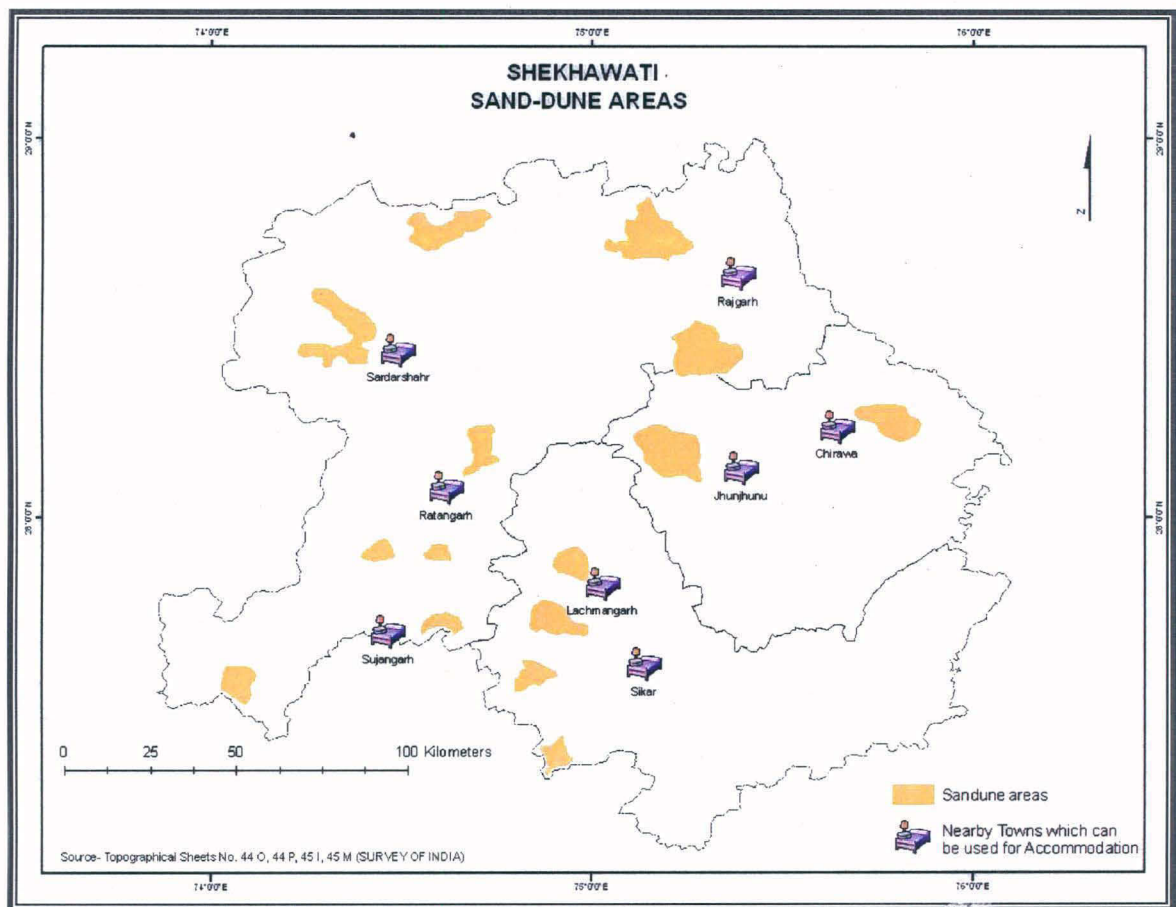
Figure 4.2

Elevation of a region affects several activities. A plain area have many options in comparison of an undulating area. At the same time some unique feature of elevation can form tourist attractions. The Digital Elevation Model of Shekhawati region, which is shown in figure 4.2, more clearly depicts, the range of Aravalli in the eastern side of Shekhawati region and some sand dune areas which can be considered as potential areas for the purpose of the tourism activity. There are some hilly spot like Lohagal, Harshnath, Khetri, Babai, Manasamata and Shakambari in the south east part of the region. Some degraded hills are there in Churu district as Gopalpura hills in Churu tehsil , Randhisar hills in Sujangarh, Lodasar hills and Biramsar hills in Ratangarh Tehsil. The source of water in this regions are deep wells or irrigation dams. Physiography of a region can form tourist attractions as well as increase the comfortableness of tourists.

4.1.3 Sand-dune areas

Having a look at digital elevation model and on land-use land-cover map is

Figure 4.3



however, not enough to get the exact location of sand dune areas. Now there arises a question, why should a tourist prefer coming to shekhawati region, when they can have the beautiful vast deserts of Jaisalmer? The answer would be, firstly, the real charm of Shekhawati are painted havelis but the presence of sand-dunes adds to the the value of main attraction, and secondly the region is closer to Delhi, Jaipur as well as to the Golden triangle of tourism. As a result, the sand dunes stand closer to tourists.

Topography of Shekhawati tracts is characterized by an undulating sandy terrain traversed by longitudinal sand-dunes. Here the sand-dunes are of Barchan type (transverse), while in areas of Thar deserts, they are of longitudinal type. Here in the figure 4.3, sand-dune areas have been extracted from topographical sheets of region. And it is very clear that eastern part of region, which is rich in terms of availability of water and is characterized with the distribution of hilly area is devoid of the presence of sand-dunes. Although, whole western part of the region is sandy and sand dunes can be seen all over except the built-up area. There are some locations where the extension of these sand-dunes is vast. These areas, can be established as major tourist attractions after having some basic tourist services. Some nearby towns of these sand-dune areas have been located, which can be used by tourists for accommodation and other purposes, which a small town can offer. The towns of Rajgarh, Sardarshahar, Ratangarh and Sujangarh which are in the district of Churu have proximity to a few sand-dune locations. In the district of Jhunjhunun, there are sand-dunes near the town of Jhunjhunun and Chirawa. The district of Sikar has sand-dune area only in the western part. Lachhmangarh and Sikar have nearness to these sand-dune areas.

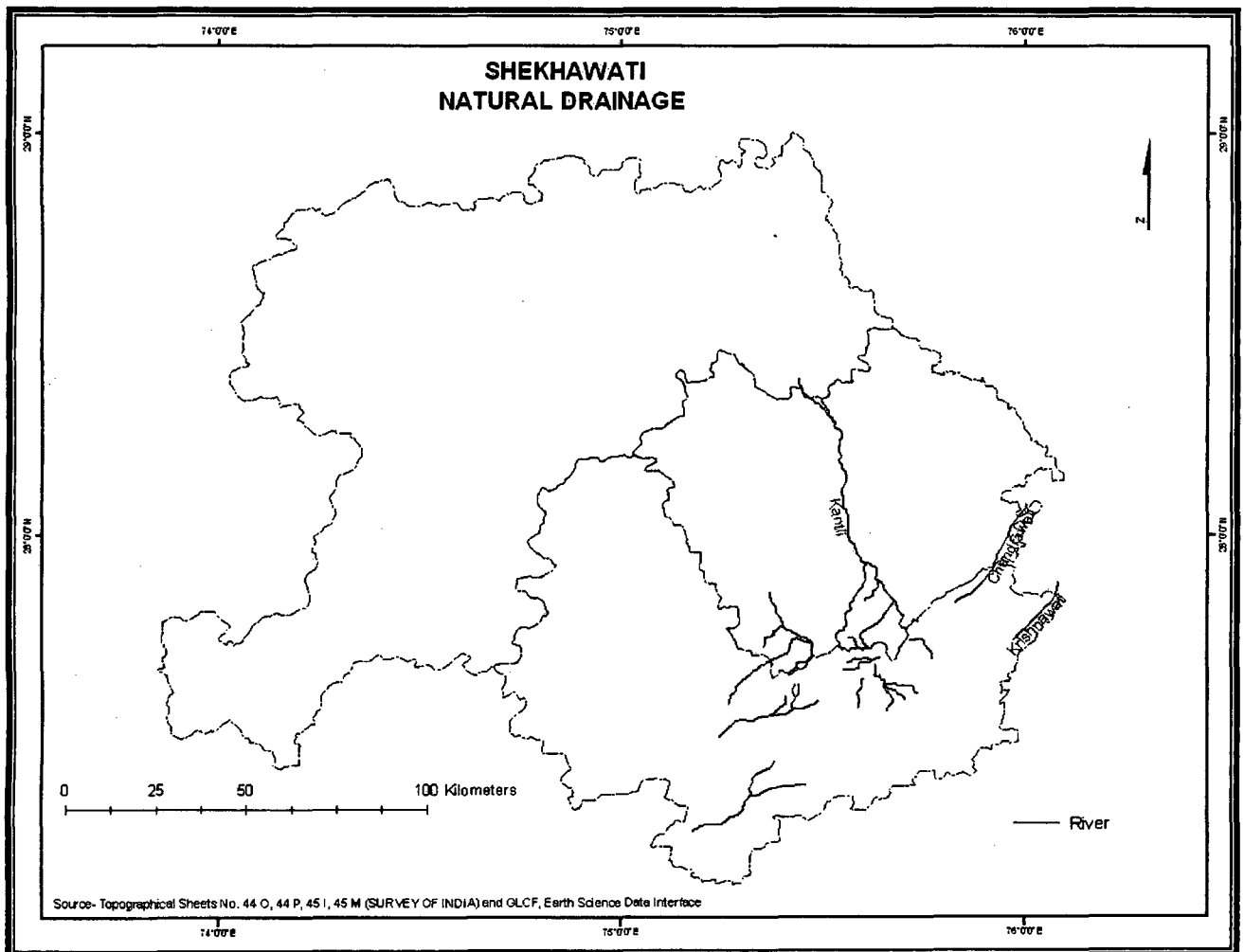
4.1.4 – Natural Drainage in Shekhawati

As this area is situated in semi-arid zone, the annual evaporation is markedly greater than annual precipitation. The rainfall is not only meagre but also erratic and undependable, essentially, all water that occurs here originates as rain. A part of the rainfall returns to the atmosphere by direct evaporation from the land surface, a part flows directly to the small streams and is carried away, and another amount seeps into the soil. Being semi arid area and having brackish water the availability of drinking water is most crucial in this region for any type of activity. Tourist attractions can get extra values if they come in the region of the availability of drinking water.

Generally the water table is very low. But there are some variations, as in the district of Churu water is available at a depth of 30 meters to 45 meters (100 to 150 feet). At most places, drinking water is scarce, and people have to traverse long distances to fetch it. At other places, water is saline and brackish.

People drink the brackish water after mixing stored water (*Kund*^{*} water) in it. Condition is little better in the district of Jhunjhunun, where depth of water ranges from less than 10 meters to 46 meters. Quality of water in major parts of the district is suitable for agricultural and domestic purposes. The condition is relatively good in Sikar district but there are larger variations and water level varies from 5 meters to 60 meters in

Figure 4.4



* Stored water during Rainfall in underground water tank called "Kund".

different parts of the district. The quality of water is fairly good and suitable for drinking purpose, except at a few places. Thus availability of water quantitatively and qualitatively, can form a comfortable zone. It is known, from figure 4.4 that there is no river in western part of the region but a few are there in the eastern part, which makes it comparatively better in terms of the availability of useful water.

There is only one seasonal river Kantli and that too is lost in sandy terrain, when it enters the Churu district. Thus the region is an area of inland drainage. Although, in Shekhawati presence of river cannot create picturesque scenes where tourists would enjoy, but the mere presence, has huge impact on the availability of ground water, which is the most crucial part of life.

The Kantli, Sabi, Dohan, Barah and Banganga form an inland drainage basin in northern and eastern part of Rajasthan. These streams originate from Aravalli hills and flow in a radian manner. These are seasonal streams but during monsoon, they can create flood in different parts. The Kantli originating from the Torawati hills, lost in dunes near Naurangpura and it bifurcates in three desert nallahs upto Dhinwali and Inskhels Johra. The fluvial sand in Rajgarh and Sidhmukh indicate the possible link of this river with Drishadwati. Thus drinking water that is crucial need for Shekhawati, determines the development of many activities so as of tourism and this crucial need is determined by the presence of seasonal rivers.

Natural Vegetation

As seen in figure 4.1 that south eastern part of Shekhawati is rich in terms of natural vegetation. Which is also rich in terms of seasonal rivers and experiences more rainfall than western part of the region. Region have diversity in terms of the distribution of vegetation. Churu district being most arid among three have some important trees of desert environment like *Acacia nilotica* (Kikar), *Azadirachta indica* (Neem), *Capparis aphylla* (Ker), *Prosopis spicigera* (Khejra), *Ziziphus mauritiana* (Ber) etc. Sikar district being situated in eastern part of Shekhawati have vegetation like *Anogeissus pendula* (Dhok), *Acacia Senegal* (Kumtha) and *Boswellia serrata* (Salar) etc. Diversity can be seen in a very apparent manner the far western part of the region have arid vegetation while the south eastern part have dense vegetation cover which even have been compared with Savannah vegetation.

4.1.5 Wildlife Sanctuary

Apart from above discussed natural settings of the region which can affect the tourism development by acting as tourist attraction themselves as well as adding to the satisfaction value of other cultural or natural attractions. There is one more aspect which can attract tourists as well as have significant role in the preservation of natural phenomena, which is Wildlife Sanctuary. A wildlife sanctuary is a space which is set aside exclusively for the use of wild animals, who are protected when they roam or live in that area.

In Shekhawati there is one wildlife sanctuary in Tal Chhapar. Tal Chhapar nestles a unique refuge for "the Black buck". Sanctuary with almost flat tract and interspersed shallow low lying areas, has open grassland with scattered Acacia and prosopis trees which give it an appearance of a typical Savanna. The word "Tal" means plane land. Total area of Talchhapar Sanctuary is 719 hectare. Talchhapar, actually a flat saline depression, has unique ecosystem. The sanctuary area is mostly covered by grasses with a very few and sparse trees of Khejri, Salvadora, Ber, Ker and Neem. Main grasses found in the area are Sewan, Doob, Dhaman Lampla, Lana and Moth etc. Area gives a lush green look during rainy season but again dries up during summer season.

An adjoining artificial reservoir also attracts migratory birds such as Demoiselle Cranes, Indian Roller, Kestrels, Kingfishers, and different kinds of Shrikes, Sand Grouse and Water Birds etc. The antelopes and Demoiselle Cranes feed on the seeds of a special kind of grass called 'Mothia', which is found only in this area. The rain water flows through shallow low lying areas and collect in the small seasonal water ponds. Initially Tal Chhapar Wildlife Sanctuary was managed as a private hunting reserve of the Maharaja of Bikaner. Tal Chhapar was declared as a Wildlife Sanctuary in the year 1962. The sanctuary is famous for the Black Buck and now it is also known as Black Buck Park. Black bucks are the most elegant antelopes found in India and are also revered as a sacred animal by the Bishnoi community. The Geology of the zone is obscured by the wind blown over-burden. Some small hillocks and exposed rocks of slate and quartzite are found in western side of the sanctuary. Area between hillocks and the sanctuary constitutes the watershed area of the sanctuary.

Till now, no discussion have been done on the presence of natural attractions in Shekhawati. Mostly every place have their own unique natural settings to attract tourists but the condition is that it should be least disturbed, so is the case with Shekhawati. When it comes to the Shekhawati region all the people and the tourists know is the painted havelis, that is why the natural gifts of the region need to be promoted and popularize among the tourists. These natural attractions tend to differ with each other over little distances. Such as the eastern part of the region flaunts the picturesque mountains, with dense vegetation and some old forts. On the western side the region have power to draw the tourists towards the sand dunes, lying in their unmodified, untouched form.

4.2 Cultural Attractions in Shekhawati Region-

Heritage Tourism-

There are different types of tourism, based on the peculiarity of destination area as, Adventure tourism, Heritage or Cultural tourism, Health tourism etc. Among all these, heritage tourism is becoming all the more importance day by day. Rajasthan is among top destinations for heritage tourism in India. The familiar images of sand dunes, palaces, forts and elephants, all associated with Rajasthan, have become tourism icons of travel in India, rivaling even the Taj Mahal, as the global image of India (Edensor 1998; Ramusack 1995).

Concept of heritage has become a major point in both production and consumption of tourism destinations worldwide during past two decades. Heritage as Chhabra, Healy and Sills¹ state ‘.....is representative of many contemporary visitors’ desire...to directly experience and consume diverse past and present cultural landscapes, performances, foods, handicrafts and participatory activities.’ The representation of heritage as something that is static and timeless, derived since time immemorial from a distant past, is attractive to tourists, in part because of its reassuring familiarity. They want to believe these claims are true and if not, to be able to suspend disbelief sufficiently as to enjoy the illusion of truth. These claims are readily apparent in the tourism discourses on India in general and Rajasthan in particular, which rhapsodize these entities as traditional, ‘timeless’ and ‘unchanging.’²

Tourism discourse transformed Rajasthan, from poverty-stricken state, lagging in most socioeconomic indicators in economic development. The 1990's considerable road, rail, electrical and water infrastructure development did much to bring Rajasthan's tourism potential up to par with other parts of India. Opportunities for tourism, improved with privatization of air travel and banking. Eased restraints on access to foreign capital by corporations and individuals further promoted investment in tourism, primarily benefiting India's upper and middle classes. These processes fuelled the domestic demand for leisure travel. In the late 1980s and 1990s, a fashion for what was called 'ethnic' or 'tribal' chic contributed to interest in western India such as Gujarat, Rajasthan and parts of Maharashtra. Rajasthan which became an integral part of this process because of poverty, lack of purchasing power by residents and lack of penetration of rural markets by manufactured goods, retained active communities of craft producers, whose work soon adorned, New Delhi and Mumbai drawing rooms.³ It was a short step from purchasing these in 'ethnic arts' emporia in urban centres to penetrating Rajasthan in search of fine artisanal goods. Greater investment in education infrastructure by the government and the omnipresence of NGO's, have increased rural awareness of the feasibility of tourism entrepreneurship.

During this period, many Rajasthan based NGOs developed outlets for crafts and other tourist-related enterprises. One concept exploited by many NGOs is to create marketing units for local products those otherwise would find no buyers, and thereby to support indigenous crafts and arts industries. Rajasthan's tourism industry highlights the considerable stock of heritage properties. These are castles, palaces and large residences being assimilated to the discourse of heritage and refurbished to meet tourist needs. In many smaller destinations and in a few large ones, a single family controls the heritage site. Quasi-monopolistic control over these sites affects entrepreneurial investment by others, and often depresses the bargaining position of locals, who suffer from a depressed wage economy.

Overall, the lack of income potential in the surrounding rural economy in Shekhawati contrasts dramatically with the tourism economy. In rural areas, there are large underemployed or unemployed populations, particularly in the off season for agriculture, in which in the non-irrigated agricultural zones coincides with peak periods of tourism. This seasonality and underemployment in agricultural work provides a

continuous flow of unskilled labour to tourism employers. During drought years, which occur much more frequently than this labour base expands dramatically and so does the struggle to capture segments of the tourism market.

Distribution of cultural attractions

After above discussion, it is very clear that Shekhawati region has heritage in terms of painted havelis to attract the tourists. Owners and builders of town- based havelis of India's capitalist and industrialist class, fall somewhere between the prince and the peasant, the elite and the folk. 'Popular Indian culture depicts Marwari wealth as hat of vulgar and uncultured nouveaux riches who lack the aesthetic traditions of the Rajputs Indian cultural stereotypes depicts Marwaris as conniving moneylenders who are physically sedentary and over indulgent in their consumption of rich food.'⁴ In cultural attractions number of things can be included which are manmade. In Shekhawati there are havelis as have been mentioned repeatedly the main attraction, but there are some old temples, forts, monuments too, which can add to the cultural value of the region.

4.2.1 Distribution of Havelis

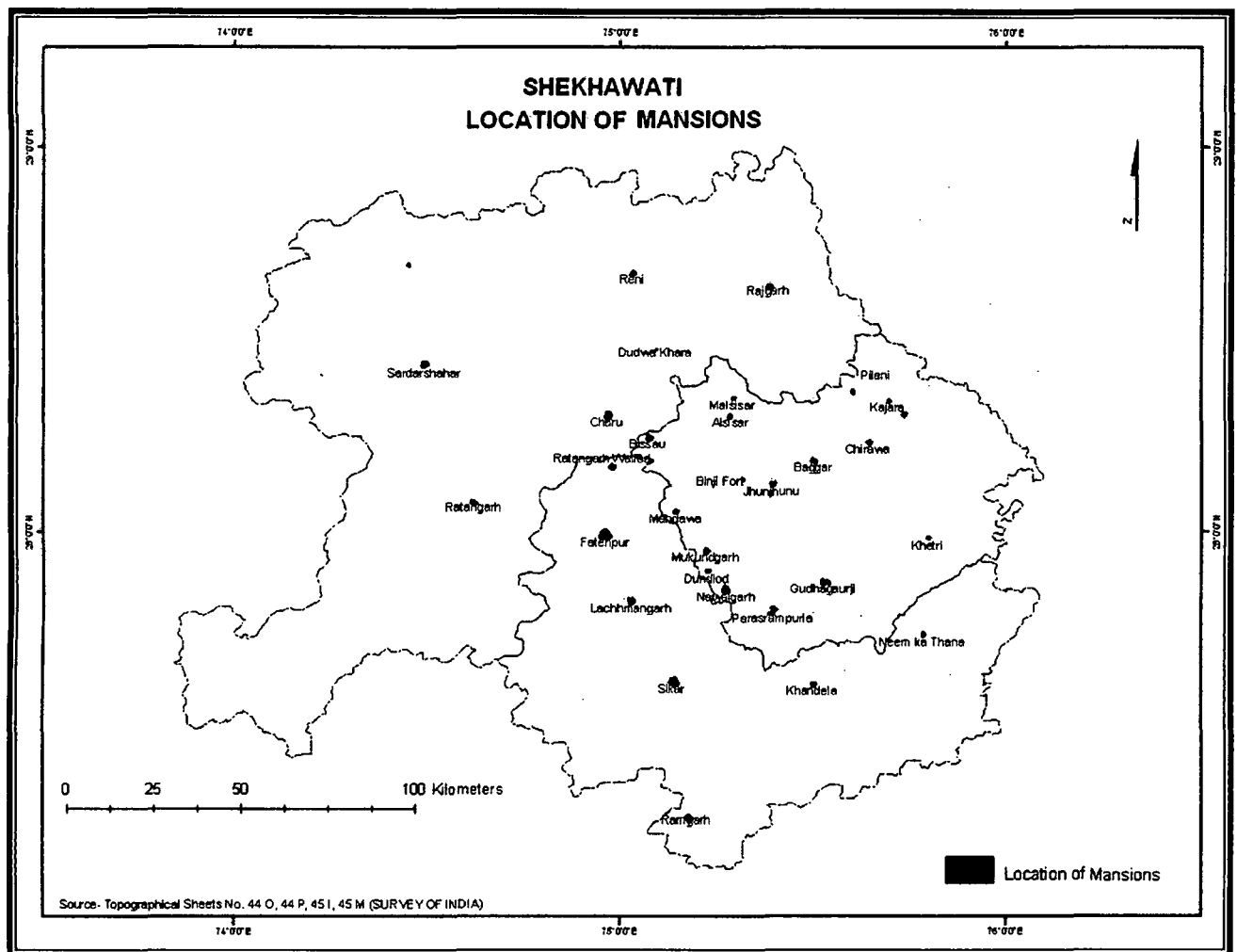
Above discussion makes it clear that these havelis were built by ordinary merchants for their living away from the political use. The paintings on the haveli walls feature everything from Mughal influenced floral and geometric designs, themes from mythology, religion and folk tales, and later on, a synthesis of the eastern and western worlds manifestes itself in pictures of trains, English monarchs, views of Venice, leaders of the Indian freedom struggle, elephants, British soldiers, cars and many more subjects. The havelis are mostly built of local materials, and other than the front facade the exterior walls are unexceptional. The main entrance usually featured a pair of massive doors, above it were torans or flags. Then two courtyards, one for the men and the other, enclosed one for the women, who were kept in purdah. The baithak, where the men of the household would do business and entertain their friends.

This would generally be the finest room in the haveli. The courtyard was where women spent most of their time doing house work. A staircase leads from courtyard to the second floor rooms, the stairs would continue on the roof, some of the havelis have up to four floors. That is why they do not follow any pattern when it comes to their location. Almost

every small town and some big villages have these kind of havelis. Therefore tourists have to move from here to there in search of these havelis. In map 4.6 an attempt have been done to locate these havelis.

To find the location of each and every Haveli, The built-up area have been demarcated because no Haveli is situated in exclusion all the havelis are in the middle of the towns or villages. So the area in the figure 4.5, can be considered as the area of the concentration of Havelis. Most of the locations are small towns, some of the havelis are also situated in large villages. It is obvious from the figure that havelis are concentrated in the central part of the region. Outer areas of Churu as well as of Sikar district do not have location of havelis. Among three districts Jhunjhunun have highest distribution of these havelis. Fatehpur, Lachhmangarh, Sikar, Khandela, Neem ka thana are some nearby

Figure 4.5



towns of Jhunjhunun districts which too comprise some havelis. Generally Churu district is not endowed by havelis. Again there is same pattern some nearby areas of Jhunjhunun district have some attractions. The paintings and drawings on the walls of houses of the Shekhawati Marwari's are dismissed as bad taste, according to some art and architectural historians. According to Johnson (1996), represent to contemporary Shekhawati populations the power of moneylenders' to whom the peasantry was often deeply indebted. In this context, 'indifference' to the painted houses by locals may be interpreted as a form of resistance.⁵

It is just a sometime before, a small number of lavishly produced texts by popular writers, who praised the art on the haveli walls, popularized Shekhawati in the 1980s. Aman Nath and Francis Wacziarg, for example, produced a beautiful full colour book Rajasthan: the painted Walls of Shekhawati (1982). Ilay Cooper's The painted Towns of Shekhawati (1994) extensively described the heritage of the region.

There are more than 200 havelis, mostly in private possession in Shekhawati. Some of these date back to the 17th century. They range between one storey to five and a number of them have as many as 10 courtyards displaying brilliant architectural techniques, to add more grandeur, magnificent paintings on the walls. The paintings featured everything from scenes of domestic life to dance sequences, beautiful portraits to various flora and fauna. The painters mostly used powdered colours, usually red, green and yellow ochres; lamp black and lime were also used. There were two methods, a secco technique, where the painting was executed after the plaster had dried, and a fresco technique, where the pigment was applied onto wet plaster. Havelis were also repainted from time to time.

Not much is known about the painters. It is theorised that the havelis were built mostly by itinerant craftsmen from Jaipur.. There are a few prominent havelis like Anandilal Poddar Haveli, Aath Haveli and Hodh Raj Patodia Haveli etc., and so are the two forts Bala Kila Fort, Fatehgarh Fort and the palace hotel Roop Niwas Palace that is a heritage property and is renovated with modern facilities. The registered painting in their Art Gallery is a treat to the visuals. On the west of the fort are a group of havelis know numerically as Aath havelis, Aath meaning eight. The frescos on these havelis are not the best ones but they show the transition in painting styles through the time periods. One of

the paintings depicts a steam locomotive, while other show mammoth images of elephants, horses and camels. Opposite these havelis is situated the Muraraka Haveli, which shows off some very fine painting including the miniature paintings from the Krishna legends. To the north is Hem Raj Kulwal Haveli. Built in 1931, the haveli has at the entrance portraits of the Kulwal family and also the Indian leaders like Gandhi and Nehru. An ornate silver gate leads to the inner courtyard, which has some fine paintings mostly of religious themes. Quite close to it is the Khedwal Bhawan, which features some striking mirror and blue tile work at the entrance to the inner courtyard. Some frescos depicting a locomotive engine crossing a bridge and a woman on a swing in festivities of Teej Festival are seen on some of the walls. Also seen is the story of legendary lovers Dhola Maru on an outside wall. Morarka Haveli displays some very well preserved paintings of Ramayana legends. Other notable havelis are Bhagton ki choti Haveli, Parusrampuria Haveli, Dharni Dhakra Haveli, Chhauchharia Haveli, Hira Lal Sarowgi Haveli and Geevrajka Haveli.

Yet, new attractions, interpretations and tourist desires continually emerge in the quest for the novel and the peculiar and economic strategies of marginalized groups to gain a share of tourist pie emerge. As a consequence, the Havelis of the region are emerging on the tourism map of Rajasthan having a great uniqueness in appearance. These unmodified and unnoticed havelis of Shekhawati region have the potential to attract large flock for heritage tourism. The major concentration of these havelis are the towns of Sardarshahar, Ratangarh, Fatehpur, Jhunjhunun, Chirawa, Ramgarh Lachhmangarh, Nawalgarh, Neem-ka-Thana, Sikar, Apart from these towns there are some villages which have grown so much that can be misunderstood as towns, for example Bagar, Kajara, Surajgarh, Binji fort, Mandawa, Mukundgarh, Dundlod, Alsisar, Malsisar Khandela and Dudwa Khara etc.

4.2.2 Historical Centres

When it comes to the distribution of historical places, these are situated in small towns. In terms of Historical places there are some Havelis, some old temples and Forts. In figure 4.6 distribution of Historical places can be look at. There are some small towns and big villages which can contribute towards the Heritage tourism in Shekhawati region. Main tourist centres are Rajgarh, Reni, Dudwa Khara, Sradarshahar, Churu and

Ratangarh in the district of Churu. Then there are some other heritage centres in the district of Jhunjhunun these are Kajara, Chirawa, Malsisar, Alsisar, Bissau, Mandawa, Jhunjhunun, Binji Fort, Khetri, Mukundgarh, Dundlod, Nawalgarh, Parasrampura and Gudhagaurji. In the district of Sikar there are attractions like Fatehpur, Lachhmangarh, Sikar, Khandela, Ramgarh and Neem-ka-thana. Among these three districts Jhunjhunun district is hub of painted havelis. Here a small description has been given about the characteristics of Tourist centres district-wise.

a) **Jhunjhunun**

The district has rich cultural heritage. Rulers and the ruled ones both have had glorious traditions and customs. Some of the kings of Khetri were great scholars and artists besides being patrons of education and culture. Good literature has been produced in the district not only in Hindi but also in Urdu and Rajasthani Languages. The forts, castles, palaces, temples, Chhataris (canopied monuments) and monuments of the district have a distinguished place in the field of architecture. The forts at Dundlod, Nawalgarh, Jhunjhunun, Alsisar, Malsisar and Khetri; the temples at Jhunjhunun such as Gopi Nath Mandir, Bada mandir and Rani Sati Mandir and Pilani e.g. Saraswati Mandir; the Chataris of Khetri and Nawalgarh; and Muslim Makbaras and Majars; types of monuments at Jhunjhunun e.g. Ruhela Khan ka Makbara, Narhar and Bagar are not only fine examples of architecture but also symbols of the coexistence of old Hindu and Muslim culture in the district. The large number of Sati temples, Chhataris and Chabutaras which are platform like monuments, show that Sati custom was very popular in the cultural traditions of the district. Major Historical centres are:

Jhunjhunun- Jhunjhunun is a prominent town of Shekhawati region and is a district headquarter. Here, the notable havelis are Nar Singh Das Tibrewal, Ishwar Das and Mohan Das Modi and the Khaitan Haveli. The Khetri Mahal and Bihariji Temple are also finely frescoed. Laxmi Nath Temple Mertani Baori, Qamrudin Shah ki Dragah, Ajeet Sagar, Birdi Chand Well and Badalgarh are other places worth visiting. It is well connected by rail and road. Water is a limited and rare resource in deserts. Hence, step wells were considered to be a temple for the livelihood. Keeping with the tradition Birdi Chand well also has a Hanuman temple in the complex. It was constructed by a rich Marwari businessman as a community centre for social purpose. It is not only a source of

a precious commodity – water, but also serves the purpose of a social centre where women often would exchange their daily gossips.

Alsisar- It lies in the north-western part of the district. Places which have the capacity to attract tourists are; Alsisar Mahal (Alsisar Fort), Shri Lal Bahadur Mal Ki Haveli, Tejpal Jhunjhunuwala ki Haveli, Ramjas Jhunjhunuwala ki Haveli, Lakha ka ki Haveli, Mahali Dutt Khetan Haveli, Arjun Ram khetan Haveli, Cenotaph of Thakur Chhotu Singh, Satya Narain Temple, Sri Lal Bahadur Mal Well, Ram Jas Jhunjhunuwala ka well, Jiwan Ram Marodia ka Talab (Water Tank), Shri Saraswati Bal Niketan Upper Primary School (one of the highly reputed schools of India for quality education), Indra Vilas and Alsisar Mahal.

Baggar- It is mainly known for the Piramal Haveli with fresco paintings. This haveli is also in use as a hotel. Bagar is also known as an educational centre of Rajasthan; there are many good schools and colleges. Piramal girl's school is very popular boarding school of this town. This small town has produced many top industrialist like Piramals, Maheshwaris and Roongtas etc. It is also known for its "sati temple".

Bissau- Situated 40 km. north-west of Jhunjhunun town, Bissau is connected with it by both rail and road. There is a mosque and three well-known temples in the town viz. Shri Budhia Mahadevji, Govind Deoji-ka-Mandir and Kaliji-ka-Mandir.

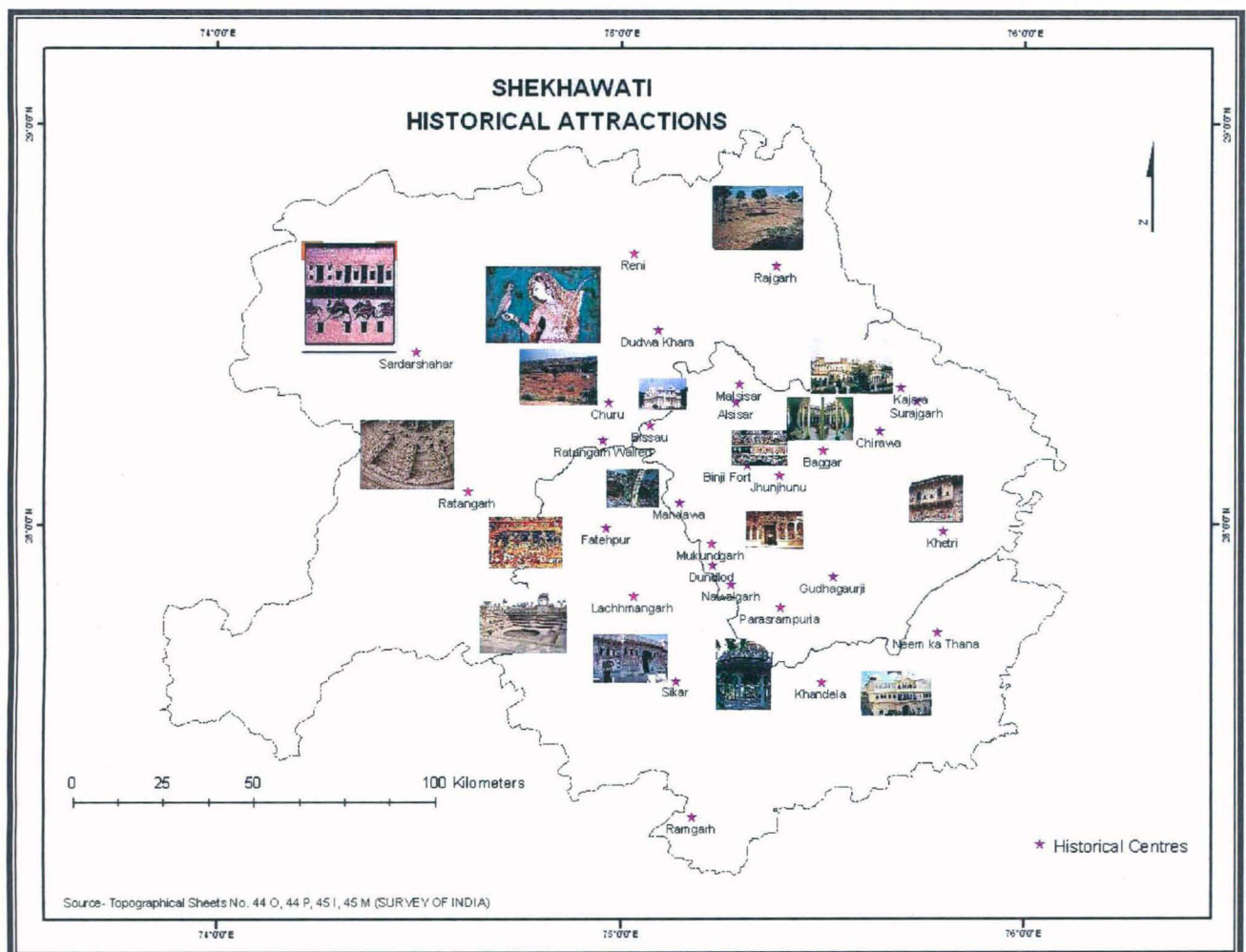
Nawalgarh- The colorful bazaar in this town has the largest number of painted havelis in Shekhawati. The main fort here, though in ruins now, is worth a visit. Founded by Nawal Singh of the Shekhawat clan, this is the town where finest of Shekhawati's frescoes can be seen. Its havelis bear witness to the rich and prosperous Marwari era of the 19th century. Nawalgarh has hundreds of painted havelis and a clock tower of British period. Some places to visit are Patodia ki Haveli, Dhola Pariwar, Chuna Chowk, Bala Kila Fort, Fatehgarh Fort, Roop Niwas Kothi(Palace), Lakshmi Narayan Mandir , Shri Gopinath Ji Mandir, Shri kalyan ji ka Mandir.

Mandawa - Mandawa lies in the heart of Shekhawati, a painted arched gateway adorned with Lord Krishna and his cows leads to the bazaar. The Mandawa Fort seems like a mirage on the horizon. The Castle of Mandawa provides a fine view of the whole town. Most importantly is the fact that no two rooms are alike in the palace here. In the zenana

or women's quarters, one room offers antique murals, another has a marble fountain, and the turret room boasts of walls that are seven feet thick. There are quite a few notable havelis here as Hanuman Prasad Goenka Haveli, Goenka Double Haveli, Murmuria Haveli, Jhunjhunwala Haveli, Mohan Lal Saraf Haveli, Gulab Rai Ladia Haveli, The Binsidhar Newatia Haveli, Lakshminarayan Ladia Haveli and Chokhani Double Haveli. Mandawa is known for its fort and havelis.

Gudhagorji - Gudhagorji is one of the ancient towns in Shekhawati. Town is named after Saint Gudheshwar Maharaj, and a very religious and wise Thukrainji, named Gorji. Tourists visit the town to see old temples and samadhis (tomb shrine) located on the hilltop, or to enjoy tracking on the hill. Gudhagorji is connected by road, and can be reached by car or bus from Jhunjhun, Jaipur or Sikar. The town is about 30 km from

Figure 4.6



Jhunjhunun, 50 km from Sikar and 150 km from Jaipur. Wooden handicraft items such as lampshades, decorative table lamps, etc., from traditional Kharadis are sold at the Kharadiyon ka Mohalla.

Dundlod – The Fort of Dundlod is an embodiment of cultural amalgamation of Rajputana and Mughal School of Art and Architecture. The village of Dundlod lies in the heart of Shekhawati. After having travelled through sandy tracks of Shekhawati, one enters the village of Dundlod, to see the magnificent sight of the beautifully painted havelies of the Goenkas and the towering Fort which stands in the middle of the village. Its motif of flowers and foliage, minarets, mythological paintings, archaic furniture, wall hangings of arrows and shields have remained unchanged. In the fort The Diwan Khana is built in Mughal architecture. It has a magnificent library, with a very rich collection of rare books on Indian History. At Dundlod Fort special Horse/ Camel and Jeep safaris are arranged. The haveli of Lalchandji Goenka is also a place of historical memory. Close to the fort lies the Chhatri of Ram Dutt Goenka, this has an adjacent well. Built in 1888, the dome has floral motifs with banners extending from the centre. The Bhagirath Mal Goenka Haveli is a fine example of mirror work. Notable are delicately preserved paintings mostly in round frames. Also worth a visit is Satyanarayan Temple built by the Goenka family. On the wall of the temple is a huge fresco with modern trappings showing British men and women on bicycles and cars, it also shows a long train and has a backdrop of telegraph wires.

Mukangarh - It lies a few km from Nawalgarh. Mukangarh was founded by Thakur Mukand Singh Ji Saheb. It was the Thikana of Bhojraj Ji Ka Shekhawats. Mukangarh has a magnificent fort, which is now converted into a resort hotel, with all modern amenities. There are havelis of Kanoria, Ganeriwal and Saraf.

Chirawa - Chirawa is one of the oldest town of Shekhawati and was a hub for this region since it is junction for Jhunjhunun, Khetri, Loharu and Surajgarh. It is known for havelis with fresco paintings. It has lots of old havelis like Dalmias, Sakseries, Somanis, Suraj mal Shiv prashads and Shrimalon ka mahal and many more though they are not well maintained now. A Jain temple is situated here in Shrimalon ka mohalla, about 150 year old .Educational institutes are also an attraction of Chirawa. It has one of the oldest

college, Chirawa College, of the region and Dalmia Girls School, which is also one of the oldest girls school in Rajasthan.

Khetri - Khetri is actually two towns, the first "Khetri Town" was founded by Raja Khet Singhji Nirwan. Another is the town of "Khetri Nagar", which is about 10 km away from Khetri. The name of the mountain in khetri is Bhopalgarh. Khetri Fort was built by king of Khetri, Rajah Ajit Singh Ji Shekhawat and is an easy trek of 4 km from the base. There are some places of interest as- Ramakrishna Mission Center, Rani ki Bavdi, Hindustan Copper Ltd, Ajit Sagar is a large lake on the outskirts of Khetri, Wild boars such as Barahsinghas and migratory birds can be seen here. The town of Khetri is also famous for its delicious pickles.

Pilani - Pilani is the home to Birla Institute of Technology and Science, BK Birla Institute of Engineering and Technology, Pilani, and Central Electronics Engineering Research Institute (CEERI). The Dalelgarh Fort was built by Thakur Nawal Singh Bahadur (Shekhawat) for his son Kunwar Dalel Singh. It presently houses a school named Bal Niketan and is popularly called the "Garh School." BITS Pilani was founded by Ghanshyam Das Birla in 1929 as an intermediate college. During World War II, the Government of India established a technical training center at Pilani for the supply of technicians for defense services and industry. In 1946, it was converted into the Birla Engineering College with degree programmes in electrical and mechanical engineering.

Parsurampura - It is located 43 km south east of Mandawa and has the distinction of having the best-preserved and oldest fresco paintings in the Shekhawati region. Parasrampura was the Thikana of Bhojraj Ji Ka Shekhawats and site of a Castle.

Mahansar -It was founded in 1768 by the Thakurs of one of the branch of Shekhawats. It is located in Jhunjhunun district at a distance of 40 km from Jhunjhunun near the trifurcation of Jhujhunu, Churu and Sikar districts. It is known for the Sone-Chandi ki Dukan dating from 1846. It incorporates gold leaf in its intricate paintings. This haveli has three vaulted ceilings; scenes from the Ramayana are painted on the left one, incarnations of Vishnu on the centre one, and scenes from the life of Krishna are to be found on the right one.

- b) **Sikar** – Although Jhunjhunun district is the concentration of painted havelis but some nearby towns of Jhunjhunun district in Sikar have all the more same Characteristics. The fresco Painting on the ancient havelis, temples and forts captivate the tourist from abroad. Sikar was the kingdom of royal Shekhawat Rajas. Even today, many royal Shekhawat families reside in Sikar. One such Shekhawat is Mr Bhairon Singh Shekhawat, former Vice President of India is also belong to (Khachriyawas) Sikar. Three most prominent business homes of the country viz. the Bajajs, the Birlas and the Goenkas also belong to the district.

Sikar- Sikar is situated on midway between Bikaner and Agra on National Highway number 11. Sikar is a historical city and at present district headquarter. There are many temples in this town. The main temples are those of Gopi Nath ka Mandir, Raghunathji-ka-Mandir, Kalyan-ji-ka-Mandir, Janki Nathji-ka-Mandir, Bada Jain- Mandir and a Jain Temple is called Nasia. There is a Dargah of Hazarat Shah Wali Mohammad Chisti where an annual Urs is held.

Fatehpur -Once ruled by Muslim nawabs, this place is a treasure house of frescoes. The Devra and Singhania havelis have amazing frescoes that combine traditional Indian and international styles. The Kala Dirga Gallery of Contemporary Art shows especially pieces made by artists about India ; the Saraswati Gallery is more about traditional themes of Rajasthan, through different kinds of painting. There are two little Tribal Art Galleries exhibiting the artistic work of tribes, as Patachitras and Madhubani. The aim of this project is to offer to the visitor a large panorama of art-works and points of views toward India. Thus, the exhibited artists belong to very different origins: French renowned artist, Jaipur Fine Art School's Teacher or Shekhawati's Local Painters. The others havelis, which are notable are The Jagannath Singhania Haveli, Harkishan Das Saraogi Haveli and Vishnunath Keria Haveli. The town has blessings of many religious mentors, it includes Dargah of Hazrat Nazmudin Temple of Do-Janti Balaji Dham (which is famous for its exterior handmade stone bricks construction and in-side Lord Sun painting) etc.

Lachhamangarh- Laxmangarh is a town situated on National Highway-11 Laxmangarh Fort, the most imposing building in this town is its small fortress which are owned by the Jhunjhunwala Family, looms over the well laid out township on its west side. Laxman

Singh, the Raja of Sikar, built the fort in the early 19th century after Kan Singh Saledhi besieged the prosperous town. The fort of Laxmangarh is a unique piece of fort architecture in the whole world because the structure is built upon scattered pieces of huge rocks. The fort is private property - owned by a local businessman and is closed to the public. Other than the Laxmangarh fort, the Ghanta ghar (Clock Tower) and various havelis with famous Shekhawati fresco paintings and Chhatris are the hallmark of the town.

Neem-ka-Thana- The town has a number of temples and forts. Shri Narsinghji temple is more frequented among the other temples. A cattle fair is held annually here. About 10 km. away by road from Neem-ka-Thana is a religious place called Ganeshwar Dham noted for its hot spring.

Ramgarh- Ramgarh is locally called as Sethonka, meaning belonging to rich merchants. The town was built during the reign of Rao Raja Devi Singh of Sikar. It has a number of temples and mosques. The more well known temples are those of Ganga Mai , Ram Deora, Rani Sati, Kalyanji, Mahadeo and Raghunath. There are ruins of a fort said to have been built in 1790 by Rao Raja Devi Singh of Sikar and Ram Gopal Poddar Cenotaph in the town.

- c) **Churu-** At last, the district of Churu is not rich in terms of the availability of Painted havelis and forts to attract tourists but the nearby areas of Jhunjhunun and Sikar have the few noticeable havelies.

Churu- It is famous for the shifting sand dunes of the Desert and beautiful grand havelis with marvelous fresco paintings, namely Kanhaiya Lal Bagla ki Haweli and Surana Haveli, with hundreds of small windows. The havelies were impressively decorated with Belgian etched kaleidoscopic glasses in many shapes and designs. Their intricate designs and their carved woodwork doorframes are admirable. Special care was taken about the security of the inmates and thus they used to make thick and blind outer walls in the earlier times. Only the upper stories had windows small and big neatly decorated with wooden inlaid doors.

These Havelis are best known for their colorful murals (wall paintings) within fresco artwork. One can discover the portraits and details of Hindu mythological gods

such as Raja Ram along Sita, Hanuman, the Bhairav, Goddess Kali and the Romantic and artistic depiction's of Lord Krishna along with Radha and other maids. The pre- historic Epic Ramayana's portraitures in golden works also find place on many ceilings of the massive temples and Havelis and the domes of the Chhatris. The town of Churu does not have much to offer to its visitors except for the few historical buildings like Ratangarh fort, Salasar Balaji Temple and Surana Haveli.

Ratangarh - The Maharaja of Bikaner, Ratan Singh constructed the gigantic fort in 1820 AD on Agra Bikaner highway. It is evident from the architecture of the town that the city was planned much before the construction started. But now, what is left of the original fort is nothing but some ruined monuments, which have survived the test of time. Ratannagar, the mini Jaipur, is said to have been built and developed by Seth Nand Ram Kedia from Bissau. The most interesting part of the town is that its bazaar is laid out in the design of a cross with shops painted like the town. The town was developed in a planned manner having wide pathway crossing one another at 90° angle and proper drainage system. The shopping area is made in the shape of a cross. Like in most Indian towns, the Clock Tower is at the main crossing of the bazaar and every Crossings have a beautiful circular tree stand. The main havelis are Champalal Sohanlal Hiralal Hirawat haveli, Bilas Rai Arjundas Kedia haveli, Chandi Prasad Kedia haveli, Laxminarayan Chandgothia haveli, Ganga Prasad Chandgothia haveli, Hari Charan, Dwarka Das, Basudev gadodia haveli, Mool Chand Poddar haveli and Jalan haveli. Raghunathji, Laxminarayanji and Chandgothia temples also decorated with beautiful wall paintings. The paintings in Godia 'Chhatri' are also worth seeing. Adjoining Ratannagar forest also covers the habitations of many wild animals.

Dudhwa Khara - It is a historical village and has designed havelis. Camel safaris and village life can be enjoyed here.

Sardarshahar - Graduating in 1831 from a mere village, this little town assumed the title of Sardarshahr means chief town. This desert town of Rajasthan is mostly inhabited by the Oswal Jain merchant community and has elegant havelis adorned with colorful paintings and carved woodwork. Sardarshahar, located at a distance of about 50 km from Churu, has a small fort that now houses the government offices.

Chhatris* of Churu - Churu has some good memorial domes, mostly raised to rich merchants, north of the town. Historically, the most significant is 'Aath Kambh Chhatri' (Eight Pillar Dome) west of the vegetable market was built in 1776 on a Rajput's cremation site. Its base has been virtually buried by windblown sand. The interior is covered with murals, one detail depicting an early European mercenary on foot, bearing a musket. Further north are chhatris of the Mantri, Bagla and Lohia merchant families.

Shopping Destinations - Churu has many local shops that sell regional handicrafts, tie and dye fabrics and furniture. There is a thriving industry in antique-looking souvenirs. The town is also a local market for wool, millet, gram (chick-pea), cattle, and salt and its cottage industries include handloom weaving, pottery and leather manufacture.

Thus, above discussed, are some historical places, better be called the location of painted havelis, because when it comes to the historical attractions of Shekhawati region painted havelies are the main attraction. There are some forts and old temples also register their presence in the Region.

4.2.3 Religious Places

Domestic tourists who visit the place, mostly visit for religious purposes and fairs and festivals somewhere related to them. In the district of Churu some religious places are Shyam Vatika, Onkar Ashram, Ganesh Mandir, Veer Hanuman temple, Rani Sati temple, Idgah mosque, Jumma mosque, Madina mosque and Dargha Peer Sahib.

Khatushyamji - Khatushyamji is a town of religious significance in Sikar district. The temple was built in 1027 by Sh. Roopsingh Chauhan/Smt Narmada Kanwar 975 years ago the wife of Roopsingh Chauhan saw in her dream that deity instructed him to take his image out of the earth. The indicated place, when dug up, yielded the present idol of Shri Shyam Ji, which was enshrined in the temple. That spot is now known as Shyam Kund. Khatushyamji - Brief of the deity; Lord Shyam Ji's head is worshipped. The idol is made

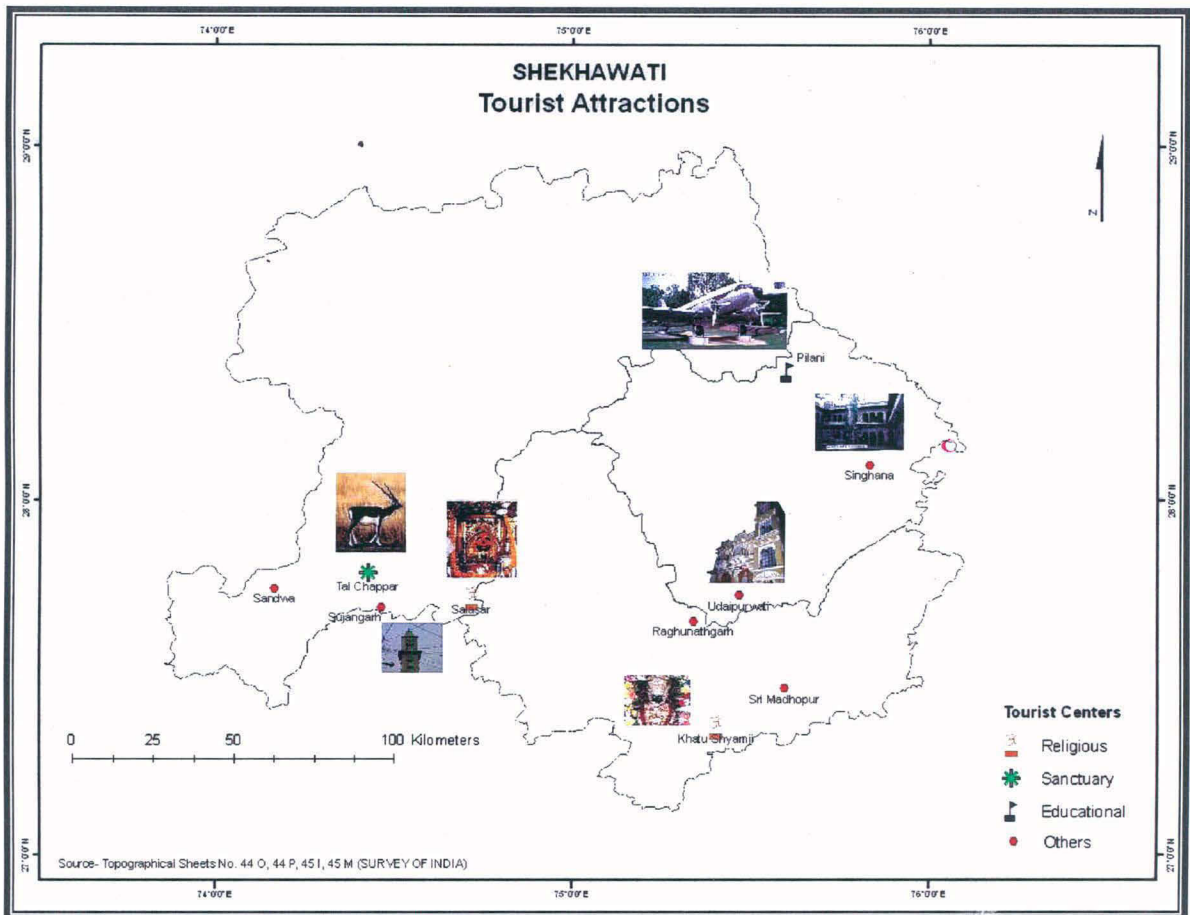
* Chhatris are dome shaped pavilion used as an element in Indian architecture. The term chhatri can also refer to funerary sites in India which have such structures built over them Chhatris are basic element of Hindu as well as Mughal architecture, They are termed "chhatris" meaning canopy and are found throughout the northwestern region of Rajasthan, In the Shekhawati region of Rajasthan chhatris are built on the cremation sites of wealthy or distinguished individuals Chhatris in Shekhawati may consist of a simple structure of one dome raised by four pillars to a building containing many domes and a basement with several rooms In some places the interior of the chhatris is painted in the same manner as the Havelis.

of rare stone and commands tremendous respect from visitors. Shyam Ji is the family god of lacs of families. The devotees from all around the world visit this pilgrimage temple at the time of the fair in the Kartik month. Their devotion and belief simply pours from their conscious belief.

Ranisatiji Mandir – The temple Situated in Jhunjhunun Tehsil, this temple is one of the ancient pilgrimage sites in the country. The temple is indeed a marvel of construction. The Sati Chowk; With an edifice in white marble, this chowk has a portrayal of Rani Sati in the Pradhan Mand. Some of the places, worth a visit are Mertani Baori, Laxminath Temple, Badal Garh, Ajeet Sagar, etc.

Mansa Devi temple - Mansa Devi temple is one of the most famous temples after Sati Temple. It is located in Lambore dham village, which is around 8 – 9 kms away from Sadulpur on Sadulpur- Malsisar- Jhunjhunun road. There are said to be many avatars of Durga Mata. Mansa Devi is also considered to be one of her forms, thus worshipped by

Figure 4.7



devotees with lot of religious zeal. The temple is believed to accomplish your wishes by performing the described rituals and puja.

Sikrai Mata- Sikrai is a small village in the tehsil of Sikar. Sikrai mata is one of the prominent pilgrim centers of Shekhawati. The place is famous for a beautiful and sacred temple of Sikraimata. Built in the 7th or 8th century and surrounded by hills on three sides.

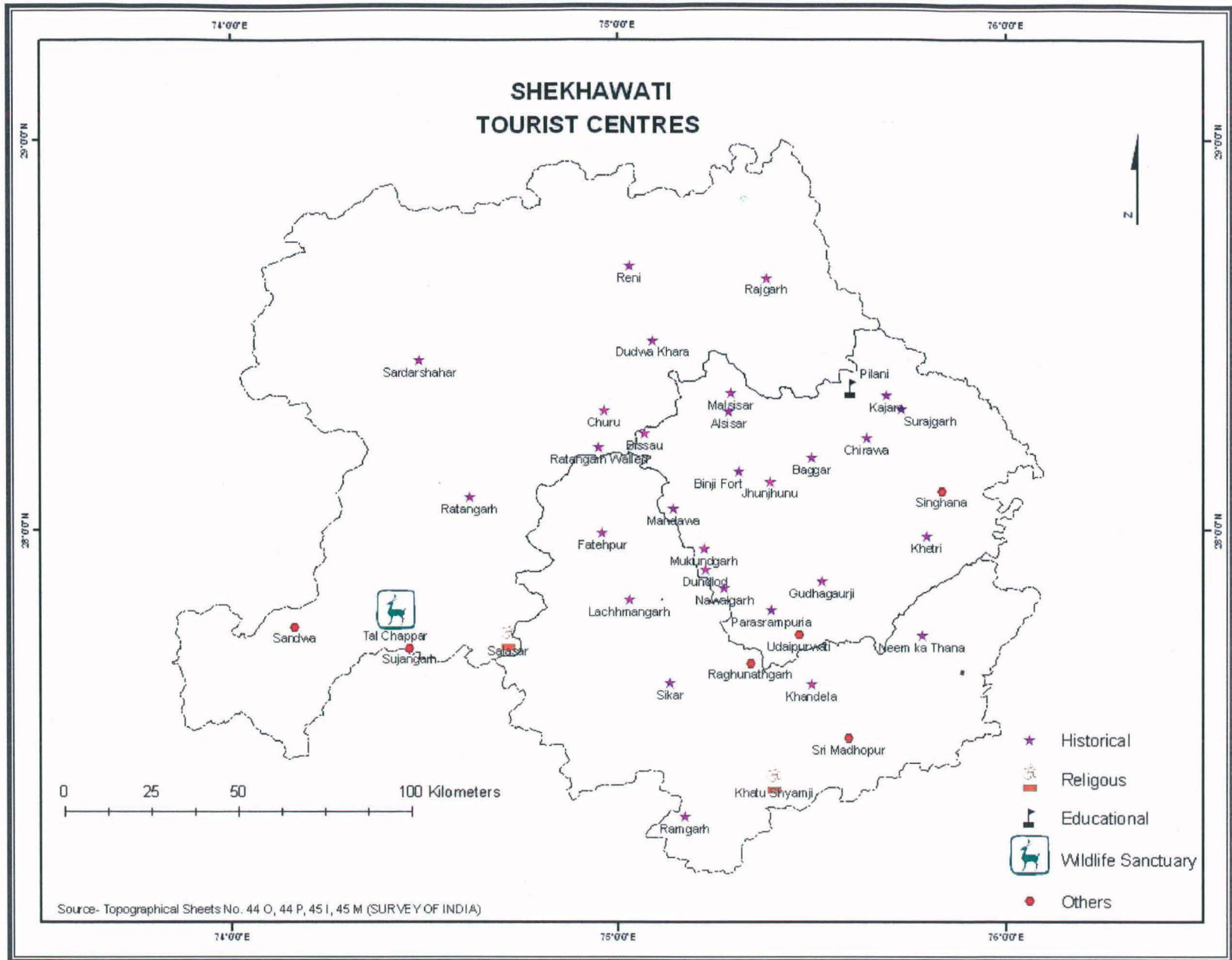
Jeen Mata - Jeen Mata is another famous pilgrim center of this region. This place is 29 kms. from Sikar off the Bikaner - Jaipur National Highway. Jeen and Harsha are mentioned as sister and brother in the folk literature and stories of their mutual affection and affection and sacrifice are very popular in the Shekhawati region. Lakh of devotees congregate here every year in April- May (Chaitra Navaratra) during the Jeen Mata fair.

Lohargal- Lohargal is also a place of tourist interest because of its natural beauty. This place is associated with Bhim, one of the heroes of the great epic, 'Mahabharat'.

Harsha - Harsha is an ancient village at the base of a hill on which Harshanatha and other temples which are now in ruins, one can easily make out that it was once quite unique, located in Sikar district situated around 14 kms, from Sikar town. Harsha is known for its famous Shiva Temple dating back to the Chauhan period. There is 10 km, long road which leads one to the mountain, from where one can behold the natural beauty of the villages below. There are several temples at Harsha, chief among them being the Harsha temple. From the inscription found at the sanctum of the temple, it is evident that it was built by the Chauhan ruler of Ajmer, Vigraharaj and several changes were made in the temple with the passage of time.

Salasar Balaji- Salasar house the famous Balaji Temple attracts a large number of devotees. Besides this, there are many beautiful statues of the Hindu gods and goddesses. This place is visited by the devotees from all over India. It is said that this is the place where Lord Balaji fulfills the desires of thousands of devotees. Two large fairs are held on Chaitra(April) and Ashwin purnimas(October) every year. Lacs of devotees from all over the country and abroad come and offer their wish before the Hanumanji, in the temple and have take a glimpse of Shri Balaji throughout the year. Salasar is situated

Figure 4.8



on National Highway (Ambala-Pali) No. 65 in Sujangarh in Churu District. Most of the Religious places are visited by the devotees which are domestic tourists. The fairs and festivals at these religious places add to the value of these religious centres as a tourism destinations.

All the cultural tourist centres can be seen in figure 4.8 which depicts that generally most of the attractions are concentrated in central part of the region in the forms of painted havelis. Some other type of tourist attractions as wildlife sancturay, religious places are away from this central location. Tal Chhapar wildlife snactural and religious places of Khatu Shyamji and Salasar are situead in outer parts of the region. In general central part of the region is rich in terms of cultural attrcations.

4.2.4 Fairs and Festivals in Shekhawati Region

Apart from above Historical, Cultural, and Religious places there are some Fairs and Festivals which attract the tourists. Some festivals are common in whole Shekhawati region, which are celebrated more or less in same manner in the whole region. These are Janmashtmi,

Makar Sakranti, Basant Panchami, Holi, Diwali, Rakhi, Sheetla Ashtami, Gangore, Dashehra etc. During some festivals, fairs are held at locality as Dashehra, Gangore, Janmashtami, Teej etc. The Shekhawati Festival held in February every year is organized jointly by the State Department of Tourism, District administrations of Sikar, Jhunjhunun and Churu. Shekhawati, already famous for its frescoes, is fast becoming a rural tourism destination too. Travelling on horseback, tourists get a closer view of the countryside and the people. And they return with an indelible imprint of not only the friendliness of the people but also of the agricultural revolution sweeping the villages. The region now exports 80 per cent of its crops whereas only a few years ago it could meet only 10 per cent of its requirement through local production. For a broad-based discovery of Shekhawati's culture, the festival is spread over a number of venues such as Nawalgarh, Sikar, Jhunjhunun and Churu. The programmes include a one day tour of the region, camel and jeep safaris, farm visits, rural games, cultural programmes, haveli competitions and fireworks. Nawalgarh is the central venue of the festival and can be reached comfortably by train and road from Jaipur (140 kms by Road). Nawalgarh also

has some of the finest frescoes of Shekhawati. The Clock Tower is a famous landmark and the Roop Niwas Palace hotel occupies a place of pride in the town.

Some fairs are held at some local places, related to different legends. Following table 4.1 shows description of fairs in the Shekhawati region. Mostly the old traditional fairs related with some legends have been shown in table apart from the recently introduced festivals and fairs to attract tourists. Different fairs have different purpose to held and a specific time according Hindu calendar about their schedule.

4.1- Major Fairs in Shekhawati Region

Name of the Fair	Location	Description
Gogaji Fairs	Dadreja and Lunch (Jhunjhunun)	At temples of Gogaji during August-September (Bhadon Sudi 9)
Ramdeoaji Fairs	Sahwa, Taranagar, Ramdevara, Tharora, Rajgarh and Phogawas (Jhunjhunun) Bhakarwasi (Sikar)	Worshipped by Scheduled Castes, On Bhadon Sudi 11 (August-September)
Salasar Fair	Salasar (Jhunjhunun)	To pay homage to Hanumanji, On Asoj Sudi 15 (September- October)
Teej Fair	Ratangarh (Jhunjhunun)	Third day on the bright half of the months of Srawan (July-August)
Gangore Fair	Ratangarh(Jhunjhunun)	Third day on the bright half of the months of Chaitra (March-April)
Shri Gusainji	At Athwas - Fatehpur Tehsil (Sikar)	During Ashwin
Shri Budgarji (Shivji)	At Bir -Fatehpur Tehsil(Sikar)	During Phalgun
Satiji Mela	Dhadan, Loharuwas (Sikar)	During Bhadrapad
Bhaironji	At Harsh – Sikar Tehsil (Sikar)	During Bhadrapad
Shakambhari	At Sakray (Sikar)	During Chaitra
Shri Baleswarji	At Kharag Beejpur (Sikar)	During Phalgun
Triveni	At Ajeetgarh (Sikar)	During Chaitra
Jeen Mata	At Jeenwas (Sikar)	During Chaitra and Ashwin
Shyamji	At Khatoo (Sikar)	During Phalgun

To sum up, Shekhawati region present a picture when it comes to tourist attractions. On one hand, Shekhawati offers beautiful vast lying sand dunes, much closer

to Delhi, than Jaisalmer is, and on the other, region is well gifted with cultural attractions too, which invite the tourists to come and witness the glorious past and get carried away.

When it comes to, natural attractions not only sand dunes but also mountainous topography consisting some old forts with some greenery and seasonal rivers, are easy to access in the eastern side of the region. When one thinks about a desert, the only animal comes to the mind is Camel, but here, the Tal Chhappar wildlife Sanctuary offers the view of rare species such as the black bucks. It is not only the forested area that is the concentration of all types of rare species, desert environment has its own ecosystem and various types of creatures too. That is how this conserved area and the black bucks can turn out to be a great attraction for wildlife lovers.

In Shekhawati, unlike other Heritage centres of India, the major part of cultural attraction is contributed by the presence of Havelis. Each haveli has its uniqueness, but one thing that is common, the painted walls, although paintings are of different subjects. They are distinctive from other havelis, as they have Marwari merchants as their owner not any ruler. All the havelis have different type of characteristics but one thing that is common in all the painted walls is that the paintings are of different subjects. In rural areas there are large underemployed and unemployed populations, particularly in the off season for agriculture, can produce labour force for the tourism industry. Unlike India's major tourist destinations, Shekhawati's small towns and villages lack the usual throngs of eager guides offering their services. Tourists come across these mansions in their owner's absence. Therefore, the greatest thing about Havelis is the unmodified, undisturbed, unnoticed and least glamorized state, where tourists can feel the old time without any artificial environment to destroy the moment. These havelis are standing mostly alone in small towns away from the crowd. Mainly, the towns which have large number of Havelis are in the district of Jhunjhunun.

Apart from these Havlis, religious places and fairs related to some religious purposes and legends adds to the glory of cultural heritage. The folk culture, art, Dance and food are also included in the Heritage tourism. Shekhawati offers festival and other events at different places, as Nawalgarh, Sikar, Jhunjhunun and Churu only for this purpose. The various programmes include a one day tour of the region, camel and jeep safaris, farm visits, rural games, cultural programmes, haveli competitions and fireworks.

Thus, it can be very well stated that the region has the potentials to attract a good number of tourists with natural attractions as well as cultural heritage along with proximity to Delhi and Jaipur.

¹ Chhabra, D., Healy, R., & Sills, E. (2003). Staged authenticity and heritage tourism. *Annals of Tourism Research*, 30, 702–719.

² Cited in, Henderson, E. and Weisgrau, Maxine. (2007). *Raj Rhapsodies: Tourism, Heritage and the Seduction of History*. Hampshire England. <<http://books.google.co.in>.>

³ Cited in, Henderson, E. and Weisgrau, Maxine. (2007). *ibid*.

⁴ Henderson, E. and Weisgrau, Maxine. (2007). *ibid*, pp-11.

⁵ Henderson, E. and Weisgrau, Maxine. (2007). *ibid*, pp-11.

CHAPTER 5

TOURISM INFRASTRUCTURE IN

SHEKHAWATI

‘Tourism infrastructure is a basic component for tourism development. It affects the amount and structure of tourist movement.’¹ It constitutes a range of devices and institutions constituting material and organizational basis for tourism development. After a glance at tourist attractions in Shekhawati, it can be appreciated that the region is rich in cultural as well as natural attractions. But availability of these tourist attractions alone cannot ensure the tourist arrivals. There is some tourism related infrastructure which is essential to attract tourists. Some of the major elements of infrastructure include accessibility and accommodation which add to the value of attractions or can enhance the level of satisfaction of tourists. These also include security, medical and communication facilities. As tourism is multi dimensional phenomena so there are number of indicators which can be used to look at the level of tourism infrastructure in an area. But at the same time, these may not include the entire tourism infrastructure. Because of this ambiguity of tourism infrastructure, ten indicators have been used to find the level of development of tourism infrastructure in Shekhawati.

5.1 Tourism infrastructure

Like tourism, infrastructure of tourism too has been defined in different ways by scholars. Generally, tourism infrastructure consists of a supply chain of transport, social and infrastructure collaborating at a regional level to enhance the value of a destination. These include;

- Transport infrastructure such as roads, railways and airways at destinations for visitors through domestic and international sources.
- Social infrastructure provides stock of rooms to accommodate visitors, physical structures for exhibitions, events and services those attract visitors. It also includes hotels, restaurants, convention centers, stadiums, galleries and tourist precincts.
- Environmental infrastructure refers to natural estate of national parks, marine parks and reserves, including visitor facilities.
- Collaborative Infrastructure is the network of regional, state and national tourist organizations those market destinations and distribute tourism products.

Infrastructure for tourism, thus, includes basic components like airports, railways, roads, waterways, electricity, water supply, drainage, sewerage, solid waste disposal system and other services. Moreover, other facilities like accommodation, restaurants, recreational and shopping facilities also come under the ambit of tourism infrastructure. Planning for development of tourism infrastructure, therefore, involves integrated development of basic infrastructure and amenities along with all the tourism facilities in a balanced manner. In order to have an idea about the state of tourism infrastructure and amenities in Shekhawati, there is need to assess their distribution within the region. It is in this respect that an attempt has been made to measure the level and distribution of infrastructure and amenities.

5.2 District level Analysis of Tourism Infrastructure

Three districts of Shekhawati, although situated adjacent to each other but have some diversity in terms of climate, development, available infrastructure and tourist arrivals etc. While assessing the scenario of tourism infrastructure, there is need to look at its level in these districts. Some other aspects have also been considered while assessing tourism infrastructure in Shekhawati. These may not form a part of tourism infrastructure in a strict sense of the word. But these had to be included to overcome the problem of paucity of data of other relevant indicators. These are as follows:

- **Accessibility-** An efficient and well developed system of transportation is a prerequisite for development of tourism industry. To get a general picture of the three districts, two aspects of accessibility have been taken into account. These are;

Road Density- Road density is the ratio between length of road in the Nth region and the area in square Km of the Nth region.

$$\text{Road Density} = \frac{\text{Road Length in km in N th region}}{\text{Area in square km of N th region}}$$

As railway network is not much developed in the region that is why only the Road network have been considered. Nearby Airports are situated in Jaipur and Delhi. Therefore, the road network is crucial for the accessibility to this region.

Number of vehicles Registered per 1000 population- Just the assessment of available infrastructure for accessibility is not enough for the efficient accessibility to tourist centers. Therefore, this indicator has been chosen to look at the accessibility concept in a broader way.

- **Communication-** Communication has its own importance when one comes in contact with an unknown area. Old means of communication have lost their importance with the advancement in technology. But the availability of these services can depict the level of development and availability of infrastructure such as Post Offices and Telegraph Offices.

It is also important to look at the population distribution in this region because development of infrastructure is closely related to it. The whole district of Churu except Churu tehsil has population density below 148 persons per square kilometer. It is because of its harsher environment which put natural constraints while starting any activity and livelihood sources are very scarce. Tehsils of Nawalgarh, with 426 persons and Sri Madhopur, with 368 persons per square km, have highest density in this region. Sardarshahar and Tarangar tehsils of Churu district have lowest density. Among three districts Jhunjhunun with population density of 322 persons per sq.km is leading and is followed by Sikar district. As already mentioned Churu district have very less population. General information of Churu, Jhunjhunun and Sikar has been given in table 5.1.

Table 5.1 General information of Districts

	Churu	Jhunjhunun	Sikar
Area in Sq. Km.	16830	5928	7732
Population	1696039	1913689	2287788
Population Density (per sq. km.)	100	322	295
Road Length (PWD) km	3640	3276	3709
Road Density	0.22	0.55	0.48
Motor Vehicles Registered	62120	102945	121972
Motor Vehicles Registered/ 1000 persons	37	54	53
Post Offices	345	412	468
Post Offices per 1000 persons	2.03	2.15	2.05
Telegraph Offices	2	1	1
Villages Provided with safe drinking water supply	854	855	986

Source- District Statistical Outlines of Churu, Jhunjhunun and Sikar (2006)

Being a semi arid region, lack of drinking water is common feature of this area. So availability of safe drinking water supply too can be a relevant aspect of tourism infrastructure. As table 5.1 shows that Churu district has largest area but it is lagging behind in terms of road density, motor vehicle registered per 1000 persons and post offices per 1000 persons. Sikar district leads in the number of the villages provided with safe drinking water supply. Jhunjhunun has relatively better position in terms of road density, motor vehicles per 1000 persons and in communication infrastructure.

5.3 Tourism Infrastructure in Shekhawati- Tehsil level analysis

When there are only three districts in Shekhawati, a district level analysis becomes too general. Therefore, tehsil-wise analysis is needed to get a clear picture of the tourism infrastructure. Some methods have been applied for this analysis as discussed below;

5.3.1 Methodology

All the three districts of Shekhawati and their Tehsils have differences in terms of availability of tourism related infrastructure. Simple distribution of these facilities will not tell much. Therefore, to assess the level of available tourism infrastructure composite index has been worked out at the tehsil level along with presenting simple distribution pattern. This index has been computed by using indicators showing the level of tourism infrastructure. Apart from the statistical methods, some cartographic techniques have also been used in the analysis. Selection of indicators is a crucial step for making a composite index.² Although there are number of indicators which can be used to find out scenario of tourism infrastructure, but because of limitations of availability of data at tehsil level, only a few indicators have been used for this purpose. Following indicators were selected to look at the level of infrastructure for the development of tourism in the region. These indicators have been classified into two groups, depicting different aspects of multidimensional activity of tourism as shown in table 5.2.

Table 5.2 Indicators of Tourism Infrastructure

Group	Variable/ Attribute	Indicator
Accommodation	Number of Rooms	Number of Rooms in Hotels and Dharamshalas etc
	Accommodation capacity	Number of beds
Socio-Economic Infrastructure	Medical	Number of Hospitals per 1000 population
		Number of Primary Health Centers per 1000 population
		Beds available per 1000 population in Hospitals
	Accessibility	Direct Connectivity
	Security Services	Number of Police Stations per 1000 population
		Number of Police Chaukis per 1000 population
	Cinema	Number of Cinema Halls per 1000 population
	Petrol Pumps	Number of Petrol pumps per 1000 population

As stated earlier, tourism is a multidimensional phenomena so is tourism infrastructure. There are different dimensions to assess tourism infrastructure. But present study has some limitations because of the paucity of required data at tehsil level.

a) Accommodation

Hotels are inseparable part of tourism industry. Sometimes the term tourism industry is used interchangeably with hotel industry. Although hotels provide accommodation to tourists to a larger extent but just the number of Hotels and Guesthouses cannot be taken as the only determining factor of accommodation infrastructure. So other aspects such as number of rooms and beds have been taken into account.

b) Socio Economic Infrastructure

Although socio economic amenities cannot be strictly considered as infrastructure for tourism industry, but some of these play vital role as tourists may need these services or amenities. For example, number of hospitals at a tourist place. According to medical infrastructure indicators such as number of hospitals, primary health centers and beds available in the hospitals per 1000 persons have been taken into account. Here number of

hospitals and primary health centre both have been taken into account as region being a rural area have significant role of primary health centers.

Some other elements have also been taken into consideration. These again may not be directly related to tourism but presence of these make destination more attractive. Aspects of amenities such as Police Stations, Police Chaukis, Cinema Halls and Petrol pumps have been considered. The region being an area of small towns is unsecure for foreign women. Many a time complaints by foreign tourists have been registered of harassment by locals. Therefore, to make tourists comfortable, security services in the form of police stations or chaukis have been taken into account. Some other services like petrol pumps have been taken into account because tourists usually come by their own or hired vehicles and availability of petrol pumps increases their easiness. Cinema halls have been included as these can add to the value of attractions primarily for domestic tourists.

To measure accessibility which is a decisive indicator for tourism development, direct connectivity by roads to tehsil headquarters have been taken into account. It refers to the number of tehsils having connections with a particular tehsil which have been called associate number. This associate number has been taken out for all tehsils. Following formula was used to compute the index of direct connectivity;

$$\bar{X} = \frac{\Sigma \text{ of associate numbers}}{\text{Total Points}}$$

Later on \bar{X} have been used to find the index as;

$$\text{Direct connectivity} = \frac{X_i}{\bar{X}}$$

Using direct connectivity as a measure of accessibility may not be very satisfactory. But as the region has road links to majority of its places and tourists largely use private vehicles to reach their destinations. That is why only direct connectivity has been taken into account.

Some other amenities may not directly attract tourists but availability of these services increases the satisfaction level of tourists. This is likely to result in better publicity and may enhance tourist arrivals further. This set has been divided into various organization variables such as medical, accessibility, security and recreational facilities.

These have been used while constructing the index. All the variables which have been used for the working out the composite index can be seen in appendix 5.1.

These have been computed for per 1000 population while changing these variables into indicators. Then, to remove bias of scale, standardization of values has been done by dividing each observation in a column by the mean value of that column. This transformation does not disturb the dispersion of the variables. All sets of the indicators have been compiled separately to get four indices such as medical index, direct connectivity index, accommodation index and Social amenities index. Mathematical formulation of the method is as follows;³

$$\text{Index} = \sum_{j=1}^n x_{ij} / \bar{x}_j$$

x_{ij} =value of j th variate for i th center

n =number of variables

The index has been computed for each group. The assumption being that higher the index value, higher will be the availability of that element of infrastructure. Value of four indices have been added to get one composite index. Index depicts the overall level of tourism infrastructure in different tehsils.

Tourism Infrastructure in Shekhawati- Tehsil level analysis

The scenario of tourism infrastructure has been discussed with respect to different indices showing different elements of infrastructure along with simple distributions of these services. Distribution of Tourism infrastructure elements can present a clear picture of their availability.

5.3.2 Index of Direct Connectivity

As has been stated repeatedly the transport is one of the fundamental preconditions for tourism. It is a key element that links tourists to destinations to be accessed. It is road network that take tourists to different places in Shekhawati. Railway network is not very developed in the region, that is why road network illustrates that most of tourist centres are within the reach of state and national highways except remote places like Khatu Shyamji and Sri Madhopur (figure 5.1).

Figure 5.1

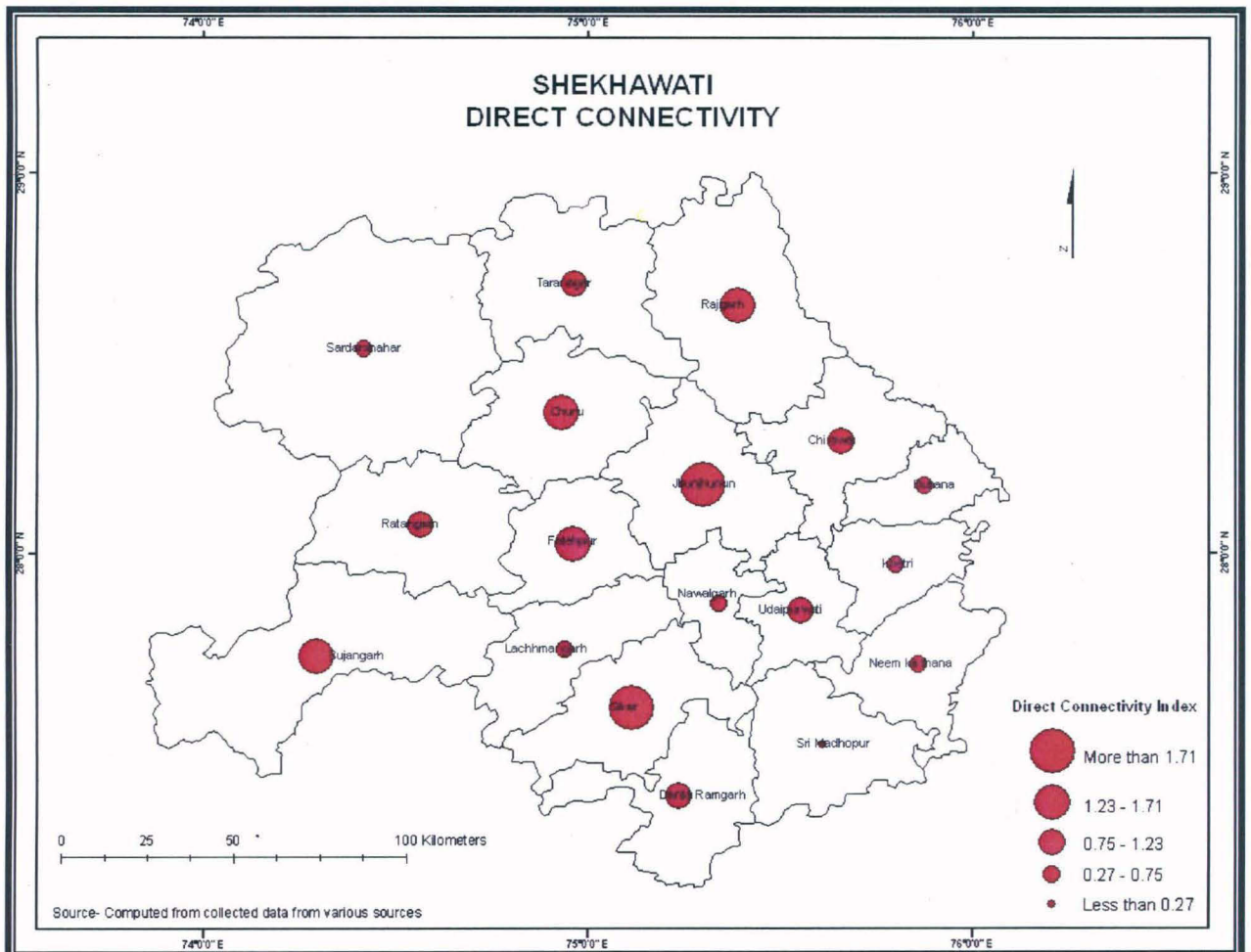
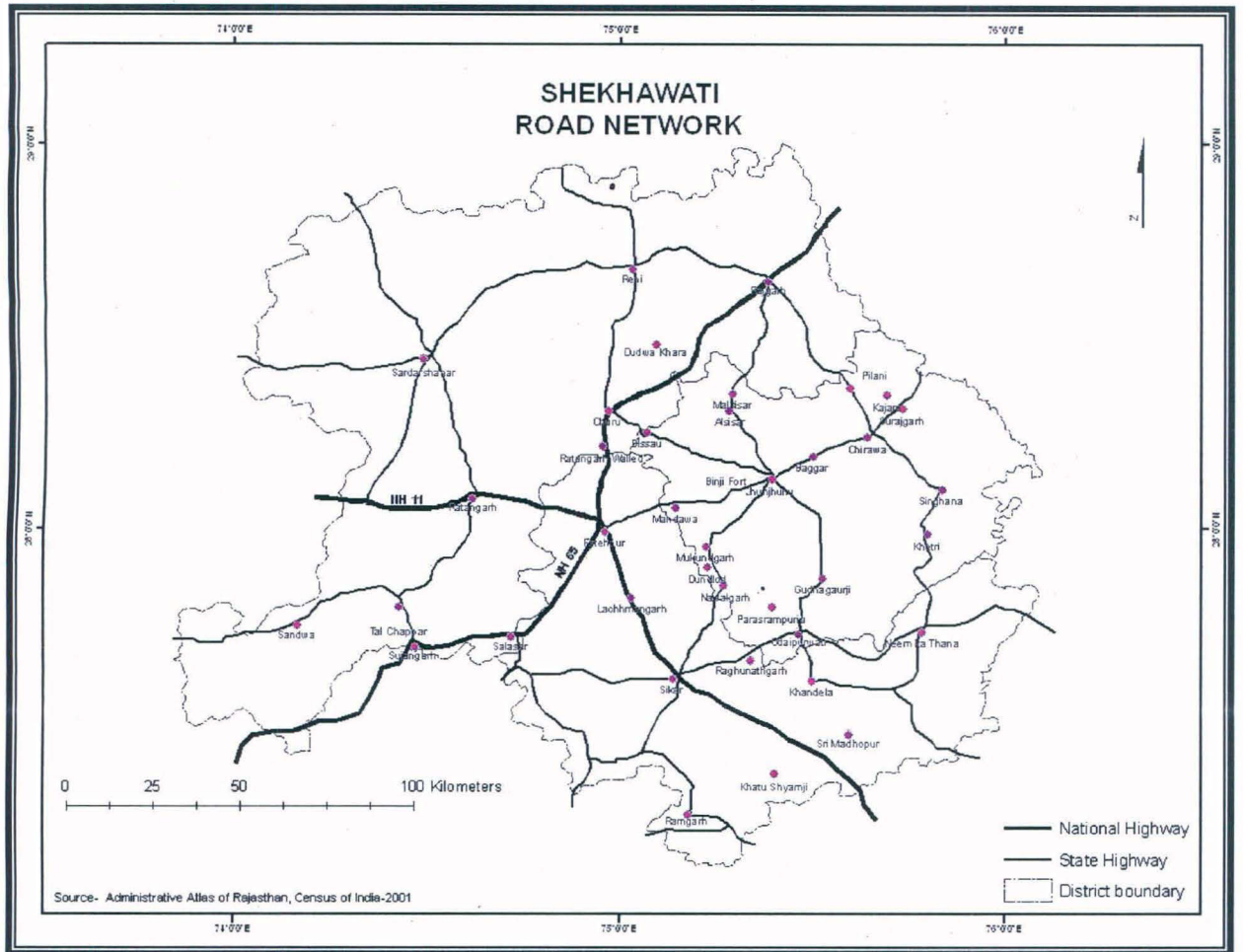


Figure 5.2

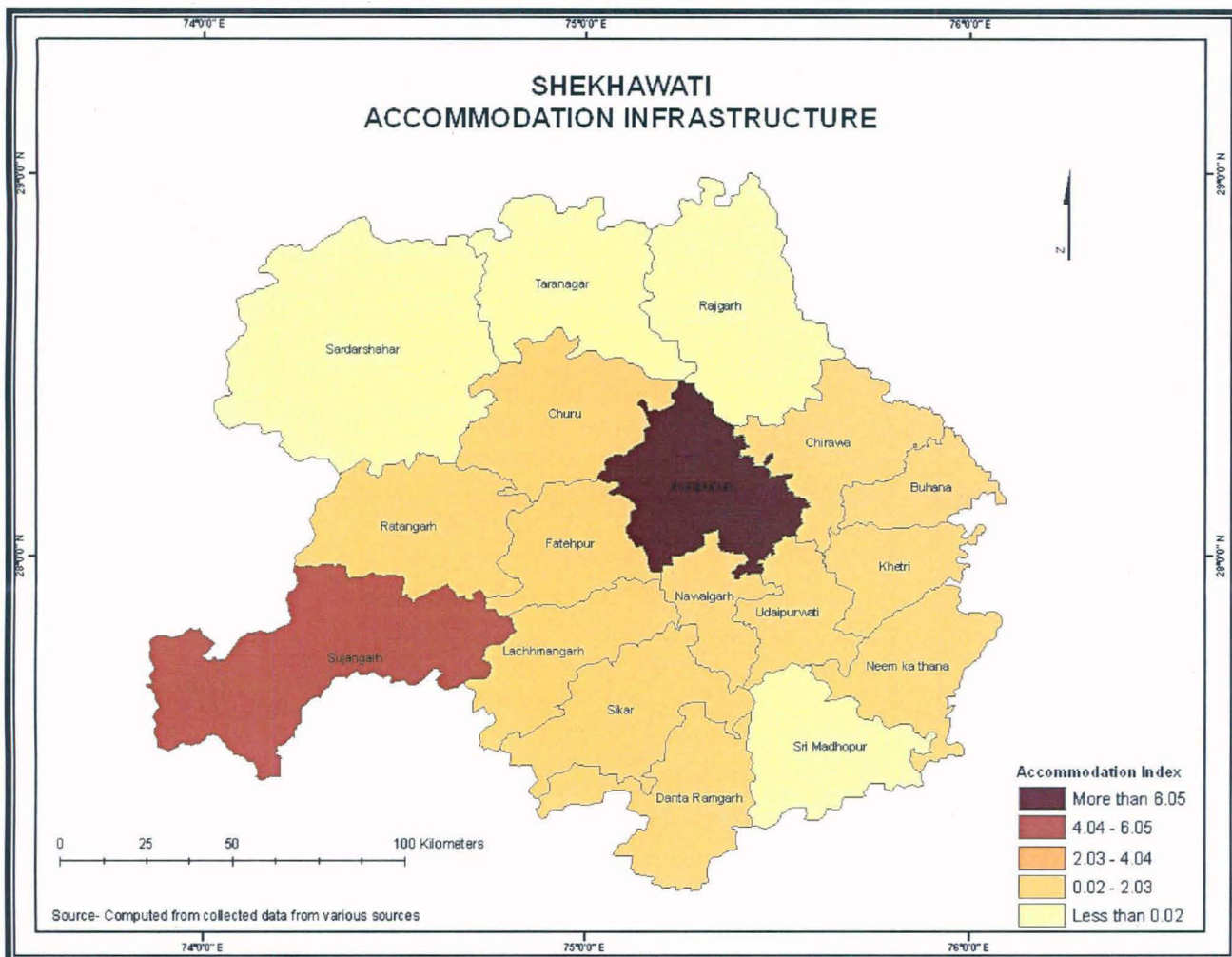
As this has been stated repeatedly that transport is one of the fundamental National highway 11 and 65 are two main highways which cross the region. Importance of road network in Shekhawati makes the location of petrol pumps a significant indicator to measure tourism infrastructure. It can be seen in figure 5.2 that Jhunjhunun and Sikar have connectivity index value of 1.93 the highest among all tehsils. Both are followed by Fatehpur tehsil with the value of 1.61 of the index. Churu, Rajgarh and Sujangarh tehsils have same value of 1.29. Jhunjhunun, Sikar and Churu showing higher value is justifiable as all the three are district headquarters, Fatehpur too being situated centrally has high value. But the case of Sujangarh tehsil is surprisingly with the index value of 1.29 though it is situated in outer parts of the district. of 1.29 even being situated in outer parts of the district. Tehsil of Sri Madhopur is the worst Nawalgarh, Khetri, Buhana, Lachhmangarh Sardarshahar, and Neen ka thana all have index value below 0.75 in the index and falls in second lowest class. All these tehsils have very low level of road network. Sri Madhopur tehsil falls in the lowest category of the index due to absence of roads. Although central position and being a district headquarter are the determining factor in direct connectivity but Nawalgarh being situated in middle have low value of connectivity as no important highway passes through this tehsil.

5.3.3 Index of Accommodation

Availability of accommodation facility, forms most important tourism infrastructure. Nearly all tourists travel by private hired cars or jeeps to Shekhawati and back. The fact that painted houses are located within towns and small villages those are perfect for a day trip. It allows tourists to explore less-crowded areas than bigger urban tourist places. Tourists have the option of staying at their nearby palace hotels or staying in a few all-inclusive resorts, where their requirements are met without turning to the services of local towns.

Accommodation facilities are very limited in most tehsils of Shekhawati. The numbers of rooms and available beds have been considered while finding out the levels of this infrastructure. Accommodation index (map 5.3) shows that tehsil of Jhunjhunun has highest value of the index of 7.43. It is followed by Sujangarh which also has significantly high value of 5.48 of this facility. In case of Jhunjhunun it is expected as the

Figure 5.3

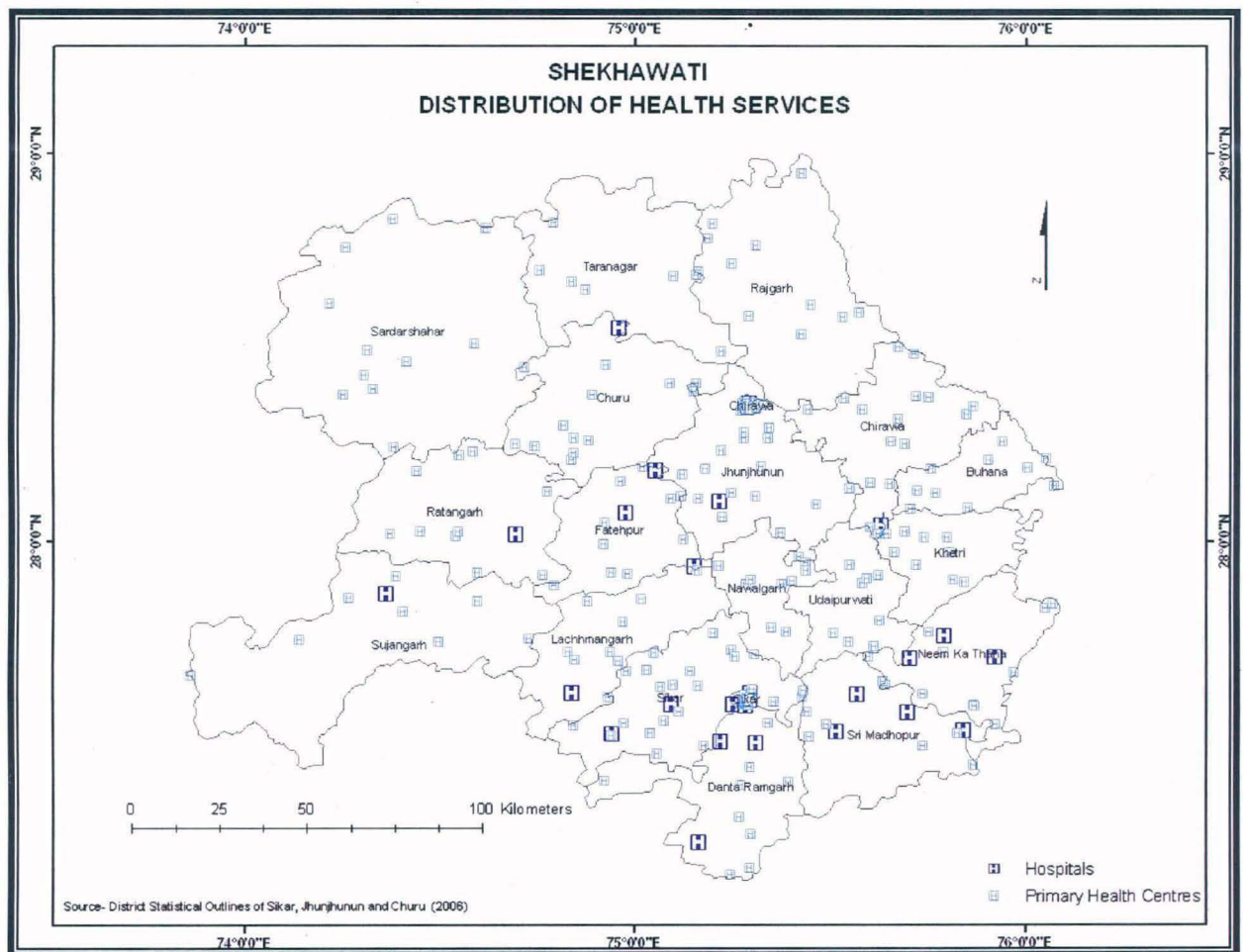


district headquarter is located there. Moreover many places of tourist interest are located in its close proximity. Sujangarh on the other hand has a wild life sanctuary called Tal Chhaper. Consequently, lot of accommodation has been built both by government as well as private entrepreneur in this area to cater to wild life enthusiast tourists. It may be noted that except Sikar and Nawalgarh all other tehsils have extremely low accommodation facilities. Sikar again is district headquarter and Nawalgarh is situated close to Jhunjhunu and many painted havelis are situated in its close proximity. Sadly Sardarshar, Rajgarh, Taranagar and Sri Madhopur tehsils have no accommodation facilities available and these obtained the index value of zero.

5.3.4 Index of Medical Facilities

Medical facilities shown in figure 5.4 depict distribution of hospitals and primary health centres. It can be seen that tehsils of Sikar district has better availability of health services. Churu lacks in these services as population density of this district is lowest out of the three districts and number of hospitals and primary health centers are also very few. Jhunjhunun tehsil has relatively better number of Health centres compared to Churu and other tehsils of Jhunjhunun district.

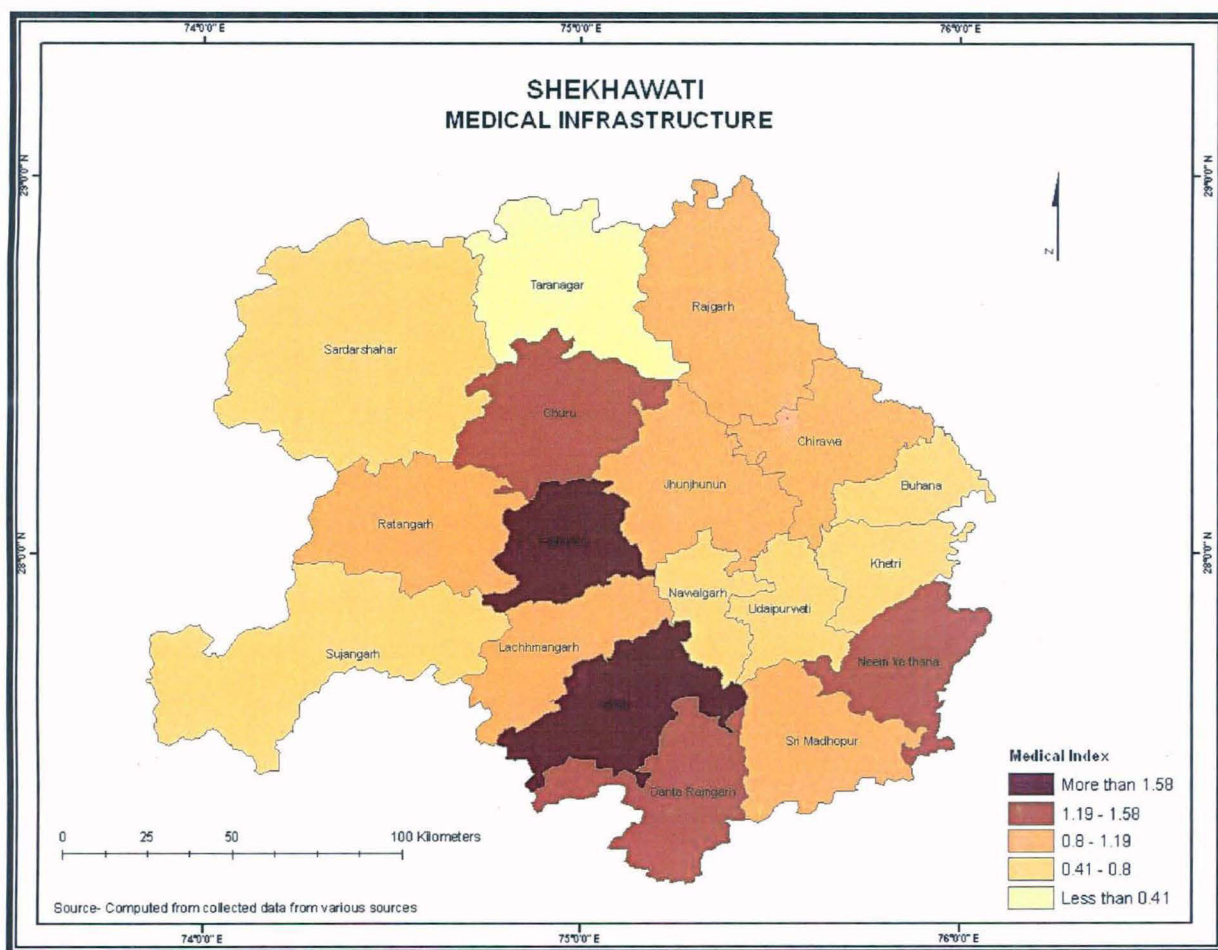
Figure 5.4



Distribution of hospitals and primary health centres is not able to tell about the hierarchy of tehsils in terms of medical facilities. Therefore, medical index was worked out. Medical facilities are needed for the satisfaction of tourists in case of an emergency. To find out the level of medical facilities three indicators were used. The medical index values (figure 5.5) show that tehsils of Fatehpur, Sikar and Churu are at higher level with

an index value of above 1.5. These tehsils are followed by some other tehsils of Sikar district such as Neem ka thana, Danta Ramgarh, Sri Madhopur and tehsils of Jhuunjhunu like Chirawa.

Figure 5.5

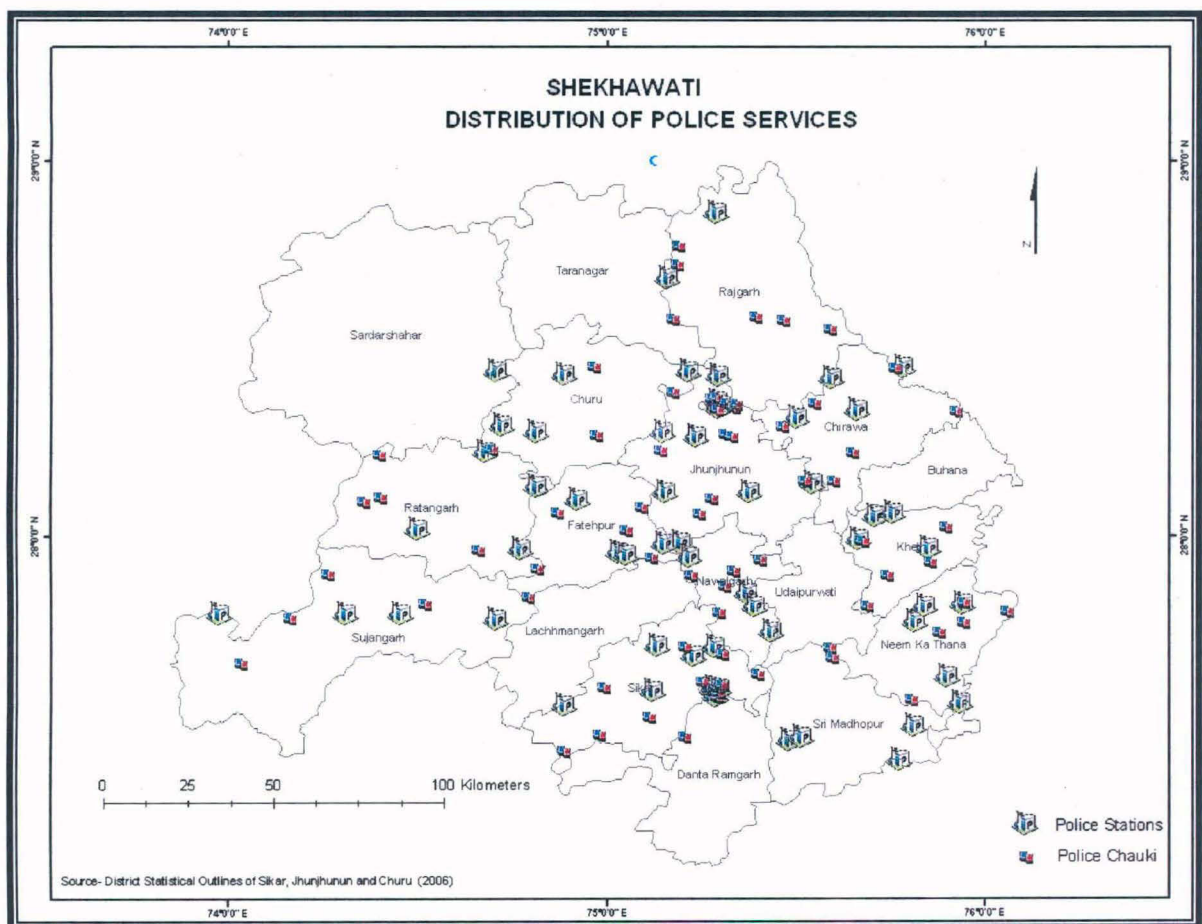


These attained index value of above one showing better medical facilities. As expected Jhunjhunu has district headquarter and most other have large towns with better connectivity which seem to have helped in coming up of health facilities. Taranagar tehsil of Churu district have lowest value of 0.37 among all. Some other tehsils which seriously lack medical facilities acquired index value below 0.8, these are such as Sardarshahar, Udaipurwati, Sujangarh, Navalgarh, Khetri and Buhana. Therefore apart from district headquarters some nearby tehsils too have better level in terms of medical facilities. As opposed to this remote tehsils have low medical facilities.

5.3.5 Index of Social Amenities

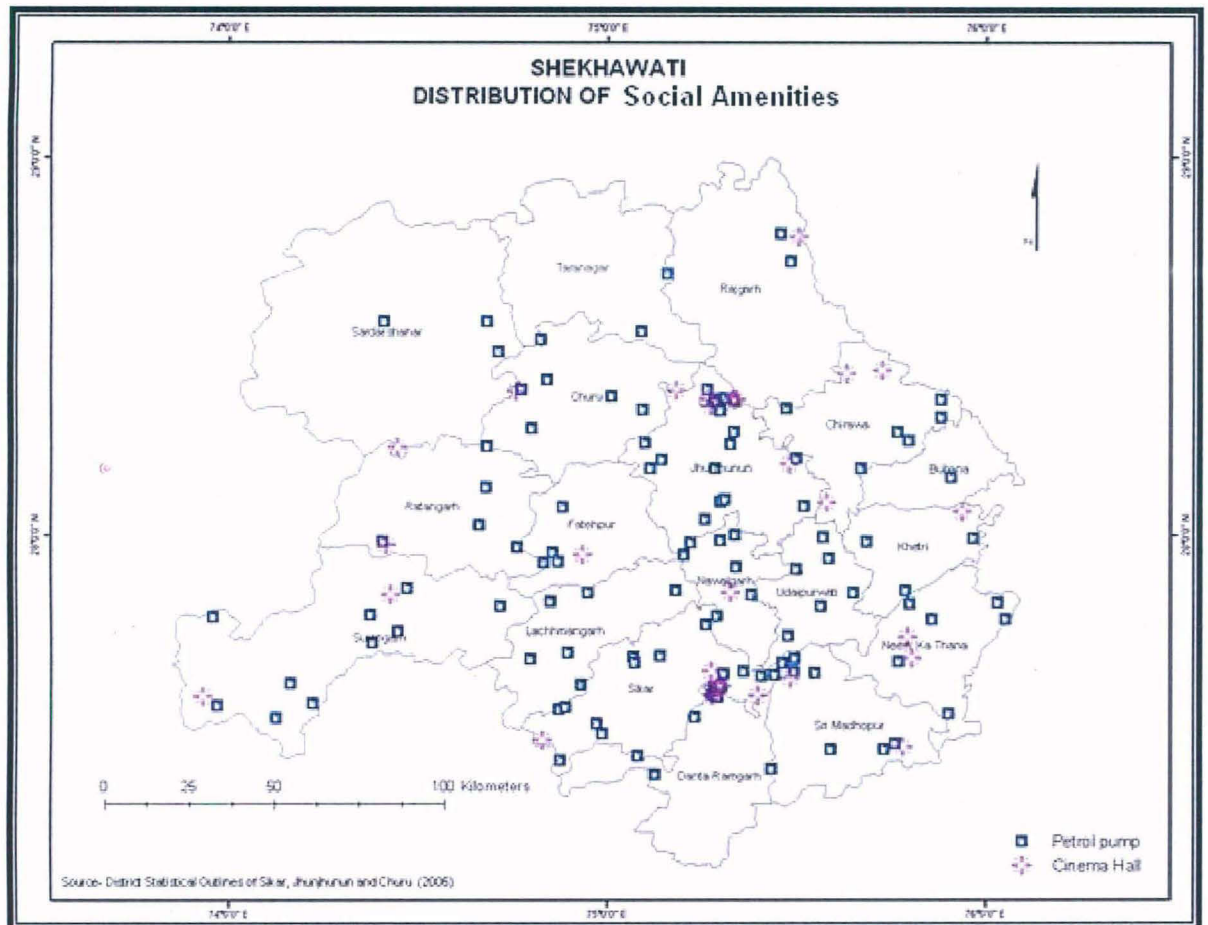
Distributions of some other social amenities have been shown in figure 5.6 and 5.7. A study by Henderson, E. and Weisgrat, Maxine (2007) says that most of the female tourists complained about Eve-Teasing and they feel insecure in Shekhawati region.⁴ Availability of police stations and chaukis can improve the feeling of security among tourists in the rural region. After looking at the distribution of police stations and police chaukis it can be noted that tehsils of Churu district generally lack security services. While tehsils of Jhunjhunun, Sikar, Fatehpur, Neem Ka Thana and Churu have relatively better condition. Three tehsils of these have district headquarters and have the better availability of these services.

Figure 5.6



Region lacks in terms of better transportation system. Most of the tourists use private vehicles to visit places in the districts. Availability of petrol pumps can improve the satisfaction level of tourists and their easiness. Again almost same pattern have emerged in figure 5.4, It shows that Churu district is lagging behind in terms of the availability of petrol pumps while district headquarters are relatively in better position.

Figure 5.7

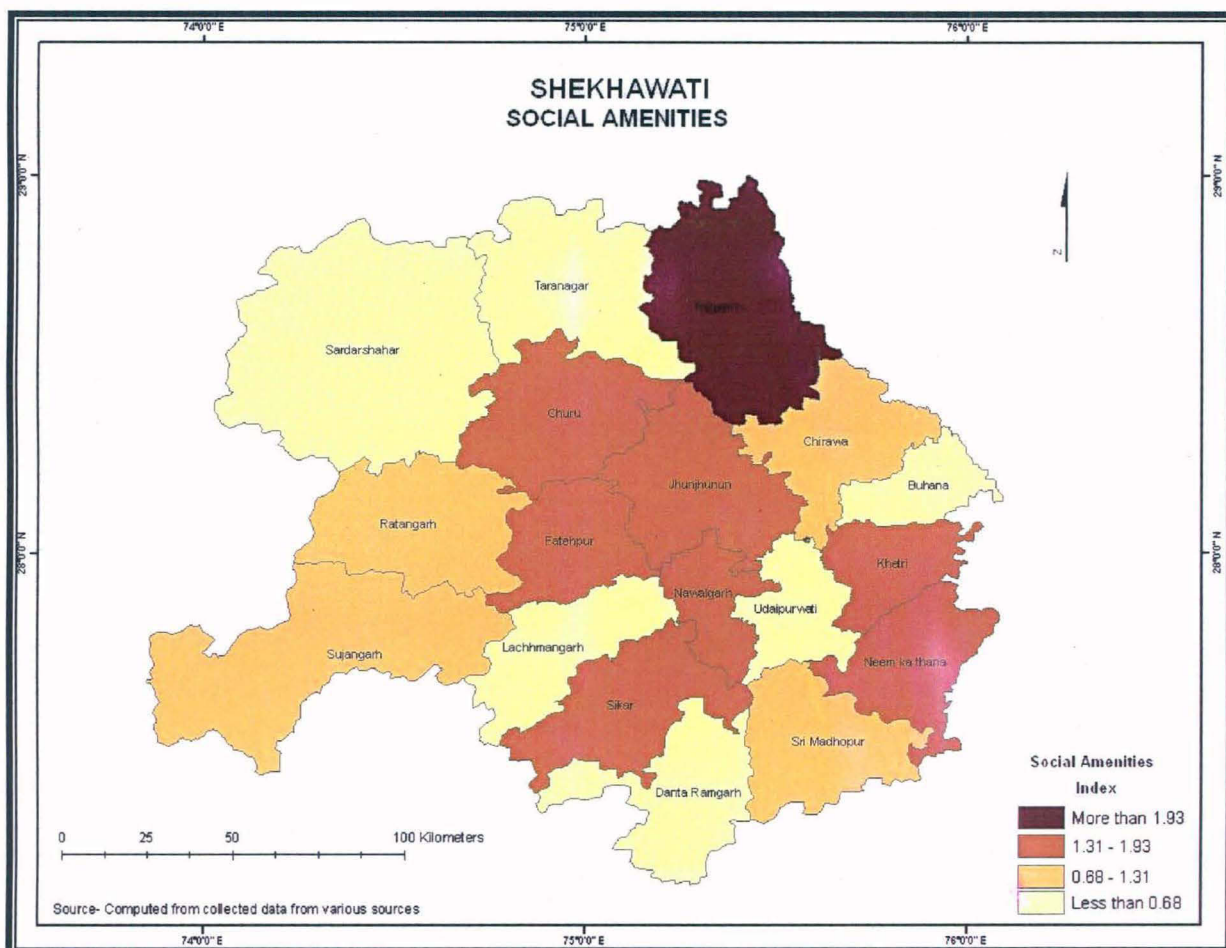


There is comparatively high concentration of petrol pumps in the tehsils of Sikar, Nawalgarh and Udaipurwati. A more general picture states that central part of the region have higher distribution of petrol pumps compared to some outer districts of Taranagar, Rajgarh, Sardarshahar and Ratangarh. Sujangarh even being situated in outer parts of Shekhawati does not have serious condition as other outer tehsils, presence of wildlife sanctuary can be the one reason for this.

Although distribution of Cinema halls cannot be related directly as tourism infrastructure, but availability of these can add to the value of tourist attractions. At the same time, it can be stated as surrogate indicator to know the advancement of an area. These services being not directly related to tourism activity do not have specific clusters of their availability. Similar pattern can be seen in case of Cinema halls and Churu district seriously lacks these facilities, compared with the other two districts. All these amenities have been compiled into one index of social amenities which can be seen in figure 5.8. It shows Rajgarh having highest value of 2.06 in terms of these services. It is followed by tehsils of Churu, Neem ka thana, Fatehpur, Sikar, Nawalgarh, Khetri and Jhunjhunun all having the index values above 1.31. Tehsils of Buhana, Danta Ramgarh, Tarangara, Lachhmangarh, Udaipurwati and Sardarshahar have very low level in terms of these facilities. Most of these tehsils are situated in outer area far from district headquarters and places of tourist interest.

Picture of the distribution of above mentioned services and infrastructure

Figure 5.8



coincides with the population concentration pattern. Whether it is the availability of hospitals, primary health centres, police stations and petrol pumps etc, concentration of these increases in south eastern Shekhawati. North-west part has paucity of these services. Particularly central part of the region is well endowed in these tourism related services and infrastructure.

5.4 Composite index of Tourism Infrastructure

All the indicators have shown different indices (table 5.3). Similarly, the overall level of tehsils in terms of tourism infrastructure and services has been shown in figure 5.9 through a composite index. It shows that Jhunjhunun and Sujangarh with composite index value of above 8 have better level of tourism infrastructure. These two Tehsils ranked one in terms of overall tourism infrastructure. Sikar tehsil got next highest value of composite index. This is the only tehsil with second rank. Eight tehsils of Fatehpur, Churu, Rajgarh, Nawalgarh, Neem ka thana, Khetri, Chirawa and Ratangarh got the third rank in composite index. Two tehsils of Churu district as Taranagar and Sardarshahar are worst performers. Some other tehsils as Buhana, Lachhmangarh, Sri Madhopur and Danta Ramgarh too have value of composite index below 2 in all seven tehsils got the lowest 4th rank. Again the same pattern is seen i.e. outer tehsils of the region away from district headquarters as well as of tourist places have low value of composite index showing low tourism infrastructure. Central part of the region represented by Jhunjhunun tehsil is comparatively well developed. Almost same level is in Sujangarh Tehsil having the only wildlife sanctuary of the region. Rest of the tehsils except Sikar shows unsatisfactory level of tourism infrastructure. Churu even being a district headquarter has low value of composite index.

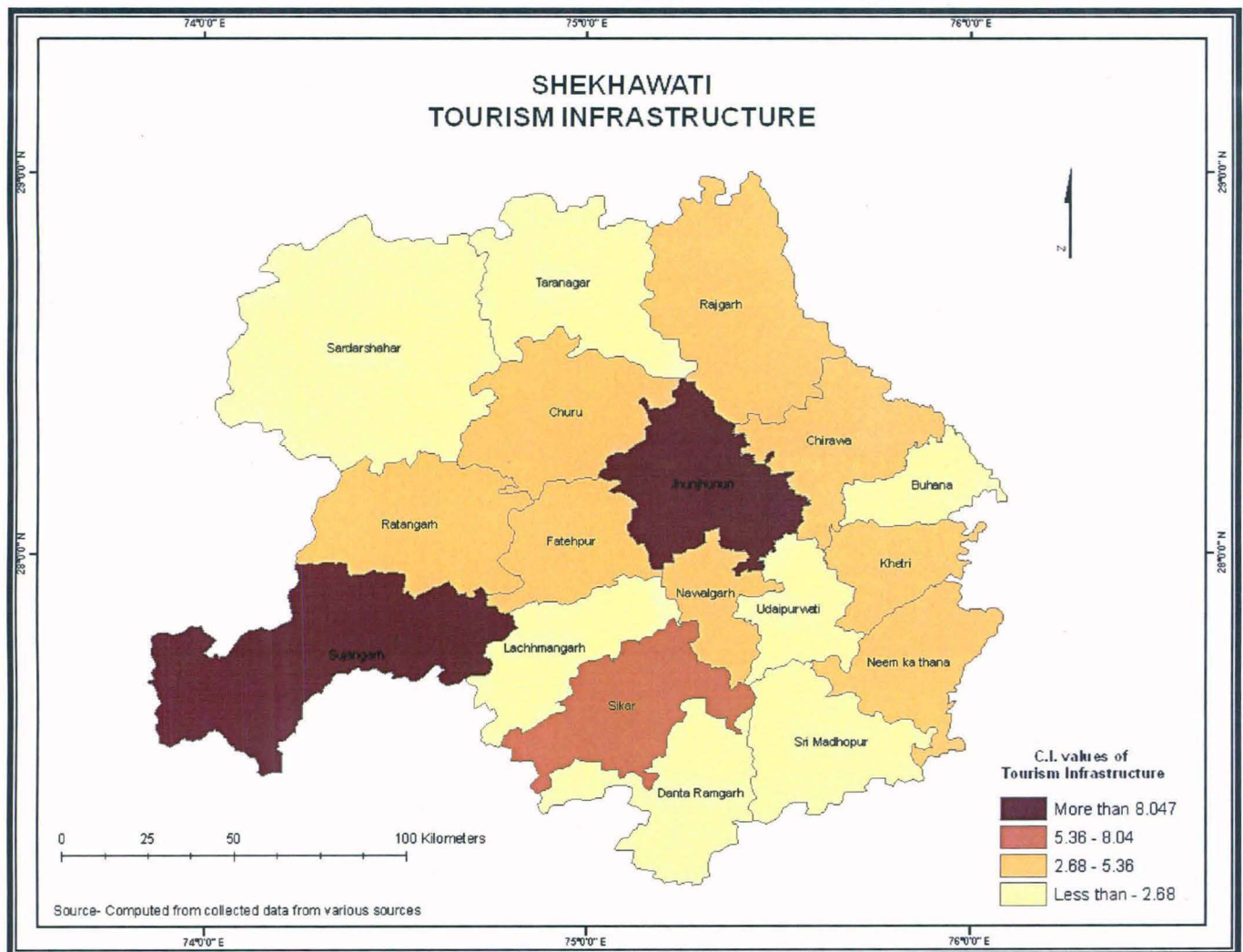
Table 5.3

Tourism infrastructure Indices

Tehsils	Direct connectivity	Accommodation	Medical	Social amenities	Composite index	Classified Rank_CI
Churu	1.29	0.34	1.52	1.86	5.01	3
Sardarshahar	0.64	0.00	0.53	0.39	1.56	4
Ratangarh	0.96	0.23	0.92	0.95	3.06	3
Rajgarh	1.29	0.00	0.93	2.06	4.28	3
Taranagar	0.96	0.00	0.37	0.12	1.45	4
Sujangarh	1.29	5.48	0.70	1.30	8.77	1
Fatehpur	1.61	0.21	1.82	1.48	5.12	3

Lachhmangarh	0.64	0.09	0.82	0.27	1.82	4
Sikar	1.93	2.02	1.67	1.46	7.08	2
Danta Ramgarh	0.96	0.11	1.25	0.08	2.40	4
Sri Madhopur	0.00	0.00	1.11	0.80	1.91	4
Neem ka thana	0.64	0.19	1.43	1.50	3.76	3
Jhunjhunun	1.93	7.43	1.03	1.35	11.74	1
Chirawa	0.96	0.27	1.05	1.26	3.54	3
Buhana	0.64	0.09	0.79	0.07	1.59	4
Khetri	0.64	0.10	0.75	1.36	2.85	3
Nawalgarh	0.64	1.33	0.73	1.39	4.09	3
Udaipurwati	0.96	0.61	0.58	0.29	2.44	4

Figure 5.9



Jhunjhunun is the ideal place for tourist arrivals in this region. It has considerable share of tourist attractions as well as the availability of tourism infrastructure. Centrality of this tehsil also makes it possible to organize the day trips. It is the only class I town of the region. Surrounding tehsils of Jhunjhunun too have comparatively better level of tourism infrastructure in comparison to other outer tehsils.

5.6 Evaluation of Tourism Potentials

As evaluation of tourism potential is a blend of some qualitative elements which cannot be quantified such as availability of attractions and some quantitative elements which can be quantified in terms of some values such as tourism infrastructure.

5.6.1 Methodology

To evaluate tourism potentiality, it is important to compile both qualitative as well as quantitative elements because mere presence of tourist attractions alone cannot result in tourist arrivals unless the region has some basic tourism infrastructure. Tourist arrivals cannot be sustained unless the availability of infrastructure satisfies the needs of the tourists. Thus, to get a picture of tourism potentials of the region, tourism potential map has been prepared using statistical as well as cartographic techniques by following steps;

- ⇒ Whole area have been divided into polygons which have been prepared separately for natural and cultural attractions of the region.
- ⇒ The calculated tourism infrastructure index is already in the form of polygons, represented by tehsils. According to the four classes in map all the districts occurring in one class have been given same weightage as given below;

Table 5.4 Weights to Tourism Infrastructure

Classes	Rank of Tehsil	Weights
More than 8.04	1	4
5.36 – 8.04	2	3
2.68 – 5.36	3	2
Less than 2.68	4	1

- ⇒ Above values to different classes of tourism infrastructure have been given so that some high values do not influence other parameters. As it is known that tourism infrastructure cannot have more weights than the attractions, and in the composite

index high ranking tehsil got value as high as 11. Therefore, above defined weights have been given to each tehsil, so that a tourism infrastructure does not become a determining factor in tourism potential map.

⇒ To compile the three attributes of tourism potentials, weightages have been given as follows;

Cultural Attractions=4

Natural Attractions=3

Tourism infrastructure= as discussed above.

⇒ As it is known that the region is rich in terms of cultural attractions which are capable of attracting tourists. Therefore, weightage of 4 has been given to all the polygons equally whether it has Haveli, religious place or historical place. One is conscious of the fact that cultural attractions can be of different significance giving same weight may not be justified. However this problem could not be solved and all cultural attractions have been given equal weights. Besides, tourist arrivals at different attractions could not be ascertained. Therefore, an equal weights of 4 and 3 have been given to all polygons of cultural and natural attractions respectively.

⇒ All the three polygons with their different weights have been overlapped by union method which computes a geometric intersection of the input features. Here, three input feature have been overlapped into one map and the final weight of the summation of all three have been visualized which depicts the level in the tourism potentials of the region.

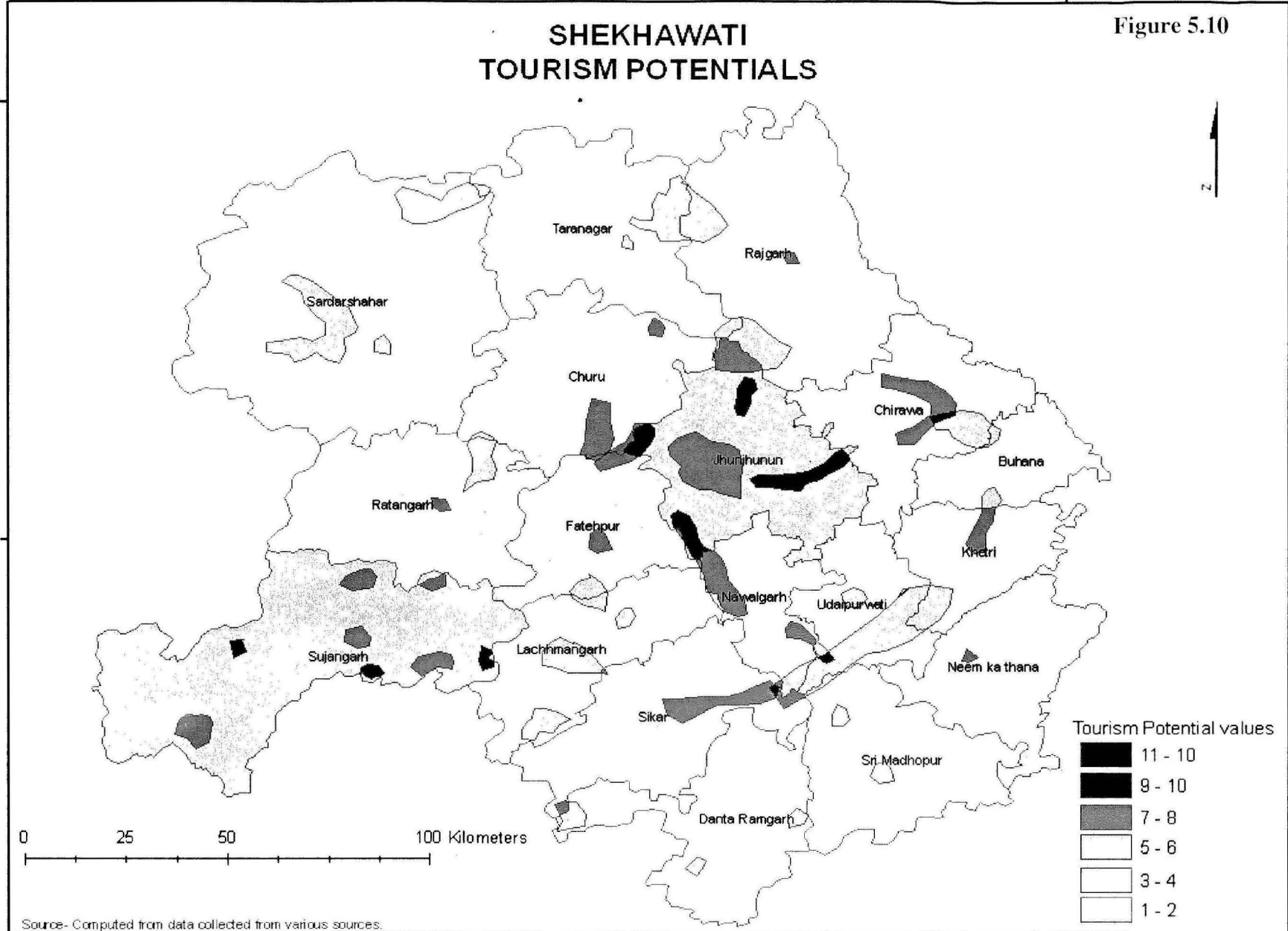
5.6.2 Hierarchy of Tourist centers in terms of Tourism Potentials

Earlier discussion on the tourist attractions and tourism infrastructure availability will be more meaningful only useless if whole analysis is compiled into one map to illustrate tourism potentials in the region. All the qualitative and quantitative elements have been compiled with the help of earlier discussed method.

Attractions along with tourism infrastructure values have been visualized through polygons (figure 5.10). Both the Natural and Cultural attractions have been compiled with tourism infrastructure values of different polygons. The map clearly depicts that the central part of Shekhawati is rich in terms of tourist attractions as well as in infrastructure availability. Some nearby areas of Jhunjhunun tehsil which fall in other tehsils of this region also have the impact of this tehsil on tourism potentials. Next comes is Sujangarh

SHEKHAWATI TOURISM POTENTIALS

Figure 5.10



Source- Computed from data collected from various sources.

having considerable value of tourism potentials. It is followed by some parts of Churu, Nawalgarh and Fatehpur tehsils. Areas which show dark shades can be classified as rich areas in terms of tourism potentials. Most of the polygons which have value above 7 are in Jhunjhunun tehsil or in close proximity to it. Sikar tehsil follows Sujangarh tehsil having third highest value of tourism potentials.

The north western part is poor in terms of tourism potentiality. It has low values both in terms of attractions and infrastructure. Similarly, south eastern hilly area registered low potential values. Sujangarh is an exception which is situated in western part of Shekhawati. It has both cultural and natural attractions as well as infrastructure. There are some natural attractions in western part of the region but due to lack of tourism infrastructure, it has low value in tourism potentiality map. Thus, it can be stated that central part of the region have higher tourism potentials when compared to outer parts. As mentioned earlier, Jhunjhunun is the only class 1 town in this region and it has highest level of tourism infrastructure. In terms of attractions, the tehsil is bestowed with some unique cultural attractions. Its centrality also increases its tourism potential values. It has also impacted the tourism potential value of nearby areas to it situated in neighboring tehsils.

To sum up, although Shekhawati Region is a small region consisting three semi-arid districts of Rajasthan, Yet there are considerable number of tourist attractions. The region shows high variations in distribution in the availability of tourism infrastructure. Jhunjhunun has better level of tourism infrastructure out of the three districts.

Tehsil level analysis shows relatively better condition for tourism at district headquarters and nearby places. Accommodation facility is largely concentrated in Jhunjhunun, Sujangarh, Sikar and in Nawalgarh tehsils. Other indices of different aspects of tourism infrastructure shows tehsil level variations but without any discernible pattern. Comparisons of tourism infrastructure map with the tourist attraction map shows that many places of tourist attractions except Jhunjhunun and Sujangarh do not have desirable level of tourism services. There is need to improve tourism services in Fatehpur, Lachhmangarh, Udaipurwati, Nawalgarh, Chirawa Khetri and Danta Ramgarh. The sand dune areas in Churu provide natural attraction but lack of tourism infrastructure. South eastern part of Shekhawati offers picturesque scenery but tourism services need to be developed. Out of all the tourism services, accommodation facility is highly concentrated. This further needed to improve to attract more tourists and to improve the level of satisfaction of tourists.

Finally it can be stated that Jhunjhunun the heart of Shekhawati located at a short distance from Delhi and Jaipur, has good the potentials for tourism development of Shekhawati circuit. Government of India has identified Shekhawati as part of the tourism circuit in Rajasthan that needs to be improved to international standards in terms of facilities. The objective is to raise the average length of stay from 1.5 to 2 days to 3 days by developing Shekhawati with Jhunjhunun as a nodal centre.

¹ Panasiuk, Aleksander. 2007. Tourism Infrastructure as a Determinant of Regional Development. *Ekonomika ir vadyba: aktualijos ir perspektyvos*. 1(8). Pp 212-215.

² Raza, Moonis and Singh Harjit, 1983. Problems of Regional Development in the Transhimalayas- A case study of Ladakh. In Papola, T. S. et al. ed., *Development of Hill Areas: Issues and Approaches*. Bombay: Himalaya Publishing House.

³ Singh, Harjit Planning strategies for Removinf Regional Disparities in Educational Development: A case study of Leh District (Ladakh) Nuna Sheel C. (1993) *Regional Disparities in Educational Development*, South Asian Publishers Pvt. Ltd. New Delhi. Pp 266-280.

⁴ Henderson, E. and Weisgrau, Maxine (2007), *Raj rhapsodies: Tourism, Heritage and the seduction of history*, p-16.

CHAPTER 6

SUMMARY AND CONCLUSIONS

1.1 Tourism evolved over a time started from simple mobility in various forms and affected the evolution of Human civilization. In recent times tourism has acquired a great importance for cultural and economic development of destination areas. India comprising diversity in natural and cultural environment has become a vibrant tourist destination.

1.2 Tourism is the assemblage of various activities, which have made its conceptual aspect ambiguous. With changing time and places, different conceptual descriptions of this activity have emerged. But one common fact accepted by all scholars is that a tourist is a person who travels for pleasure and tourism comprises all the activities related with this travel.

2.1 India as a tourist destination has almost everything to offer to tourists ranging from nature tourism to heritage tourism. Many tourist centres are concentrated in north and western part of India. Northern parts of India offer nature and adventure tourism due to the presence of the Himalayas. Some important historical places are found in north-western India. Thus, India's size, terrain, history, heritage and diverse cultures make the country offering immense resource potentials for tourism.

2.2 Scenario of tourist arrivals in India has variations within and from outside. U.S.A. along with some European countries such as United Kingdom, France and Germany contribute significant share in foreign tourist arrivals in India. Domestic tourists generally get attracted towards Andhra Pradesh, Uttar Pradesh, Tamil Nadu, Karnataka and Rajasthan. Foreign tourists come largely to Tamil Nadu, Maharashtra, Delhi, Uttar Pradesh, West Bengal and Rajasthan.

2.3 Rajasthan ranks 5th in domestic tourist arrivals and 6th in foreign tourist arrivals. Being an arid part of India, it has environmental constraints for development. Thus, tourism is an effective alternative to otherwise poor economy. Already tourism contributes significant share in the state economy. State offers many sites for heritage tourism but some natural attractions are also present which are mostly visited by domestic tourists. Significant proportion of tourist arrivals is to Jaipur, Pushkar, Ajmer and Mount Abu. Country wise foreign tourist arrivals show European countries such as France,

Germany, U.K, Italy and Switzerland, along with U.S.A. and Canada are having major share in total tourist arrivals.

3.1 Shekhawati's elaborately painted mansions called Havelis, built by Marwari traders are the main attractions of this region. The wall paintings cover both exteriors and interiors, and their subject matter includes an eclectic mix of religious imageries along with some elements like trains, cars and depictions of Europeans.

3.2 Shekhawati Region is one of the cultural regions of Rajasthan which extends over Sikar, Jhunjhunu districts and south western part of Churu district. The region is situated in the north-eastern part of Rajasthan state. All the three districts more or less have similar characteristics in terms of physiography and cultural aspects. Shekhawati is predominantly a rural area as opposed to urban dominated other destinations of Indian tourism.

3.3 Shekhawati region does not have tourism on a large scale. This is because the region has been neither publicized as a tourism hub of Rajasthan by the tourism department nor by other information sources. But region performed relatively well in terms of foreign tourists arrivals, having a share of 3.5 to 4.5 percent of total foreign tourist arrivals in Rajasthan. Thus, the region has importance for foreign tourist arrivals. Trend of tourist arrivals in Shekhawati does not show similarity with rest of Rajasthan. Foreign tourist arrivals have a notable share in total tourist arrivals in Shekhawati. European countries like France, Germany, U.K, Italy and Switzerland, have a major share of total foreign tourist arrivals in the region unlike rest of India which get major proportion of tourists from U.S.A. Seasonality of tourist arrivals shows that share of tourists particularly foreign tourists remains high till the month of March. December shows extremely high tourist arrivals both for domestic as well as for foreign tourists. It is because of good cool weather and many fairs and festivals taking place in Shekhawati. Foreign tourist arrivals have more specific pattern and are highly influenced by seasons compared to domestic tourist arrivals who visit the region throughout the year but with a very high concentration in December.

4.1.1 Although main attractions are the painted havelis in Shekhawati but if some natural attractions are publicised then these will add to further enhance the value of its cultural

charisma. There are only a few water bodies. But eastern part is richer in terms of availability of water. Built-up area depicts towns and villages. Cropland is covered by sand which can be used for cultivation only during rainy season. It can be derived from land-use/land-cover map that eastern part of the region offers some natural landscape such as dense vegetation, hills, sand dunes and seasonal rivers. Built up area has cultural attractions, some of these are historical while others are pilgrimage places.

4.1.2 Digital elevation model depicts the presence of Aravalli hills in eastern side of Shekhawati region and some sand dunes which can be considered as potential areas for the purpose of nature based tourism. Hilly spots in Shekhawati include Lohagal, Harshnath, Khetri, Babai, Manasamata and Shakambari in the south eastern part of the region. Some degraded hills are found in Churu district such as Gopalpura hills in Churu tehsil, Randhisar hills in Sujangarh, Lodasar hills and Biramsar hills in Ratangarh tehsil.

4.1.3 Eastern part of region is better of in terms of water availability and has hilly terrain and is devoid of sand-dunes. Western part of the region is sandy and sand dunes can be seen at many places. Nearby towns of these sand-dune areas such as Rajgarh, Sardarshahar, Rantagarh, Sujangarh, Jhunjhunu and Chirawa can be developed for Tourism by building accommodation in the small towns.

4.1.4 Region being a semi arid having brackish water, makes drinking water as a crucial requirement of development of some activities like tourism. This crucial requirement is linked to the presence of seasonal rivers/streams. Western part is devoid of rivers/streams which are found only in eastern part.

4.1.5 Wildlife Sanctuary situated at Tal Chhappar can attract tourists and can play significant role in the preservation of natural environment. It provides habitat to famous Black buck. Adjoining artificial reservoir also attracts migratory birds such as Demoiselle Cranes, Indian Roller, Kestrels, Kingfishers and many other birds like Shrikes, Sand Grouse and other water birds.

4.2.6 In terms of cultural attractions, region being known for heritage tourism has Marwari mansions (Havelis) as major attractions. These havelis were built by ordinary merchants for their families while living away from this area. These havelis do not follow

any locational pattern. Almost every small town and some big villages have these havelis. There are more than 200 havelis, mostly in private possession, in Shekhawati region.

4.2.7 There are some Havelis, some old temples and Forts as historical places in Shekhawati. Main tourist centres are Rajgarh, Reni, Dudwa Khara, Sradarshahar, Churu and Ratangarh in the district of Churu. There are also some other heritage centres in the district of Jhunjhunu. These are Kajara, Chirawa, Malsisar, Alsisar, Bissau, Mandawa, Jhunjhunu, Binji Fort, Khetri, Mukundgarh, Dundlod, Nawalgarh, Parasrampura and Gudhagaurji. Sikar district has attractions like Fatehpur, Lachhmangarh, Sikar, Khandela, Ramgarh and Neem-ka-thana. Among these three districts, Jhunjhunu is hub of painted havelis and has concentration of major tourist centres.

4.2.8 Apart from historical, cultural, and religious places, some fairs and festivals also attract tourists. Some festivals are common through out Shekhawati and are celebrated more or less in similar manner in the whole region. The Shekhawati Festival held in the month of February is organized jointly by the State Department of Tourism and District administrations of Sikar, Jhunjhunu and Churu. Some fairs are held at some other places, related to different legends and are mostly religious in nature.

5.1 Along with tourist attractions, tourism infrastructure is crucial for the tourism development in a region. It is more significant in regions like Shekhawati which comprises only small towns generally lacking basic amenities. Infrastructure for tourism includes basic components like accommodation, restaurants, recreational facilities, shopping facilities airports, railways, roads, waterways, electricity, water supply and sewerage etc.

5.2 Churu district is biggest in terms of area but lacks Road density, Motor vehicle, Post offices. Among the three, Jhunjhunu district has relatively better position. Sikar has highest number of villages with safe drinking water.

5.3 Jhunjhunu, Sikar and Fatehpur tehsils acquired higher value in terms of direct connectivity. Sri Madhopur, Sardarshahar, Buhana, Neem ka thana and Khetri, all the outer tehsils have low connectivity. Although central position is an important factor in direct connectivity but Nawalgarh though situated in the middle has low connectivity. Accommodation is the most important tourism infrastructure. Jhunjhunu tehsil has highest

level in terms of accommodation facility. It is followed by Sujangarh which also has high share in accommodation facility. Rest of the tehsils except Sikar are in very poor condition in terms of accommodation. Fatehpur, Sikar, Churu, Neem ka thana and Danta Ramgarh have higher level of medical facilities. These are followed by Sri Madhopur, Chirawa and Jhunjhunu which also have good medical facilities. Some other amenities which are not directly related with the activity of tourism so they do not have specific clusters of their availability are higher in Rajgarh, Churu, Neem ka thana, Fatehpur, Sikar, Nawalgarh, Khetri and Jhunjhunu. All these have values of above 1.31 in the index of social amenities. Tehsils of Buhana, Danta Ramgarh, Tarangara, Lachhmangarh, Udaipurwati and Sardarshahar have very low level in terms of these facilities.

5.4 Jhunjhunu, Sujangarh and Sikar tehsils are in better situation in terms of tourism infrastructure seen through the composite index. These tehsils are followed by Fatehpur, Churu, Rajgrah and Nawalgarh tehsils which also have relatively good level of infrastructure. Udaipurwati, Lachhmangarh, Sardarshahar, Taranagar and Buhana tehsils are worst placed in terms of these tourist infrastructure elements. Thus, it can be stated that the central part of Shekhawati is comparatively better served for tourist arrivals along with Sujangarh comprising the only wildlife sanctuary of the region. Most of the district headquarters are situated in the central part of the region. Most outer tehsils are poor in terms of the availability of these services.

5.6 Evaluation of tourism potentials illustrates that Jhunjhunu tehsil which is central part of the region is rich in terms of location of tourist attractions and as well as in infrastructure availability. Some adjacent tehsils also seem to have experienced the impact of Jhunjhunu on their tourism potentials. These areas include parts of Churu, Nawalgarh and Fatehpur tehsils. Sujnagarh and Sikar follow Jhunjhunu in tourism potentials. North western part of Shekhawati is poor in tourism potentiality due to fewer tourist attractions and poor infrastructure. Similarly south eastern hilly part of Shekhawati also has low potentials for tourism. Sujangarh is an exception situated in western part but has both cultural and natural attractions and fairly good infrastructure. There are some natural attractions in west part of the region but these obtained low value in tourism potentiality map due to lack of tourism infrastructure. Finally, it can be stated that central part of the region has higher tourism potentials compared with other parts of Shekhawati.

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Appendices-

Appendix 2.1

PERCENTAGE SHARE AND RANK OF DIFFERENT STATES/UTs IN DOMESTIC AND FOREIGN TOURIST VISITS- 2009				
State/UT	Tourist Visits (Numbers)		Rank	
	Domestic	Foreign	Domestic	Foreign
Andaman and Nicobar	142042	13684	31	23
Andhra	157489927	795173	1	7
Arunachal Pradesh	195147	3945	30	30
Assam	3850521	14942	18	22
Bihar	15685581	423042	11	9
Chandigarh	914742	37967	21	20
Chhattisgarh	511561	1277	26	33
Dadra and Nagar Haveli	506625	7109	27	25
Daman & Diu	563461	5748	24	26
Delhi	2041173	1958272	20	3
Goa	2127063	376640	19	11
Gujarat	15909931	102747	10	16
Haryana	6408423	137094	17	14
Himachal	11036572	400583	12	10
Jammu & Kashmir	9234862	54475	13	17
Jharkhand	7610160	8303	15	24
Karnataka	32701647	229733	4	12
Kerala	7789378	548737	14	8
Lakshadweep	6553	4309	35	28
Madhya Pradesh	23106206	200819	7	13
Maharashtra	23739130	1999320	6	2
Manipur	124229	337	32	35
Meghalaya	591398	4522	23	27
Mizoram	56651	513	33	34
Nagaland	20953	1423	34	32
Orissa	6891510	45684	16	19
Punjab	457240	3184	28	31
Pondicherry	851192	54039	22	18
Rajasthan	25558691	1073414	5	6
Sikkim	547810	17730	25	21
Tamil Nadu	115755800	2369050	3	1
Tripura	317541	4246	29	29
Uttar Pradesh	134831852	1532573	2	4
Uttaranchal	21934567	106470	8	15
West Bengal	20528534	1180418	9	5
Total	650038673	13717522		

Source - India Tourism Statistics – 2009

Appendix 2.2

Past Growth Trends in Tourist Arrivals in Rajasthan							
Circuit	Location	Tourists	1997	1998	1999	2000	2001
Desert Circuit	Jodhpur	Indian	427549	364870	352707	370933	383479
		Foreign	49221	49007	47807	67845	69812
		Total	476770	413877	400514	438778	453291
	Jaisalmer	Indian	69184	52889	35157	58578	103319
		Foreign	57166	52299	50283	50732	46914
		Total	126350	105188	85440	109310	150233
	Bikaner	Indian	196168	205976	225678	182477	185645
		Foreign	25479	26752	22215	28441	31441
		Total	221647	232728	247893	210918	217086
Mewar Circuit	Udaipur	Indian	638987	575088	578622	735333	662826
		Foreign	84284	78267	78708	77174	56760
		Total	723271	653355	657330	812507	719586
	Nathdwara	Indian	281161	326749	464136	462837	319159
		Foreign		37	166	300	562
		Total	281161	326786	464302	463137	319721
	Chittaurgarh	Indian	240872	327874	150108	120145	120390
		Foreign	13357	10453	5886	8164	7552
		Total	254229	338327	155994	128309	127942
Rikhabdeo	Indian	8754	10629	16021	36893	8200	
	Foreign	25	28	52	22	60	
	Total	8779	10657	16073	36915	8260	
Vagad Circuit	Banswara	Indian	76200	96137	111872	109053	115101
		Foreign	256	306	338	263	273
		Total	76456	96443	112210	109316	115374
Jaipur/Dhundhar Circuit	Jaipur	Indian	700358	616315	613511	745476	655715
		Foreign	184112	150971	129955	154756	172950
		Total	884470	767286	743466	900232	828665
Mount Abu/Ranakpur (Godwar Circuit)	Mount Abu	Indian	1391832	1056113	1338431	1254770	1282940
		Foreign	15818	14259	13413	14427	13752
		Total	1407650	1070372	1351844	1269197	1296692
	Ranakpur	Indian	55320	55756	55520	56949	61535
		Foreign	301	23976	21676	23816	24144
		Total	55621	79732	77196	80765	85679
Ajmer-Pushkar(Merwara- Marwar Circuit)	Ajmer	Indian	493596	783782	766497	1088000	1269309
		Foreign	60066	48808	45202	51344	54040
		Total	553662	832590	811699	1139344	1323349
	Pushkar	Indian	700515	679303	731124	951000	865000

		Foreign	50198	38150	49279	52011	46182
		Total	750713	717453	780403	1003011	911182
Brij-Mewat Circuit	Bharatpur	Indian	118310	112394	104247	118079	101181
		Foreign	16265	14638	10626	11262	9553
		Total	134575	127032	114873	129341	110734
	Sawai Madhopur	Indian	77238	84961	62080	89391	50598
		Foreign	4704	8602	6750	8869	10064
		Total	81942	93563	68830	98260	60662
	Alwar	Indian	50747	47360	53958	76934	100995
		Foreign	1837	12465	7934	8235	3334
		Total	52584	59825	61892	85169	104329
	Sariska	Indian	5864	10706	11949	15559	11817
		Foreign	1280	8325	9551	10854	12351
		Total	7144	19031	21500	26413	24168
	Siliserh	Indian	1780	3956	1981	2036	1843
		Foreign	394	404	254	206	120
		Total	2174	4360	2235	2242	1963
	Behror	Indian	10004	8189	6417	5754	3799
		Foreign	80	84	49	66	36
		Total	10084	8273	6466	5820	3835
Shekhawati Circuit	Jhunjunun	Indian	63085	66205	61027	68192	76446
		Foreign	26641	30233	25346	28818	33751
		Total	89726	96438	86373	97010	110197
	Sikar	Indian	14912	7952	5952	8136	6382
		Foreign	803	574	337	527	295
		Total	15715	8526	6289	8663	6677
Hadoti Circuit	Kota	Indian	102162	83212	53017	53874	62438
		Foreign	2156	1834	1523	1775	1991
		Total	104318	85046	54540	55649	64429
	Bundi	Indian	2661	11333	29293	30433	20911
		Foreign	1431	3818	10342	10568	4334
		Total	4092	15151	39635	41001	25245
	Jhalawar	Indian	183812	124615	128703	189694	174262
		Foreign	95	47	41	82	72
		Total	183907	124662	128744	189776	174334
	Others	Indian	379044	690946	717520	543865	1113927
		Foreign	9091	17032	24952	12543	7940
		Total	388135	707978	742472	556408	1121867
Grand Total		Indian	6290115	6403310	6675528	7374391	7757217
		Foreign	605060	591369	562685	623100	608283
		Total	6895175	6994679	7238213	7997491	8365500

Source: DoT Statistics-2002, Government of Rajasthan.

Appendix 2.3

Tourist inflow at major centers of Rajasthan	2005	2006	2007	2008	Average(2005-2008)	2005	2006	2007	2008	Average(2005-2006)
Tourist centers	Domestic	Domestic	Domestic	Domestic	Domestic	International	International	International	International	International
Ajmer	1515960	1701000	1985600	2067475	1817509	15139	16494	17513	25796	18736
Alwar	220225	281078	227528	71849	200170	14621	13089	16693	20311	16179
Baharod	7507	9486	10148	10170	9328	50	97	597	117	215
Banswara	115664	112492	116675	117480	115578	210	214	60	99	146
Bhartpur	87427	70140	63253	42902	65931	24052	20145	17355	18816	20092
Bikaner	197275	214716	224089	235206	217822	61132	65347	74961	77068	69627
Bundi	21582	24332	34781	50406	32775	7866	9072	10665	13244	10212
Chittorgarh	254988	289531	334901	324996	301104	12868	23663	25595	25789	21979
Jaipur	1198000	1278603	1287072	1138859	1225634	387295	441910	464841	456165	437553
Jaiselmer	177238	204776	211928	228859	205700	99439	117740	128675	135329	120296
Jhalawad	125361	132091	184987	133337	143944	108	136	168	209	155
Jhunjhunu	92680	104487	102091	101139	100099	50604	44904	44685	45943	46534
Jodhpur	385109	429497	453775	493717	440525	90201	93847	123056	123942	107762
Kota	90946	98319	104059	100227	98388	4205	3994	4440	4550	4297
Mount abu	1414672	1535984	1646524	1779135	1594079	14377	14590	14483	14210	14415
Nathdwara	573447	605650	633537	599338	602993	629	147	115	70	240
Pushkar	1523600	1762700	1749240	1820090	1713908	63312	73573	76956	86030	74968
Ranakpur	224668	225277	848184	675837	493492	19102	16464	120527	158272	78591
Sarriska	9770	11255	12787	13977	11947	5372	4241	5535	4510	4915
Sawai Madhopur	123685	250390	261325	321500	239225	29098	26895	40958	47380	36083
Sikar	41991	44275	44600	46870	44434	356	236	202	193	247
Udaipur	566076	582504	578643	572415	574910	173804	188026	160627	185261	176930

Source – Progress Report-2009, published by Tourism Department, Rajasthan

Appendix 2.4

Foreign Tourist arrivals in Rajasthan- 2009	
Countries	Total
U.K.	88232
France	167243
Italy	63391
Canada	33771
U.S.A.	81852
Germany	100098
Australia	45685
Switzerland	37940
Japan	22191
Sri Lanka	6973
Pakistan	520
Bangladesh	15575
Singapur	650
Iran	9096
U.A.E.	691
Saudi Arab	48
Malasia	6845
Others	392613
Source- Department of Tourism Statistics 2009, Government of Rajasthan.	

Appendix 2.5

Tourist arrivals in Rajasthan			
Year	Domestic	Foreign	Total
1971	880694	42500	923194
1972	902769	48350	951119
1973	1157959	54611	1212570
1974	998227	55781	1054008
1975	1117663	66207	1183870
1976	1303633	92272	1395905
1977	1618822	125112	1743934
1978	2042586	160134	2202720
1979	2306550	195837	2502387
1980	2450282	208216	2658498
1981	2600407	220440	2820847
1982	2780109	237444	3017553
1983	2932622	266221	3198843
1984	3040197	259637	3299834
1985	3120944	268774	3389718
1986	3214113	291763	3505876
1987	3424324	348260	3772584
1988	3495158	366435	3861593
1989	3833008	419651	4252659
1990	3735174	417641	4152815
1991	4300857	494150	4795007
1992	5263121	547802	5810923
1993	5454321	540738	5995059
1994	4699886	436801	5136687
1995	5248862	534749	5783611
1996	5726441	560946	6287387
1997	6290115	605060	6895175
1998	6403310	591369	6994679
1999	6675528	562685	7238213
2000	7374391	623100	7997491
2001	7757217	608283	8365500
2002	8300190	428437	8728627
2003	12545135	628560	13173695
2004	16033896	971772	17005668
2005	18787298	1131164	19918462
2006	23483287	1220164	24703451
2007	25920529	1401042	27321571
2008	28358918	1477646	29836564
2009	25558691	1073414	26632105
2010	25543877	1278523	26822400

Source- Department of Tourism Statistics 2009, Government of Rajasthan.

Appendix 3.1

Share of Shekhawati in tourist arrivals									
Years	Rajasthan			Shekhawati			Percentage Share of Shekhawati		
	Domestic	Foreign	Total	Domestic	Foreign	Total	Percent Share (Domestic)	Percent Share (Foreign)	Percent Share (Total)
1991	4299907	494109	4794016	13520	15520	29040	0.31	3.14	0.61
1992	5263121	547802	5810923	23759	16529	40288	0.45	3.02	0.69
1993	5454321	540738	5995059	54549	17575	72124	1.00	3.25	1.20
1994	4699886	436801	5136687	62085	16010	78095	1.32	3.67	1.52
1995	5248862	534749	5783611	61450	22768	84218	1.17	4.26	1.46
1996	5726441	560946	6287387	64137	24717	88854	1.12	4.41	1.41
1997	6290115	605060	6895175	77997	27444	105441	1.24	4.54	1.53
1998	6403310	591369	6994679	74157	30807	104964	1.16	5.21	1.50
1999	6675528	562685	7238213	66979	25683	92662	1.00	4.56	1.28
2000	7374391	623100	7997491	76328	29345	105673	1.04	4.71	1.32
2001	7757217	608283	8365500	82828	34046	116874	1.07	5.60	1.40
2002	8300190	428437	8728627	117591	17599	135190	1.42	4.11	1.55
2003	12545135	628560	13173695	120285	26767	147052	0.96	4.26	1.12
2004	16033896	971772	17005668	130903	43184	174087	0.82	4.44	1.02
2005	18787298	1131164	19918462	134671	50960	185631	0.72	4.51	0.93
2006	23483287	1220164	24703451	148762	45140	193902	0.63	3.70	0.78
2007	25920529	1401042	27321571	146691	44887	191578	0.57	3.20	0.70
2008	28358918	1477646	29836564	148009	46136	194145	0.52	3.12	0.65
2009	25558691	1073414	26632105	159066	45292	204358	0.62	4.22	0.77

Source-Department of Tourism Statistics 2009, Government of Rajasthan

Appendix 3.2

Foreign Tourist arrivals in Shekhawati Region- 2009		
Countries	Jhunjhunu	Sikar
U.K.	3236	11
France	13545	20
Italy	3305	9
Canada	702	1
U.S.A.	839	5
Germany	8016	12
Australia	1507	0
Switzerland	1089	16
Japan	56	11
Sri Lanka	9	0
Bangladesh	0	5
Singapore	6	0
Iran	12	0
U.A.E.	10	3
Saudi Arab	5	2
Malaysia	10	0
Others	12774	76

Source-Department of Tourism Statistics 2009, Government of Rajasthan

Appendix 3.3

Seasonality of Tourist Arrival in Shekhawati Region				
	Domestic	Domestic	Foreign	Foreign
Month	2009	2010	2009	2010
January	10616	9941	3462	4992
February	10252	13628	4620	7425
March	13904	15599	4616	7270
April	14373	12980	3149	4035
May	12269	12433	1299	1684
June	13300	12660	1416	739
July	13702	13406	3313	3068
August	15811	13590	4028	4740
September	12872	16842	3689	3301
October	13056	14450	6438	6556
November	14428	14571	5680	8009
December	144583	150100	41710	51819

Source-Department of Tourism Statistics 2009, Government of Rajasthan

Appendix 5.1

Variables for composite index

Tourist centres	No_Hospitals(X1)	PHC's (X2)	Bed_General (X3)	No_Po_Stations(X4)	No_Po_Chaukis(X5)	No.Petrol_pumps(X6)	Cinema Halls(X7)	Total rooms (X8)	Total beds (X9)	Association numbers (Direct connectivity) (X10)
Churu	1	13	235	6	4	6	2	39	74	4
Sardarshahar	0	11	75	0	0	3	1	0	0	2
Ratangarh	1	10	130	2	5	4	1	26	50	3
Rajgarh	0	11	80	4	6	3	1	0	0	4
Taranagar	0	7	30	0	0	2		0	0	3
Sujangarh	1	8	120	4	4	10	2	866	866	4
Pachpur	3	8	128	5	5	4	1	23	47	5
Lachhmangarh	1	8	72	0	0	5	0	10	19	2
Sikar	3	23	486	5	9	14	3	257	412	6
Danta Ramgarh	3	9	78	0	0	2	0	12	24	3
Sri Madhopur	4	7	122	4	0	10	2	0	0	0
Nim-ka-Thana	3	11	116	5	7	5	2	27	34	2
Jhunjhunun	1	18	296	6	6	13	2	887	1605	6
Chirawa	1	16	251	3	6	6	3	33	58	3
Buhana	0	9	100	0	0	1	0	11	21	2
Khetri	0	10	124	4	5	3	1	12	20	2
Nawalgarh	0	10	154	4	5	7	1	152	296	2
Udaipurwati	0	8	100	0	0	5	0	16	30	3

Source- District Statistical Outlines of Sikar, Jhunjhunun and Churu 2006,Statistical abstract of Rajasthan

