

## **GROWTH OF TOURISM SECTOR IN RAJASTHAN**

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### **ABSTRACT**

Rajasthan is a place of great heritage, art, craft and culture, with the beautiful history of the kings and warriors. The state represents a remarkable diversity in all its form, whether its people, culture, customs, costumes, cuisines, dialects and music. No other region in the country holds together the many paradoxes of India, as does the desert land of Rajasthan. Unexpected forest glens, lakes and temples appear like illusion in the deserts. There is romance in Rajasthan's forts and palaces and stories of heroism retold in ballads and legends.

Then there are sanctuaries and national parks which is the shelter of rich and varied species of flora and fauna. And the shimmering Thar Desert belt charms with a rare and amazing sight. Endowed with natural beauty and marvel past, the state is well known for its hospitality also. Rajasthan is a combination of all the tourism products available to foreign tourists and domestic tourists as well where both can take pleasure from a tourist destination. Hence, Rajasthan is a flourishing industry in Rajasthan due to its varied features.

The Rajasthan tourism is playing an important role in economic development of many sectors of our economy by generating employment both for skilled and unskilled labour force, by improving living standard, particularly of remote rural areas, foreign exchange earnings, infrastructure development, and boosts the world famous Rajasthan traditional Art and craft. The state contributed to over 6.3% of India's Foreign Tourists Arrivals (2015) and over 36.6 million tourists visited Rajasthan in 2015. In Rajasthan, tourism accounts for 2.7% in Gross State Domestic Product and 1.9% in State employment. Tourism is the third largest employer in Rajasthan after agriculture and textiles sector. With all this the present paper is an affable attempt to understand the present status and scenario of Rajasthan tourism, a comparative study about the arrival of foreign tourists and domestic tourists in Rajasthan along with the impact of tourism on Rajasthan's economy.

### **INTRODUCTION**

The word "tour" is derived from the Latin word 'tornare' and the Greek word 'tornos,' meaning 'alathe or circle'; the movement around a central

point or axis. This meaning changed in modern English to represent "one's turn".

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According to the World Tourism Organization, tourists are people who "travel to and stay in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited". In developing countries like India tourism has become one of the major sectors of the economy contributing to a large proportion to the National Income and generating huge employment opportunities.

Presently, Tourism is the world's largest industry and the fastest growing sector in the market which possess great employment potential. Tourism is usually seen as having multi dimensions possessing physical, social, cultural, economic and political characteristics.

The state of Rajasthan is one of the desired destinations for the tourists in India, both domestic and foreign. Rajasthan, which is a premier tourist destination, attracts tourists for the blend of art, craft, historical monuments, heritage, natural scenes, sports, fairs, festivals, food, and religion.

The diversity of the different tourist destination of the same state is the competitive advantage which Rajasthan enjoys. Tourism occupies a prominent place in the state's agenda as a crucial engine for income and employment.

Tourism also promotes communal harmony and national unity. Seeing the significance of tourism in the economic development, the government

and private sector both are engaged in the development of the tourism industry in the state. The Department of Tourism is working and making strategies to enhance the potential growth of the industry in the state. Traveling and Tourism has been an integral part of Rajasthan Culture & Tradition, with this the present paper examines the impact of tourism in Rajasthan's economy, Foreign versus Domestic Tourists and the present status of tourism industry in Rajasthan.

## **TOURISM IN RAJASTHAN**

Tourism has emerged to be a revolutionizing phenomenon, outpacing the manufacturing and extractive industries as a catalyst of the developing process. This sector has been gradually come out to be a highlighting sector in the economic scenario worldwide as well as in the country.

Tourism industry is growing worldwide and also scattering its worth in other states or spellbound destinations in the country as well. Rajasthan is one of its examples. Rajasthan is well known for tourism sector as it is credible for its glorious past, art & culture, religious places, natural beauty, historical monuments from centuries. Rajasthan tourism enhances the infrastructural facilities, creating employment opportunities and strengthening the socio-economic picture of the state along with the generation of foreign exchange. The importance of this industry can be evident from the arrival of tourists in the state as shown in the following table:

Table 1. Statistics of Tourists Arrival in Rajasthan from 2001 to 2015

S. No.	Year	Number of Tourists			Changes in % with Comparison to Last Year		
		Domestic	Foreign	Total	Domestic	Foreign	Total
1	2001	7757217	608283	8365500	5.19	-2.38	4.60
2	2002	8300190	428437	8728627	6.99	-29.57	4.34
3	2003	12545135	628560	13173695	51.14	46.71	50.92
4	2004	16033896	971772	17005668	27.81	54.6	29.09
5	2005	18787298	1131164	19918462	17.17	16.4	17.13
6	2006	23483287	1220164	24703451	25.00	7.87	24.02
7	2007	25920529	1401042	27321571	10.38	14.82	10.60
8	2008	28358918	1477646	29836564	9.41	5.27	9.21
9	2009	25558691	1073414	26632105	-9.87	-27.36	-10.74
10	2010	25543877	1278523	26822400	-0.06	19.11	0.71
11	2011	27137323	1351974	28489297	6.24	5.74	6.21
12	2012	28611831	1451370	30063201	5.43	7.35	5.52
13	2013	30298150	1437162	31735312	5.89	0.97	5.56
14	2014	33076491	1525574	34602065	9.17	6.15	9.03
15	2015	35187573	1475311	36662884	6.31	-3.29	5.95

Source: Tourism Annual Report 2015-2016, Department of Tourism, Rajasthan

Table 1. shows the arrival of both domestic and foreign tourists in Rajasthan for last 15 years. It is evident that there are variations in the number of tourists arrival year after year.

### COMPARATIVE ANALYSIS OF ARRIVAL OF FOREIGN TOURISTS AND DOMESTIC TOURISTS IN STATE ON MONTHLY BASIS

Table 2.

Month	Domestic Tourists (in lakhs)		Foreign Tourists (in thousands)	
	2014	2015	2014	2015
January	20.98	22.6	155.64	159.61
February	20.80	23.07	176.65	185.04
March	27.44	28.8	190	178.04
April	39.74	42.2	124.88	119.39
May	20.27	20.95	61.18	54.72
June	17.14	17.99	45.14	43.24
July	18.08	18.89	71.28	68.63
August	28.52	23.78	104.71	93.86
September	73.16	79.86	90.87	76.6
October	19.72	19.85	151.22	144.94
November	25.25	29.56	183.77	185.49
December	19.65	24.47	170.21	164.9

Source: Tourism Annual Report 2015-2016, Department of Tourism, Rajasthan

## **DOMESTIC TOURISTS IN RAJASTHAN**

Domestic tourists are those who travel within the country. The above table shows the increase in the number of domestic tourists in year 2015 than 2014. As it is evident from the past that people of the country are more religious and travel for religious purpose as the state of Rajasthan completes the purpose by various festivals like Gangaur, Teej, Urs, Pushkar fair and on these festivals, special arrangements are made by the government for the foreign as well as for Indian tourists.

Domestic tourism is making rapid inroads and is growing at a faster rate than foreign tourists arrivals.

## **FOREIGN TOURISTS IN RAJASTHAN**

Foreign tourists are those who travel outside their own countries. They spend their time to select tourist places, beautiful sights and attractions of another country that are new to them. In Rajasthan, there are numbers of foreign tourists come every year. Rajasthan is found to be the most favourable destinations for tourists as it has glorious and legendry past and also has a rich heritage by way of castles, havelis, palaces, culture and people. The efforts made by the Rajasthan Tourism Development Corporation in the past year have started giving dividend and the tourist inflow to the state has been increasing year after year.

## **CONCLUSION**

It can be said that in Rajasthan, tourism sector is very important economic activity, which has straight and circuitous impact on economic, social and cultural life of the people. The state has many attraction points and destinations which shows a very good scenario of the future growth

in this sector. In this regard, Rajasthan Tourism Department would have to take complimentary efforts. This industry has many benefits to the state, as it is shown increasing number of tourists in later years, in terms of foreign exchange earnings, employment generation, increase standard of living, regional development etc. Therefore, steps should be taken to promote the tourism sector in Rajasthan.

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