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TOURISM INDUSTRY OF RAJASTHAN: A GEOGRAPHICAL SURVEY

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Abstract

Rajasthan does not have snow-clad mountains or vast stretches of sea beaches but this north-western state of India exudes a magical charm with the aura of its golden sand dunes and colourful culture, which makes it, the most fascinating and unique basket of attractions for any tourist. Due to undulating landscape flecked with marvellous forts and palaces, lakes, wildlife and bird sanctuaries, fairs and festivals, charming cities, endowed with natural beauty and a great history, tourism is flourishing in Rajasthan. Rajasthan contributes about 7.20 % and 3.54% share in India's foreign and domestic tourist arrivals respectively. Tourism is one of the most important revenue contributors of the state and accounts for about 15% of the economy of Rajasthan. The tourism industry has the potential to generate foreign exchange earnings, create employment opportunities, promote development in various parts of the state, reduce income disparities among regions, strengthen linkages among many sectors of the national economy and help to alleviate poverty. The Present paper deals with the study of development through the inbound tourist industry of Rajasthan. The study is based on secondary data collected from various departments of the state dealing with tourism activities.

Introduction

Since the beginning of time, humans have been travelling. Food, water, safety and acquisition of resources were the early travel motivations. But the idea of travel for pleasure or exploration soon emerged. Travel has always depended upon technology to provide the means or mode of travel. Each improvement in technology increased individual's opportunities to travel. Tourism is travel for recreational, leisure and business purposes. The word "tourism" comes from the old Saxon term *Torn*. This word extends to *Torn-us* (what gives turn) and *Torn – are* (to give turns). The meaning of the word "torn" can be roughly translated as a "departure with the intention of

returning" (Burkart and Medlik, 1974). The derivation of the word "tourism" originated from a combination of the Latin word *tornare* and Greek word *tornos*, which mean a lathe or circle. In modern English, with the suffix -ism (an action or process), the meaning of the word tourism became the action of movement in a circle. It is the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations and the facilities created to cater to their needs. (Mathieson and Wall, 1982). Tourism is the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host government and host

communities in the process of attracting and hosting these tourists and other visitors (Mcintosh and Goeldner, 1986).

Today, tourism is one of the largest and most dynamic sectors of the economy. It is growing at a fast pace, leading to infrastructural development, considerable volume of foreign currency inflows and good job opportunities which affect the various sectors of economy, contributing to the social, economical and sustainable development of the country as a whole. Tourism is able to contribute more to the development of any area, because it has less impact on natural resources and the environment than other industries. It is based on enjoyment, appreciation of local culture, built heritage and natural environment (Franklin, 2003).

Rajasthan occupies significant place on the world map taking in to consideration the most favored destinations of the tourists of the world. Tourism is credited to be the biggest industry of the world having the maximum growth rate. In Rajasthan tourism is being commercially developed. Tourism here is culture. That's why a large number of tourists visit Rajasthan. (Rajasthan Tourism Department, 2008). Taking into account the role being played by tourism in the overall socio-economic development of the state, the Government of Rajasthan has accorded an industry status to tourism from the year 1989. (Department of Tourism, Government of India, 2011). This Industry has emerged as a strong tool for development in Rajasthan. It professes to bring much-needed revenue and employment to the inhabitants of the place, while simultaneously claiming to preserve its cultural, historical, or natural attractions. In this paper therefore, an effort has been made to access the role of tourism in socio-economic development of the state and discuss the policy of the state to boost this industry.

Objective

Major objective of this study is to understand the role of tourism industry in the socio-economic development of the state and look into the policies and efforts being made by the government of Rajasthan for the promotion of tourism in the state.

Data Base and Methodology

Basically this study is based on the secondary data collected from various departments such as Department of Tourism, (Jaipur) Rajasthan; Rajasthan Tourism Development Corporation and from the private agencies working in this field. Simple statistical and cartographical techniques have been used to process the data and interpret the results.

Study Area

Rajasthan, meaning "The Abode of the *Rajas*," was formerly called Rajputana. It was probably George Thomas, who first made use of term Rajputana because of the sovereignty of Rajputs over this territory during 1800. During 1829 Col Todd in accordance to the old inscriptions has given the name Rajasthan to this territory. It is located in the western part of India. It lies between 23° 03' and 30° 12' North latitudes and 69° 30' to 78° 17' East longitudes. It is bounded in the north-east by Haryana, east by Uttar Pradesh, south-east by Madhya Pradesh, south - west by Gujarat. It covers an area of 3,42,239 sq.km.

Rajasthan is one of the least densely populated states of India. In terms of area it is biggest state of India. It is also one of the poorest states and counted among BIMARU (Sick) states, with low per capita income and low literacy rate especially among women. Unemployment and poverty is widespread. Besides that, Rajasthan is unique in many ways; it is very rich in historical, cultural, architectural and natural heritage. In the

western half of the state there is a vast tract of hot, sandy desert, which is the most dynamic and living desert among the hot deserts of the world. The eastern half of the state is replete with historical monuments amidst very rich biodiversity of semiarid, tropical region. The forts and palaces, heritage hotels, colourful fairs and festivals, local art and handicrafts has been a unique selling proposition for tourists coming to the state. So tourism has emerged as an important instrument for economic and social development of Rajasthan.

Results and Discussion

1. Major Tourist Destinations in Rajasthan

An attraction is a destination that pulls or entices a person to it. Attractions are the main pull factor of tourist flow. Without these attractions, there would be no need for other tourist services. Tourism is the most flourishing industry in Rajasthan because of the pull of its enriched culture and great history. The palaces of Jaipur, lakes of Udaipur, forts of Jaisalmer, Jodhpur and other places are the most preferred

destinations in Rajasthan that are visited by Indian tourists as well as foreigners. Rajasthan is rich in architecture and is a delight for all kinds of tourists with its sand dunes, mighty forts, lush blossoming gardens, temples, shimmering lakes and outstanding monuments (Prabhakar, 1972). Top favourite tourist destinations that are not worth to miss in this land of wonders are presented in Table 1. The medieval zeal of honour among the Rajputs rings true in Chittorgarh fort, men and women alike, while the romantic reverie hovers over the island palaces of Lake Pichola. The religious fervour of the staunch devotees at Dargah Sharief at Ajmer and Shrinath ji at Nathdwara is no less than the grandeur of City Palace and astronomical wonders of Jantar Mantar of Jaipur.

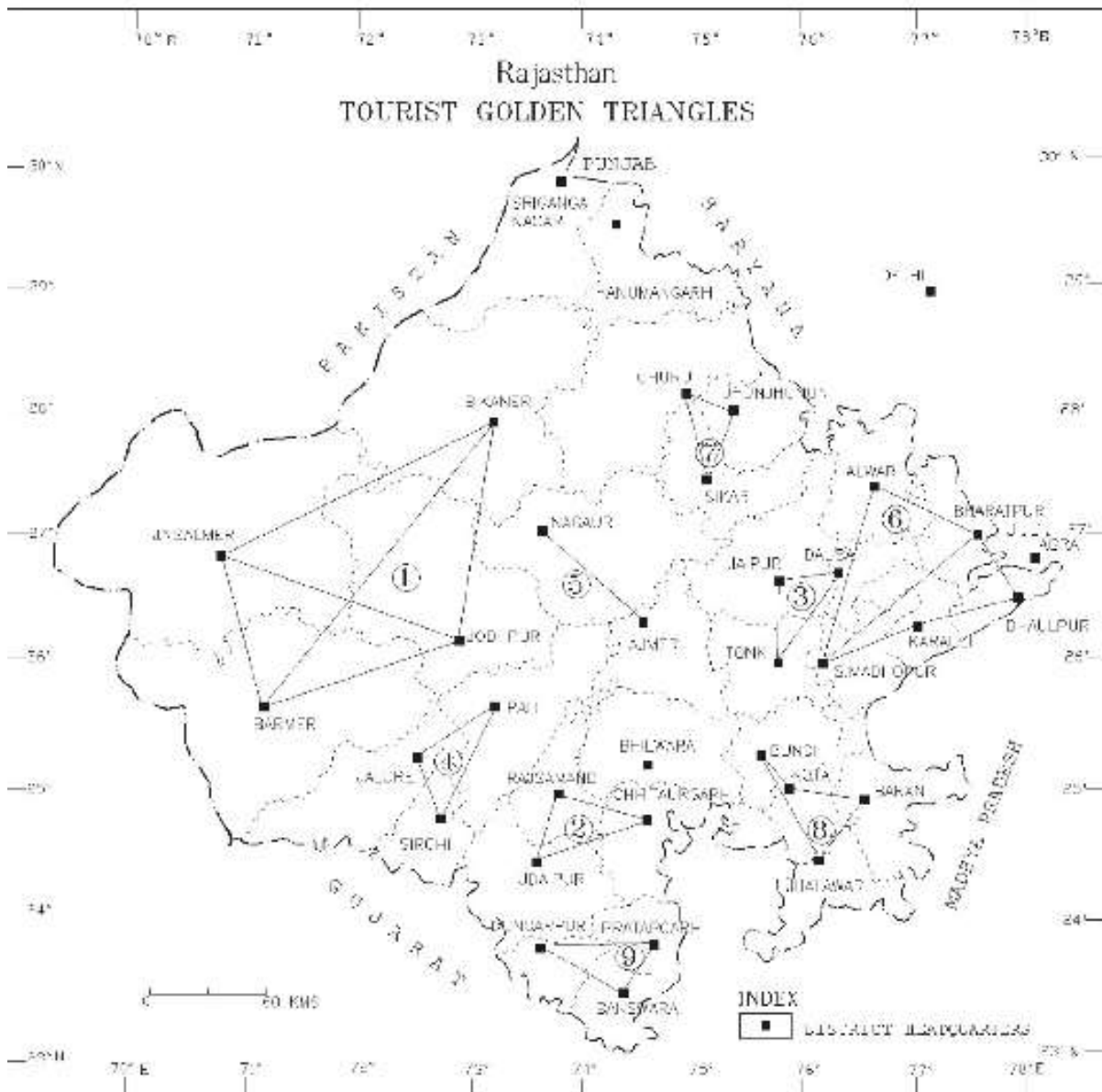
For the convenience of the visitors important tourist destinations in the state are grouped into various Tourists Circuits (Fig. 1). These circuits are as follows:

1. Desert Circuit: Jodhpur - Jaisalmer - Bikaner - Barmer
2. Mewar Circuit: Udaipur - Rajsamand -

Table 1
Rajasthan: Major Tourist Destinations

Purpose	Main Interest	Tourist Places
Religious	Visiting Temples	Ajmer (Dargah Sharief, Pushkar) Bikaner (Karni Mata Temple) Jaipur (Birla Temple, Ganesh Temple) Jaisalmer (Ramdeora , Jain Temple) Pali (Ranakpur- Hindu and Jain Temples) Sirohi (Dilwara, Neminath Temple) Udaipur (Jagdish Temple , Nathdwaraji)
Holiday & Sight-Seeing	Historical Monuments, Cultural and Heritage sites, Shopping, Recreation	Ajmer, Alwar, Bharatpur, Bikaner, Chittorgarh, Kota, Jaipur, Jaisalmer, Jodhpur, Sirohi, Udaipur

Source-Compiled by researchers



Source: "Rajasthan ka Bhugol", Sharma, H.S. and Sharma, M.L; Panchsheel Publishers, Jaipur, 2008.

Fig. 1

- Chittorgarh
- 3. Dhundar Circuit: Jaipur - Dausa - Tonk
- 4. Godwad Circuit: Sirohi - Pali - Jalore
- 5. Merwara-Marwar Circuit: Ajmer - Nagaur
- 6. Mewat -Brij Circuit: Alwar - Bharatpur - Karauli - Sawai Madhopur - Dhaulpur
- 7. Shekhawati Circuit: Sikar - Jhunjhunun - Churu
- 8. Hadoti Circuit: Kota - Bundi - Jhalawar - Baron

- 9. Vagad Circuit: Dungarpur – Banswara - Pratapgarh

2. Flow of Tourists in Rajasthan

Rajasthan is one of the most popular tourist destinations in India, for both domestic and foreign tourists. Every third foreign tourist who visits India, travels to Rajasthan as it is part of the Golden triangle. Endowed with natural beauty and a great history, tourism is a

Table 2
Rajasthan: Tourist Arrivals (2001-2010)

Year	Total Tourists (Million)	Domestic Tourists (Million)	Foreign Tourists (Million)
2001	8.3	7.7	0.60
2002	8.72	8.3	0.42
2003	13.16	12.54	0.62
2004	17.01	16.04	0.97
2005	19.91	18.78	1.13
2006	24.71	23.49	1.22
2007	27.3	25.90	1.40
2008	29.82	28.35	1.47
2009	26.62	25.55	1.07
2010	26.81	25.54	1.27
2011	28.48	27.13	1.35

Source: Rajasthan Tourism Department, Jaipur.

flourishing industry in Rajasthan.

i) Total Tourist Arrivals

Rajasthan has emerged as one of the most popular tourist destinations in India for both domestic and foreign tourists. The number of tourist arrivals in the state has increased 3.4 times in the last 11 years (Table 2). Fig. 2 reveals that there is a constant increase in the total tourist arrivals (Domestic and Foreign) in Rajasthan, from the years 2001 to 2008. This is all because of the popularity of its rich culture and natural beauty. Due to the focused efforts of Rajasthan Tourism Department and other government agencies, tourism has grown from an elite and pilgrim phenomenon to a mass movement putting Rajasthan firmly on the

foreign and domestic tourist map (Department of Tourism, Government of India, 2011, Chapter-5, p.36). In the last few years foreign tourists have been static while domestic tourists have grown. The arrivals came down to 26.62 millions in 2009, because of the Mumbai and Jaipur serial bomb blasts and recession in the economy on the world level, but again in 2011, the graph shows upward trend (Fig.2).

ii) Domestic Tourist Arrivals

Rajasthan receives tourists from all over India. Large number of tourists arrives to Rajasthan from many states such as Gujarat, Punjab, Haryana, Uttar Pradesh, Madhya Pradesh and West Bengal. Domestic tourists primarily visit Rajasthan for the religious and



Source - Rajasthan Tourism Department, Jaipur (Rajasthan)

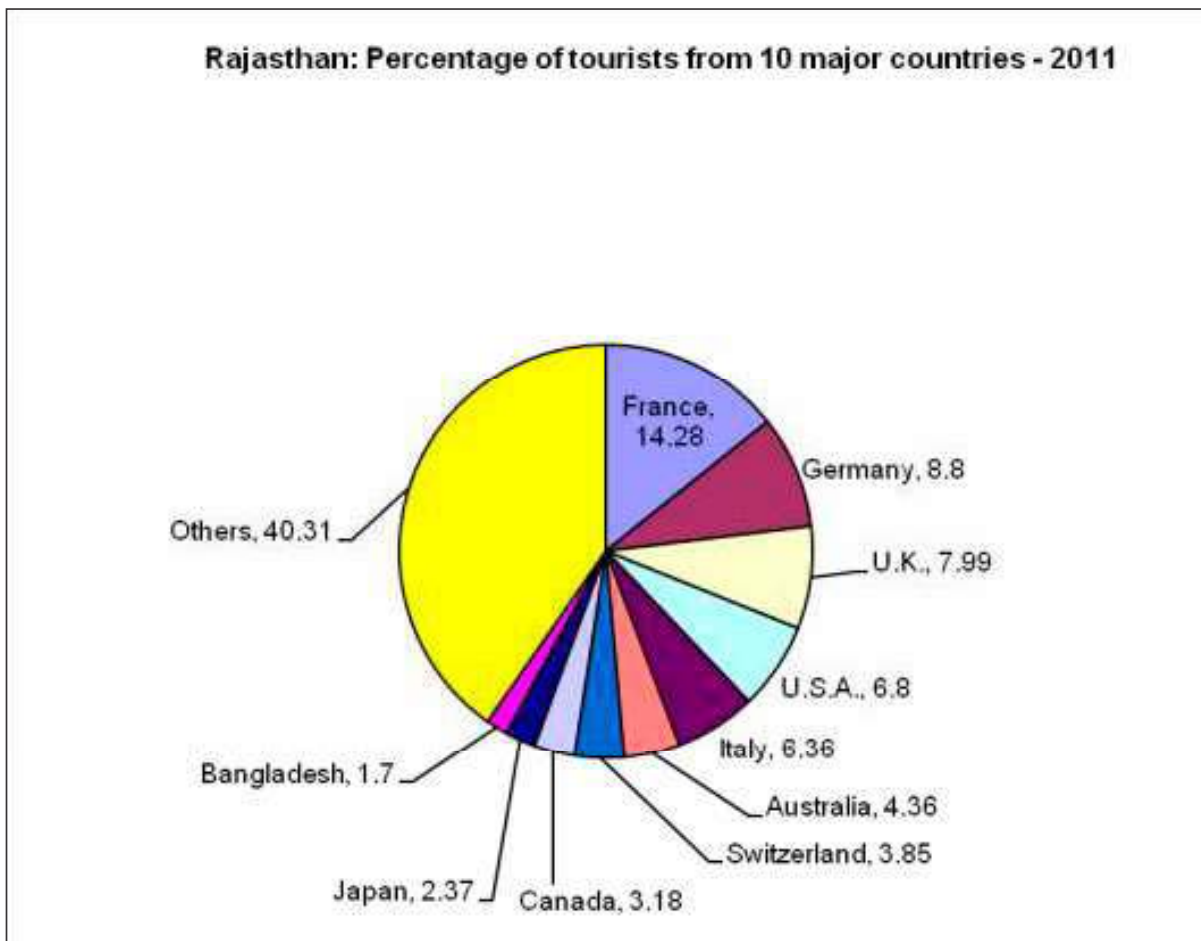
Fig. 2

corporate purposes. For religious purpose tourists visit Ajmer, Mount Abu, Jaipur and Bikaner. Jaipur, Jodhpur and Udaipur receive corporate tourists.

Flow of domestic tourists recorded 3.5 times increase during 2001-11 (Table 2). Around 27.13 million domestic tourists arrived in Rajasthan in 2011, which shows the rapid increase in the arrival of domestic tourists from 7.7 million in 2001. Looking to the Fig.3, we can find that the graph of domestic tourists has constantly risen up to 2008, but later on, there was a small drop in the arrival of domestic tourists in 2009 due to Mumbai and Jaipur serial bomb blasts and recession in the economy on the world level.

iii) Foreign Tourist Arrivals

The foreign tourist numbers have remained more or less stable over the years. Around 0.60 million foreign tourists arrived in Rajasthan in 2001, the number gradually increased to 1.35 million in 2011 recording a 2.25 times improvement in the last 11 years. However, due to Mumbai, and Jaipur serial bomb blasts and recession in the world economy, the arrival of foreign tourists in 2009 dropped to 1.07 million from 1.47 million in 2008. Social unrest, and political uncertainty has affected the flow of foreign tourists in the past, but the European visitors are the loyal clientele of Rajasthan. They have a faith in the people of the state as a result there is a constant increase after 2009.



Source – Rajasthan Tourism Department, Jaipur (Rajasthan)

Fig. 3

Fig 3 indicates that the foreign tourists received by the state are primarily from European countries, particularly France, Germany and UK. (Rajasthan Tourism Department, 2011). Out of the total foreign tourists 14.28 per cent came from France, followed by Germany (8.80%), U.K. (7.99%) and Italy (6.4 %). Apart from Europe, Rajasthan is also an important tourist destination for countries like USA, Australia and Canada. A large number of tourists also come from Asian countries, particularly from Japan and Bangladesh (Fig. 3).

3. Revenue Generation

Recognising the potential of tourism as

source of income, the Government of Rajasthan has accorded tourism a special status, by declaring it as 'Tourism Industry' in 1989. Tourism industry is one of the major segments of the Rajasthan's economy and contributes significantly to the gross domestic product (GDP) and foreign exchange earnings (FEE). Tourism sector is linked with other important sectors such as transportation, infrastructure, and handicrafts, which further help in the growth and development of the state. It is a major contributor to foreign exchange earnings and provides employment to millions directly and indirectly. On an average, a foreign tourist spends Rs.800 per day and domestic tourist Rs.400 per day. It is further estimated that the

Table 3
RTDC: Revenue Generation from Hotels in Rajasthan (Rs. in lakhs)

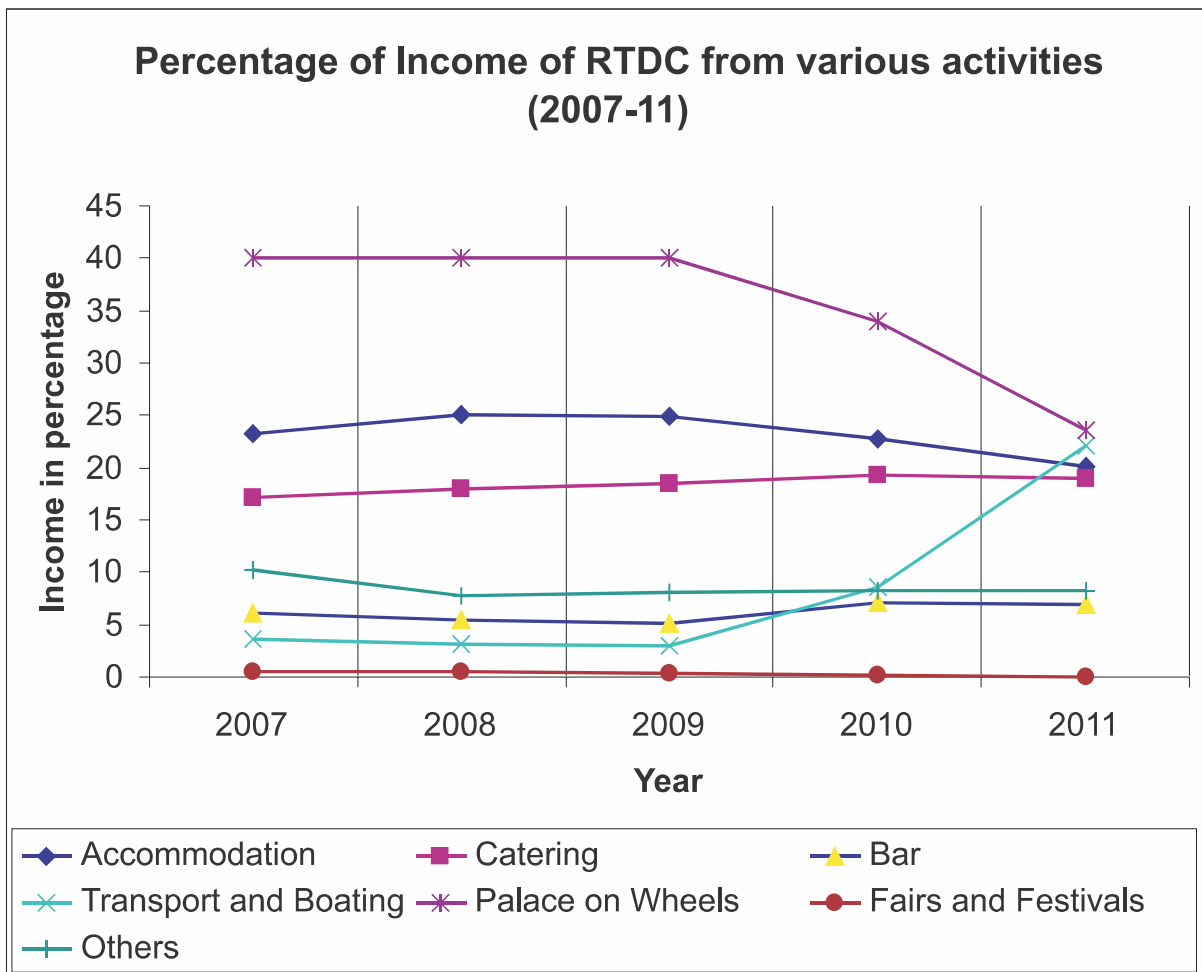
S.No.	Name of Service	2007	2008	2009	2010	2011	Growth Rate 2007-11 %
1.	Accommodation	1071.04 (23.19)	1212.75 (25.06)	1254.93 (24.96)	1378.64 (22.68)	1492.88 (20.09)	39.38
2.	Catering	795.18 (17.21)	872.73 (18.03)	930.40 (18.51)	1168.14 (19.21)	1407.66 (18.93)	77.02
3.	Bar	236.25 (5.12)	262.23 (5.43)	254.12 (5.05)	432.96 (7.12)	512.33 (6.98)	116.85
4.	Transportation and Boating	168.74 (3.65)	152.59 (3.15)	148.19 (2.49)	525.66 (8.65)	1646.68 (22.16)	875.86
5.	Palaces on Wheels	1847.96 (40.01)	1934.83 (39.98)	2015.35 (40.08)	2066.55 (33.99)	1748.49 (23.53)	-5.38
6.	Fairs and Festivals	26.43 (0.57)	25.19 (0.52)	17.81 (0.36)	5.64 (0.09)	6.01 (0.08)	-77.26
7.	Others	473.46 (10.25)	378.83 (7.83)	407.46 (8.10)	501.99 (8.26)	613.10 (8.24)	29.49
	Total	4619.06	4839.15	5028.26	6079.58	7427.15	60.79

*Note: Figures in the parentheses show the percentages of the total
Source - Rajasthan Tourism Department, Jaipur (Rajasthan)*

average stay of a foreign tourist in the state is 2.5 days. Every rupee spent by a tourist in the state, changes hands thirteen times and every hotel room generates direct employment to three persons and indirectly to eight persons. (Vyas, 2006). Local transporters, hoteliers, shopkeepers, staff associated with monuments and museums, tourist guides and tour operators are just a few who survive through tourism. It was very difficult to get the data from the private hotels and other agencies of the study area as compared to government bodies such as RTDC (Rajasthan Tourism Development

Corporation Limited), therefore data of revenue generation by RTDC hotels is collected and presented in Table 3 as an example.

Further scrutiny of Table 3 reveals that the RTDC hotels recorded 60.79 per cent in growth rate in their income during 2007-11. In 2007 Palace on Wheels contributed 40 per cent of the total income followed by accommodation (23.18 %) and catering (17.21 %). In 2011 also Palace on Wheels contributed highest but its share dropped to 23.54 per cent and it witnessed a negative growth rate (-5.38 %) during this period (Table 3). Likewise, the



Source - Rajasthan Tourism Department, Jaipur (Rajasthan)

Fig. 4

share of fairs and festivals dropped down from 0.57 % in 2007 to 0.08 per cent in 2011, recording a growth rate of -77.26 per cent during this period. Highest growth rate in income generation was recorded by transportation and boating (875.86 %) followed by bar (116.8 %) and catering (77.02 %) respectively. Fig. 4 showing the trend of revenue contribution by various activities clearly depicts falling trend of income from Palace on Wheels and rising trend of transportation and boating. Slight decline in share of income from accommodation and improvement in income from bar during this period can also be noticed from Fig. 4.

Favourable Factors for the Promotion of Tourism in Rajasthan

There are some factors which affect any Industry. Tourism industry is also directly and indirectly related with some essential factors. Table 4 shows the factors which are responsible for the development of tourism industry in Rajasthan.

1. Physical Factors

Physiographic and Climatic conditions of an area play a major role in attracting tourists. Rajasthan has a varied topography which is the result of its geological history as well as the exo-gentic forces that have gone in

Table 4
Rajasthan: Factors Favourable for Promotion of Tourism

Physical Factors	Cultural Factors	Government Role	
Location Climate	Forts, Palaces, Temples Architecture Handicraft and Gemstones Shopping Facilities Welcoming Culture of Rajasthan (Atithidevo Bhava)	1.) Promotion of Tourism Industry Proper Infrastructure Transportation Accommodation Mid way and Wayside Facilities Communication Skills Tourist Information Centres Advertisement Packages Government Policies	2.) Renovation and Preservation

Source- Compiled by Researchers

to making its physical landscape. Geographically, the land of Rajasthan is more varied than any other region. It is a region of lofty rocks, rolling sand dunes, of burning heat and freezing cold, of fertile plains and deep wild glens and *jungles*. November and December marks the official beginning of tourist season in Rajasthan. There is a huge rush especially of European tourists during winter. The extreme weather conditions in Europe are the reason why more European tourists are travelling to Rajasthan in winter. They want a break from extremely cold weather at their home land. Rajasthan is a Kaleidoscope of majestic hues and sprawled languidly in the vast Thar Desert. The landscape is dotted with island palaces shimmering on idyllic blue lakes, temples and fortresses situated on hilltops of the rugged and rocky Aravali,

gardens with pavilions and kiosks and always a few dancing peacocks. The City Palace of Udaipur, which stretches along the eastern shore of Lake Pichola, leaves visitors spellbound. Dargah Sharif, Amber fort, Ranthambore National Park are the famous tourist places of Rajasthan.

2. Cultural Factors

Tourism is the most flourishing industry in Rajasthan due to enriched culture and a great history of the state. A few worth mentioning cultural factors favourable for promotion of tourist industry in the state are mentioned below:

- i) Rajasthan is famous for the majestic forts and well decorated 'havelis' that were built by Rajput kings in previous ages. Lake Palace, Hawa Mahal,

- Mehrangarh Fort, City Palaces, Dilwara temples, Jaisalmer Forts are the true heritage reflections of Rajasthan. Jaipur is known as pink city because all the ancient houses are made of a type of sandstone having a pink tone.
- ii) Jain temples like Dilwara Temple at Mount Abu, Ranakpur Temple dedicated to Lord Adinath near Udaipur, Brahma temple, Kailadevi temple, Kiradu temples, Deshnok temple are scattered all over Rajasthan from east to west and north to south. All these temples are major attractions particularly for local tourists.
- iii) Majestic forts, intricately carved temples and *havelis* and palaces make Rajasthan a paradise for architectural grandeur. The architectural brilliance of Rajasthan amazes a tourist. The desert State of Rajasthan is a land of irony and extremes. This vibrant and striking region is the home of the Rajput warrior clans who had ruled here for many years. The Rajputs were prolific builders and have dotted the arid Aravali landscape with their legacy of some most imposing and magnificent forts and palaces in the world. Today the structures defy time to tell the story of gallantry, courage and tragedy of the bygone era and its story of survival in the harsh Thar Desert. Some of the prominent structures that represent the architectural heritage of Rajasthan are Jantar Mantar, Dilwara Temples, Chittorgarh Fort, Lake Palace Hotel, City Palace and Jaisalmer *Havelis*.
- iv) Rajasthan is famous for its handicrafts, semi-precious stones, and textile products. Handicrafts are in international demand because of intricate work done on them. The designs of jewellery are attractive and have an ancient touch. Rajasthan furniture is best piece of art and presents the ancient culture.
- v) Rajasthan is often known as paradise for shoppers. Rajasthan is the most popular place among shoppers because it provides cheap prices for quality products. Rajasthan has something for almost every kind of traveller, showcasing a vast range of arts and crafts, which are treat to eyes and are ready to be picked. From vibrant *Rajasthani Ghahgra-Choli* to rural artifacts, tourists get everything in the overstuffed *bazaars* of the state. Some of the most popular shopping destinations of Rajasthan are Jaipur, Jodhpur, Bikaner, Jaisalmer, Sanganer, Pushkar etc. Johori *bazaar* (a traditional shopping centre of Jaipur) is known as jeweller's market, famous for precious, semi-precious and traditionally designed jewellery. Sarafa *bazaar* of Jodhpur, Kote Gate of Bikaner and Bhatia *bazaar* of Jaisalmer are some of the famous markets of Rajasthan.
- vi) Rajasthan is culturally very rich and traditions followed here reflect the ancient Indian way of life. Folk Culture is depicted as symbol of Rajasthan. Whenever people discuss about Rajasthani culture, the first thing that comes into their mind is Folk Culture. Highly nourished classical music and dance are valuable part of Rajasthan's culture. (Prabhakar, 1972, pp.55-57)
- vii) Festivals and Fairs are the most essential part of Rajasthani way of life. The people of Rajasthan celebrate many fairs and festivals throughout the year, the most important include Pushkar Fair (November), Desert Festival of

Jaisalmer (January-February), Gangaur Festival, Jaipur (March- April), Elephant Festival, Jaipur (March-April), Camel Festival, Bikaner (January), Marwar Festival, Jodhpur (October), and Mewar Festival, Udaipur. Besides composing music, the folk musicians of Rajasthan dress themselves in colourful attire. They have music in their souls; their charming music depicts extraordinary individuality, tradition and exotic flavour. The folk dances of Rajasthan are equally impressive as it has the flavour of Rajasthani culture.

The Role of the Government

The government of Rajasthan is making all possible efforts for the promotion of tourism as it is most important source of income of the state. Keeping into account its importance for the over all development of the state, tourism has been declared as an industry. The efforts being made by the government for the development of tourism can be mentioned as under:

1. Promotion of Tourism Industry

- i) Tourism occupies a prominent place in the Rajasthan's agenda as a crucial industry for socio-economic development of the state. The government plays an important part in controlling and supervising tourism. This is necessary to maintain quality standards and to protect tourists against industrial malpractice of failure. (Bodlender and Gerty 1992)
- ii) Government of Rajasthan is making efforts to promote tourism by effective marketing, concentrating their publicity on less popular attraction or geographical regions and doing more promotional work during off-season.

Department of tourism produces and distributes maps, charts, and tourism literature for the promotion of tourism in the state. The state government through its various departments and with assistance from the Central Government agencies is engaged in the task of creating tourism assets, managing them and promoting tourism in Rajasthan.

- iii) The most crucial component for tourism is providing suitable transportation and accommodation for various categories of tourists. The state has a well-developed network of roads that facilitate access to the main tourist hubs from within and outside the state and ease movement within the circuits. Hubs such as Jaipur, Jodhpur and Udaipur are connected to other tourist places in the state through a well-developed network of roads. There are regular RSRTC (Rajasthan State Road Transport Corporation) services connecting various locations in the state with each other. Besides these, there are many private services connecting major tourist cities and attractions within. The rail network in Rajasthan mainly falls under the Western and Northern Railway zones. The government is making efforts to launch an economy version of luxurious Palace-On-Wheels for tourists.
- iv) Since the tourists are not a homogeneous entity, and are highly differentiated on account of their affordability, therefore Rajasthan government offers to the tourists a vast range of accommodation options to suit their budget as well as their preferences. It is estimated that around 1,450 hotels with a bed capacity of approx. 55,000-60,000 are located in different parts of

the state. More than 75% of these hotels are located in the major tourist hubs such as Jaipur, Udaipur, Mount Abu, Jodhpur, Ajmer, Jaisalmer etc. The hotels in Rajasthan are largely managed by the private sector primarily by local entrepreneurs or local/ regional hotels/ groups. Domestic and international hotel chains are also present in the state and offer accommodation primarily in the luxury category. A major part of the tourism experience for a tourist is to experience local life at a particular place. Recognising this, the Rajasthan government, as part of its tourism activities, has pioneered a Paying Guest Scheme, wherein the tourists can stay as paying guests in a family atmosphere. This scheme is presently in operation in 12 cities in Rajasthan.

- v) Rajasthan has a huge geographical area spanning over more than 800 Km from East to West and North to South. Since the air network and rail connectivity is limited in terms of its reach to smaller locations, there is a greater use of road for intercity travel as well as daytrips/ excursions from the major tourist destinations. This necessitates, creation of suitable midway/ wayside infrastructure (a halting place) to provide enroute wayside amenities at appropriate places so that travelling tourists can relax and refresh. (Department of Tourism,GOI, chapter-7, p.1, 2011). To overcome these deficiencies, RTDC (Rajasthan Tourism Development Corporation) has provided mid-ways at various places on the popular tourist routes. Presently, there are 21 such RTDC midways/ wayside facilities. Besides these, there are also private midway facilities

offered on most busy tourist routes.

- vi) To provide the arriving tourists with essential information related to accommodation, travel and sightseeing, shopping and other events many offices and information centres are established to help the tourist to get the best tourism experience in any location in Rajasthan. DOT (Department of Tourism), TRCs (Tourist Reception Centres) and TIBs (Tourist Information Bureaus) at various places are being operated by the government. Presently, there are 11 TRCs and 29 TIBs at different tourist locations in the state.
- vii) For promotion and publicity of tourism in Rajasthan, government and private agencies are making many efforts, such as arranging tour packages, advertising, international conferences, films, photos, exhibitions, libraries, souvenirs etc. Tourism department participates in the various national and international seminars and conferences. Seeing the significance of tourism in the economic development, the government has framed various policy measures for establishing tourism as an Industry. The Rajasthan Government has been making numerous efforts for the maximising benefit of tourism sector. (Singh,1991). The Department of Tourism is working as a separate entity for the execution of national and state level policies and programmes and also as a coordinating agency for the Central - State Government Department/Offices and Private sector activities for promotion of tourism in the state.

2. Renovation and Preservation

Renovation and preservation go hand and hand. Renovation means the act of

improving by renewing and restoring. Preservation keeps our nation's history and culture alive. Historic buildings are inherently sustainable. Renovation maximizes the use of existing materials and infrastructure, reduces waste, and preserves the historic character of older towns and cities (Sharma, 2004).

Renovation and preservation of historical monuments would not only increase the tourist arrivals in the state but it will also promote the culture of Rajasthan throughout the world. As the monuments are the prime attractions for any region, their renovation becomes indispensable. Monuments of Rajasthan have survived the test of time and offer a glimpse of diverse culture and traditions of India. Rajasthan has a history of about 5000 years and the monuments here are testimonials of the royal past of Rajasthan. The Department of Archaeology and Museums has been established to manage the cultural heritage of Rajasthan through survey, exploration, research, acquisition, exposition, documentation, publication, conservation, restoration and to promote cultural tourism.

Schemes for Renovation

To maintain and renovate the tourist centres, many schemes have been launched by the Rajasthan government of which "Public - Private people's participation" and "Adopt-a-Monument" are worth mentioning. Rajasthan Government "Public-Private peoples participation", scheme was launched in 2004, for conservation and development of cities having heritage and tourism importance. It has covered 23 major cities of Rajasthan. Government of Rajasthan has taken up the task of preparing Master Plan of 184 towns of Rajasthan, incorporating the listing and documentation of heritage properties.

To preserve the rich heritage, Government of Rajasthan has recently called

upon Non-resident Rajasthanis, Individuals and Corporate houses to sponsor the conservation work of fragile monuments. 'Adopt-a-Monument' scheme of Rajasthan government has been launched as an instrument of public-private participation for preserving this rich bequest. The scheme envisages adoption of a monument by any person with a view to restoring and thereafter maintaining it for a period of 10 years in accordance with a conservation plan drawn by the Department for Art and Culture.

Under this scheme, state government is creating a Heritage Fund to finance the different conservation projects. Individuals and business houses can make contributions to this fund to support the endeavours of the state. Rajasthan government offers an exceptional publicity mileage to the donors through the plaques advertising their contribution on the site. Corporate houses too can project their donations in their advertisements. On one hand, a high level steering committee of government ensures the regular supervision of the sponsored conservation projects; while on the other; yearly audit reports guarantee the rightful use of the donated fund. Reaching out to people, the government has initiated the process of seeking public co-operation for heritage conservation.

Undoubtedly, adoption of monuments by private entities would strengthen Rajasthan Government's resolve to preserve our historical treasure of heritage monuments for the future generations. Tourism industry encourages the preservation and renovation of historical monuments. Government of Rajasthan has completed many renovation projects with the help of private companies and business houses. Restoration has apparently changed the very rationale behind the monuments of the state.

Conclusion

Tourism embraces nearly all aspects of our society. Tourism is an important asset for any region. It plays a vital role in national integration and enriches social and cultural lives of people. Millions of domestic and foreign tourists after visiting different parts of the Rajasthan, every year return with a better understanding of the people of Rajasthan. They have a lot of appreciation for the cultural diversity of the state. Tourism industry plays a significant role in Rajasthan's economy and generation of employment. Revenue thus generated supports the renovation and preservation of historical monuments of Rajasthan. The government of Rajasthan, along with private groups and agencies has been working to develop a long term perspective and strategy for the promotion of tourism in the state.

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