

Effect of Tourism on Jaisalmer

Abstract

Tourism generally refers to a temporary movement of people from one place to another. It may be domestic tourism or international tourism. It is defined thus tourism is the temporary movement of the people to destination 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 need.

The World Tourism Organisation defines tourists as people travelling to and staying in places outside their usual environment for not more than consecutive year for leisure, business and other purpose.

Tourism society of England (1976) defined tourism as tourism is the temporary short-term movement of people to destinations outside the places where they normally live and work and their activities during the stay at each destination. It includes the movements for all purposes.

Keywords: Tourism, Socio-Economic, Service Industries

Introduction

Tourism as a service industry act as a social and cultural linkage by providing several amenities whose range extends from hotels, motels and best transport network. All those activities which cater to the demands of tourists with available resources can be termed as tourism system. It orders to understand tourism activity an analytical system has been devised to provide a broad basis for understanding the phenomena. Tourism is different from other service industries in the sense that in this case visitors may have to fly to places to avail the services.

In a developing area like Jaisalmer which is suffering from the various economic problems. Tourism has provided an opportunity to the earn foreign exchange by attracting foreign tourists by applying the marketing strategies. The present study is an attempt to show the academic world how tourism can work as a tool of socio-economic growth it the efforts are geared in the right direction.

Jaisalmer is one of the famous tourist places of Rajasthan. The natural sites of desert, historical building, colorful culture, local art and music acts a magnet to attract mass tourists not from only various parts of the country but also from all over world. There is immense potential for the development of tourism in Jaisalmer. Tourism resulted in employment generation, increasing income, social development etc. Besides these positive aspects increasing tourism activities also loads to negative or unfavorable impact on area like pollution, socio-cultural pollution etc. devaluation of social values. The negative impact of tourism activities can be minimized checked through concept of ecotourism.

Ecotourism also known as ecological tourism is responsible travel to fragile, pristine and usually protected areas that strives to be gentle impact and small scale. It helps educate the traveler provides funds for conservation, directly benefits the economic development and political empowerment of local communities and fosters respect for diverse cultures and for human rights. "Take only memories and leave only a footprint" is a very common slogan in protected areas. Tourist destinations are shifting to low carbon emissions following the trend of visitors more focused in being environmental responsible adopting a sustainable behavior.

Study Area

Jaisalmer is situated in western part of Rajasthan. It is a world heritage site. It was once known as Jaisalmer State. The town stands on a ridges of yellowish sandstone crown by a fort which contain the palaces and several Jain temples. It lies in the heart of the Thar desert (Great Indian Desert). Jaisalmer district is located within a rectangle lying between 26°4'-28°23' north parallel and 69° 20' - 72°42' East meridians. Jaisalmer is bounded on the north by Bikaner, on the west and the south west by Pakistan, on the south by Barmer and on the east by Jodhpur. The length of international border attached to Jaisalmer district is 471 kms.



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Research Methodology

Methodology is partly descriptive, exploratory and casual for this, the secondary data obtained. Tourist arrival is collected from tourist department. Study information has been collected with the help of books, magazines, research articles and report of ministry of tourism.

Objectives of the Study

In this present study, we want to reveal the impacts of tourist activities and study area.

1. To analysis the positive as well as negative effect of tourism on area.
2. To discuss about the solution for minimizing the negative effect so that promote the area as a tourist hub.

Jaisalmer And Tourism

Jaisalmer is situated in western part of Rajasthan and famous for its traditional society and culture.

The culture of Jaisalmer carries the aesthetics and excellence of the past, which even in modern times, has few parallels. It is this unique character of culture that is found preserved and nurtured in Jaisalmer, which has a worldwide recognition.

The manifestation of culture can be seen in various fascinating and interesting modes like dance, music, food, textile, paintings, monuments and palaces. This manifestation of millions of admirers across the world who can be counted as tourist. The

city of Jaisalmer is a living fortress dominated by a 12th century golden castle (It is made with the yellowish colored local sandstones). The town contains wonderful examples of a unique architectural style and assembles of buildings of great visual quality and unsurpassed artisanship.

The town passes a conspicuous medieval appearance. In the 12th century A.D. Mohd Gauri destroyed the area of Lodarva city. The king Jaisel established a new fort and this way city was founded in 1156 A.D. as a military fort controlling the legendary east west caravan route. Name of the fort was first Jaisalgarh and then became Jaisalmer. Jaisal + meru (Meru is the name of hill). Bhatti Rajput's ruled the city and the consequently prospered and protected town that grew within the fort walls.

Tourism industry at Jaisalmer has emerged a lot and still flourishing. It is because of its historical, cultural, and natural heritage, coupled with colorful fair and festivals. Friendly people also added to its tourism potential. It has become a favorite destination for tourists.

Here are some specific features of places which attracts larger number of tourists.

1. Golden Fort
2. Royal Palaces
3. Patwan's Havellies
4. Nathmal Havellies
5. Salam Singh's Havellies
6. Kuldhara & Ruins of kuldhara

7. Great Desert
8. Fairs & Festivals
9. Colorful culture
10. Dance, Music, Art
11. Desert National Park
12. Garisar Lake
13. Government Museum

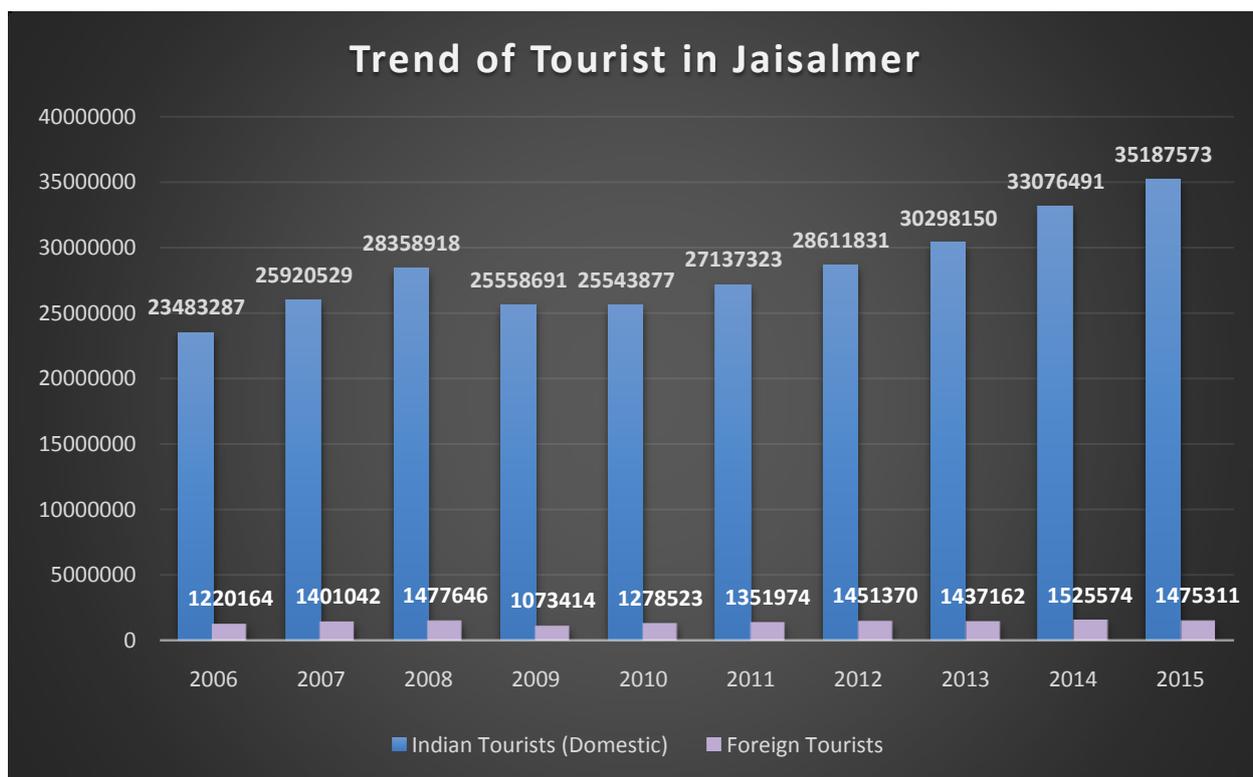
All these above-mentioned features of Jaisalmer loads to attract large number of tourists.

Trend of Tourists in Jaisalmer

Jaisalmer has tremendous potential of attracting foreign as well as domestic tourist.

Following table is showing the tourist arrival at Jaisalmer (2006-2016)

Year	Indian Tourists (Domestic)	Foreign Tourists	Total
2006	23483287	1220164	24703451
2007	25920529	1401042	27321571
2008	28358918	1477646	29836564
2009	25558691	1073414	26632105
2010	25543877	1278523	26822400
2011	27137323	1351974	28489297
2012	28611831	1451370	30063201
2013	30298150	1437162	31735312
2014	33076491	1525574	34602065
2015	35187573	1475311	36662884



Effctc of Tourism on Jaisalmer

Tourism in Jaisalmer having two-sided effect over the area. On one hand, it proved as key to boost the economy of area and tool for social development. But on the other side it also affects the area negatively.

The impact of tourism can be discussed in following ways

Positive Effects

Tourism resulted in socio economic development of Jaisalmer, some of them are discuss here as:

Economic Development

In early days, economic development of various rich people of society was entirely based on industry and agriculture, but today there is no reason to live in a two-dimensional economy. Tourism business emerges as third dimension. Many communities are now adopting tourism to improve their economic standard.

All the people who engage in this sector directly or indirectly is getting economic benefit from it like people engage in hotels, restaurants, car drivers, shopkeepers, guides, local artisans etc.

Tourism as Generator of Employment

Tourism is job oriented and provide employment several times more than normal manufacturing industries. Several types of business firms such as hotels, motels, restaurants, travel agents, tour operators, gift shops, transporters etc. earn bulk of dollars various other secondary or allied business firms for eg, construction firms, suppliers of food and beverages, taxi drivers, photographers, hair dressers, doctors, dentists etc also gets benefit from it. By generating employment, earning foreign exchange. This tourism also acts as revenue earner for the government and increase demand of local goods and services.

Social Development

Tourism is nothing but an interaction of people. People of diverse cultural groups have their

values, tastes and preferences and create different status symbols. People of Jaisalmer by interacting with tourist changed in several ways, now they are more open while communicating with tourists, some of them now speaks new languages became modernized and socially more developed. Tourism by increasing communication with other people motivate the local community for learning and understanding. Tourism improves life styles of steady areas. The poor artisans, musicians are now getting opportunities to develop themselves by engage in tourism sector.

In education, new faculties have been incorporated in modern education system such as diploma courses in hotel management, food and catering, foreign languages etc. These courses directly reduce the problems of unemployment in the study area.

Others

Tourism sector in area also helps in maintenance of tourist spots like historical places, forts, temples etc. local art and culture in terms of goods and services are also conserve and developed by this sector.

Negative Effects

Over dependence of tourism, mass tourism in steady area also leads to some negative effect. Some of them are discussed as under –

Impact over economy

Tourism relies on establishing a basic infrastructure such as road, tourists' spots, hotels etc. The cost of this usually fall on government so it must come out of tax revenues. Job created by tourism are often seasonal and poorly paid. Yet tourism can push up local property prices and cost of goods and services. Money generated by tourism doesn't always benefit the local community as some of it leaks out of international companies such as hotels chain. Profit of tourism is not reached to local communities etc are some of economic problems concerned with tourism based economy.

Social Impact of tourism

Tourism while developing society affect it in a negative way, several factors are discussed as –

1. People are generally youth imitate tourist in many ways and this process completely changed them, they started neglecting their own culture.
2. People by interacting with tourist neglect their own language and in this way the local language Hindi became secondary for them.
3. People contacting with tourist started to wear western dresses and only a few old people are seen wearing traditional Rajasthani dresses.
4. Food habits are also changed, hotels, motels, restaurants are now serving continental foods inspite of local Rajasthani dishes.
5. Youth imitates Hippies and sometime in this process the social control became loss.
6. People by contacting with tourists became addicted of drugs, alcohols, crimes like rape, murders, smuggling, prostitution also increased in area due to tourist activities.
7. Foreign tourist frequently insult Indian people and their sensibility with other moral improprieties.

8. Social customs and tradition fairs and festivals lost their originality and became commercialized due to tourism in area.

Impact over Tourist Places

1. Traditional Havellies, forts, houses are being redesigned to suit the guest and in this way their originality is lost.
2. Famous tourist places are often polluted when tourist throw garbage's making mark over walls etc.
3. Waterbodies like Gadisar lake is also polluted when tourist throw waste material in it during their tours.

Impact over Tourist Environment

Mass tourism also leads to environment pollution, air pollution, water pollution, noise pollution, created by tourists leads to environmental degradation. Air pollution is created by number of vehicles concentrated by small area, smoking etc. Waterbodies (lake) are also polluted by throwing garbage's in it. Tourist while celebrating their tour use loud music, during their stay creates lots of noise pollution.

Problem of Tourism Sector in Study Area

Besides having negative impact of tourism sector is also suffers from numerous problems. These problems became obstacle's in the path of development of tourism sector in area-

1. Improper drainage facilities inside the fort area.
2. Untrained /Illegals guides.
3. Misbehaviors of guide, shopkeepers or others towards arrived tourist.
4. Heavy Pressure over selected tourist spots.
5. Flexible rule and regulations regarding foreign tourist.

Suggestions

As we all know tourism sector is one of the important sectors for the economy of the state. Jaisalmer is the one of the favorite destinations for tourist over here. The area can be more developed as tourist spot by making some efforts by people as well by government.

Following are several suggestions to control over negative impact of tourism.

1. For sustainable tourism development adaptation of ecotourism can be fruitful solution. World conservation union (IUCN) in 1996 describes ecotourism in following words environmentally responsible travel and visitation to natural areas, to enjoy and appreciate nature (and any accompanying cultural features, both past and present) that promotes conservation, have a low visitors impact and provide for beneficially active socio-economic involvement of local peoples.
- According to Patterson (2002) characteristics of an ecotourism business are that it-
1. Have a gentle impact upon a protected areas natural resources and recreation techniques.
 2. Involve stakeholders (individuals, communities ecotourist, tour operators and government institutions) in the planning development implementation and monitoring phases.

3. Limits visitation to areas, either by limiting group size and / or by the number of groups taken to an area in a season.
4. Supports the work of conservation groups preserving the natural area on which the experience is based.
5. Orients customers on the region to be visited.
6. Hires local people and buys supplies locally, where possible.
7. Recognizes the nature is a central element to the tourist experience.
8. Use guides trained in interpretation of scientific or natural history.
9. Ensures the wildlife is not harassed. Respects the privacy and culture of local people.

So, ecotourism can be called eco-friendly tourism where tourist activities are having minimum effect over visited place and environment is not degraded. In conclusion ecotourism is-

1. It provides for environmental conservation.
2. It includes meaningful community participation
3. It is profitable and can be self-sustained
2. Development of nearby tourist area to minimize the pressure over exciting spots.
3. Proper drainage facilities, market area development should avail.
4. Proper training should be provided to local guides through short term courses, different seminars, to make them efficient in their profession.
5. Proper security should be provided for tourists.
6. Maximum participation of local community in tourist activities should be ensure for their socio-economic development.
7. Development of weekend tourism, village tourism should be encouraging in the place.
8. Fairs & festivals should be encouraged by Government.
9. Handicrafts & cottage industries should be promoted.
10. Dealing with adverse impact of tourism by special studies conducted by department of tourism to assess the carrying capacity of popular tourist places.
11. Efforts should be made to regulate the tourist traffic in study areas and to ensure that no cultural pollution take place because of unregulated growth of tourism industry.
12. Special packages on low rate should be provided to students or during off seasons to attract more tourists.
13. Consultancy Services – Government should utilize their services for surveys and preparation of feasibility reports and projects for development of tourism infrastructures in area.

Conclusion

Jaisalmer is a city which is famous as GOLDEN CITY all over the world. Due to its great history, attractive historical forts, Havellies and

temples, sandunes of desert, unique colorful culture, fairs and festivals attract number of tourist not only from our country, but from all over the world.

Tourism helps in developing the area both economically and socially. But the phenomena is also having its dark side where number of negative effect of tourist activities are seen over the area.

Role of government to promote the tourism in area is also appreciable but the efforts are not sufficient. As the study area suffers from lack of facilities which should be provided to tourist as well as number of problems which was earlier explained in this paper.

The problems regarding development of tourism in area and negative effect of mass tourism can be checked by adopting concept of 'Ecotourism'.

By adopting all the measure regarding 'Ecotourism', tourism can be developed in sustainable way. And in this way this sector can help in all over development of Jaisalmer area.

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