

Problems of Tourism Industry in Rajasthan



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Abstract

Tourism industry is one of the major industries that add to the revenue of the state and central governments; contribute to the spread of the Indian culture including the culture of Rajasthan, and provide employment to the dwellers of the points and spots popular among the tourists who come from across the world in order to enjoy the culture of India.

With the passage and advancement of time, the tourism industry is growing more and more popular attracting the people from the various states of India and from the four corners of the world. The boredom of life and the tensions of family life need to be got over. There are several ways that are adopted for it, but the most preferred way is enjoying picnics, excursions and tours.

India is a great spot for tourism with several hill stations like Coimbatore in Tamil Nadu, Nainital and Mussoorie in Uttar Pradesh, Shimla and Kullu-Manali in Himachal Pradesh and Kashmir in J & K. The historical cities, such as, Agra, Delhi, Jaipur, Jodhpur, Udaipur etc. are equally important. Tours are made for several purposes, and each of the purposes aims at keeping the people away from the boredom and hectic daily routine that hardly allow anyone to enjoy life freely.

The paper which deals with the causes and effects of the development of tourism industry in India, especially explores the problems that the tourism industry in Rajasthan is facing, and that hinder the proper growth and development of tourism. The findings of the study confirm that the tourism industry in Rajasthan is facing several problems that can be rooted out only through the amendment in the tourism policies prescribed by the Government of India for the tourism department.

Keywords: Tourism, Industry, Abroad, Domestic, International, Hosts, Hotels, Lodges, Cultural Heritage, Destination, Historical points, Monuments, Cheating, Tourist Guides, Packages

Introduction

'All work and no play makes Jack a dull boy', is a popular maxim which lays emphasis on the fact that only work is not essential for the happiness in life, and that besides work, there are required the moments that can fulfill the emotional needs; that can keep the people away from the frustrations and harsh realities of life, and that can impart pleasure to them by associating them to beautiful objects of Nature, historical monuments, cultural heritage, the moments that can gratify the emotional needs etc.

In fact, man has a passion to see the unseen, to explore the unexplored and to enjoy the things that can impart him pleasure, joy, delight and happiness. Everybody has his own tastes, likes, priorities, interests, and aesthetic sense. The busy schedule of his life hardly allows him to peep beyond the socio-cultural sphere within which he spends his life from his birth to death.

The history of man witnesses that he has ever since been interested in going for picnics, going on tours and excursions, sea-voyages, enjoying the beauty of the natural spots, historical spots, arts and architecture and going for long-drive. There are several causes that force the people to go on tours. Some of them include- frustrations of daily-life and daily routine, lack of place for the gratification of physical and emotional needs, passion for sea voyages, passion for visualizing the variety of cultures etc.

Tourism has got the identity of being an industry that is considered now a great source of revenue and national and international income. With the exception of none, all the countries whether developed,

developing or undeveloped, approve tourism and approve it. India is not an exception to this rule. India is one of the most preferred destinations for tourism. Through its culture, historical monuments, hill-stations, beaches, lakes, gardens, parks etc, it is capable of imparting the real pleasure to the tourists who visit India and most of its states in thousands everyday.

Rajasthan is one of the best Indian states that are contributing to the enhancement, growth and development of the tourism industry. It provides employment to the local people; adds to the income of the state government; satisfies the passion and needs of the tourists, and enables the tourists to feel at home amidst the Rajasthani culture which is characterized by the art and craft, singing, dancing, availability of the historical places and points in abundance.

Fascinated by and succumbed to the distinct cultural traits of Rajasthan, thousands of the tourists visit the cities like Jaipur, Jodhpur, Udaipur, Jaisalmer, Alwar, Bharatpur everyday. Mount Abu is probably the best destination and honey-moon point for the newly-married couples; the entire Rajasthan is the best point for the lovers of history, and Bharatpur and Ranthambore in Sawai Madhopur are the best points for the lovers of animals and birds.

It is true that everyday the tours are organized and conducted in Rajasthan, but it cannot be denied that the tourism industry of Rajasthan is suffering from several problems that need to be abolished and rooted out for the proper development and growth of it. Some of the problems being faced by the tourism industry in Rajasthan include the following-

1. Problem of easy-receipt of passport and visa
2. Rigidity of rules and regulations meant to be observed by the tourists
3. Unorganized road maps to the interior destinations
4. High and unaffordable packages
5. Lack of means of conveyance
6. Lack of currency-exchange points
7. Lack of registered hotels, motels, restaurants and lodges
8. Lack of registered tourist guides
9. Lack of registered shopping points for the tourists
10. Crime against the foreigner-tourists
11. Violence against them

In order to ensure and guarantee safety, security and non-prejudiced environment to all the tourists; in order to realize and fulfill the various needs they come for; in order to impart them pleasure and joy; and in order to make them feel at home at hotels, lodges, restaurants and at other places, there is an utmost need of the proper development of the tourism industry of Rajasthan. Indeed, only then, it will be a real worthy industry.

Literature Review

1. Report of Indian Institute of Tourism and Travel Management

An Organization of Ministry of Tourism, Govt. of India (2010), says that tourism has been growing fast in encompassing manner with visible

socioeconomic manifestations. Its transformation process has also been equally interesting with new consumer groups of distinct travel motivations, life style patterns and travel requirements emerging in every facet. This offers both opportunities and challenges. The dialogue on inclusive tourism is not all that new. Rather, it has been integral to sustainable and responsible tourism formulations. It is an approach as well as movement aiming to provide and facilitate leisure and recreation opportunities to all those who are desirous of it. If there are barriers viz. physical, economic, societal, perceptual, and environmental; that should be mediated to foster equal participation and opportunities. To serve this, legislations and protocols are brought in at international and national levels. The concept and framework of accessible tourism are constituents of inclusive tourism. But it is a neglected area both in the academics and industry, because of which, very little information and knowledge is available. At the government level also, hardly any credible documentations are available to provide clear understanding of the subject. Perhaps, such state of affairs poses limitations to tap the potential of accessible tourism including in India.

2. V. Suresh Babu & B. Maran (2013)

In their jointly-written research paper entitled Challenges Faced by Tourism Industry in India, suggest that-

1. Experts in the fields of hotel management and tourism must be associated with all the decision-making bodies of the structure. All the tourist information bureaus must be adequately staffed and equipped to satisfactorily perform their functions.
 2. The state government must encourage its employees to undertake journeys providing concessions on the Central Government pattern.
 3. State Government should send proposals to the center for developing tourism in Gujarat and the center should provide adequate assistance to complete them.
 4. The State government must enact a comprehensive Tourist Act to direct and regulate the activities of the governmental and non – governmental sectors of this trade at the earliest.
 5. Better liaison should exist between State Tourism Department and ITDC
 6. A state level Tourism Planning Board should be set up to do perspective planning to provide the required fillip to the tourism industry in India.
- ##### **3. Laveena T. Dharmwani (2013), in Tourism in Rajasthan: Challenges and Opportunities**

Observes that the tourism in Rajasthan offer many unique products such as forts and palaces, heritage hotels, colorful fairs and festivals, local art and handicrafts. No doubt tourism industry in Rajasthan suffer some social and environmental problems such as poor

infrastructure, damage to heritage and pilgrimage places, environment pollution, lack of connectivity and shopping malpractices. Though it is true that government of Rajasthan has made many efforts to increase tourism in the state and try to improve various tourist services to provide good tourist facilities. No wonder that Rajasthan enjoy unique advantage as a tourist place because of its culture, tradition, cuisine, costumes and its numberless art forms. But it is true that Rajasthan face problems of underdeveloped and backward in means of transport and communication especially when compared with other regions of the country. Similarly problem of accommodation, lodging facilities, transportation and problem regarding drinking water while travelling are faced by tourist.

4. Rachna Singh & Vimal Bhatia (2014)

In the article Rajasthan tourism not able to attract many visitors, hold that Tourism in Rajasthan needs a shot in the arm with a campaign like Khushbu Gujarat Ki, but things are quite contrary in Rajasthan. Despite being an alluring destination replete with forts, palaces, havelis, lakes and the sand dunes, tourism is on the decline in the state because of lack of concern and focus by the government. Even though the department has the budget of Rs 10 crore approximately for marketing, tourism in Rajasthan is not doing well.

5. Vinay Kumar and Jasleen Jyot Kaur (2015), in Development of Rajasthan Tourist Destination

Case Study on Developing Infrastructure Strategies for Domestic Tourism, deals with the following challenges before the tourism industry in Rajasthan-

- a. Inadequate regional linkage the form of bad rail (meter gauge) and air routes.
- b. Pressure on the roads due to encroachment, excessive commercialization and vehicular movements.
- c. Lack of infrastructure facilities near the tourist places.
- d. Absence of public transport system.
- e. Lack of proper Traffic Management in the cities.
- f. Violation of rules, byelaw of public and resident leading to loss of heritage look.
- g. High rate of population growth and urbanization is leading to slums formation.
- h. Lack of database management in each sector especially in heritage and infrastructure development.
- i. Lack of awareness among the people towards heritage conservation

6. T. Subash (2015), in Tourism in India: Potentials, Challenges and Opportunities

Concludes that the travel and tourism industry has emerged as one of the largest and fastest growing economic sectors globally. Its contribution to the global Gross Domestic Product and employment has increased significantly. The Indian tourism industry has emerged as one of the key drivers of growth among the services sector in India. Tourism in India is a sun rise

industry, an employment generator, a significant source of foreign exchange for the country and an economic activity that helps local and host communities. India is a tourism product which is unparalleled in its beauty, uniqueness, rich culture and history has been aggressively pursuing the promotion of tourism both internationally as well as in the domestic market. With increasing tourist inflows over the past few years, it is a significant contributor to Indian economy as well. Rising income levels and changing lifestyles, development of diverse tourism offerings and policy and regulatory support by the government are playing a pivotal role in shaping the travel and tourism sector in India. However, the sector is facing challenges such as lack of good quality tourism infrastructure, global concerns regarding health and safety of tourists, disparate passenger/road tax structures across various states and shortfall of adequately trained and skilled manpower. While several plans and programmes have already been devised for tackling these challenges, successful implementation would be critical to accelerate growth. Concerted efforts by all stakeholders such as the central and state governments, private sector and the community at large are pertinent for sustainable development and maintenance of the travel and tourism sector in the country.

Objectives of the Study

1. To study the industrial scenario in India and to produce it in brief
2. To enumerate the tourism industry in the world at large
3. To point out the specific features of the tourism industry in India
4. To emphasize the Rajasthan tourism industry
5. To mark and point out the various cities and districts known for attracting the tourists from around the world
6. To produce the scenario of the tourism industry in Rajasthan
7. To explore the causes of the growth and development of the tourism industry in Rajasthan
8. To bring forth the problems being faced by the tourism industry in Rajasthan
9. To provide suggestions for the improvement and enhancement of the tourism industry in Rajasthan

Hypothesis

1. Rajasthan is rich for tourism
2. The historical and cultural heritage of Rajasthan is capable of attracting the tourists from around the world
3. Rajasthan receives thousands of tourists everyday
4. Rajasthan tourism industry provides several job opportunities to the people
5. Rajasthan tourism industry contributes in taking the Rajasthani culture to the various parts of the world
6. Rajasthan tourism industry imparts Rajasthan a distinguished identity

7. Rajasthan tourism industry is facing several problems that need to be abolished for its proper growth and development
8. Rajasthan tourism has a bright future provided it is given special weightage

Methodology

Designed on the secondary data collected from the traditional and modern sources, and based on the principle of objectivity, the research paper is a scientific study on the problems before the tourism industry in Rajasthan. The paper was prepared keeping in view all the steps of social research prescribed, laid down and approved unanimously by the eminent social scientists. Selection of the problem, study of the related literature, review-making of the selected published works, defining the objectives, formulation of the hypothesis, adoption of the method, analysis of the contents and finally, the conclusion are the steps that were followed for the purpose.

Conclusion

Rajasthan is probably the best and most fascinating state of India in terms of culture, art and craft. Tourism Industry has helped in taking the culture of Rajasthan around the world. This is the reason why it receives thousands of tourists from most of the western countries of the world. Rajasthan has much to satisfy the aesthetic sense, love for historical monuments, love for the cultural modes etc.

The forts, havelis, lakes, mountains, rivers, sanctuaries of Rajasthan enslave the tourists of the world in such a way that many of them permanently settle here in order to enjoy spiritual peace and beauty of nature. Pushkar in Rajasthan is the best example to prove it where hundreds of foreigners have been settled for a long time either alone or with families.

To everyone's surprise, a few of them even married with the Rajasthani males and females. Though the tourism industry in Rajasthan is flourishing, but its growth and development is slow. The various problems are being faced by it. It needs to be restructured in a way that the tourists are ensured all safety and security, and can feel at home while in Rajasthan amidst the people of Rajasthan.

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