

Kinetics of Modern Tourism- Future Challenges (An Analytical Study of Rajasthan)

***Dr. Om Prakash Sharma**

Abstract

Earlier, Cultural, Religious, Historical and Business Tourism were popular in the world. But now the changed mood of tourists has paved way for Modern Tourism i. e. Package Tours, Mountaineering, Eco- Tourism, Theme Park Tourism, Sports Tourism, Health Tourism, Boating, and Camel – Horse – Elephant Safari, Summer / Winter Festivals, Rural Tourism, Adventure Tourism, Wedding Tourism, Geo Tourism, Medical Tourism Night Tourism etc., which attract tourists from far of places. These kinetics of modern tourism have emerged as a major instrument in promoting international understandings, providing source of income of those nations which encourage and foster it. Rajasthan, being a frontier and desert State has occupied an important place in the Indian tourist map from the very beginning. *Rajasthan*, being a frontier and desert State has occupied an important place in the Indian tourist map from the very beginning. This State consists of many attractive tourist places with their heroic tales of historic importance as well as its captivating natural scenery. Rajasthan is really a heaven for the both kinds of tourists viz- Indians as well as foreigners. This is because of its natural heritage, cultural richness, glorious paintings, and heroic tales and because of its architecture and colorful fairs and festivals. Foreign tourists are amazed by the majestic and splendid forts, temples and havelis with their superb architectural grandeur. Although the Govt. of Rajasthan has taken so many active steps to promote the tourism industry along with streamlining the administration and gearing by everything possible to attract the more tourists. But still there are certain fundamental and bewildering problems and emerging challenges being faced by the tourism sector and allied services of the state, time and again.

The main thrust area of the present study is to bring out prospects and promotion of modern tourism and related emerging challenges facing Rajasthan in the present market-oriented scenario. The research work also widely touches upon the promotional strategies that are required to be focuses by tourism sector in the quest for competitiveness and in building sound and strong tourism infrastructure in the changed market driven economy. It is also relevant to look for reasons and their remedies as to why the state of Rajasthan despite its vast rich tourism potential, lags in attracting tourist traffic and below performance in comparison to other developed tourism states. This is really a puzzling question and needs immediate action.

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INTRODUCTION:

In the present boundary less world, the external environment has changed drastically be it political, geo-political, social, economic or the technological arena. It is the rapid pace of change that is the main driving force in present time. In the changed market driven economy, all business organizations including tourism are today faced many challenges due to these far -reaching changes in the environment. This has brought in the need for tourism countries and states to consider how they are meet the new challenges and adopt appropriate strategies not only meet change head-on but to anticipate change.

Rajasthan tourism has brought many laurels to the country. It has been the forerunner in promoting tourism to this part of the subcontinent. Rajasthan is the first state to promote fairs & festivals, bring into limelight its classical and folk performing artists on the national and international stage. The first to relies that rural tourism wound bind the rural and urban populace and brought in the heritage hotel concept. At present about 13.45 lack foreign and 267.83 lack Indian tourists visit the Rajasthan every year. Trend analysis by experts indicates that by the year 2019, the state would be receiving about 14.89 lack foreign and 276.23 lack domestic tourists. If the tourism potentials of this state is fully exploited, it is estimated that four times increase in employment, five times increase in the number of tourists and three times increase in the foreign exchange earnings is possible. In short, tourism an in industry undoubtedly is one which can prove tremendously helpful in enriching and advancing the backward and depressed economy of the state. Therefore, it is imperative to promote the tourism potentials of this state.

For the successful promotion of modern tourism trade, the negative factors should also be given due weightage like events on world scenario, fuel shortage, pollution, rising operating costs and internal disturbances etc. A logical carefully thought promotional strategy fully integrated with market driven economy, is the need of the hour to identify tourism recreation resources. It is for the planners and developers to take full advantage of the opportunity to build and maintain tourism success story with respect to economy and ecology. In short, we can say that effective explorations of thrust areas of tourism industry need a systematic and synchronized approach. And an action-oriented promotional plan is required to meet the emerging challenges of the modern tourism industry.

OBJECTIVES OF THE STUDY:

- To analyze the overall contribution of the tourism industry to the economy of Rajasthan in the present market driven scenario.
- To find out the social, economic, cultural and environmental problems and emerging challenges in way to promoting tourism and allied aspects and their probable solutions.
- To plan such a tourism policy which may be helpful in promoting sound strategies to match the requirements of a highly developing tourism industry.
- To suggest the promotion of infrastructural facilities, improvement in the internal efficiency and reducing the cost of operation in order to offer quality services according to the changed market scenario.

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METHODOLOGY: In the collection of various information and data **Canvassing** Schedules & Questionnaires, Objectifying Personal Interview, Direct Personal Observation, Opinion Polls and Published Records etc. have been used to assess and evaluate the dimensional magnitude of the Tourism Industry in the state of Rajasthan.

ANALYSIS AND INTERPRATATION OF DATA:

The data so collected have been classified, tabulated, analyzed and interpreted in detail. Although classified data have been tabulated in different tables but data of significant nature can be shown as under -

**Respondent's Opinion about the facilities provided
by the Hotels of RTDC**

S. N.	Opinion Regarding Quality	Meal facilities		Boarding		Entertainment	
		No. of Respond.	Percentage %	No. of Respond.	Percentage %	No. of Respond.	Percentage %
1.	Excellent	92	18	120	05	140	35
2.	Satisfactory	220	47	168	42	196	49
3.	Unsatisfactory	124	19	20	05	164	16
4.	Not available	64	16	192	48	00	00
Total		500	100	500	100	500	100

The data shown in the above table establishes the fact facilities provided to the tourists in respect of tour, boating and midway are on the whole quite satisfactory. The table shows that a good number of respondents have also opined the opinion that there is a lot to improve in these facilities. However, looking to the percentage of respondents who have opined unsatisfactory viz 19% on Meal facilities, 05% on Boarding and 16% on Entertainment, it is inferred that the situation needs immediate attention to remove the causes of dissatisfaction. On the other hand, the situation is more alarming where the facilities are not available viz Entertainment. The above table does not show excellent facilities in higher percentage. There is scope for improvement provided by RTDC hotels on Meal facilities.

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**Respondents Opinion about problems experienced by Tourists in the areas of Road Transport,
Air & Railway Travel and Reservation**

S. N.	Opinion	Transport Facility		Air Reservation		Railway Reservation	
		No. of Respond.	Percentage %	No. of Respond	Percentage %	No. of Respond	Percentage %
1.	Available	328	57	170	35	240	60
2.	Not available	172	43	150	25	248	37
3.	No Opinion	00	00	180	40	12	3
	Total	500	100	500	100	500	100

The Data given in the above table are satisfying as 57% facilities in the area of Road Transport, 35% facilities in the filed of Air Reservation and 60% facilities in Railway Reservation are available for the both tourists foreigners and domestic. On the other side the extent of facilities not available in these areas are – Road Transport 43% Air Reservation 25% and Railway Reservation 37%. These figures lead one to believe that the tourists are not satisfied with Road Transport and air transport in Rajasthan. So that it is imperative that the facilities relating to air facilities should be provided to the tourists in this state.

**Respondent's Opinion about the role of Government
Agencies in Promoting Tourism**

S.No.	Opinion	No. of Respondents	Percentage
1.	Excellent	133	26.6
2.	Satisfactory	193	38.6
3.	Unsatisfactory	103	20.6
4.	Do not know	71	14.2
	TOTAL	500	100

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In the above table the opinion of the respondents was analyzed to judge whether the role of Tourism Department is contributing to the growth of tourism in Rajasthan. 26.6% of the respondents believed the role played by Government authorities and tourism department is excellent. Similarly, 38.6% of the respondents held the view that the role played was not up to mark and so they would say that it is satisfactory. Nevertheless, both the sets of opinion suggest that the role is positive. But there is certainly some scope for improvement. This argument of the scope of improving is confirmed by 20.6% respondents who feel that the role of Government agencies is not satisfactory and much needs to be done to improve the performance. Once this performance improves, the tourism in Rajasthan would let a boost. Therefore, the authorities and policy makers should think of the shortcomings and hurdles which when attended to, would promote the tourism of state. In respect of responses the tourists, Historians and Tour operators were prompt in responding to the questionnaires. But Tourist Officers, Govt. Authorities and Hoteliers were not so prompt. Various foreign tourists responding to the questionnaires belong to France, Germany, U K , Italy, Switzerland, USA, Australia, Canada etc.

CHALLENGES BEFORE MODERN TOURISM IN RAJASTHAN:

Due to following barriers and emerging challenges, the tourism sector of Rajasthan could not make the desired development and promotion in comparison to other developed tourism states:

- There is dearth of standard residential accommodations which cannot meet the requirement of foreign tourists fully. At present there are several hotels operating in Rajasthan which are insufficient to cater the needs of incoming tourists.
- At present there is little contribution from private sector on the development of tourist places. Our history speaks that in the past most of the beautiful monuments, domes, havelis etc. were the contribution of private sector, where as today their contribution is negligible and they have lost their interest in this field.
- As on today, despite being a network of road and rail, there are several tourist places in this state where there is lack of proper approach road and rail transport facilities. In certain places no regular transport is available.
- Most of the excursion places of Rajasthan are situated in remote areas far from the reach of train links, although, all the big cities of India are well connected with broad gage rail line but many tourist places of the state still suffer from broad gage lines.
- Since the state has only one international air landing facility at Jaipur, this restricts the number of foreign tourists.
- It was observed during the study that the foreign tourists were not fully satisfied with the boarding facilities provided to them.
- Presently, hardly a few agencies are organizing package tours, such agencies arrange the package tours of the places or big cities which are well connected with rail, road and air links.

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Thus, rarely any agency might have arranged any package tour for the isolated excursion places of Rajasthan.

- As discussed earlier, there are several places in Rajasthan where, there is ample scope for their development as tourist place. By a little interest and providing some infrastructural facilities such places could also be converted into excursion places.
- Today, some of the old forts, havelis, monuments are in very bad shape. Due to their dilapidated condition, they may prove life hazard instead of entertaining a tourist.
- The irregular power supply is also a hindrance in increasing the number of tourists. Because at the time of survey most of the hoteliers and excursionists reported that they were feeling a lot of inconvenience due to irregular power supply particularly in rural areas of the state.
- For the historical forts, monuments, buildings etc., it is essential that their historical backgrounds should be explained to the tourists in an interesting way. But there is total dearth of such guides. The guides who accompany the package tours are hardly aware of the historical backgrounds of such tourist places in this state.
- In the absence of tourism information centers the tourists are unable to get proper guidance and information. At times the tourists returned without any excursion visit in lack of proper information.
- Although the Rajasthan is famous for its fresco paintings but due to proper preservation and protection most of the frescoes are getting faded or destroyed in the dilapidated havelis and forts.
- In the absence of tourism training centers, the taxi drivers, hoteliers, tour operators, tourism personnel force etc. do not have proper information about the places of excursion. Since the taxi drivers etc. are not properly trained, they are not able to handle the tourists in right manners due to language problem.
- During survey some of the foreigners disclosed that they were cheated in India by taxi operators as well as rickshaw pullers. They were also black mailed by some of the travel agents and the member of the LAPKA group and DIBBA group. In addition, they were also making complaints about some tooters. Although they stated that they faced such problems in big cities but it is afraid that if no appropriate timely action is taken by the concerned authorities, the above problems may engulf all the regions of the state.
- There are certain attractive and historical places but still they are unknown to the tourists.
- Some unsocial elements destroy the beauty of the historical monuments by scratching the buildings, frescoes and writing names and other indecent slogans / sentences and by drawing absence pictures on the walls and also by spreading dirt on such places.
- There are no scheme or facilities from government side to motivate the local and domestic tourists.

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- While surveying it was observed that certain greedy people are disposing of the historical and architectural items like chandeliers and other decorated items, wooden windows and doors fixed in historical buildings, forts, havelis etc., on which artistic design work was done in old times. Thus, they are destroying in the beauty of these historical buildings. If such a tendency of the people is not prevented and controlled properly, the time may come when the attraction towards these historical buildings of this state will be lost. And thus this will have an adverse impact on the tourists.
- Increasing corruption activities in the Department of Tourism and RTDC, is also an important challenge before the government of Rajasthan.

CONCLUSION:

After analyzing the all-dynamic promotional aspects of modern tourism in Rajasthan, it can be stated that the state has huge potentiality of tourism that should be explored with the implementation of effective and long-term policies and plannings. Promotion related problems and future challenges should also be identified properly and they should be managed with the help of experts and tourism professionals.

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