

Role of Media in Tourism Development of Jaipur District

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Abstract

Society is influenced by media in so many ways it is the media that helps message to get information and to form opinions and judgements regarding various issues. It is the media that keeps people updated. In present era in tourism industry also media plays an important role in motivating a drive during or visiting different places. In this way like hospitality and transportation media is also crucial for the development of tourism industry. As the inaccessibility can prove fatal to a hotel or, tourist site in the same way and isolate or unknown status of a place may result in a real setback to tourism industry.

Today Jaipur city is an important tourist destination on world map. for its worldwide acknowledged image of a pink city its heritage buildings and the look of the city is important. but media is equally important in projecting it as a famous tourist destination through different means of print and digital media. Present study focuses on the role of media in tourist development of Jaipur district.

Keywords - media communication, information centres.

Introduction- In bygone era means of media were limited because of which prompt information was transfer to a limited area. present world easy world of information. there are numerous means of communication print media, electronic media, which keeps on accumulating information day by day regarding, polity, lifestyle facilities etc.

These various types of media help in generating a profile about a place in terms of its location, climate, accessibility, attractions and shortcomings as well. It is this impression which generates a stimulus to visit a place or not in the minds of aspiring visitors.

Thus, in order to become a flourishing tourist site an exchange of ideas is a must. availability of various types of media at a place and there enter connection with other places worldwide is there for a great support in this regard. Besides attracting a tourist availability of such features of great advantages foreign area, all these make say tourist feel at home by communicating to their family and friends.

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Role of communication can be understood by knowing its major role:

- Decision making- and tourist itineraries relating to travel sites food and accommodation etc. are all based on this decision making.
- Image formation- communication of proper information about place helps in developing an actual image in the minds of a receiver the negative image will discourage while a positive image will encourage him to proceed further.
- Creating friendly environment- Timely and proper exchange of knowledge and formation about places and people automatically result in developing a friendly environment on a unknown land.
- Tackling unfavourable circumstances- No one can predict the happenings of a next moment positive moment is okay but if the result is negative the situation becomes quite uneasy on a land away from home during such situation timely communication plays a significant role in handling the situation.

Hypothesis – ‘media helps in promoting tourism at a place’.

Objective –

1. To analyse the available means of media in Jaipur district.
2. To analyse the role of media and tourism development of Jaipur district.

Methodology - present work is based on the secondary data obtained from tourism department and local agencies of media.

Study area - Jaipur the capital of Rajasthan was founded in 1727. This largest city in Rajasthan is also famous as the pink city, it is so because in 1876 the city was painted with terracotta pink colour in grand welcome of the Prince of Wales. since then, the name has given the city a unique identity of its own.

With a spectacular hilltop and starrng fortresses, Jaipur has become an important tourist destination worldwide. The serene temples, the longstanding forts and palaces, Anne beautiful haveli, with royal touch unique street food and local dishes all with a warm hospitality. all these features add a lot to the glory of the land and its people.

This royal grandeur of the city creates an enormous pull in terms of tourism. every year lakhs of domestic and foreign tourists visit this part of the world just to enjoy the unique architecture of the, historical buildings and to experience the vibrant culture of this city.

In this process of generating an impulse of visiting this part of the world, media holds the key role. it

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is the media which helps in formulating image about tourist destination. media helps in formulation of itinerary of travelling, stay, accommodation time of visit etc.

Significance of media in tourism development of Jaipur district –

Jaipur is an important tourist place in India, as every third tourist visiting India. Likes to visit Jaipur every year lakhs of tourists turn to the city and get influenced by its activities of tourism which adds immensely to the state's exchequer.

To strengthen this activity a dynamic factor in the form of a developed means of media is much needed. Requirement acquaintance with the various attractive tourist sites available in the area age of prime concern for the development of tourists in a place like Jaipur, and this task is very much fulfilled with the support and availability of developed means of communication in an area. not only this but a descriptive information about the available means of transport facility to the destination and about the local means of transport, accommodation and locale Is also provided by the various means of Communication.

Both government and private bodies are involved in this task of dissemination of required information to the tourists. in past few years, the role of electronic media has been significant a knowing about the, details of a place as well as in executing, plans bye online booking for transportation and accommodation.

Scope of the study - out of the 13th tehsils of the Jaipur district, from the point of tourist 4 the seals Chomu, Amer, Sanganer, Jaipur is significant. Even in these 4th sales there is mark difference in tourist arrival as well as in the available means of communication.

Analysis of Role of Media In Jaipur District

Present research work was undertaken in 4th a sales of Jaipur district which were popular sites of tourism for domestic and foreign tourists. While analysing the role of media in tourism development of Jaipur following results were found.

- **Role of media in Jaipur tehsil**- Out of the total 15,00,000 tourists in Jaipur district during 2015 which included domestic 9,00,000 and foreign tourists 6,00,000 of this more than 90% stayed in Jaipur tehsil.

Various means of media found in Jaipur tehsil were-

Electronic media- in Jaipur tehsil both government and private telecommunication services are available. (BSNL, Airtel, Aircel, idea cellular, reliance, Vodafone et cetera). These services provide 24×7 Uninterrupted service to the users by way of, cell phones Internet, telex, facts Tele conferencing etc. Besides telecommunication service there are many satellite TV channel service providers in the city. these channels keep tourists updated about the world events and enter 10 dams in their leisure time.

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Today both of these services have become integral to every good hotel as their main feature. even many hotels provide free WIFI access. To their visitors

Print media -number of popular English and Hindi newspapers ranging from, the Hindu Hindustan Times, Deccan Chronicle, to Rajasthan Patrika, Dainik Bhaskar, Dainik Navjyoti etc. Are in circulation in this part of the district. one can keep himself updated through these newspapers about the local news and the national and international events.

Magazines- there are numerous vendors and stores of national and international magazines across the tehsil. these print material in the form of novels, magazines, periodic monthly, and and well provides lot of information about, local national, events the customs, and traditions the popular dishes, market etc.

Tourist reception- centre there are 3 tourist reception centres in the tehsil which have been install at the main bus station, railway station and at the. Government hostel these tourist centres provide every sort of information to the visitors verbally and by distributing literature in published form about the tourist sites, available accommodation facility, Food, sightseeing, money exchange, market, hospital etc.

Postal services- communication through postal means is quite developed in Jaipur tehsil. Grant post office at mi road is located centrally and it offers services like speed post foreign post office parcels, money transfers etc. Sanganer get post office is another centrally located post office while hundreds of other small post offices are located in every part of the tehsil.

In addition to Postal Service there are numbers of private Service providers in the tehsil like blue dart, DHL, overnight express et cetera. all these provide services related to parcels, messages, online shopping et cetera.

Role of media in Chomu tehsil

Both electronic and print media are available in Chomu tehsil. Chomu is well connected with modern means of communication cell phone, telephones, Internet, facts. But as there is limited urbanization in the area and low inflow of tourist one cannot find these services in every corner of the tehsil like the one in Jaipur tehsil.

Print media only couple of newspapers mostly Hindi or supplied here. as the area is dominated by rural people and agricultural activities there are less stores of print media.

Post office these are available but r at large distances and offers limited services of post and the parcel. Private Courier services in the area compensate the problem to some extent, still the Services or not efficient like Jaipur tehsil.

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Tourists' reception Centre moving to minimal tourist inflow no such centre has been established by the government. However, the heritage hotels in the area provide services regarding sightseeing, travel food and accommodation.

Tourist arrival in Chomu tehsil (2011-12)

Hotel	Foreign Tourist	Domestic Tourist
Chomu Palace	3540	1500
Samode Palace	5733	2525

Source: Self Surveyed

Role of media in Amer tehsil

Available means of communication are post offices, telephones, cell phone connectivity, tourist reception centre, internet and newspapers. But the general accessibility of internet (cyber cafes), English newspapers and mazarines and courier service is not smooth in the area. However, there are heritage and star category hotels which provide all these services to the tourists.

Tourist reception centre- At elephant stand near Amir Fort provides necessary information to the visitors. As there is scarcity of other facilities Available in the area so tourist reception centre proves to be of great help to tourists in this area.

Tourist Arrival at Amer Fort Site in Amer Tehsil (2011-12)

Name of Site	Domestic Tourist	Foreign Tourist	Total Tourist	Income
Amer Fort	945928	282234	1128162	89794250

Source-From RTDC

Unlike other tehsil of Jaipur district most of the tourist rushes back to Jaipur by evening in order to view other tourist sites and to enjoy the market and the food this is the main reason that neither the means of transportation nor the means of communication developed to full extent in this tehsil. The nearness and its dependence on the Jaipur city have really hampered the pace of development in this tehsil.

Role of media in Sanganer tehsil

Availability of the 3 modes of transportation, Airways railways roadways has played significant role in keeping up the area well connected informed. Asda Sanganer tehsil is just the continuation of Jaipur tehsils urban area, so latest means of communication facilities are found in the tehsil. there are

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number of cyber cafes, telephone cell phone satellite channel service providers like Jaipur tehsil. In fact, it enjoys all those services of media which are found in Jaipur tehsil. tourist reception centre at the airport is significant one in dispensing essential information among the visitors.

Conclusion- Role of media in, tourism development of a place is supportive it is not the primary factor. For tourism there should be a variety of tourist sites that can attract tourists. as the cases in Chomu tehsil, where there are only limited sites of tourism market and accommodation facilities are not developed ones. So, tourist centres and good quality hotels providing different services of communication could not be Developed in this area. While in Amer tehsil the topography and layout of the tehsil on the other side of the Rowley hills hampered the continuous urbanization process from Jaipur tehsil like the one in. Sanganer tehsil.

The role of media cannot be underestimated as it is the machine and the service which keeps the visitors well informed at the source and the destination. has nothing can help you more than a reliable information from a reliable source when one is a stranger in an area.

Suggestions-

1. Budget and economy class hotels can also provide free Wi-Fi facility and printed information regarding local market transportation and food et cetera.
2. Vendors and people involved in tourism business (Transportation, drivers etc.) Should be polite and updated enough to pass on reliable information to the visitors of the area.

***Lecture**
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