

Rajasthan Tourism for Economic Growth: A Review

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ABSTRACT

Strength defines every nation. Economies classify nations as developed, developing, or undeveloped. India is a developing nation because we trail behind developed nations in infrastructure, technology, industry, education, and other areas. The main reason is that we're varied. We don't know which sector is our strongest and most concentrated. India has the resources to expand tourism, thus it should. Tourism's multiplier effect boosts infrastructure, technology, agriculture, economy, and other services. Rajasthan, like the nation, has great tourism potential, but our government is unable to capitalize on it. Challenges exist in using its resources to generate money and jobs. This study focuses on Rajasthan's economic development-boosting industries and resources. It also highlights issues and proposes solutions.

KEY WORDS: Tourism, Economy, Development, Historical Places, Infrastructure

INTRODUCTION:

It is imperative to have economic growth and development if one want to ensure the best possible utilization of available resources, as well as long-term economic welfare and sustainability. The rising living standards of the populace are a direct result of economic expansion. Larger economies grow in a manner that is both sustainable and contribute much more to the global economy. The government of India has launched a number of programmes with the goal of fostering economic expansion and advancement. India has achieved significant strides in terms of its economy over the course of the past few decades, particularly in the areas of information technology, infrastructure, agriculture, and other areas. With a GDP growth rate of approximately 6 percent on average, India is currently regarded as one of the most important developing countries. India has the seventh-place spot on the global rankings for nominal gross domestic product.

Rajasthan Tourism for Economic Growth: A Review

Ishwar Ram

Although India's economy is expanding at a steady rate, there are still a few states in the country that are behind the rest of the country in terms of development, despite the fact that there is significant room for expansion. The only thing that needs to be done is careful exploration of the possible industry and its resources. One of these states that has a significant amount of untapped potential for growth is Rajasthan. There is a wide variety of employment prospects available, including the handicraft industry, the marble industry, the mining industry, the textile industry, agricultural, medical, higher education, and tourism as the most important.

The world's tourism industry is expanding at a breakneck speed. It has become an important component of the global economy and a significant component of the labour force involved in international trade. It is making a significant contribution to the development of infrastructure, transportation, technical advancement, cultural and social growth, and many other areas of development. In addition to this, it has a notable and revolutionary impact on economies all over the world. Because of the many facets it encompasses, this industry acts as a stimulus for economic growth and contributes to the maintenance of a balanced regional development. It is an industry that requires a modest amount of capital, is labour intensive, has an economic multiplier, and provides the chance to earn foreign exchange at a low cost to society. The tourism business has a significant influence, both socially and economically, on the nation in which it is located. It does this by boosting employment and investment, altering the structure of the economy, and making a positive contribution to the balance of payments.

REVIEW OF LITERATURE:

According to (Gosh Viswanath, 1998), one of the most important export industries in the world is tourism. According to Dwyer et al. (2004), the possibility that tourism can have an effect on economic activity has been known for a very long time. It is generally accepted that an increase in total economic activity is something to strive for, and tourism is considered as contributing to this overall increase. As will be demonstrated in the following explanation (Dwyer and Forsyth, 1993), the beneficial effects that tourism has on economic activity are frequently and incorrectly referred to as the "benefits" of tourism. According to Brohman (1996),

Rajasthan Tourism for Economic Growth: A Review

Ishwar Ram

several nations are placing a greater emphasis on international tourism as an essential and potentially lucrative area for economic expansion. Through multiplier effects, improvements in the balance of payments, and an increase in the number of government measures that support tourism, the rapid expansion of tourism leads to an increase in household income as well as government revenues. As a result of the potential economic benefits of tourism, such as increases in foreign exchange earnings, income, employment, and taxes (Archer, 1995, Balaguer and Cantavella-Jorda, 2002, Dritsakis, 2004 and Durbarry, 2002), many governments have engaged in tourism development with the intention of promoting economic growth (Sahli and Nowak, 2007). In the most recent tourism research (Arslanturk et al., 2011 and Kim et al., 2006), one of the most discussed topics is the examination of the connection that exists between the expansion of tourism and the expansion of the economy. The significance of tourism on a global scale, as demonstrated by the effects it has, makes it an industry with significant economic weight. Because tourism is not only a source of income and employment, but it also serves as a major factor in the balance of payments for many countries, it has consequently gained increasing attention on the part of governments, as well as regional and local authorities, business investors, and others who have an interest in economic development. Tourism is a source of income and employment, but it also serves as a major factor in the balance of payments for many countries. In a groundbreaking study, Kraph (1961) came to the conclusion that tourism serves a "special function" in developing nations. This "special function" was defined by Kraph in terms of a number of "economic imperatives" as follows:

- Utilisation of the country's own natural resources; Capacity to Provide Internally Many of the Needed Goods and Services; Improved Balance of Payments; International Competitiveness due to Favourable Terms of Trade; Social Utility of Investments in Tourism: Employment Generation and Multiplier Effect; International Competitiveness Due to Favourable Terms of Trade; A healthy, sustainable growth
- The jobs that are created as a direct result of tourism can be found all across the economy, including in retail, construction, manufacturing, and telecommunications, in addition to tourism businesses themselves. These

Rajasthan Tourism for Economic Growth: A Review

Ishwar Ram

positions are typically found in smaller and medium-sized businesses; they provide valuable training and opportunities for career advancement; and they employ a disproportionately high number of young people, women, and members of underrepresented groups.

- According to the World Trade Organisation (1999), tourism can be one of the most effective drivers for the growth of regional economies, and these trends apply to both industrialised nations and emerging economies. It is recommended that a systematic approach be taken to the development, planning, and administration of tourism because this method is able to account for social and environmental issues, in addition to the economic variables that have been the focus of earlier studies.
- According to Smith (1996), the tourist system is an open system because it reacts to shifts in the social, natural, and economic elements that influence it, and it is undergoing a process that leads to an increase in its level of complexity. Additionally, tourism encourages the construction of infrastructure as well as the redistribution of resources, both of which contribute to the reduction of levels of poverty.
- The travel and tourism business is a significant driver of both economic and social transformation. According to an analysis conducted by the World Bank and the Overseas Development Institute, there are three primary channels via which tourism can contribute to the alleviation of poverty.

THE SIGNIFICANCE OF THE TOURISM INDUSTRY TO THE WORLD'S ECONOMY:

Employment opportunities are generated in all three of these ways thanks to tourism. It results in employment opportunities across a wide spectrum. According to the World Travel and Tourism Council (WTTC), published in 2015, the travel and tourism industry is still among the top five largest businesses in the world. It is remarkable how much of an impact the industry has overall. The tourism and hospitality industry is one of India's top ten most important industries. According to the data put out by the WTTC, tourism was responsible for over 9.00 lakh crores, which is 6.8% of the nation's GDP. It also provided

approximately 38.00 million jobs, which is 7.89% of the nation's total employment. It is anticipated that throughout the subsequent ten years, this sector will expand by an annual rate of 4% on average. This will raise it to 11% of the world GDP, which is equivalent to almost \$11 trillion USD. It is estimated that by the year 2021, it will be responsible for 340 million jobs, which is equivalent to one job out of every 112 jobs on the planet.

THE IMPORTANCE OF THE TOURISM INDUSTRY TO THE INDIAN ECONOMIC DEVELOPMENT:

The tourism sector of the Indian economy is economically significant and is expanding at a rapid rate. According to estimates provided by the World Travel and Tourism Council, the tourism industry contributed INR6.4 trillion or 6.6% of the nation's GDP in 2012. It was responsible for 7.7% of the country's total employment, which was 39.5 million jobs. It is anticipated that the industry would expand at a pace of 7.9% on a yearly basis on average between 2013 and 2023. This places India in third place among the countries that are projected to have the tourist industry develop at the highest rate over the next ten years. There is a sizable market for medical tourism in India, which is projected to expand at a rate of approximately 30 percent every year until it reaches approximately 95 billion dollars by the year 2015. This article covers how India is becoming more well-known as a tourism destination around the world as a result of the country's increased emphasis on innovation and the creation of value for visitors. It intended to modify the attitude and behaviour towards foreign tourists by focusing on the fact that a guest has been held in great esteem in India ever since ancient times. This was done with the intention of changing the attitude and behaviour. In addition to this, it investigates how the expansion of India's economy has affected tourism, the factors that contribute to economic growth, the role of the tourism industry in India's gross domestic product, and international versus domestic tourists. The article also investigates the notion that the policies of the Indian government and the support from all levels are largely responsible for the phenomenal boom in tourism that has occurred in India. Many people believe that tourism is one of the best ways to make money.

Rajasthan Tourism for Economic Growth: A Review

Ishwar Ram

It can be broken down into a number of sub-industries. We analyse the contribution that tourism has made to the development of national income, the expansion of employment possibilities, the raising of tax revenue, the generation of foreign exchange, and the transformation of regional economies as part of our research into the beneficial economic consequences of tourism. Travel and tourism constitute a significant portion of the economies of the vast majority of nations across the globe. The industry has major indirect and induced effects on the economy, in addition to the direct effects it has on the economy. Indian tourism presents a kaleidoscope of many cultures, customs, and festivals, as well as a variety of interesting destinations to visit. The tourists have a wide variety of options to choose from. India is a country that is home to a diverse range of cultural practices and customs. This feature is even mirrored in the country's tourism industry. The various regions of the country each have their own unique set of exciting destinations that are worth checking out.

THE IMPORTANCE OF THE TOURISM INDUSTRY TO THE ECONOMY OF RAJASTHAN:

Tourism is one of Rajasthan's most successful industries thanks to the state's natural splendour and rich cultural heritage. Over 36.6 million people travelled to Rajasthan in 2015, making it the most visited state in India. In 2013–2014, the state was responsible for more than 20% of all international visitors to India. In addition, Rajasthan is a component of the tourist circuit known as the "golden triangle," which connects the nation's capital city of Delhi to the cities of Agra and Jaipur. According to the findings of a recent survey, Jodhpur, which is the second largest city in the state of Rajasthan, is one of the top 10 chosen places that tourists have on their wish lists for the following year.

Approximately fifteen percent of Rajasthan's GDP is derived from tourism, which results in economic benefits such as revenues in foreign exchange, regional development, infrastructure development, and promotion of local handicrafts.

The contribution of tourism to Rajasthan's Gross State Domestic Product is 2.7% (5.2% after including indirect effects), while the percentage of state employment that it accounts for is 1.9% (7.2% after adding indirect effects).

The state of Rajasthan's economy is strongly influenced by tourism in a meaningful way. Tourism creates and expands employment prospects, as well as opportunities for revenue and investment, and also contributes to the development of infrastructure.

When compared to other industries, the tourism industry is more gender neutral; additionally, women make up 65 percent of the workforce in the international tourism industry. Even for the state of Rajasthan, the tourist industry provides a platform that makes it possible to raise the labour force participation rate.

Therefore, it would not be incorrect to say that despite the fact that the expansion of the tourist sector is not one of the top three objectives of the state government, Rajasthan still possesses a large potential to take advantage of the chance. There are a few very significant challenges and hurdles that are keeping Rajasthan's tourism industry from developing to its full potential.

IMPACTS OF TOURISM ON THE ECONOMY:

Tourism can provide numerous economic and social benefits, particularly to rural areas and countries that are still in the process of developing, but mass tourism is also connected with some negative repercussions. It is impossible for tourism to be sustainable unless it is effectively managed. This management must ensure that the potential financial benefits of tourism are not allowed to be outweighed by the potential adverse impacts on the environment and the host community. The tourism business in India is responsible for a variety of effects, both positive and bad, on the economy and society. These effects are summarized in the table below.

RESULTS THAT ARE FAVORABLE:

1. Contributing to the Generation of Income and Employment: Tourism in India has recently emerged as a significant contributor to the generation of income and employment, as well as to the relief of poverty and the promotion of sustainable human development. It is responsible for 6.23 percent of the nation's GDP and 8.78 percent of the country's total employment. There are currently around 20 million individuals employed in India's travel and tourist business.

2. A Significant Source of Earnings in Foreign Currency The Indian tourism industry is a significant source of earnings in foreign currency. This has an effect that is beneficial for the country's overall balance of payments. In 2008, the tourist business in India earned over \$100 billion in revenue, and projections indicate that this figure would expand to US\$275.5 billion in 2018 at a growth rate of 9.4% annually.

3. The protection of national heritage and the environment: The designation of some locations as heritage sites is one way in which tourism contributes to the preservation of a number of locations that are historically significant. Instances such as the Taj Mahal, the Qutab Minar, the temples of Ajanta and Ellora, and many others, if it weren't for the efforts done by the Tourism Department to preserve them, would have been allowed to deteriorate and eventually be destroyed. In a similar vein, tourism contributes to the preservation of the natural habitats of numerous species that are in danger of extinction.

4. The Development of Infrastructure Tourism has a tendency to encourage the development of multiple-use infrastructure that is to the host community's benefit. This can include a variety of means of transportation, health care facilities, and sports centres, in addition to hotels and high-end restaurants that cater to visitors from other countries. The growth of infrastructure has, in turn, been directly responsible for the expansion of other directly productive activities.

5. Contributing to the Promotion of Peace and Stability Honey and Gilpin [10] believe that the tourism industry can also help contribute to the Promotion of Peace and Stability in developing countries such as India by giving jobs, generating revenue, diversifying the economy, safeguarding the environment, and encouraging cross-cultural knowledge. However, in order to realise the potential peace-enhancing benefits of this industry, important difficulties such as the adoption of regulatory frameworks, procedures to reduce crime and corruption, and other such issues need to be solved.

AFFECTS NOT DESIRABLE:

1. Unwanted Social and Cultural Shifts One of the unintended outcomes of tourism was the disintegration of the social fabric of the communities that it

Rajasthan Tourism for Economic Growth: A Review

Ishwar Ram

visited. The greater the number of visitors that visit an area, the greater the concern that the area will lose its distinctive character. Goa is a fantastic illustration of this. Goa was a shelter for hippies during the period beginning in the late 1960s and continuing into the early 1980s [11], when the hippy culture was at its pinnacle. They arrived in the thousands, and as a result, the entire culture of the state was altered, which led to an increase in the prevalence of drug usage, prostitution, and trafficking in humans. The nation as a whole was impacted as a result of this.

2. Raise the Risk of Increasing Tension and Hostility Tourism has the potential to raise the risk of increasing tension, hostility, and distrust between tourists and the local communities when there is a lack of mutual respect and comprehension for one another's culture and way of life. It's possible that this will eventually lead to acts of violence and other crimes being committed against tourists. The recent assault on a Russian tourist who was vacationing in Goa is a good illustration of this concept.

3. Contributing to the development of an antagonistic attitude: The local community did not gain greatly from tourism. More than eighty percent of the money paid by tourists for all-inclusive vacation packages goes to multinational airlines, hotels, and other businesses rather than being distributed to regional merchants and employees. In addition, huge hotel chains' restaurants frequently bring in food from other countries in order to cater to the dietary preferences of tourists from other countries. On the other hand, they rarely hire locals for senior management positions, which prevents local farmers and workers from benefiting from the presence of these tourists. Because of this, there is frequently a feeling of hostility towards the tourists as well as the government.

4. Unfavourable consequences on the Environment and Ecology One of the most significant unfavourable consequences of tourism on the environment is the increasing pressure placed on the carrying capacity of the ecosystem in each tourist area. While an increase in the number of tourists led to an increase in the dumping of solid waste as well as a depletion of water and fuel resources, an increase in the amount of transportation and building activities led to a large-scale loss of forest cover and a destabilisation of the natural landforms. The

influx of tourists into ecologically delicate regions led to the extinction of rare and endangered species as a result of trampling, killing, and disturbing the reproductive grounds of these species. Water pollution, automotive emissions, untreated sewage, and other environmental hazards, such as noise pollution from vehicles and public address systems, also have direct affects on bio-diversity, the ambient environment, and the general profile of tourist destinations.

INITIATIVES OF THE GOVERNMENT:

The government of the country is continually taking the efforts in strategy and policy making in order to capitalise on the economic prospects presented by the tourism industry. The work programme will continue to develop over the course of time as new problems of national significance emerge and demand the attention of governments. Meanwhile, research will continue to shed light on problem areas that require attention. Tourism. Through the programme Tourism 2020, governments at all levels will be required to collaborate with operators in the tourism industry in order to put the plan into action and monitor its success in relation to the 2020 Tourism Industry Potential.

The Government of Rajasthan has the ambitious goal of tripling the number of international tourists that visit the state each year by the year 2020, from the current number of 1.5 million to 3.0 million. During the same time period, the government also has the goal of expanding the number of domestic tourists from the current 33 million to the target number of 50 million. As a direct result of this, the government of Rajasthan has undertaken a number of different measures to strengthen the state's tourism industry.

INWARD-LOOKING AND OUTWARD-LOOKING STRATEGIES ARE BOTH SUGGESTIONS FOR DEVELOPMENT STRATEGIES:

In the event that the state government chooses to implement inward-looking strategies, this can lead to increased economic growth and development. Which of these refers to as significant substations, fostering the development of home industry 'under cover' of protective barriers such as tariffs and quotas?

An Outward-Facing Strategy, Such as Promoting Tourism, Is Considered to Be a More Modern Approach to Development, Encouragement of High-Level Foreign Direct Investments, etc.

1. It is possible for the Tourism Department to extend an invitation to a special cultural delegation consisting of intellectuals, writers, journalists, and other professionals from other nations to travel to Western Rajasthan in order to educate the people in their home countries about the cultural legacy of India in general and Rajasthan in particular.

2. It is recommended that written material on topics such as history, tradition, art, culture, natural phenomena, artefacts and handicrafts, and so on be developed and given widespread distribution.

3. It is possible for the local tour guides to play a significant part in the expansion of the tourism business in Western Rajasthan.

They should not only be provided with the appropriate education and training regarding the culture and traditions, locations of historical significance, history of place and monuments, and primary characteristics of art and craft in Western Rajasthan, but they should also be made devoted to the standards of their profession. This is because it is important that they preserve the region's rich cultural heritage. Instead of viewing tourism as a means to merely increase their financial standing, they should cultivate a sense of involvement in all aspects of the industry. They ought to be provided with first-rate instruction in the understanding, speaking, and writing of many foreign languages, such as English, French, and others. They would not think twice about assisting the tourists in whatever minuscule way they could and finding solutions to their inconsequential issues in the most usual way possible. The country's educated young people are being put to work in the tourism business in order to achieve two goals at once: the reduction of the nation's unemployment rate and the expansion of the tourism sector.

4. The technology of audio-visual systems should be put to use in order to show aspects of the history and the way of life of the people of Rajasthan, who are quite distinct from the people of other districts in a number of areas. These aspects ought to receive the level of coverage that radio and television are

Rajasthan Tourism for Economic Growth: A Review

Ishwar Ram

capable of providing. It is the responsibility of the journalists working in Rajasthan to bring attention to the state's rich culture and traditions through the publication of articles and images in the state's newspapers and publications.

SUMMARY AND CONCLUSION:

The economy of India is expanding at a steady rate, but the expansion rate should be accelerated. It is possible to speed up the process by concentrating on each state's prospective resources, which have the potential to be capitalized on in terms of development and employment. The tourism industry presents a significant opportunity for economic growth in the state of Rajasthan, which has a large potential for such growth. More jobs can be created, and the state can also benefit from increased profits in foreign currency and revenue from domestic tourism if it adopts tourism-friendly policies and tactics and places a greater emphasis on the development of its infrastructure. It is possible to bring about a tangible economic revolution in Rajasthan by devoting considerable effort to finding solutions to the issues posed by tourism. Therefore, following an in-depth analysis of the data that is currently available, it is possible to state that the "tourism industry has the potential to be a backbone of the economy of Rajasthan." The tourism business is responsible for numerous good effects, such as the creation of sources of income and employment opportunities. It is a significant source of earnings in foreign currency and contributes to the acceleration of the construction of infrastructure. In addition to this, it helps maintain peace and stability, which has a multiplier impact. It not only increases the economic value of cultural resources, but it is also responsible for the development of the region.

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