

Problems and Challenges of Tourism Industry in Rajasthan

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Abstract:

The strength of a nation is a universal symbol of its standing in the world. The economic development of a country determines whether or not it is considered developed, developing, or undeveloped. India is considered a developing nation because of its huge developmental gaps between the developed world and the country. This precedent exists for a number of reasons, but the most crucial one is that our attention is spread out. We are unsure about the specific industry in which we can have the most impact. There is a pressing need to invest in the growth of India's tourism industry since the country has all the tools it needs to attract more visitors. The growth of the tourist industry has a multiplier impact, improving the infrastructure, technology, agriculture, economy, and other service sectors simultaneously. It is true that, like the nation as a whole, Rajasthan is a state with enormous potential for economic growth through the tourist sector. For utilization of its resources to generate income and employment there are some challenges too. So, this study focuses on the industry and resources which can bring noticeable economic development in Rajasthan. It also notifies the challenges and suggests the strategies by which challenges can be handled.

Keywords: Tourism, Rajasthan, Challenges, Prospects.

Introduction:-

Economic growth and development are crucial for optimal resource use, societal well-being, and long-term viability. As a country's economy improves, so does the living level of its citizens. Larger economies tend to develop steadier and have a greater impact on the world stage. India's central government has launched a number of programmes to boost the country's economy. Indian economic growth during the last three decades has been particularly strong in the areas of information technology, infrastructure, agriculture, and other related fields. With a current GDP growth rate of roughly 7%, India is one of the world's most important emerging economies. India has the world's seventh-largest nominal gross domestic product.

The tourist industry has seen dramatic shifts during the last decade. Rules and regulations have been relaxed to present country as an interesting tourism place. New schemes were launched. Number of tourists increased and tourism sector emerged as an important income generating sector in the economy. Employment and foreign exchange are both boosted by the tourism industry. Tourism is a fastest growing industry in the entire world, so is the case with India. With the development of information and communication technology (ICT) the distances in the world have been declined tremendously, therefore the present world is known as 'Global Village' The new phenomena have given boost to the development of tourism across the globe. The tourism sector in Rajasthan is crucial to the state's economy and has far-reaching effects on the social and cultural fabric of the region. Foreign currency profits, job creation,

higher living standards, regional development, international understanding promotion, preservation of local arts and crafts, etc. are only some of the ways in which this business helps the country.

Rajasthan state is one of them which have huge potential to develop. There are so many opportunities like handicraft industry, marble industry, mining industry, textile industry, agriculture, Medical, higher education and most important Tourism. Tourism is growing in the world on its rapid pace. Today, it constitutes a sizable portion of the global labour force and plays a crucial role in international commerce. It is tremendously contributing in infrastructure development, transportation and technological development, cultural and social development and many more. Beside this it has noticeable and revolutionary impact on the world economy. The government of the state has recognised the importance of the tourist sector to the state's economy, and has taken steps to encourage its growth. PadharoMhareDesh is a catchy Rajasthan phrase that implies the state warmly welcomes visitors. The state government and the commercial sector in Rajasthan are both working to grow the state's tourist trade. The Department of Tourism in Rajasthan mainly relates to exploring new places, planning and development of new areas, advertisement and motivational activities to enhance tourism industry; similarly private sector generates employment by investment in already developed and new potential areas. All these activities increase income level of the society and help in economic growth and development. But it has been observed that potentials of tourism industry in Rajasthan have not been fully utilized as it was expected to be. Before discussing the problems it would be worth to glimpse at the growth of tourism in Rajasthan.

Research Methodology & Objectives of the Paper:-

The main sources of secondary data are the published literature of the different government and semi-government agencies and literature in the field of tourism.

The goals of this research are as follows.

- To examine the obstacles to expanding tourist infrastructure in Rajasthan.
- To provide solutions to the obstacles hindering the growth of Rajasthan's tourist sector.
- To evaluate the potential for growth in the tourist industry in Rajasthan.

Rajasthan's Tourism Present Scenario:-

When it comes to domestic and international tourists, few states can compete with Rajasthan. Both local and international visitors are drawn to the country by its rich history, lively culture, and colourful, on-going customs. There is tremendous room for development in the state's tourist sector because to its many attractive features, both physical and conceptual. Both the federal government and individual states place a premium on attracting and accommodating tourists from near and far.

Therefore, in order for the State's tourism industry to stay up with current trends and prepare for future development, it is necessary to increase the number of tourist-centric infrastructure facilities.

Timely conversion of land for tourism units, including new hotels and heritage hotels, timelier approval of building plans, grant of Patta to heritage hotels, allotment of land for tourism units on DLC (District Level Committee) rates, applicability of Rajasthan Investment Promotion Scheme, 2014 (RIPS-2014) for

tourism units, and smooth and speedy implementation of the provisions of relate laws are all primary concerns addressed by the Rajasthan Tourism Unit Policy, 2015. It is hoped that through implementing this Policy, the current infrastructure would be improved, new infrastructure built, new jobs created, and more hotel rooms made available to visitors. Heritage hotels in rural Abadi/Panchayat communities have the potential to significantly boost rural tourism. Tourism Unit now include motels, resorts, golf courses, adventure sports, and other related businesses and pursuits. These measures are intended to hasten investment in the state.

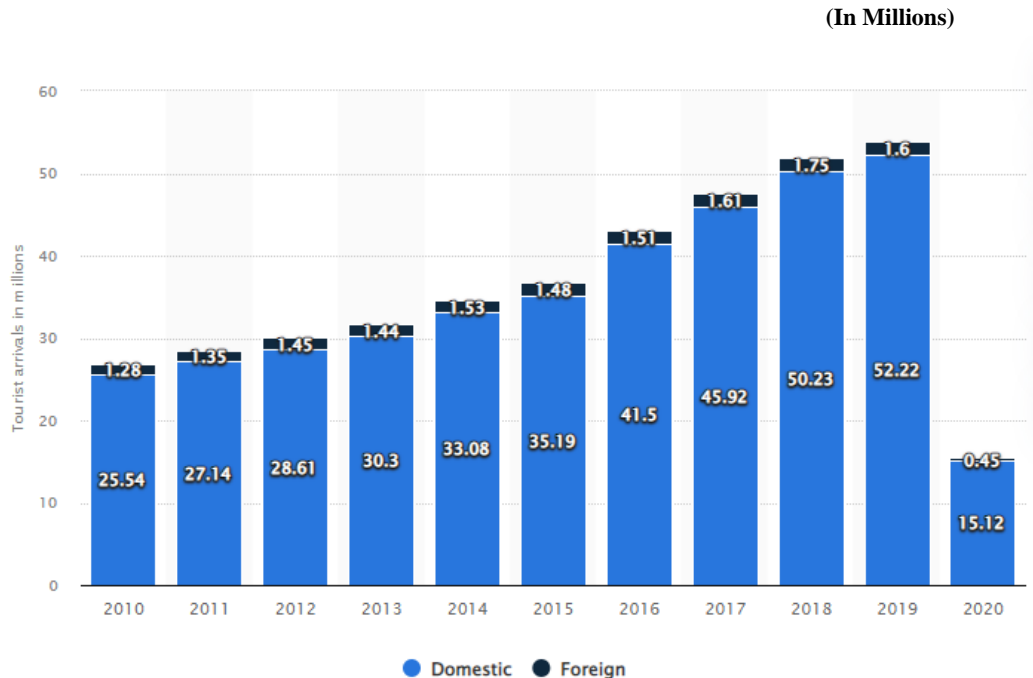
Progress of Tourism Activities

Year	Number of the Schemes	
	Development of Tourist Palace	Fairs, Fest and Other Cultural Activities
2016-17	12	58
2017-18	24	67
2018-19	28	56
2019-20	19	66
2020-21	Due to Covid Pandemic no new work allowed	16
2021-22	15	11

The government of Rajasthan has introduced a plethora of new tourism products, including eco-tourism, a canal cruise on the river Chambal, camel and horse safaris, camp tourism, new package tours at affordable prices, and a number of tax rebates and exemptions aimed specifically at the tourism industry. As a major source of both revenue and new jobs, tourism is high on the state's priority list. Community building and national solidarity are two further benefits of tourism. Because of the positive impact tourism may have on the economy, the government has implemented a number of initiatives aimed at making it the "People's Industry." Commercialization of tourism is essential in Rajasthan, although it is widely acknowledged that tourism also serves to spread local cultures.

One of Rajasthan's most rapidly expanding sectors is the hospitality industry. Forts and palaces, shopping, safari excursions, animal sanctuary parks, historical and religious sites, lakes in Rajasthan, and many more attractions make the state a popular tourist destination. Historically significant towns (Jaipur, Udaipur, Bikaner), animal sanctuaries (SariskaRanthambore, Keoladeo), and desert regions are only few of the many famous tourist sites in the state (Jodhpur, Jaisalmer). All of Rajasthan, not only Jaipur, has come up with its own special selling points to woo local and international travellers.

Foreign and Domestic Tourist Arrivals across Rajasthan in India between 2010 and 2020



Foreign currency revenues, regional development, infrastructure development, and promotion of local handicrafts are just some of the economic advantages that Rajasthan's booming tourism sector provides. The growing number of domestic and international visitors to Rajasthan is corroborated by the state's rising popularity as a tourist destination.

About 15 million domestic tourists and 500,000 international visitors will arrive in the state of Rajasthan in 2020. One of India's and the world's most popular tourist attractions, the state of Rajasthan is located in the country's north and has a land border with Pakistan. Since the lockdown was lifted in June of last year, individuals have slowly but steadily resumed travel to Rajasthan, although with limitations. Tourism in Rajasthan dropped by 71% in 2020 compared to 2019, according to official statistics, all because of the Coronavirus epidemic.

Challenges in Tourism Sector of Rajasthan: -



After observing, analysing and interpretation of data with the help of various statistical tools, for the purpose of drawing inferences, Despite the best efforts of many governments, it seems that Rajasthan's tourist industry is not growing as quickly as it should, the results are not so enthusiastic; some of the major problems are as follows:

Poor Conveyance System

Transportation issues are a major roadblock to the growth of the tourist industry in Rajasthan. Even though the most popular tourist attractions have good transport links, but there are so many spots of touristic importance where adequate and proper conveyance facilities are not available. Most of them are unidentified due to this reason. Besides, in urban and semi urban areas the traffic system is not proper or even in miserable condition. Most of the roads are not well maintained.

Insufficient Accommodation

In last few years the domestic as well as foreign tourists are attracting toward Rajasthan, but the accommodation facilities are not increasing accordingly. Seasonal pressures of tourists also cause to price hike; these situations adversely affect the budget of tourists and they are forced to cut their stay in Rajasthan.

Higher Tariff Charges

As the accommodation facilities are insufficient in Rajasthan so hoteliers charge a very high tariff from the tourists. The agents also misguide tourists and sometimes they become cheaters. The hidden

commission of agents also increases the tariff of hotels. All these situations are main causes of repulsion and in result, foreign tourists are moved to other countries where they find good accommodation at reasonable tariff.

Higher Tax Rates

The tax rates in Rajasthan are higher as compared to other states. As and when a tourist enters in Rajasthan, he has to pay some extra amount as service charges or in some other names. At every stage- whether on airport, in restaurant, hiring cab services or at stay in hotel some taxes are there. This adversely affects to their budget and negative impact on the growth of tourism. Besides higher taxes, the service providers charge service charges for the services they have rendered to tourists. Sometimes these charges are not justified and create a conflict between tourist and service provider.

Non-Availability of Tourists Reception centres

Whenever a tourist comes to visit Rajasthan he wants someone to guide him properly, but in place of proper guidance he is often misguided by the strangers because there is not the facility of Tourists Reception Centre. Though, the Government of Rajasthan has established TRCs at the important tourist destinations, but these TRCs are facing the problems of understaffing. Sometimes the TRCs personal does not have proper information about touristic attractions.

Price Discrimination

Keeping in view the higher earnings especially from foreign tourists, the State Government charges high tariff from foreign tourists. We can see this price discrimination at many places, for instance while visiting heritages, national parks, zoo or even using camera foreign tourists are charged with higher rates.

Improper Safety and Security

Now a day, the world is facing the problem of terrorists' attacks. India is also facing the same. Besides, many tourists have been injured at road side by vehicles or even wondered animals. Some of them have died, these incidences also have happened in Rajasthan and not in favour of tourism. Contrary, these incidences are against the prestige of the State.

Non-Availability of Hygienic Food

Cuisine is also an element of attraction to a tourist destination. Whenever a tourist comes to visit a particular state he wants to taste the local cuisine. In Rajasthan, food services, especially at tourists destinations are sometimes not hygienic or below standard. People dealing with tourists at food centres should be educated toward in this regard. Non availability of continental food at tourist destination is another big problem.

Overcrowding

Tourism has become a global activity during these years. The boom in tourism industry has increased pressure on infrastructure facilities. In Rajasthan, unplanned and insufficient development has created a big problem. We see over crowded at most of the tourism destinations.

Poor Visa Facilities

Whenever a foreign tourist plans to visit India or any state such as Rajasthan, he has to apply for tourist visa. To obtain visa is not an easy task. The tourist is supposed to go through a system of clearance and formalities. All the process is time consuming and mind taxing also. Sometimes the time taken is so lengthy that tourists have to give up the idea of visiting India.

Inadequate Healthcare Facilities

For the point of view of medical facilities, Rajasthan can be said backward. Medical facilities are centralized up to a few cities- namely Jaipur, Jodhpur, Udaipur etc. Most of the area is unattended by medical cares.

Problems of the Officials of RTDC

Lack of resources and infrastructure, erratic tourist policy, insufficient investment in human resource development, disorganised policymaking, and a dearth of qualified staff at the RTDC are all factors, poor innovativeness in marketing, Lack of personnel at TRCs and hotel units, impediment from local people, insufficient communication with travel agencies, non-cooperation of travel agents and absence of performance evaluation etc. are some of the major problems associated with RTDC.

Prospects of Tourism Sector in Rajasthan

Rajasthan is a natural choice for international and domestic tourists. According to research by "TCS Projections," between now and 2020, domestic tourism is predicted to expand by 7%, while international tourism is predicted to rise by 5%. In 2016-17, 4 crore 30 lacs tourists (foreign and domestic) visited Rajasthan, while in 2015-16 this figure was 3 crore 66 lacs and in 2014-15, 3 crore 46 lacs tourists visited Rajasthan. When it comes to international visitors, Jaipur, the country's capital, is rated just 52nd in the world. At present, manufacturing accounts for 32.5% of the state economy and agriculture for 22.5%. 45 % come from services, and 15 % come from vacationers. The Indian tourism industry is being shaped by a number of factors, including government initiatives, a diverse product offering, a growing economy, rising disposable income levels, and marketing initiatives; key trends include an increase in the proportion of female and elderly tourists; an increase in the frequency with which tourists take short trips; and the introduction of novel tourism concepts and tour packages. The number of tourists is increasing day by day in Rajasthan. Key attributable reason to the success of tourism in the State is the increasing investments towards the tourism sector. The Government of Rajasthan allotted Rs. 167 crore for tourism sector for the financial year 2017-18. In the budget 2018-19, the State Government has given relaxation of 50% in stamp duty while purchasing tourism property. At Mahi Project in Banswara district, the government has announced to expend 10 crore rupees for the development of 100 islands and Rs.2 crore in other districts for the development of historical and cultural places which are important for the point of view of tourism. Besides, Rs.33 crore 25 lacs on conservation of the 19 monuments. The State Government has allotted Rs 7 crore for the development of Mangarh Dham. The shortfall in arrivals is said to have narrowed to 49% in January and February of 2021, compared to the same months in 2020. Reports indicate that following April and May, Rajasthan saw a total absence of tourists, with just 26113 people making the trip there in June.

Moreover, it has been reported that on June 2nd, the state of Rajasthan became the first in the nation to open its state monuments to the public. Since then, the trend of continuously increasing visitor numbers

has been seen, with December 2020 seeing 13.59 lakh visits. The entertainment and tourism units which were getting benefit of tax rebate under entertainment tax and luxury tax before GST, such units will get GST based benefit.

Conclusion and Suggestion: -

Tourism, a phenomenon that combines the social, natural, and cultural, is quickly becoming the most important source of new jobs throughout the globe. Forts and palaces, historic hotels, colourful fairs and festivals, and indigenous art and handicrafts are just some of the attractions that draw tourists to Rajasthan. More people from other countries are visiting the state. Except for a small number of years during the epidemic, the tendency was upward. There is no denying that Rajasthan's tourist sector has social and environmental challenges. While it's true that Rajasthan's government is putting effort into expanding the state's tourist business, they're also putting a lot of emphasis on other, related endeavours. The State Government has taken tourism sector under priority all these indicates that though there are many problems and hurdles in the development of tourism sector but the prospects are very high. The Government of Rajasthan and RTDC have the primary responsibility for tourism development, but the RTDC himself is suffering from the problem of shortage of staff. Many RTDC units are in losses. The government's methods of operation and the tasks they do are improper. Foreign and domestic tourists will be attracted to the state after the government does its part to ensure enough staffing levels, invest in necessary infrastructure upgrades, implement an aggressive advertising programme and marketing plan, reduce taxes, and crack down on malpractices.

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