

## **Study of Tourism Development in Rajasthan**

**Vikram Singh Yadav**

*Lecturer, Economics, Geeta Devi Degree College, Khairthal (Alwar) Rajasthan*

---

### **Abstract**

*Geographical study of tourism development in Rajasthan has been done in the present paper. In this research paper, the current nature, characteristics and importance of tourism in Rajasthan have been explained. Rajasthan is a state in India which is considered as the best state for tourism. There are many scenic places to be seen in every district in the state of Rajasthan, especially there is a fort which is in almost every district. Apart from these, Rajasthan also has many mythological temples. With natural beauty and great history, Rajasthan has a flourishing tourism industry. Rajasthan is a suitable tourist destination for both domestic and international tourists. Every third tourist visiting India must visit Rajasthan. Tourism is the second largest industry in the state for earning foreign exchange. Rajasthan ranks 5th in India in terms of foreign tourists. In Rajasthan, Jaipur ranks first and Udaipur ranks first in terms of foreign tourists. Most of the foreign tourists visit the state during the month of March. The month of June sees the lowest number of foreign tourists in the state. Rajasthan ranks 7th in India in terms of domestic tourists. From the point of view of domestic tourists in Rajasthan, the first place is held by Ajmer and the second place is by Pushkar. Most of the domestic tourists visit the state during the month of September. The state receives the least number of domestic tourists in the month of June. In this research paper, along with the geographical study of major tourist places of Rajasthan, government efforts for tourism development have also been studied.*

**keywords :-** Major Tourist Places of Rajasthan, Major Tourist Places of Rajasthan, Tourism in Rajasthan, Rajasthan Tourism Development Corporation, Tourism Policy, UNESCO World Heritage Sites, Tourism Triangle, Tourism Circuit, Maru Triangle, Tourism Development Work.

---

### **I. Introduction :-**

Rajasthan is a state in India which is considered as the best state for tourism. There are many scenic places to be seen in every district in the state of Rajasthan, especially there is a fort which is in almost every district. Apart from these, Rajasthan also has many mythological temples. With natural beauty and great history, Rajasthan has a flourishing tourism industry. Rajasthan is a suitable tourist destination for both domestic and international tourists. Every third foreign tourist visiting India is bound to visit Rajasthan as it is part of the "Golden Triangle" for tourists visiting India. The palaces of Jaipur, the lakes of Udaipur and the grand forts of Jodhpur, Bikaner and Jaisalmer are among the most preferred destinations for Indian and foreign tourists. Thousands of tourists come here to see these famous places. Hawamahal of Jaipur, Dhore of Jodhpur, Dhore of Bikaner and Dhore of Jaisalmer are quite famous. Mehrangarh Fort of Jodhpur, Ranthambore Fort of Sawai Madhopur and Chittorgarh Fort are quite famous. There are also many old havelis in Rajasthan which have become heritage hotels in today's time. Tourism has also promoted employment in the hospitality sector here. The main sweet here is "Ghevar". Rajasthan was the first state in India to get the status of tourism industry on 4 March 1989 on the recommendation of the Mohammad Yunus Committee.

### **Geographical location of Rajasthan :-**

The study area is situated between 23°3'N latitude to 30°12'N latitude (Latitude 7°9') and 69°30'E to 78°17'E longitude (8°47"). Most part of the state lies north of the Tropic of Cancer (23°12' Tropic of Cancer i.e. 23°03' North latitude). The Tropic of Cancer passes almost through the middle of Banswara district passing through the southern boundary of Dungarpur district in the state. Banswara city is the closest city of the state to the line. In terms of climate, most of the state is located in the sub-tropical or temperate zone.

Extension: - Length from north to south is 826 km. m. And it extends from Kona village (Ganganagar) in the north to Borkund village (Kushalgarh, Banswara) in the south.

The width from east to west is 869 km. m. And the extension is from Silana village (Rajkheda, Dhaulpur) in the east to Katra (Fatehgarh, Sam, Jaisalmer) in the west.

**Objective :-**

The objectives of the presented research paper are as follows.

1. The present form of tourism in Rajasthan has been studied.
2. The features of tourism development of Rajasthan have been explained.
3. The importance of tourism in Rajasthan has been understood.

**Hypothesis :-**

1. The attraction in the tourism sector is continuously increasing in Rajasthan.
2. Efforts are being made by the Government of Rajasthan for the development and protection of tourism.

**Study method :-**

Primary and secondary data have been used in the present research paper. The collection of primary data has been done through personal contact, questionnaire and schedule. The compilation of second data has been done through diaries, magazines, newspapers, tourism department of Rajasthan and various websites and books. The nature of this study is descriptive.

**Major tourist places of Rajasthan :-**

The literal meaning of Rajasthan is - "Land of Kings". Spreading its colorful culture, this state has not only attracted national tourists but also international tourists. From the magnificent havelis of Jaipur, to the lakes of Udaipur, from the temples to the sand dunes of Jaisalmer and Bikaner - everything is worth seeing. Not just worth seeing, worth remembering for a lifetime. The folk songs and folk dances here also cooperate fully to maintain their local culture in existence. The traditional food here will make your mouth water and you will not be able to live without eating it. Major tourist places of Rajasthan will make you crazy. You will fall in love with the beautiful and luxurious havelis.

**Sightseeing of Rajasthan :-**

Rajasthan abounds in beauty. It's just too late to come here and live each and every part of it to the fullest. From natural beauty to amazing art exhibits, you will find admirable sites to visit. The names of four major tourist destinations of Rajasthan are – Jaipur, Udaipur, Jaisalmer and Mount Abu. Take a look at the list of tourist places in Rajasthan, then see you will not be able to stop yourself from coming here.

**1. Jaipur :-**

This city is a wonderful mix of antiquity and modernity. It is famous all over the world by the name of Pink City. The capital region of Rajasthan, which will mesmerize you with its beauty. Jaipur is painted pink and this adds to its beauty. Some of the main tourist places here include Hawa Mahal, Amber Fort, Jantar Mantar, Nahargarh Fort, City Palace, Chokhi Dhani, Albert Hall Museum and Birla Mandir etc. This city enhances its beauty with beautiful forts, temples and museums etc. Bapu Bazaar is the most famous market here, which is known for the traditional items of Rajasthan - colorful Jaipuri dupattas, Rajasthani jewelry etc.

**2. Udaipur :-**

The city of Rajasthan which is called the "City of Lakes". Surrounded by the Aravalli Mountains, the city is an epitome of natural beauty. The awe-inspiring architecture will compel you to visit this city. By taking a boat ride in Lake Pichola, you will get immersed in the lap of nature. If this city situated in a valley and surrounded by four lakes is called "Kashmir of Rajasthan", then there is nothing wrong in it. The name of this city is taken with great pride in Rajasthan attractive place. The main places here are - Sajjangarh Fort, Fateh Sagar Lake, Vintage Car Museum, Iklingji Temple, Dudh Talai Musical Garden, Jaisamand Lake etc.

**3. Jaisalmer :-**

The "Golden City" of Rajasthan, it is so named because of the golden yellow sand dunes rising in the Thar Desert. This city situated near the border of Pakistan is a popular tourist destination of Rajasthan. There are many historical sites here which are made of golden yellow colored limestone. Riding a camel through the desert and spending the night in the camp under the night sky is an unforgettable experience. Jaisalmer Fort is the most important attraction here. Jain Temple, National Park, Gadisar Lake, Bada Bagh etc. are other places.

**4. Mount Abu :-**

This is the only hilly area of Rajasthan. It attracts tourists with its green and cool environment. Dilwara Temple is included in the important historical tourist places of Rajasthan. It is a symbol of historicity and incomparable architecture, which is very famous all over India. If you are not a history buff, you can go boating

in Nakki Lake and watch the sunset from Sunset Point. It can also become a romantic destination for you and your partner.

#### **5. Jodhpur :-**

This city is also known as "Gateway to Thar". The most famous place here is the Mehrangarh Fort which is a confluence of history and culture. Using Rajasthani architecture, every corner has been carved so finely that you will be surprised to see it. There are two temples and a museum inside this fort. You will also see a glimpse of Rajasthani folk songs at the entrance of the fort, which you will like. It is one of the largest forts in Rajasthan. Due to the view of blue sky, blue walls and blue houses, this city is also called "Blue City".

#### **6. Ajmer :-**

Surrounded by the Aravalli Hills, the city is famous for the Dargah Sharif of Moinuddin Chishti. If you want to witness the Mughal architecture after coming to Rajasthan, Ajmer is a very peaceful and spiritual city. In the heart of Rajasthan. Basa Ajmer is a place of Hindu and Muslim devotees. A huge crowd throngs here every year. There is another specialty of this city, and that is the culture and craftsmanship here. This is a religious place where you can get peace of mind by coming.

#### **7. Ranthambore :-**

This place, which is included in the best Tiger Reserve of India, is also famous for many animals, birds and trees and plants. This place situated in the foothills of Vindhya and Aravalli is also famous for National Park, Ranthambore Fort. A great holiday destination that must be on your to do list. This place, which is included in the main tourist destination of Rajasthan, is the center of travelers fond of taking pictures of wildlife. Spread over an area of 392 km, the national park is the best place to see amazing birds and animals in their natural habitat.

#### **8. Bikaner :-**

Bikaner is considered a paradise of culture and tourists. Riding camels through the sand dunes will give you a unique experience. The ancient palaces and forts here will leave you stunned. This city is called the "country of camels". Bikaner is famous for its amazing architecture, culture and art. Bikaner is also famous for the International Camel Festival, which is visited by people from all over the world.

#### **9. Pushkar :-**

It is one of the most ancient cities, one of the five holy places. This is the only city which has a temple dedicated to Brahma and for this it is famous. India's largest camel fair is organized here in November. Small colorful shops sell handcrafted items at affordable prices. The culture here attracts tourists. The name of this city is also taken with great pleasure in the main tourist destination of Rajasthan. Because this city has that specialty, which can focus the attention of the travelers towards it self.

#### **10. Bharatpur :-**

This city is known as "Paradise of Birds". A city rich in culture, which adds to its simplicity, it is famous for the Keoladeo National Park. There are 370 species of animals and birds here, but it is more popular by the name of Bird Sanctuary. You will find many unique birds here. There are 230 species of birds, 200 types of other animals like fish, turtles, snakes, lizards, etc. and 350 types of flowering plants. A place where you will get a chance to paint in all kinds of colors. Rajasthani culture is synonymous with affinity. Every color is dissolved in it, you will be able to enhance your different aspects by dissolving in each color. The major tourist destination of Rajasthan is a place where one can come and live life to the fullest. Book your Rajasthan trip now with Travel Triangle.

#### **Global tourism :-**

World Tourism Day is celebrated on 27 September. Indian Tourism Day is celebrated on 25 January. U.N.O. declared 2003 as the International Ecotourism Year. India's tourism motto is 'Atithi Devo Bhava' and Rajasthan's tourism motto was 'Incomparable Rajasthan'. Most of the tourists in India come from France. England, America, Germany, Italy are after France.

#### **Tourism in Rajasthan :-**

Every third tourist coming to India definitely comes to Rajasthan. Tourism is the second largest foreign exchange earning industry in the state. Rajasthan ranks 5th in India in terms of foreign tourists. Jaipur ranks first and Udaipur second in terms of foreign tourists in Rajasthan. Most foreign tourists come to the state in the month of March. The least number of foreign tourists visit the state in the month of June. Rajasthan ranks 7th in

India in terms of domestic tourists. From the point of view of indigenous tourists in Rajasthan, the first place is of Ajmer and the second place is of Pushkar. Most of the indigenous tourists come to the state in the month of September. The month of June sees the lowest number of domestic tourists in the state. The Directorate of Tourism in Rajasthan was established in 1955. The headquarters of the State Directorate of Tourism is located in Jaipur.

### **Rajasthan Tourism Development Corporation (RTDC)**

Rajasthan Tourism Development Corporation (R.T.D.C.) was established on 1st April, 1979. The headquarter of Rajasthan Tourism Development Corporation is located in Jaipur. The organization responsible for the development of tourism in the state is (R.T.D.C.). Rajasthan is the first state in India to give industry status to tourism. Rajasthan gave tourism the status of industry in 1989 on the recommendation of the Mohammad Yunus Committee. Tourism is also known by the nickname of smokeless (smokeless) industry. Accommodation problem of tourists In order to solve the accommodation problem of tourists, on 27 September 1991 Paying Guest Scheme was started (12 districts). Presently the Paying Guest Scheme is being run in 33 districts. Rajasthan is the first state in India to deploy tourism police for the safety of tourists. Tourism Police was deployed in Rajasthan on August 1, 2000. The deployment of tourism police in the state was first done in Jaipur's Jantar Mantar and Amer. Rajasthan announced its tourism policy on September 27, 2001. India announced its tourism policy on 23 October 2002. Tourism was given the status of public industry in 2004-05. Rajasthan Tourism Department R.T.D.C. Tourism Helpline service was started in April, 2002 for the convenience of tourists. The best award given in the field of tourism is 'PATA' award. PATA Award was started in 1985. The PATA award for 2010 was given to Rajasthan. The 2014 PATA award was the 29th award given to Kerala.

Rajasthan Tourism Development Corporation was established in 1978. Its headquarter is in Jaipur. Its functions are as follows.

- Preparation of programs, policies and plans for tourism development in Rajasthan.
  - Maintenance of tourist places.
  - Organizing fairs and festivals to attract tourists.
  - To arrange hotels, tourist police and guides for the convenience of tourists.
- popular tourist destination
- Pushkar Lake
  - Dargah of Khwaja Moinuddin Chishti of Ajmer.
  - Jodhpur - Ghantaghar, Jodhpur is very famous for Mehrangarh fort and for dhors.
  - Barmer and Bikaner which are famous for their havelis.
  - Jaisalmer - Known for its havelis and desert dhors and golden stones, this is why hundreds of tourists come and go.

### **Tourism Development in Rajasthan**

Most tourists (both domestic and foreign) in Rajasthan - 1. Pushkar - Ajmer 2. Mount Abu - Sirohi. Rajasthan has the largest number of foreign tourists - Jaipur city. Most of the foreign tourists in Rajasthan come from - 1. France 2. Britain. In terms of tourism, Rajasthan is divided into 9 circuits 1 circuit.

#### **tourism policy**

In June 2011, the government launched the Padharo scheme to promote tourism and provide employment to the youth. Rajasthan had announced its new tourism policy in 2015.

#### **royal train for tourists**

The first royal train (Palace Wheels) was introduced in the field of tourism in 1982-83. From 3 September 1995, the royal train was relaunched and renamed as the 'New Palace on Wheels'. The royal train is also known as 'The Oriental Express'. This train goes to Delhi via Chittor, Jaisalmer, Jodhpur, Jaipur. In 2003, a train named 'Fairy Queen' was started in the field of tourism. Pari Rani works in the Shekhawati region. In 2004, a train named 'Village on Wheels' was started in the field of tourism. A train named "Heritage on Wheels" was started in 2006 in the tourism sector. This train goes from Jaipur, Sikar, Jhunjhunu, Churu to Bikaner. A train named "Royal Rajasthan on Wheels" was launched on 11 September 2009 in the tourism sector. It is proposed to run Rajasthan's latest tourist train 'The Great Aravali Safari Train'. This train will run between Ajmer, Rajsamand and Udaipur at Kamli Ghat ground.

#### **tourist bus**

In 2003, a double-decker bus 'Jaipur Pride 24' was introduced in Jaipur to attract tourists. This bus is being operated by Siyaram City Association. A bus named Dhaura Express is being run in Ladaira village of Bikaner. Tourists will be made to visit historical places through Palace on Air. It is proposed to start boat and raft cruises from Kolkata to Dholpur on Hooghly, Chambal, Yamuna rivers via Palace on Waves.

### **UNESCO World Heritage Site**

Rajasthan has three UNESCO World Heritage Sites - Keoladeo National Park, Jantar Mantar (Jaipur), Hill Forts of Rajasthan (Chittorgarh, Kumbhalgarh, Ranthambore, Amber, Jaisalmer).

Kumbhalgarh Fort was declared a UNESCO World Heritage Site in 2013, the wall of this fort is 38 km long. It is considered to be the second longest wall in the world after the Great Wall of China.

### **tourist triangle**

- Golden Triangle - Delhi - Agra - Jaipur
- Desert Triangle - Jaisalmer - Bikaner - Jodhpur

### **tourist circuit**

There is immense potential of tourism in Rajasthan. The tourist places here are divided into 9 circuits. Some are plains, some are desert, some have historical buildings and forts, and some are sanctuaries. These 9 tourist circuits are as follows.

- Desert Circuit - Jaisalmer - Bikaner - Jodhpur - Barmer
- Shekhawati Circuit - Sikar - Jhunjhunu
- Dhudhad Circuit - Jaipur - Dausa - Amer
- Braj Mewat Circuit - Alwar - Bharatpur - Sawaimadhopur - Tonk
- Hadoti Circuit - Kota - Bundi - Bara - Jhalawar
- Merwara Circuit - Ajmer - Pushkar - Merta - Nagaur
- Mewar Circuit - Rajsamand, Chittorgarh, Bhilwara
- Vagad Circuit - Banswara - Dungarpur
- Gaurwad Circuit - Pali - Sirohi - Jalore

There are three tourist circuits proposed in Rajasthan.

- Hadoti Circuit
- Pilgrimage Circuit
- NCR Circuit

### **desert triangle**

Barmer is also included in the desert triangle. The Maru Triangle was developed by Japan's J.B.I.C. Being developed in collaboration with the organization.

- Shekhawati Triangle :- The train being run in the field of tourism in Shekhawati Triangle is Fairy Queen.
- Golden Triangle :- Delhi Golden Triangle Jaipur Agra
- Golden Triangle, Gurgaon, Alwar Bharatpur have been included in the National Capital Region.
- Silver Triangle :- Mumbai Silver Triangle Bangalore Hyderabad
- Solar Energy Triangle :- Jaisalmer is solar energy triangle “ Barmer is Jodhpur

### **Ropeway in Rajasthan :-**

- The first ropeway of the state is operational since December 20, 2006 at Sunda Mata mountain in Bhinmal (Jalore).
- The second ropeway of Rajasthan is operational since June 8, 2008 at Karni Mata Temple in Udaipur.
- The third ropeway of the state is operated at Savitri Mata Mandir (Ajmer).
- Ropeway is proposed in Jaipur's Kanak Vrindavan, Mount Abu Sirohi in the state.

### **Tourism development work: -**

- The first Rajiv Gandhi Convention Center of the state will be built in Jodhpur.
- This will be the third tourism convention center of India.
- The first Meera Museum of the state has been established in Udaipur.
- The State's first and India's fourth Herming Bridge (suspension bridge) has been constructed on the Chambal river.
- Safari Park will be built in Ranthambore.
- This is the third Safari Park in the country. In which wild animals can be seen roaming.
- The first is located in Karnataka's Banarghata National Park and the second is located in Bhopal.
- Udaipur has been selected as the best holiday destination in India
- On 2010, Jantar Mantar of Jaipur has been included in the cultural list of UNESCO's World Heritage.
- This is the first heritage of the state and the 23rd of the country.
- The Ghana Bird Sanctuary of Bharatpur was included in the UNESCO Natural Heritage list in 1985.
- The first elephant village of Rajasthan has been established in Kunda village of Amber in Jaipur.
- Hathi Gaon N.H. Located at 8. The 'Kalbeliya' school of dance is being established near Hathi village.
- Elephant Village is the third village in Asia. The other two such villages are in Sri Lanka; is in Thailand.
- There are four tourism divisions in Rajasthan, Jodhpur, Ajmer, Udaipur, Kota.

- Sambhar Lake is known as 'Ramsar Site' in the field of tourism.
- The second Ramsar site is Keoladeo National Park Bharatpur.
- Colonel James Tod has described the importance of sightseeing in Rajasthan in his book 'Travel in Western India'.
- Kelashpuri and Hawala villages of Udaipur and Ayurvedic villages have been established in Jodhpur for the increasing interest of foreign tourists in Indian system of medicine.
- Ayurvedic University has been established in Jodhpur.
- Scheme related to promotion of spiritual tourism in Rajasthan 'Apna Dham, Apna Kaam, Apna Naam'.
- Operation Swagatam, a campaign launched to protect tourists from anti-social elements in Jaipur.
- The first heritage hotel of Rajasthan is Ajit Bhawan, Jodhpur.

## **II. CONCLUSION:-**

It is clear from the above study that the state of Rajasthan occupies an important place in terms of tourism. Every third tourist coming to India definitely comes to Rajasthan. Tourism is the second largest foreign exchange earning industry in the state. Rajasthan ranks 5th in India in terms of foreign tourists. There is immense potential of tourism in Rajasthan. The tourist places here are divided into 9 circuits. Some are plains, some are desert, some have historical buildings and forts, and some are sanctuaries. The Government of Rajasthan is doing important work in this direction, which is promoting the tourism industry in the state of Rajasthan.

## **References :-**

- [1]. Economy of Rajasthan, Professor Lakshmi Narayan Nathuram, College Book House, Jaipur
- [2]. Rajasthan Sujas, Quarterly Magazine, Government of Rajasthan, Jaipur
- [3]. Rajasthan State Industrial Development and Investment Corporation Limited
- [4]. Department of Information and Mass Communication Technology, Government of Rajasthan, Jaipur
- [5]. Rajasthan Tourism Development Corporation, Jaipur, Rajasthan